

MAR THOMA RESIDENTIAL SCHOOL, TIRUVALLA
ISC SECOND MODEL EXAMINATION-JANUARY 2019

COMMERCE
(Maximum Marks: 80)

(Time allowed: Three hours)

(Candidates are allowed additional 15 minutes for only reading the paper. They must NOT start writing during this time.)

Answer Question 1 from Part I and any five questions from Part II. The intended marks for questions or parts of questions are given in brackets [].

PART A

(Answer all questions)

(10X2=20)

Question 1

- a. What is *Micro environment* ?
 - b. Mention *any two* objectives of marketing
 - c. State *any two* limitation of controlling
 - d. What is an *ESOP*?
 - e. What are the *essentials of objectives*?
 - f. What do you understand by *EFT*?
 - g. Define the term *Price*.
 - h. What is *line and staff organizations*?
 - i Define *staffing*.
 - j. Distinguish between *GWC and NWC*.
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PART B
(Answer any five)

Question 2.

- a. Enumerate *the main forms* in which financial assistance from *a commercial bank* may be available (5)
- b. Explain *the need for consumer protection* from the customers point of view. (4)
- c. Briefly explain *any three* internal factors of micro environment of business . (3)

Question 3

- a. Write a note on *RTGS* (5)
- b. Explain *the factors* affecting capital structure (4)
- c. Distinguish between *advertising and sales promotion* (3)

Question 4.

- a. Explain the *importance* of management in an organization (5)
- b. Write *the meaning* of following types of plans
i. Methods ii. Procedure (4)
- c. *Difference between* recruitment and selection (3)

Question 5.

- a. Briefly describe *coordination as a function* of management (5)
- b. Controlling is an *indispensible function* of management Do you agree? Give reason to support your answer. (4)
- c. Point out *the principle being violated in each of following cases and explain these principles.*
 - i. Sohan and Sumit are working as clerks in same company .They perform similar jobs and have similar qualifications and job experience .But they are paid different salaries
 - ii. Sarita a manager in ABC ltd is reporting to Mohan who reports to Deepak. Deepak ask Sarita to prepare a report without informing Mohan. (3)

Question 6.

- a. Explain *the advantages* of divisional structure . (5)
- b. Explain briefly *the benefits* of planning to an organization. (4)
- c. Explain *the nature of staffing* as an part of human resource management . (3)

Question 7.

- a. Enumerate *any five* functions of supervisor. (5)
- b. Bring out *the distinction* between principles of Taylor and Fayol. (4)
- c. *Planning and control are mutually inter related and inter dependent? Explain .* (3)

Question 8.

- a. Explain *marketing* on the basis of *functions of physical supply*. (5)
- b. Explain the *objectives* of communication. (4)
- c. Enumerate the *rights of a consumer*. (3)

Question 9.

- a. Explain *CBS*. (4)
- b. Explain the concept of *management as an activity* . (4)
- c. Why is *delegation considered* essential for effective organizing.? (4)