

# 12<sup>TH</sup> COMMERCE

GOVT. PUBLIC EXAMINATION – 2023–24

## SLOW LEARNERS MATERIAL

### Choose the Correct Answers (1 Mark)

**Text Book (Book Back) 140 One Mark Questions Read and Get it  
Minimum 12 to 15 Marks**

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### Very Short Answer Questions (2 Marks)

- 1. What is Management?**  
Management is a goal oriented and it is an art of getting thing done with and through others.
- 2. List out the management tools.**  
i) Accounting                      ii) Business Law                      iii) Psychology  
iv) Statistics                      v) Econometrics                      vi) Data Processing
- 3. State the meaning of Authority.**  
Authority means the right of a superior to give the order to his subordinates.
- 4. What is Market?**  
The meeting place of buyers and sellers in an area is called Market.
- 5. What is mean by Regulated Market?**  
These are types of markets which are organized, controlled and regulated by statutory measures.
- 6. What is Marketing?**  
It is one of the business functions that all activities that take place in relation to markets for the purpose of satisfying human needs and wants.
- 7. What is Ambush Marketing?**  
It is a new technique whereby a particular advertiser seeks to connect his product to the event in the mind of potential customer without paying sponsoring expenses to the event.
- 8. Who is a consumer?**  
♣ A consumer is one who consumes goods manufactured and sold by others.  
♣ One, who avails services such as banking, transport, insurance, etc., is also called a consumer.
- 9. Give two (or) four examples of adulteration.**  
i) Mixing of stones with grains.  
ii) Papayas seed is added to black pepper  
iii) Coffee powder is adulterated with tamarind seed.
- 10. What are the rights of consumer according to John F. Kennedy?**  
“The Right of Safety, the Right to be informed, the Right to choose and the Right to be heard.”  
- Mr. John F. Kennedy
- 11. Which is the supreme objective of business?**  
Satisfaction of consumer needs/requirements is stated to be supreme objective of a business.
- 12. What is internal environment?**  
Internal environment refers to those factors within an organisation e.g. Policies and programmes, organizational structure, etc., which are controllable factors.
- 13. What is Privatization?**  
It is the incidence or process of transferring ownership of a business enterprise, agency or public service from the government to the private sector.



28. **Define Marketer.**  
“Market includes both place and region in which buyers and sellers are in free competition with one another.”  
- Pyle
29. **What is meant by Spot Market?**  
Goods are exchanged and the physical delivery of goods takes place immediately.
30. **What is meant by Commodity Market?**  
A commodity market is a place where produced goods or consumption goods are bought and sold.
31. **Define Marketing Mix.**  
“Marketing mix is a pack of four sets of variables namely product variable, price variable, promotion variable, and place variable”.  
- Mr. Jerome McCarthy
32. **What is meant by Grading?**  
It means classification of standardized products in to certain well defined classes.
33. **What is service marketing?**  
♣ Service marketing is a specialized branch of marketing.  
♣ The processing of selling service goods like telecommunication, banking, insurance, car rentals, healthcare, tourism, professional services, repairs etc.,
34. **What is green marketing?**  
Green marketing involves developing and promoting products and services which satisfy customers’ wants and needs without affecting environment.
35. **What is Social marketing?**  
♣ Social marketing is a new marketing tool.  
♣ It is the systematic application of marketing philosophy and techniques to achieve specific behavioral goals which ensure social good.
36. **What is Caveat Emptor?**  
♣ ‘Caveat emptor’ is a Latin term that means "let the buyer beware"  
♣ The principle of caveat emptor serves as a warning to the buyers that they have no recourse with the seller if the product does not meet their expectations.
37. **What is Caveat Venditor?**  
The principle of caveat venditor, which means "let the seller beware" by which goods are covered by an implied warranty of merchantability.
38. **Write short notes on Consumer Protection Act, 1986.**  
♣ The Act is referred in short as ‘COPRA’.  
♣ The Consumer Protection Act 1986 seeks to protect and promote the interests of consumers.
39. **Write short notes on: “Right to be informed”**  
Consumers should be given all the relevant facts about the product so that they can take intelligent decisions on purchasing the product.
40. **What do you meant by Redressal Mechanism?**  
♣ It is a management and governance related process used commonly in India.  
♣ While the term "Grievance Redressal" primarily covers the receipt and processing of complaints from citizens and consumers
41. **What do you know about National Commission?**  
♣ It 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.
42. **State the meaning of the term State Commission.**  
♣ A consumer has to be protected against defects, deficiencies and unfair and restrictive trade practices.  
♣ The State Consumer Protection Council is also called State Commission.

