



12th Standard

COMMERCE

SECOND REVISION

TEST-2023

**Various District Question Paper
Collection**

12

R

Reg. No.

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Second Revision Test - 2023

COMMERCE

Time : 3.00 hrs.

Max. Marks : 90

PART - I

I. Answer all questions.

20 x 1 = 20

- Distribution of Work in groupwise or section wise is called as.....
a) Co-ordination b) Controlling c) Staffing d) Organising
- Delegation of Authority is Easily done with the help of.....
a) MBM b) MBE c) MBO d) MBA
- Participants in the capital market includes
a) Individuals b) Corporate c) Financial Institutions d) All the above
- Money Market Institutions are.....
a) Investment Houses b) Mortgage Banks
c) Reserve Bank of India d) Commercial Banks and Discount House
- Jobbers transact in a stock exchange.
a) For their Claims b) For their Own Transaction c) For Other Brokers d) For Other Members
- Planning is a.....function.
a) Selective b) pervasive c) both (a) and (b) d) none of the above
- The process of converting physical shares into electronic form is called.....
a) Dematerialisation b) Delisting c) Materialisation d) Debaring
- Securities Exchanges Board of India was first established in the year.....
a) 1988 b) 1992 c) 1995 d) 1998
-is useful to prevent skill obsolescence of employees
a) Training b) Job analysis c) Selections d) Recruitment
- The Initial stage of Marketing system is.....
a) Monopoly system b) Exchange to Money c) Barter system d) Self producing
- Pure play retailers are called.....
a) Market Creators b) Transaction brokers c) Merchants d) Agents
- The final aim of modern marketing is.....
a) Maximum Profit b) Minimum Profit c) Consumer satisfaction d) Service to society
- The Property in the goods means the
a) Possession of goods b) Custody of goods c) Ownership of goods d) Both (a) and (b)
- The transferee of a Negotiable instrument in the one.....
a) Who transfer the instrument
b) On whose name it is transferred c) Who encashes it d) None of the above
- Which of these is based on Technology?
a) Modern b) Professional c) Corporate d) Industrial
- The shares which are offered first to the existing shareholder at reduced price is known as.....
a) Bonus share b) Equity share c) Right share d) Preference share
- Who is not entitled to speak at the annual general meeting of the company.
a) Auditor b) Shareholders c) Proxy d) Directors
- Motive of a pure entrepreneur is
a) Rendering service b) Earning profit c) Attaining status d) Both (b) and (c)
- Which crossing restrict further negotiation
a) Non negotiable crossing b) A/c Payee crossing c) General crossing d) Special crossing

R. RAJAGANAPATHI
BVHSS (GDBI)
ERODE (Dt)

20. Any person who buys any goods or avails services for personal use, for a consideration is called as
a) Customer b) Consumer c) Buyer d) User

PART - II

II. Answer any seven questions. (Compulsory Question 30)

7 x 2 = 14

21. What is Management?
22. What is known as KRA?
23. How is price determined in a Capital Market?
24. What is meant by Remisier?
25. What do you mean by placement?
26. What are the rights of consumer according to John F. Kennedy?
27. What is meant by goods?
28. List down the two types of finance for Entrepreneur?
29. What are the four stages of formation of a company?
30. List the challenges faced by the women entrepreneurs (Explain any two)

PART - III

III. Answer any seven questions. (Compulsory Question 40)

7 x 3 = 21

31. Write a note on Secondary Market.
32. Give the meaning of Venture Capital.
33. What is meant by Dematerialization?
34. What do you mean by "On the Job Training"?
35. What are the objectives of Marketing?
36. What do you know about Technological environment?
37. Distinguish between Negotiability and Assignability.
38. Expand the following i) STEP ii) JAM iii) SEED
39. Give any three cases in which an Ordinary resolution need to be passed.
40. Who is private entrepreneur?

R. RAJAGANAPATHI

BVHSS

GIOBI

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PART - IV

IV. Answer all questions.

7 x 5 = 35

41. Explain the Principles of modern management. (OR)
What are the differences between "On the job training" and "Off the job training"?
42. Explain the various functions of management. (OR)
Differentiate Recruitment and Selection.
43. What are the major advantage of MBO? (OR)
Describe the significance of Human Resources Management (any 5)
44. Distinguish between New Issue Market and Secondary Market. (OR)
What are the benefits of Dematerialisation?
45. Explain the characteristics of Money Market? (OR)
What are the functions of SEBI?
46. Explain the benefits of Stock Exchange. (OR)
Briefly explain the functions of Capital Market.
47. Explain the concept of management. (OR)
What is the recent trends in Recruitment.

