

MAHA

2020-2021 NEW SYLLABUS

12

CHAPTER 1

Added Questions

COMMERCE

LONG ANSWER QUESTIONS

NEW SYLLABUS 2020-2021

Q. No. 1. Explain the concept of management.

1. Body of Knowledge:

Management has now developed into a specialised body of management theory and philosophy. Management literature is growing in all countries. In fact, management knowledge is the best passport to enter the world of employment either in business world or government or private.

2. Management Tools:

Tools of management have been developed such as, accounting, business law, psychology, statistics, econometrics, data processing, etc. These branches of management profession have enhanced the practical utility of the science of management.

3. Separate Discipline:

Management studies in many universities and institutions of higher learning are recognised as a separate discipline. Since 1951, many specialised schools of management offering master's degree in business management and administration.

4. Specialisation:

There is a growing tendency to select and appoint highly qualified, trained and experienced persons to manage the business in each functional areas of management. Thus we have today an increasing tendency in favour of management by experts or professionals.

5. Code of Conduct:

Enlightened businessmen have recognised that business management is a social institution and it has social responsibilities to be fulfilled — towards customers, employees, and the public or community. Corporations have now social conscience and awareness.

Remove Questions

1. Discuss the implications of span of management.

CHAPTER 2

Added Questions

VERY SHORT ANSWER QUESTIONS

Q. No. 4. List the subsidiary functions of management.

1. Innovation
2. Representation
3. Decision-making
4. Communication

SHORT ANSWER QUESTIONS

Q. No. 3. What is traditional proverb used in planning?

'Think Before you Act' or 'Look Before you Leap' are some of the usual traditional proverbs; which provide a basis or logic for planning. Planning is the primary function of management.

Q. No. 4. What is mean by coordination?

Co-ordination is the synchronization (or unification or integration) of the actions of all individuals, working in the enterprise in different capacities; so as to lead to the most successful attainment of the common objectives.

Q. No. 5. How the employees are informed about important matters in a company?

Main Functions

Planning, Organising, Staffing, Directing, Motivating, Controlling and Co-ordination are the main functions of management.

Subsidiary Functions

Innovation, Representation, Decision-making, and Communication are the subsidiary functions of management.

Remove Questions

1. How do you coordinate your classroom with peace?
2. State the importance of Motivation
3. What are the main duties of a manager?
- 4.

CHAPTER 3

Remove Questions

1. What are the process involved in MBO?

Corrections

1. List out any three process of mbo.

CHAPTER 4

Added Questions

Very Short Answer Questions

Q. No. 3. What is spot market?

Cash/Spot Market is a market where the delivery of the financial instrument and payment of cash occurs immediately. i.e. settlement is completed immediately.

CHAPTER 6

Remove Questions

1. What is commercial bill market?
2. What are the instruments of Money Market?
3. Explain the two oldest money markets.

CHAPTER 7

Remove Questions

1. What is meant by Commodity Exchange?
2. What is the stock trading time in India?
3. Explain Dalar Street.

Corrections

1. Distinguish between Stock Exchange and Commodity Exchange (Any 5)

CHAPTER 9

Corrections

1. What are the managerial functions of HRM. (List the functions of HRM)
2. What are the Characteristics of Human Resources? (Features)
3. What is the significance of Human resource? (Importance)
4. Explain the Characteristics of Human Resource. (Any 5) (unique features)

Remove Questions

1. Give two points of differences between HR and HRM.
2. Differentiate HR from HRM. Human Resource.

CHAPTER 10

Added Questions

Very Short Answer Questions

4 What is meant by Campus recruitment?

Campus Recruitment – The organisations visit the educational institutions to identify and recruit suitable candidates.

5. What is meant by Poaching?

Poaching – Organisations instead of training and developing their own employees hire employees of other competitive companies by paying them more both financial and non financial benefits. It is also called raiding.

Short Answer Questions

Q. No. 3. What is meant by Job portals?

Job Portals – Using internet job portals organisations can screen for the prospective candidates and fill up their vacancies.

Long Answer Questions

Q. No. 3. What is the Recent trends in Recruitment?

The recent methods of recruiting by organisations include the following methods :

1 Outsourcing – There are outsourcing firms that help in the process of recruiting through screening of applications and finding the right person for the job for which they are paid service charges.

Recruitment Process Outsourcing R.P.O

Requirement Understanding

Adverse & Source

Screening

Validation

Profile submission

Interview Process & Feedback

Selection & Follow-up

2. Poaching – Organisations instead of training and developing their own employees hire employees of other competitive companies by

paying them more both financial and non financial benefits. It is also called raiding.