43. **What is a term District Forum?**  
As per the Consumer Protection Act of 1986 the establishment of a District Forum by the State Government in each district is necessary today to protect the interest of aggrieved consumers in that district.
44. **Give the meaning of corporate governance.**  
♣ It is a set of rules and policies which governs a company.  
♣ It provides a frame work for managing a company and achieving its objectives.
45. **What is GST?**  
♣ GST is the indirect tax levied on goods and services across the country.  
♣ Types of taxes: CGST,SGST,IGST
46. **Expand VUCA.**  
VUCA – Volatility, Uncertainty, Complexity and Ambiguity,
47. **State the branches of New Economic Policy.**  
i) Liberalization                      ii) Privatization                      iii) Globalization
48. **Mention any Two disadvantages of Liberalization.**  
i) Increase in unemployment                      ii) Unbalanced development
49. **Give any Two advantages of Globalization.**  
i) Expansion of market                      ii) Technological development
50. **Mention any two characteristics of entrepreneurs.**  
♣ Entrepreneur as a Risk Bearer  
♣ Entrepreneur as an Organizer
51. **List down the managerial functions of entrepreneurs. (Any 2)**  
i) Planning                      ii) Organizing                      iii) Directing                      iv) Controlling
52. **List down the promotional functions of entrepreneurs. (Any 2)**  
i) Discovery of Idea                      ii) Detailed Investigation  
iii) Choice of form of enterprise                      iv) Mobilization of funds
53. **What is the other name of Business Entrepreneur?**  
Business entrepreneur is called solo entrepreneur.
54. **Mention the other name for Corporate Entrepreneur.**  
Corporate entrepreneur is called promoter
55. **Who are Agricultural Entrepreneur?**  
Those who raise allied products like poultry, meat, fish, honey, skin, agricultural implements, flowers, silk, fruits, prawn etc., are called agricultural entrepreneur.

**The Above 55 Two Mark Questions Read and Get it  
Minimum 8 to 10 Marks**

**Short Answers Questions (3 Marks)**

1. **Define the term management.**  
“Management is a multipurpose organ that manages a business and manages manager, and manages worker and work.”  
-Peter F. Drucker  
(Or)  
“To manage is to forecast, to plan, to organize, to command, to co-ordinate and to control.”  
- Henry Fayol

2. **Differentiate management from Administration. (Any 3)**

S. No.	Basis	Management	Administration
1	Authority	Middle and Lower Level	Top Level
2	Role	Executive	Decisive
3	Concerned with	Policy Implementation	Policy Formulation

4	<b>Key person</b>	Manager	Administrator
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3. **What are the principles of Taylor?**
  - i) Science, Not Rule of Thumb
  - ii) Harmony, Not Discord
  - iii) Mental Revolution
  - iv) Cooperation, Not Individualism
  - v) Development of each and every person to his or her greatest efficiency and prosperity
4. **What are the advantages of E-marketing?**
  - ♣ It's provides 24 Hrs and 7 days service to its users.
  - ♣ Products bought through e-marketing become cheaper.
  - ♣ Customer can buy whatever they want just by browsing the various sites.
5. **Explain in detail about Niche marketing.**
  - ♣ A strategy of directing all marketing efforts towards one well defined segment of the population.
  - ♣ The sports channels like STAR Sports, ESPN, STAR Cricket and Fox Sports target the niche market of sports enthusiasts.
6. **What is meant by artificial scarcity?**
  - ♣ There are certain situations where the shop-keepers put up the board 'No Stock' in front of their shops, even though there is plenty of stock in the store.
  - ♣ In such situations consumers who are desperate to buy such goods have to pay high price to buy those goods.
  - ♣ Even in Cinema houses, board may hang in the main entrance 'House Full' while cinema tickets will be freely available at a higher price in the black market.
7. **What do you understand by "Right to redressal".**
  - ♣ The complaints and protests are not just to be heard, but the aggrieved party to be granted compensation within a reasonable time period.
  - ♣ There should be fair settlement of deserving claims in a definite time frame.
8. **Who are the members of the National Commission?**
  - ♣ The National Commission should have five members.
  - ♣ One should be from judiciary.
  - ♣ Four other members of ability, knowledge and experience from any other fields.
  - ♣ It should include a woman.
9. **What do you mean by Liberalization?**
  - ♣ It refers to laws or rules being liberalized, or relaxed, by a government.
  - ♣ It relaxation of various government restrictions in the areas of social and economic policies in order to make economies free to enter in the market and establish their venture in the country.
10. **State any three impacts on Globalization.**
  - ♣ Corporations got a competitive advantage from lower operating costs, and access to new raw materials and additional markets.
  - ♣ It can manufacture, buy and sell goods worldwide.
  - ♣ Globalization has led to a boom in consumer products market.
11. **Write a short note on New Economic Policy.**
  - ♣ India agreed to the conditions of World Bank and IMF and announced New Economic Policy (NEP) which consists of wide range of economic reforms.
  - ♣ This new set of economic reforms is commonly known as the LPG
    - i) Liberalization
    - ii) Privatization
    - iii) Globalization



♣ The data collected by an organisation can be used as a product for this purpose.