Exam Time : 03:00:00 Hrs

Total Marks : 90

20 x 1 = 20

PART I

குறிப்பு : அனைத்து வினாக்களுக்கும் விடையளிக்கவும்.

- 1) _____ன் உதவியுடன் இலக்குகள் அடையப்படுகின்றன
(a) செயலாக்கமளித்தல் (b) கட்டுப்படுத்துதல் (c) திட்டமிடுதல் (d) பணியமர்த்துதல்
- 2) குறியிலக்கு மேலாண்மை யானது _____என்பவரால் அமெரிக்காவில் பிரபலப்படுத்தப்பட்டது.
(a) பேராசிரியர் ரெட்டின் (b) ஜார்ஜ் ஓடியோர்ன் (c) ஹென்றி பயோஸ் (d) எப்.டபிள்யூ. டெய்லர்
- 3) ஒரு இரண்டாம் நிலைச் சந்தையில் ஒரு பத்திரம் எத்தனை முறை விற்கப்படலாம்?
(a) ஒரே ஒரு முறை (b) இரண்டு முறை (c) மூன்று முறை (d) பல முறை
- 4) பங்குகளை இந்தியோ முழுவதும் மின்னணு மூலம் வியாபாரம் செய்யும் நோக்கத்தோடு முதன்மை நிதி நிறுவனங்களால் உருவாக்கப்பட்டதே _____ஆகும்
(a) இந்திய உடனடி பங்கு மாற்றகம் (b) ஏட்டுக்கடன் (c) பரஸ்பர நிதி (d) துணிகர முதல்
- 5) நாட்டில் _____ பங்குச் சந்தைகள் உள்ளன.
(a) 21 (b) 24 (c) 20 (d) 25
- 6) செபியின் தலைமையகம் _____ ஆகும்.
(a) கல்கத்தா (b) மும்பை (c) சென்னை (d) தில்லி
- 7) பணியாளர் சுழற்சி வீதம் என்பது நிறுவனத்தில் பணியாளர்களின் நிலை _____பொழுது ஏற்படுகிறது.
(a) நிறுவனத்திற்குள் உள்ளே வரும் (b) நிறுவனத்தை விட்டு வெளியே செல்லும்
(c) சம்பளம் பிரச்சனையின் (d) மேலே குறிப்பிடப்பட்ட எதுவும் இல்லை
- 8) பணி மாற்றம் என்பது ஒரு _____ ஆட்சேர்ப்பு வளமாகும்.
(a) அக வள (b) புற வள (c) புறத்திறனீட்டல் (d) மேலே குறிப்பிடப்பட்ட எதுவும் இல்லை.
- 9) கீழ்க்கண்டவற்றுள் கண்ணுக்கு புலப்படாத பொருள் எது?
(a) கல்வி (b) கைபேசி (c) ஆடைகள் (d) வாகனங்கள்
- 10) தூய சில்லறை விற்பனையாளர் _____ என அழைக்கப்படுபவர்
(a) சந்தை உருவாக்குநர்கள் (b) நடவடிக்கை தரகர்கள் (c) வியாபாரிகள் (d) முகவர்கள்
- 11) நுகர்வோர் பாதுகாப்புச்சட்டம் நடைமுறைக்கு வந்த நாள்
(a) 01.01.1986 (b) 01.04.1986 (c) 15.04.1987 (d) 15.04.1990
- 12) நுகர்வோரின் பொறுப்பு என்பது அவர் பெற்றுள்ள _____ ஆவணமே பொருட்களை வாங்கியதற்கான அடையாளமாகும்.
(a) ரொக்க ரசீது (b) உத்தரவாத அட்டை (c) இடாப்பு (d) மேற்காணும் அனைத்தும்
- 13) வணிகத்தின் பரந்த சூழல் ஒரு _____ காரணியாகும்.
(a) கட்டுப்படுத்த முடியாது (b) கட்டுப்பாட்டிற்கு உட்பட்டது (c) சமாளிக்க கூடியது
(d) சமாளிக்க முடியாதது
- 14) புதிய பொருளாதாரக் கொள்கை ஆண்டு அறிமுகப்படுத்தப்பட்டது
(a) 1980 (b) 1991 (c) 2013 (d) 2015
- 15) கீழ் குறிப்பிடப்பட்டவைகளில் எது உற்பத்திக் காரணி?
(a) நிலம் (b) உழைப்பு (c) தொழில்முனை (d) மேற்கூறிய அனைத்தும்
- 16) கூட்டுப்பங்கு தொழில் முனைவோரின் வேறு பெயர்.
(a) அகத்தொழில் முனைவோர் (b) தோற்றுவிப்பாளர் (c) மேலாளர் (d) பங்குநர்
- 17) புதிது புனைதல் மற்றும் தொழில் முனைவோர் கலாச்சாரத்தை ஊக்குவிக்க இந்திய அரசு _____ முயற்சிக்கிறது.
(a) அடல் புதுமை புகுத்தல் திட்டம்
(b) பெண்களுக்கு பயிற்சி மற்றும் வேலைவாய்ப்பு திட்டத்திற்கான ஆதரவு.
(c) விஞ்ஞான அடிப்படையில் அதிகாரமளித்தல் மற்றும் அபிவிருத்தி (d) அடல் இன்புவேஷன் சென்டர்ஸ்
- 18) நிறமச் சட்டப்படி இயக்குனர்கள் _____ மூலம் நியமிக்கப்பட வேண்டும்
(a) மத்திய அரசு (b) கம்பெனி சட்ட வாரியம் (c) கம்பெனியின் ஆண்டு பொதுக்கூட்டம்
(d) இயக்குனர்கள் குழு
- 19) யார் ஒருவர் நிறுமத்தின் செயலாளராக முடியும்
(a) தனிநபர் (b) கூட்டாண்மை நிறுமம் (c) கூட்டுறவு சங்கம் (d) தொழிற்சங்கம்
- 20) உலகின் மிகவும் பிரபலமான பங்குசந்தை _____
(a) இலண்டன் பங்குசந்தை (b) பம்பாய் பங்குசந்தை (c) தேசிய பங்குசந்தை (d) நியூயார்க்