Corrections

1. State two internal source of recruitment. (Two benefits)
2. What is meant by Unsolicited applicants. (Give two points of differences between advertisement and Unsolicited applicants.)
3. State the steps in Recruitment process outsourcing.
4. Explain the Internal sources of Recruitment (any 5). (Explain the different methods of recruitment.)
5. Explain the External sources of Recruitment (any 5). (Explain the different methods of recruitment.)
6. Differentiate Recruitment and Selection (Next Lesson 4th Question)

Remove Questions

1. Mention any two features of campus recruitment.
2. List the benefits of external source of recruitment.
3. What are the features of internal source of recruitment?
4. Elaborate on the factors affecting recruitment.
5. Discuss the importance of Recruitment.

CHAPTER 11

Corrections

1. Explain the important methods of Interview. (Any 5)

Remove Questions

1. What do you mean by test?
2. What do you think the medical examinations of a candidate is necessary?
3. List out the various selection interviews.
4. List out the significance of placement.

CHAPTER 13

ADDED QUESTIONS

Very short answer questions

Q. No. What is meant by spot market.

Spot Market: In such markets, goods are exchanged and the physical delivery of goods takes place immediately.

Remove questions

1. Mention any four any differences between Wholesale market and Retail market?

- Why customer support is needed to market?

Chapter 14

ADDED QUESTIONS

Q. No. 1. What is meant by Grading.

Grading: Grading means classification of standardized products in to certain well defined classes.

Corrections

- Define Marketing Mix – Very short Answer Q No. 2
- What is Marketing. Very Short Answer Q No. 1

Remove Questions

- Give any two internal factors affecting the price of product/service.
- State to advantages of warehousing?
- How market information is helpful to invention of new product in the market?

Chapter 15

ADDED QUESTIONS

Short Answer Questions

Q. No. 1. What is Advantages of Emarketing

Advantages of E-Marketing

- Any Time market: E - Marketing provides 24 hours and 7 days “24/7” service to its users. So consumer can shop or order the product anytime from anywhere.
- Direct contact of end consumer by the manufacturers cuts down the substantially intermediation cost. Thus products bought through e-marketing become cheaper.
- Customer can buy whatever they want/ need just by browsing the various sites.

2.Explain the objectives of Emarketing

Objectives of E-Marketing

The following are the objectives of E-Marketing

- Expansion of market share
- Reduction of distribution and promotional expenses.
- Achieving higher brand awareness.
- Strengthening database.

Long Answer Questions

Q. No. 3. Explain advantages and disadvantages of Emarketing

Advantages of E-Marketing

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Disadvantages of E-Marketing

- High Cost for E- marketing which requires a strong online advertising campaign a for which company has to spend large amount. The cost of web site design, software, hardware, maintenance of business site, online distribution costs and invested time, all must be factored into the cost of providing service or product online.
- It is not suitable for small size business and also deters customers from buying who lives on long distances.
- While the number of customers are continuously growing, companies hardly update the information on website.
- Many buyers are suspicious about the security of the internet. As a result, many visitors of business web sites, do not like to use their credit card to make a purchase. So there is a fear of their cards being misused by fraudulent practitioners.

Corrections

- Explain in detail about Niche marketing. (Short Answer Q No. 3)
- Discuss any two onew methods of marketing (Remove with it’s advantages)

Remove Questions

- Elucidate how E-Commerce difference form E-Business.
- Explain advantages and disadvantages of E-tailing.
- Describe the various strategies pursued in recent days’s marketers.
- Compare the concept of social marketing with service marketing.

CHAPTER 16

Remove Questions

1. Which are the three constituent elements of business?
2. What is meant by artificial scarcity?
3. What is the role of Government in consumer protection?
4. What are the salient feature of the consumer protection act 1986?
5. What are the objectives of united nations guidelines for consumer protection?

Corrections

1. What are the important legislations related to consumerism in India? (Any 3)

CHAPTER 17

Remove Questions

1. Define "Consumer Rights".

Corrections

1. Explain the duties of consumers. (Remove write 5 points)

CHAPTER 18

ADDED QUESTIONS

Very short Answer

Q. No. 2. What do you know about national commission?

The National Consumer Disputes Redressal Commission (NCDRC), India is a quasi-judicial commission in India which was set up in 1988 under the Consumer Protection Act of 1986. Its head office is in New Delhi. The Commission is headed by a serving or retired judge of the Supreme Court of India. The National Consumer Disputes Redressal Commission (NCDRC) is also called as National Commission.

Q. No.4. Who are the members of the State Commission?

Members

Each State Commission shall consist of the following members.

1. A person who is or has been a Judge of a High Court appointed by the State Government as its President.

2. Two other members who shall be persons of ability, integrity and standing and have adequate knowledge or experience of or have shown capacity in dealing with problems relating to economics, law, commerce, industry, public affairs or administration of them, one shall be a woman.

Corrections

1. State the meaning of the term state commission (Q no. 3)
2. What are the overall performance of the national commission (functions)

Remove Questions

1. Explain the term district forum and explain the functions of district forum.
2. How to create consumer awareness?

CHAPTER 19

Remove Questions

1. What is mixed economy?
2. Explain the natural environment of business.
3. Write a note on future environment of business
4. Discuss the significance of understanding business environment and the internal factors affecting business.

