

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 I (20 Marks)

Answer **all** questions.

Question 1

[10×2]

Answer briefly each of the questions (i) to (x).

- (i) What is meant by *Macro Environment*?
- (ii) What is the importance of finance to a business concern?
- (iii) Give *two* merits of *Inter Corporate Deposits*.
- (iv) Define *Management* as a process.
- (v) Explain the principle of *Authority and Responsibility*, as laid down by Henry Fayol.
- (vi) What is a *Demand Draft*?
- (vii) State *any two* features of *advertising*.
- (viii) Give *two* points of difference between *training* and *development*.
- (ix) Mention *two* physical functions of marketing.
- (x) Agrim purchased a Diesel Car for ₹ 7 Lakhs from an automobile Company and found its engine to be defective. Despite many complaints, the defect was not rectified. Suggest the appropriate authority where Agrim under his right as a consumer, could file a complaint.

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PART II (60 Marks)

Answer any **five** questions.

Question 2

- (a) Explain *three* disadvantages of Preference shares from the investors' point of view. [3]
- (b) *Effectiveness of leadership depends on the qualities of the Leader.* Explain *any four* qualities that a good leader should possess. [4]
- (c) Explain the importance of Business Environment in shaping the future of a business. [5]

Question 3

- (a) Give *three* differences between *advertising* and *personal selling*. [3]
- (b) Explain *any four* features of a budget. [4]
- (c) You are the finance manager of a newly established company. The Directors have asked you to determine the amount of fixed capital requirement for the company. Explain *any five* factors that you will consider while determining the fixed capital requirement for the company. [5]

Question 4

- (a) Give *three* points in support of the statement, "Organising is an important function of management." [3]
- (b) What is *social environment*? Enumerate *any three* components of social environment. [4]
- (c) Briefly discuss *any five* features of principles of management. [5]

Question 5

- (a) What are the objectives of *personal selling*? [3]
- (b) Explain the following: [4]
 - (i) SMS alerts
 - (ii) ATM
- (c) Explain *any five* points of importance of *controlling*, as a function of management. [5]

Question 6

- (a) Distinguish between *marketing* and *selling*. [3]
- (b) Explain *any four* objectives of *communication*. [4]
- (c) Explain the first *five* steps involved in selecting suitable work force in an organisation. [5]

Question 7

- (a) Explain Buying and Assembling, as function of marketing. [3]
- (b) What is meant by R.T.G.S? Give *any two* features of R.T.G.S. [4]
- (c) *Management is the dynamic, life giving element in every business.* In the context of this statement, explain the importance of management in modern times. [5]

Question 8

- (a) Give *three* points of difference between Taylor's and Fayol's Principles of Management. [3]
- (b) Explain *four* advantages of raising funds from commercial banks. [4]
- (c) Discuss *any five* points of importance of *marketing*. [5]

Question 9

Write short notes on:

- (a) Publicity. [4]
- (b) Secured Debentures. [4]
- (c) Programme, as a type of plan. [4]