PART II

7 x 2 = 14

குறிப்பு : ஏதேனும் ஏழு வினாக்களுக்கு விடையளிக்கவும். அதில் 30 வது வினாவிற்கு கட்டாயம்

விடையளிக்க வேண்டும்.

- 21) அதிகாரம் என்பதன் பொருள் தருக.
- 22) செபியின் தலைமையகம் பற்றி குறிப்பிடுக.
- 23) ஒழுங்குமுறை சந்தை என்றால் என்ன?
- 24) நேர்காணல் - வரைவிலக்கணம் தருக.
- 25) கலப்படத்திற்கு இரண்டு எடுத்துக்காட்டுகள் தருக.
- 26) தனியார்மயமாக்கல் என்றால் என்ன?
- 27) காசோலை என்றால் என்ன?
- 28) ஏதேனும் நான்கு அரசின் தொழில் முனைவோர் திட்டங்களின் பெயர்களை எழுதுக.
- 29) நம்புறுதி என்றால் என்ன?
- 30) ஒரு குழு நிறுவ செயலராக பணியாற்ற முடியுமா?

PART III

7 x 3 = 21

குறிப்பு : ஏதேனும் ஏழு வினாக்களுக்கு விடையளிக்கவும். அதில் 40 வது வினாவிற்கு கட்டாயம்

விடையளிக்க வேண்டும்.

- 31) டெய்லரின் மேலாண்மைத் தத்துவங்கள் யாவை?
- 32) காளை மற்றும் கரடி - விளக்குக.
- 33) ஏட்டுக்கடன் மற்றும் துணிகர முதல் வழங்கு நிறுவனங்களை பற்றி விளக்குக.
- 34) மனித வள மேலாண்மையின் வரைவிலக்கணம் தருக.
- 35) சந்தையில் என்னென்ன பொருட்களை சந்தையிட முடியும் என்பதை தெரிவிக்கவும்.
- 36) நுகர்வோர் நீதிமன்றத்தில் புகார் மனுவை தாக்கல் செய்யும் முன் என்ன செய்ய வேண்டும்?
- 37) உலகமயமாக்கலின் ஏதேனும் மூன்று தாக்கங்களை எழுதுக.
- 38) சாதாரண தீர்மானம் தேவைப்படும் ஏதேனும் மூன்று செயல்பாடுகளை தருக.
- 39) பெறுபவர் கணக்கு கீறல் என்றால் என்ன?
- 40) கொடூரில்லா சந்தையிடுதல் என்பதன் பொருள் கூறுக.

PART IV

7 x 5 = 35

குறிப்பு : அனைத்து வினாக்களுக்கும் விடையளிக்கவும்.