Corrections

1. Describe the economic environment of business. (Remove socio cultural environment)

CHAPTER 20

ADDED QUESTIONS

Short Answer

Q. No. 1. What is meant by public sector units (psu's)

The main reason for privatisation was that PSUs were running in losses due to mismanagement and political interference. The managers could not work independently and the production capacity remained under-utilized. To increase competition and efficiency privatisation of PSUs was inevitable. Some examples of Public Sector Enterprises recently privatised are as follows.

- i. Bharat Aluminium Co. Ltd., (BALCO)
- ii. Hindustan Zinc Ltd (HZL)

- iii. Indian Petrochemicals Corporation Ltd (IPCL)
- iv. Maruthi Udyog Ltd (MUI)
- v. Modern Food Industries Ltd (MFIL)

India Scooters Limited - The first ever company Privatized in India

Corrections

1. Give any two advantages of Globalisation. (Remove three)

Remove Questions

1. Explain the concept of privatization.
2. What are advantages of disinvestment?

CHAPTER 21

Remove Questions

1. Discuss in details the rights of an unpaid seller against the buyer personally.

CHAPTER 22

Corrections

1. Explain the characteristics of a negotiable instrument (nature)
2. Explain the different kinds of Endorsement. (Remove types of endorsement menaing specimen)

CHAPTER 23

Corrections

1. What is mean by Intrapreneur (Remove Define)
2. List the challenges faced by women entrepreneurs. (Remove problems)
3. Discuss the challenges faced by women entrepreneurs. (Remove problems)

Remove Questions

1. Explain the commercial functions of entrepreneur.

CHAPTER 24

ADDED QUESTIONS

Short Answer Questions

Q. No. 3 Explain about the imitative entrepreneur

Imitative entrepreneur is one who simply imitates existing skill, knowledge or technology already in place in advanced countries. A simply reengineer or redesign the products developed in advanced countries and produce a version suited to their local conditions. For example, many electronic products invented in advanced countries are simply reengineered in developing countries. Similarly expensive medicines developed in advanced countries are simply reengineered by changing the composition of elements or changing the process of production.

Q. No. 4 Write about Fabian entrepreneur.

These entrepreneurs are said to be conservatives and sceptical about plasticising any change in their organisation. They are of risk-averse type. They do not simply change to the changes happening in the environment. But they adapt themselves to the changes only as a last resort when they fear that non adaptability to changes will inevitably lead to loss or collapse of the enterprise. Their dealings are governed by customs, religion, tradition and past practices handed down to them by their ancestors. They would like to follow in the footsteps of predecessors. Example; Nursus coffee.

Remove Questions

1. What is political environment?
2. List down few examples of pure entrepreneurship.
3. Explain about the agricultural entrepreneur.
4. Distinguish between the rural and urban entrepreneur.

Corrections

1. How does a professional entrepreneur operate? (Q. no. 2)

CHAPTER 25

Remove Questions

1. State any three entrepreneurial development schemes of Government of Tamil Nadu.
2. Mention the time period of provision Registration Certificate.
3. What is 'Startup India'?
4. What is the procedure for getting power connection for an Entrepreneurial venture.

5. Discuss the preparation of a project report.

CHAPTER 28

CHAPTER 26

Corrections

1. What is voting? (Remove vote)

ADDED QUESTIONS

Q. No. 1. What are the four stages of formation of a company?

Formation of a Company' has been divided into four stages:

1. Promotion
2. Registration
3. Capital Subscription and
4. Commencement of Business.

IV. Long Answer Questions:

1. Elaborate the functions of the Company Secretary
2. Briefly state different types of company meetings.
3. Explain different types of open and secret types of voting.
(Three questions only)

Remove Questions

1. Who is called as promoters?
2. What do you mean by Equity Share?
3. What do you understand by Preference Share?
4. What is Sweat Equity Shares?
5. What is Private placemet?
6. Define Share warrant.
7. Distinguish between shares and stocks
8. What is issue of shares at discount? What conditions should be fulfilled?
9. State Condition stipulated for capital subscription at the time of promotion.
10. What formalities need to be fulfilled for a companies having share capital to commence business?
11. Write the difference between Share Certificate and Share Warrant.

Remove Questions

1. What do you understand by 'Poll'?
2. Functions of Relation to Office and Staff
3. Discuss the liabilities of Company Secretary.
4. Describe the different types of resolutions which company may pass with suitable matters required for each type of resolution.

Correction Questions – Answers are same. (change questions only)

CHAPTER 27

Remove Questions

1. Differentiate Executive and Non-Executive Directors
2. What is causal vacancy?
3. Explain composition of the board of directors
4. List the disqualification of a directors.
5. Explain how director of a company can be removed from the office
6. What is maximum limit for the managerial remuneration?
7. State the powers of the directors.