

Std XII

COMMERCE

PART A

(Answer all questions)

(10x2=20)

I

1. What is the meaning of *business environment* ?
2. Write *any two differences* between formal and informal organization.
3. Why is *working capital* known as *circulating capital*?
4. Mention *any two components* of political environment.
5. What is *Capital structure*?
6. Mention *any two features* of management as a science
7. What is *consumer oriented marketing*?
8. Explain *internal source* of recruitment
9. How is *bearer debentures* differ from *registered debentures*?
10. List any two features of NEFT

PART B

(Answer any five)

2.

a. Explain the following terms

i. *Brand* ii. *Brand name* iii. *Brand mark* iv. *Trademark*

(4)

b. Explain the *rights* and responsibility of Consumer

(4)

c. Difference between *training and development*

(4)

3.

a. How is *delegation* different from *decentralization*?

(5)

b. Explain the *characteristics of planning*

(4)

c. State *any three need* for principles of management

(3)

4.

- a. Distinguish between *shares and debentures* (4)
- b. *Understanding the environment of business is of immense significance.* Explain (4)
- c. Explain *the redressal mechanism* available to consumers under Consumer Protection Act. (4)

5.

- a. Describe in brief the *elements of promotion* (4)
- b. What is *social environment*? What are the *components of social environment*? (4)
- c. Explain *any four* external source of recruitment. (4)

6.

- a. Explain *any five* factors which affect the working capital requirement of business. (5)
- b. Explain *any four* facilitating functions of marketing. (4)
- c. What are the *disadvantages* of functional structure ? (3)

7.

- a. Write a note on bonus shares. (4)
- b. Mention *any four* features of formal organisation . (4)
- c. Briefly explain *any four* demerits of public deposit. (4)

8.

- a. Explain the following types of plan (4)
 - i. *Strategy*
 - ii. *Policy*
- b. Coordination is considered as *an essence of management.* Comment. (4)
- c. Explain the *principles of equity and order* stated by Henry Fayol. (4)

9.

- a. What is *Bank draft*? Mention its *features.* (4)
- b. State and explain *any four* features of management . (4)