- 41) a) விதிவிலக்கு மேலாண்மையின் நன்மைகள் என்ன? (OR)
b) அறிவியல் பூர்வ மேலாண்மையின் கோட்பாடுகள் யாவை?
- 42) a) மூலதனச் சந்தையின் சிறப்பியல்புகளை விவாதிக்க. (OR)
b) பங்குச் சந்தை - பொருட்கள் பரிமாற்றகம் வேறுபாடு காண்.
- 43) a) மாற்றுமுறை ஆவணத்தின் எடுகோள்கள் யாவை? (OR)
b) தொழில் முனைவோர் மற்றும் அகத்தொழில் முனைவோர் இவர்களை வேறுபடுத்துக.
- 44) a) பயிற்சியின் நன்மைகளை விளக்குக. (OR)
b) சந்தையிடுகை கலவையின் கூறுகளை குறிப்பிடுக.
- 45) a) இந்திய பெருளாதாரத்தில் எல்பிஜி (LPG)யின் தாக்கத்தை விளக்குக. (OR)
b) பலவகையான நிறுவன கூட்டங்களை விளக்கு.
- 46) a) நுகர்வோரின் உரிமைகள் யாவை? (OR)
b) நிதிச் சந்தையின் பங்கினை விவாதிக்கவும்.
- 47) a) வியாபாரத்தின் நுண்ணிய சூழல் காரணிகளை விளக்கு. (OR)
b) செபியின் பணிகளை விவரி.



COMMON SECOND REVISION TEST – 2023

Standard XII

Reg. No. :

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COMMERCE

Time: 3.00 hrs.

Part - I

Marks: 90

20 x 1 = 20

I. Choose the correct answer:

1. Which is the primary function of management ?
a) innovating b) controlling c) planning d) decision making
2. Delegation of authority is easily done with the help of
a) MBM b) MBE c) MBO d) MBA
3. When the NSEI was established ?
a) 1990 b) 1992 c) 1998 d) 1997
4. Trading in Dematerialized shares commenced on the NSE is
a) January 1996 b) June 1998
c) December 1996 d) December 1998
5. Advertisement is a _____ source of recruitment.
a) internal b) external c) agent d) outsourcing
6. Off the job training is given
a) In the class room b) On Off days
c) Outside the factory d) In the playground
7. Jobbers transact in a stock exchange
a) for their clients b) for their own transactions
c) for other brokers d) for other members
8. In case of a sale, the _____ has the right to sell
a) buyer b) seller c) hirer d) consignee
9. Number of parties in a bill of exchange are
a) 2 b) 6 c) 3 d) 4
10. _____ is designed to transform India to a global design and manufacturing hub
a) digital India b) make in India c) startup India d) design India
11. The shares which are offered first to the existing share holder at a reduced price is known as _____
a) bonus share b) equity share c) right share d) preference share
12. A public company shall have a minimum of _____ directors.
a) 12 b) 7 c) 3 d) 2
13. Corporate Entrepreneur is also called as _____
a) intreprenuer b) promoter c) manager d) share holder
14. Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
15. Which is the Gateway of internet?
a) Portal b) CPU c) Modem d) Webnaire
16. GST stands for _____
a) Goods and Social Tax b) Goods and Service Tax
c) Goods and Sales Tax d) Goods and Salary Tax
17. Match the following

i) Board meeting ii) Statutory meeting iii) Class meeting iv) Annual General Meeting	a) Within 18 months b) Particular type of share holders c) Once in lifetime d) Directors
---	---

a) i) a ii) b iii) c iv) d c) i) a ii) b iii) d iv) c	b) i) d ii) c iii) a iv) b d) i) d ii) c iii) b iv) a
--	--
18. Negotiable Instrument Act was passed in the year
a) 1981 b) 1881 c) 1994 d) 1818

19. Directors remuneration should not exceeds _____ % of net profit.
 a) 5% b) 6% c) 11% d) none
20. Who is not entitled to speak at the Annual General Meeting of the company ?
 a) auditor b) Shareholder c) Proxy d) Directors

Part - II**II. Answer any 7 questions. (Q.No.30 is compulsory)****7 x 2 = 14**

21. What is mutual fund ?
 22. What is Regulated Market ?
 23. What is Job portals ?
 24. What is mean by Recruitment ?
 25. What is known as KRA ?
 26. Define - Endorsement.
 27. State any 2 characteristics of Entrepreneur.
 28. What is Caveat Emptor?
 29. Who is called as Managing Director ?
 30. Don't smoke in public places, wearing seat belt while drive car. What type of marketing is this ?

