

MARTHOMA RESIDENTIAL SCHOOL TIRUVALLA

FIRST MODEL EXAMINATION 2019-2020

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

[Answer Question 1 from Part I, any five questions from Part II]

Time: 3 Hours
Marks: 80

STD XII

COMMERCE

PART I

(Answer all questions)

Question 1

(10X2=20)

- i. What is *equity* principle of Management?
- ii. State any *two* indirect channels of distribution
- iii. Explain the term *retained earnings*
- iv. What is *Credit Card*?
- v. What is *Marketing Mix*?
- vi. What is meant by *ESOP*?
- vii. What is *motivation*?
- viii. State *any two* differences between Marketing and Sales
- ix. What is *span of control*?
- x. Explain *the role of consumer* organization in field of consumer protection.

PART II

(Answer any five)

Question 2

- i. Explain *any three* types of preference shares (3)
- ii. Explain *any four* features of modern marketing (4)
- iii. What is *e-banking*? Explain its *features* (5)

Question 3

- i. Explain *any three* internal factors of micro environment (3)
- ii. Explain *personal selling* and any *three* of its objectives (4)
- iii. Explain *any five* importance of controlling (5)

Question 4

- i. Explain *factoring* as a source of finance (3)
- ii. Explain *any four* consumer rights outlined by Consumer Protection Act (4)
- iii. Explain *any five* characteristics of management (5)

Question 5.

- i. Differentiate between *advertising and publicity*. (3)
- ii. State and explain *any four* barriers to *communication*. (4)
- iii. Explain *any five* methods of *consumer protection*. (5)

Question 6

- i. Explain the *following principles of management* laid down by Henry Fayol
 - 1. *Scalar Chain*
 - 2. *Authority and Responsibility*
 - 3. *Unity of Command*
 - 4. *Order*
 - 5. *Discipline* (5)
- ii. Write *any four* functions of supervisor (4)
- iii. Explain *any three* objectives of management (3)

Question 7

- i. Explain *any four* differences between equity and preference shares (4)
- ii. Explain *any two merits and two demerits* of bonus shares (4)
- iii. Discuss in brief *any four* factors that affect the working capital requirement of a company (4)

Question 8

- i. *Coordination as the essence of management* .Comment (5)
- ii. Briefly explain *any four* functions of labeling (4)
- iii. What are the *features* of business environment? (3)

Question 9.

- i. What are the *factors* determining the price of a product? (5)
- ii. Explain the *role* of financial planning (4)
- iii. Write a note of *ATM* (3)