

MARTHOMA RESIDENTIAL SCHOOL TIRUVALLA

SECOND MODEL EXAMINATION 2019-2020

COMMERCE

Std XII

Time: 3Hrs

Max Marks: 80

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

Answer Questions 1 from Part I and Five questions from Part II
The intended marks for questions are given in brackets ()

PART A

(10x2=20)

(Answer all questions)

Question 1

1. What is *Tele banking* ?
2. What is meant by *Trade credit* ?
3. What is *packaging* ?
4. Give *two difference* between selling and marketing
5. Explain the principle of *Espirit de corps* as advocated by Fayol.
6. Mention *any two* objectives of marketing.
7. What is *temporary working capital*?
8. What is *SWOT* analysis?
9. State *any two* rights of consumer
10. How is management a *group activity*?

Part -B

(Answer any five)

Question 2

1. What is *meant by price* ? Explain *any two* factors that determines the price of a product. (3)
2. Is *Management a true science* ? Justify your stand with reasons (4)
3. Explain *the steps* involved in issue of demand draft online (5)

Question 3

1. Explain *any three* types of plans. (3)
2. Explain *any four* points showing the importance of organizing. . (4)
3. Explain *the steps* in controlling process briefly. (5)

Question 4

1. Explain *any three* types of debentures. (3)
2. Explain *any four* sources of short term finance. (4)
3. Explain *any five factors* which affect working capital requirements of business organization. (5)

Question 5

1. Explain *any four limitations* of planning. (3)
2. Explain *any four objectives* of communication. (4)
3. Explain *any four advantages* of branding to marketers. (5)

Question 6

Write *a short notes* on the following

- a. RTGS (4)
- b. Responsibility of consumer (4)
- c. Sweat equity shares (4)

Question 7

1. Explain *the importance* of business environment. (4)
2. What *are factors* which must be considered in choosing capital structure? (4)
3. What *are the demerits* of public deposits? (4)

Question 8

1. What is *line and staff organisation*? Explain any three advantages of it (4)
2. What are the *qualities of a good leader*? (4)
3. What is *delegation of authority*? Explain *any three points* showing its importance (4)

Question 9

1. Give *any four* difference between training and development. (4)
2. Explain *the steps* in selection process. (4)
3. Explain *management by exception*. (4)