Part - III**III. Answer any 7 questions. (Q.No.40 is compulsory)****7 x 3 = 21**

31. What is a contract of sale of goods ?
 32. What do you mean by On the Job Training ?
 33. Explain the types of market on the basis of time.
 34. Explain the types of Treasury bills.
 35. Explain the limitation of stock exchange.
 36. What is mean by Dematerialization ?
 37. Write a short notes on Niche Marketing.
 38. Define the term Management.
 39. Explain any two types of Crossing of cheques.
 40. Write about Fabian entrepreneurs.

Part - IV**IV. Answer all the questions.****7 x 5 = 35**

41. a) Explain the internal sources of recruitment.
 (OR)
 b) Differentiate between an Entrepreneur and Intrapreneur.
42. a) What are the duties of consumer.
 (OR)
 b) Explain any five Government Entrepreneurial schemes.
43. a) Describe the significance of Human Resource Management.
 (OR)
 b) Discuss the problems faced by women entrepreneurs.
44. a) Distinguish between new issue market and secondary market.
 (OR)
 b) Write the difference between shares and debentures.
45. a) Narrate the elements of marketing mix.
 (OR)
 b) Explain the advantages and disadvantages of Liberalisation.
46. a) Explain the functions of SEBI. (OR)
 b) Explain the various function of management (any 5)
47. a) Briefly state different types of company meeting. (OR)
 b) Briefly state different types of Director.

Note: Answer all the questions.

20 X 1 = 20

SECTION - I

- Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
- Which is the primary function of management?
(a) Innovating (b) Controlling (c) Planning (d) Decision-making
- How many times a security can be sold in a secondary market?
a) Only one time b) Two time c) Three times d) Multiple times
- When the NSEI was established
a) 1990 b) 1992 c) 1998 d) 1997
- Money Market provides
a) Medium-term Funds b) Short-term Funds
c) Long-term Funds d) Shares
- Stock exchange allow trading in
a) All types of Shares of any Company b) Bonds issued by the Govt
c) Listed Securities d) Unlisted Securities
- Human resource is a ----- asset.
a) Tangible b) Intangible c) Fixed d) Current
- Recruitment bridges gap between ----- and -----
a) job seeker and job provider b) job seeker and agent
c) job provider and owner d) owner and servant
- Selection is usually considered as a ----- process
a) Positive b) Negative c) Natural d) None of these
- The Spot market is classified on the basis of .
a) Commodity b) Transaction c) Regulation d) Time
- The initial stage of Marketing system is.....
a) Monopoly system b) Exchange to Money
c) Barter system d) Self producing
- Who is the father of Consumer Movement?
a) Mahatma Gandhi b) Mr. Jhon F. Kennedy
c) Ralph Nader d) Jawaharlal Nehru
- Which of the following is not a consumer right summed up by John F. Kennedy
a) Right to safety b) Right to choose
c) Right to consume d) Right to be informed
- _____ is the result of New Industrial Policy which abolished the 'License System'.
(a) Globalisation (b) Privatisation
(c) Liberalisation (d) None of these
- Match the following:**
Industrial Entrepreneur - (i) JRD Tata
Pure Entrepreneur - (ii) N. R. Naryayana Murthy
Spontaneous Entrepreneur - (iii) Shiv Nadar.
Classical Entrepreneur - (iv) Reliance
a) i, ii, iii, iv b) iv, iii, ii, i c) iii, ii, i, iv d) iv, ii, iii, i
- _____ is a stipulation which is collateral to main purpose of contract:
(a) Warranty (b) Condition (c) Right (d) Agreement
- Assertion (A):** Consumers are generally exploited without knowing about their rights and privileges.
Reason (R): Because of lack of awareness about products and services.
(a) Both are correct. (R) is correct explanation of (A)
(b) Both are correct. (R) is not correct explanation of (A)
(c) (A) correct, (R) wrong (d) (A) wrong (R) correct.

should cover aspects like sources of finance, technical know-how, source of labour and raw material, market potential and profitability.

- (a) Technical Report (b) Finance Report
(c) Project Report (d) Progress Report

19. Which of the below is a factor of production?

- (a) Land (b) Labour (c) Entrepreneurship (d) All of the above

20. Find the odd one out: (at the time of voting)

- (a) By Ballot (b) Postal Ballot (c) By Machine (d) By Voice

SECTION - II

Note: Answer any 7 questions in which Question No.30 is compulsory.

