

MARTHOMA RESIDENTIAL SCHOOL TIRUVALLA

SECOND TERMINAL EXAMINATION 2018-19

Time: 3 Hrs
Mark: 80 Marks

STD XI

COMMERCE

PART A

(10X2=20)

1.
 - a) Briefly *explain any two types* of wholesaler.
 - b) Explain *any two services* rendered by stock exchange to community.
 - c) Distinguish between *joint stock companies and cooperative organization*.
 - d) Define the term *promotion*.
 - e) What is *trade discount*?
 - f) Write *any two* features of Social responsibility.
 - g) Define *cooperative organization*.
 - h) What is *teleshopping*?
 - i) What are *smart cards*?
 - j) Define the term *prospectus*.

PART B

(Answer any five)

2.
 - a. Describe *the steps* necessary for incorporation of a joint stock company. (4)
 - b. What are the *functions* of a stock exchange ? (4)
 - c. What are the responsibility of business *towards investors and employees*? (4)
3.
 - a. What are the *advantages of Franchise*? (5)
 - b. Briefly explain *any four functions* of a wholesaler. (4)
 - c. Explain *any three* advantages of a cooperative organization. (3)

4. a. Explain *any four* types of promoters (4)
- b. Write a note on *marketing cooperatives and housing cooperative* (4)
- c. What *are the resources required* for successful implementation of e-business? (4)
5. Explain *the procedures* for home trade. (12)
6. a. State *any five services* rendered by wholesaler to retailer. (5)
- b. What *are the functions performed* by chamber of commerce? (4)
- c. Mention *any three* characteristics of departmental store. (3)
7. a. Explain *different types* of Mobile traders. (4)
- b. Explain the following terms
i. Ex dividend ii. Bull iii. Bear (5)
- c. Explain *any three payment mechanism* for the online transactions. (3)
8. a. What *are the benefits of E business*? (5)
- b. Explain *any four* contents of Memorandum of Association. (4)
- c. Write *any three* developmental functions of SEBI. (3)
9. a. Explain *the need* for social responsibility. (5)
- b. Briefly explain *any four benefits* of outsourcing. (4)
- c. *Distinguish between wholesaler and retailer.* (3)