7 X 2 = 14

21. What is meant by Negotiable Instrument?
22. What is a Contingent Goods?
23. What is mean by Regulated Market?
24. What is Proxy?
25. What is Privatization?
26. Give two examples of adulteration.
27. Give the meaning of Recruitment.
28. What is Human Resource Management?
29. List out the management tools.
30. "A customer is the most important visitor in our premises". He is not dependent on us. Who said we are dependent on him?

SECTION - III

Note: Answer any 7 questions in which Question No.40 is compulsory.

7 X 3 = 21

31. What is Niche Marketing?
32. What is Start up India?
33. What is Special Resolution?
34. What is Liberalization?
35. What do you understand about "Right to protection of health and safety"?
36. What is meant by artificial scarcity?
37. What is stress interview?
38. Explain the commercial functions of entrepreneur.
39. What are the important aspects to be kept in mind by consumer while purchasing goods related to the quality of goods?
40. "Entrepreneur as an innovator" - who is coined this word? Why?

SECTION - IV

Note: Answer all the questions.

7 X 5 = 35

41. Distinguish between Conditions and Warranty. (OR)
Explain any five Government Entrepreneurial schemes. (Any five)
42. Discuss the problems faced by Women Entrepreneurs. (Any five) (OR)
How the market can be classified on the basis of Area? (Any five)
43. How consumers are exploited? (OR)
Describe the Meeting of Shareholders
44. Describe the significance of External source of recruitment. (OR)
Elaborate on the Managerial functions of Human Resource Management.
45. Discuss about the Evolution of marketing. (OR)
Explain the duties of consumers.
46. Explain the main functions of management. (OR)
Explain the advantages of liberalization.
47. Describe the principles of scientific management. (OR)
Discuss the various types of financial markets.

SECOND REVISION TEST - 2023

Standard - XII

Time : 3.00 hrs

COMMERCE

Marks: 90

Part - A

I. Choose the correct answer:-

20×1=20

- 1) With a wider span, there will be _____ hierarchical levels
a) More b) Less c) Multiple d) Additional
- 2) Which is the First Step in process of MBO?
a) Fixing key Result Area b) Appraisal of Activities
c) Matching Resources with Activities d) Defining Organisational Objectives
- 3) Spot market is a market where the delivery of the financial instrument and payment of Cash occurs _____
a) Immediately b) In the future c) Uncertain d) After one month
- 4) A marketable document of title to a time deposit for a specified period may be referred to as a _____
a) Treasury Bill b) Certificate of Deposit
c) Commercial Bill d) Government Securities
- 5) An optimistic speculator is _____
a) Bull b) Bear c) Stag d) Lame duck
- 6) Trading in dematerialized shares commenced on the NSE is _____
a) January 1996 b) June 1998 c) December 1996 d) December 1998
- 7) Job first man next is one of the principles of _____
a) Test b) Interview c) Training d) Placement
- 8) Improves skill levels of employees to ensure better job performance _____
a) Training b) Selection
c) Recruitment d) Performance appraisal
- 9) The marketer initially wants to know in the marketing is _____
a) Qualification of the customer b) Quality of the product
c) Background of the customers d) Needs of the customers
- 10) Social marketing deals with _____
a) Society b) Social class c) Social change d) Social evil
- 11) _____ is the king of modern marketing
a) consumer b) Wholesaler c) Producer d) Retailer
- 12) GST stands for _____
a) Goods and Social Tax b) Goods and Service Tax
c) Goods and Sales Tax d) Goods and Salary Tax
- 13) Which of the below constitutes the essential element of contract of sale?
a) Two parties b) Transfer of property c) Price d) All of the above
- 14) A cheque will become state after _____ months of its date
a) 3 b) 4 c) 5 d) 1
- 15) Entrepreneur is not classified as _____
a) Risk bearer b) Innovator c) Employee d) Organizer
- 16) Which of the below is not a characteristic of a Fabian Entrepreneur?
a) Conservative b) Risk averse c) Sceptical d) Adaptive
- 17) _____ is the Government of India's endeavour to promote culture of Innovation and entrepreneurship
a) AIM b) STEP c) SEED d) AIC

- 18) The company will have to issue the notice of situation of Registered office to the Registrar of companies within _____ days from the date of incorporation.
 a) 14 days b) 21 days c) 30 days d) 60 days
- 19) What is the statue of Directors who regulate money of the company
 a) Banker b) Holder c) Agent d) Trustees
- 20) Which meeting will be held only once in the lifetime of the company?
 a) statutory b) Annual General c) Extra-ordinary d) Class General

Part - II

7×2=14

II. Answer any seven of the following questions. Question No. 30 is compulsory:-

- 21) What is meant by Motivation?
 22) What is Debt Market?
 23) What is a CD Market?
 24) What is Human Resource Management?
 25) What is Role-Play?
 26) What is Contingent goods?
 27) List three characteristics of a promissory Note.
 28) List down the two types of finance for Entrepreneur.
 29) What are the four stages of formation of a company?
 30) What are the functions of exchange?

Part - C

7×3=21

III. Answer any seven of the following questions. Question No.40 is compulsory:-

- 31) What determines the span of management?
 32) What are the process of MBE?
 33) Explain about Factoring and Venture Capital Institutions.
 34) Explain Bull and Bear
 35) What is structured interview?
 36) Explain the types of Market on the basis of time?
 37) Write a short note on New Economic Policy?
 38) Who is a private Entrepreneur?
 39) Give any three cases in which an ordinary resolution need to be passed.
 40) Why preference shares are called as "Preference shares"?

Part - D**IV. Answer all the questions:-**

7×5=35

- 41) a) Explain the various functions of management. (any 5)
 b) Who are the KMP? [or]
 42) a) Discuss the disadvantages of MBE. [or]
 b) Explain any five Government Entrepreneurial schemes. [or]
 43) a) What are the characteristics of Government Securities? (any 5) [or]
 b) Discuss the challenges faced by Women Entrepreneurs. (any 5) [or]
 44) a) Explain the functions of Stock Exchange. (any 5) [or]
 b) Explain in detail the elements of contract of Sale. [or]
 45) a) What is the Recent Trends in Recruitment? [or]
 b) Explain the advantages and disadvantages of liberalisation. (any 5) [or]
 46) a) What are the difference between on the job training and off the job training? (any 5) [or]
 b) What are the responsibilities of consumers? (any 5) [or]
 47) a) Narrate the Elements of marketing mix. [or]
 b) Discuss any two new methods of marketing?



27-01-2023

Standard 12**COMMERCE**

Time Allowed: 3.00 Hours

Maximum Marks: 90

PART - A**Answer all questions:****20×1=20**

- 1) With a wider span, there will be _____ hierarchical levels.
a) more b) less c) multiple d) additional
- 2) Which of the following is verification function?
a) Planning b) Organising c) Staffing d) Controlling
- 3) Management by objectives is popularised by _____.
a) Prof. Retin b) George Odiorne c) Henry Foel d) F.W. Taylor
- 4) Primary market is also called as
a) Secondary market b) Money market
c) New issue market d) Indirect market
- 5) A marketable document of file to a time deposit for specified period may be referred to as a _____.
a) Treasury Bill b) Certificate of Deposit
c) Commercial Bill d) Government Securities
- 6) Trading in dematerialized shares commenced on the NSE is
a) January 1996 b) June 1998
c) December 1996 d) December 1998
- 7) Human Resource Management is both _____ and _____.
a) Science and Art b) Theory and Practice
c) History and Geography d) None of the above
- 8) Recruitment bridges gap between _____ and _____.
a) Job seller and Job provider b) Job seller and agent
c) Job provider and owner d) Owner and servant
- 9) The process of eliminating unsuitable candidate is called
a) Selection b) Recruitment c) Interviewer d) Induction
- 10) Off the jobs training is given
a) In the class room b) On off days
c) Outside the factory d) In the playground
- 11) The spot market is classified on the basis of _____.
a) Commodity b) Transaction c) Regulation d) Time
- 12) Who is supreme in the market?
a) Customer b) Seller c) Wholesaler d) Retailer
- 13) Pure play retailers are called
a) Market creators b) Transaction brokers
c) Merchants d) Agent
- 14) The term consumer's came into existence in the year
a) 1960 b) 1957 c) 1954 d) 1958
- 15) _____ is the king of modern marketing.
a) Consumer b) Wholeseller c) Producer d) Retailer
- 16) The chairman of the District Forum is _____.
a) District Judge b) Highcourt Judge
c) Supreme court Judge d) None of the above
- 17) _____ has to include the mechanism for managing venture in the project report.
a) Banker b) Government
c) Lending institution d) Entrepreneur

- 18) The company will have to issue the notice of situation of Registered office to the Registrar of companies within _____ days from the date of incorporation.
a) 14 days b) 21 days c) 30 days d) 60 days
- 19) A person shall hold office as a Director _____ companies as per the companies Act, 2013.
a) 5 companies b) 10 companies c) 20 companies d) 15 companies
- 20) Who can become a secretary for a company?
a) Individual person b) Partnership form
c) Cooperative society d) An employee

PART - B**Answer any 7 questions:****7×2=14****Question No. 30 is compulsory.**

- 21) How the price determined in a secondary market?
22) Who are the participants in a capital market?
23) What are the various ID Proofs?
24) What is stress interview?
25) What is Role play?
26) What is Market?
27) What is Ambush marketing?
28) Which is the supreme objectives of business?
29) What is internal environment?
30) What determines the span of management?

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Tenkasi Dist.

PART - C**Answer any seven questions:****7×3=21****Question No. 40 is compulsory.**

- 31) Who are the participants of Money Market?
32) Explain Stag and Lame Duck.
33) What is meant by unsolicited applicants?
34) Write short note on trainor and trainer.
35) What can be marketed in the market?
36) What are the objectives of Marketing?
37) What is meant by artificial scarcity?
38) Who are the members of the National Commission?
39) Discuss and Draw the two different types of crossing.
40) List out the main functions of management.

PART - D**Answer all the questions:****7×5=35**

- 41) a) Explain the concept of Management. (OR)
b) Briefly state different types of company meeting. (OR)
- 42) a) How the market can be classified? (OR)
b) Brief different types of Directors. (OR)
- 43) a) What are the advantages of MBE? (OR)
b) What are the various kinds of Debentures? (OR)
- 44) a) Explain the Impact of LPG on Indian Economy. (OR)
b) Discuss the challenges faced by Women Entrepreneurs. (OR)
- 45) a) Explain the functions of Stock Exchange. (OR)
b) How the consumers are exploited? (OR)
- 46) a) Explain the characteristics of Human Resource. (OR)
b) Explain in detail the elements of contract of sale. (OR)
- 47) a) Explain the benefits of training. (OR)
b) Differentiate between the money market and capital market.

Note: Answer all the questions.**SECTION - I**

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a) Fayol b) Taylor c) Mayo d) Jacob
- Which is the primary function of management?
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Spontaneous Entrepreneur - (iii) Shiv Nadar
Classical Entrepreneur - (iv) Reliance
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(b) Both are correct. (R) is not correct explanation of (A)
(c) (A) correct, (R) wrong (d) (A) wrong (R) correct.

18. Should cover aspects like sources of finance, technical know-how, source of labour and raw material, market potential and profitability.
 (a) Technical Report (b) Finance Report
 (f) (c) Project Report (d) Progress Report
19. Which of the below is a factor of production?
 (a) Land (b) Labour (c) Entrepreneurship (d) All of the above
20. Find the odd one out: (at the time of voting)
 (a) By Ballot (b) Postal Ballot (c) By Machine (d) By Voice

SECTION - II

Note: Answer any 7 questions in which Question No.30 is compulsory.

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 22. What is a Contingent Goods?
 23. What is mean by Regulated Market?
 24. What is Proxy?
 25. What is Privatization?
 26. Give two examples of adulteration.
 27. Give the meaning of Recruitment.
 28. What is Human Resource Management?
 29. List out the management tools.
 30. "A customer is the most important visitor in our premises". He is not dependent on us. Who said we are dependent on him?

SECTION - III

Note: Answer any 7 questions in which Question No.40 is compulsory.

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 32. What is Start up India?
 33. What is Special Resolution?
 34. What is Liberalization?
 35. What do you understand about "Right to protection of health and safety"?
 36. What is meant by artificial scarcity?
 37. What is stress interview?
 38. Explain the commercial functions of entrepreneur.
 39. What are the important aspects to be kept in mind by consumer while purchasing goods related to the quality of goods?
 40. "Entrepreneur as an innovator" - who is coined this word? Why?

SECTION - IV

Note: Answer all the questions.

7 X 5 = 35

41. Distinguish between Conditions and Warranty. (OR)
 Explain any five Government Entrepreneurial schemes. (Any five)
 42. Discuss the problems faced by Women Entrepreneurs. (Any five) (OR)
 How the market can be classified on the basis of Area? (Any five)
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 Describe the Meeting of Shareholders
 44. Describe the significance of External source of recruitment. (OR)
 Elaborate on the Managerial functions of Human Resource Management.
 45. Discuss about the Evolution of marketing. (OR)
 Explain the duties of consumers.
 46. Explain the main functions of management. (OR)
 Explain the advantages of liberalization.
 47. Describe the principles of scientific management. (OR)
 Discuss the various types of financial markets.