**22. Mention any three Role of Marketer?**

**i) Instigator**

Marketer keenly watches the developments taking place in the market and identifies marketing opportunities.

**ii) Innovator**

He differentiates his products /services by adding additional features to the existing product.

**iii) Integrator**

Marketer plays a role of integrator in the sense that he collects feedback from channel members and consumers.

**23. Explain the types of market on the basis of time.**

**i) Very short period market:**

Markets which deal in perishable goods like, fruits, milk, vegetables etc., are called as very short period market.

**ii) Short period market:**

♣ In certain goods, supply is adjusted to meet the demand.

♣ The demand is greater than supply.

**iii) Long period market:**

This type of market deals in durable goods, where the goods and services are dealt for longer period usages.

**24. What are the objectives of marketing?**

♣ Intelligent and capable application of modern marketing policies.

♣ To develop the marketing field.

♣ To find sources for further information concerning the market problems.

**25. What are the concept of marketing?**

➤ What I can sell?

➤ Shall I first create products?

➤ Shall I love my products?

➤ Who is supreme in markets?

➤ Who will shape my decisions?

**26. What do you mean by marketing mix? Describe any two elements.**

**Marketing mix:**

“Marketing mix is a pack of four sets of variables namely product variable, price variable, promotion variable, and place variable”.

**Elements of marketing of mix:**

**i. Product:**

♣ Product is the main element of marketing.

♣ Without a product, there can be no marketing.

**ii. Price:**

♣ Price is the value of a product expressed in monetary terms.

♣ It is the amount charged for the product.

**27. Discuss the objectives E-Marketing. (Any 3)**

♣ Expansion of market share

♣ Reduction of distribution and promotional expenses.

♣ Achieving higher brand awareness.

♣ Strengthening database.

28. **What are the important legislations related to consumerism in India? (Any 3)**
- ♣ The Indian Contract Act, 1982 was passed to bind the people on the promise made in the contract.
  - ♣ The Trademark Act, 1999 prevents the use of fraudulent marks on the product.
  - ♣ The Competition Act, 2002 protects the consumers against unhealthy competition.
29. **Write the importance of consumerism. (Any 3)**
- ♣ Awakening and uniting consumers.
  - ♣ Discouraging unfair trade practices.
  - ♣ Protecting against exploitation.
30. **What do you understand about “Right to protection of health and safety”.**
- ♣ There may be few products that are more likely to cause physical danger to consumers’ health, lives and property.
  - ♣ The consumers are entitled to protection of their health and safety from the goods and services they buy.
31. **Who are the members of the State Commission?**
- ♣ Judge of a high court appointed by the state government as its president.
  - ♣ Two other members who shall be person of ability, integrity and standing and have knowledge.
  - ♣ One shall be women.
32. **Write a note on the Voluntary Consumer Organisation.**
- ♣ Consumer is a broad label for any individuals or households that use goods and services produced within the economy.
  - ♣ Voluntary consumer organizations refer to the organisation formed voluntarily by the consumers to protect their rights and interests
33. **What are the political environment factors? (Any 3)**
- ♣ The framework for running a business is given by the political and legal environment.
  - ♣ The success of a business lies in its ability to adapt and sustain to political and legal changes.
  - ♣ The legislative, executive and judiciary are the three political institutions which directs and influences a business
34. **Write about any three internal environmental factors of business.**
- i) Vision and objectives:**  
The vision and objectives of a business guides its operations and strategic decisions.
- ii) Management structure:**  
The structure of management/board and their style of functioning, which affects the decision making.
- iii) Company image:**  
The image of an organisation plays an important role.
35. **What do you know about Technological environment?**
- ♣ The development in the IT and telecommunications has created a global market.
  - ♣ Technology is widely used in conducting market research for understanding the special needs of the customer.
  - ♣ Digital and social media are used as a platform for advertising and promoting the products/services.
36. **List down the commercial functions of Entrepreneur and explain them shortly. (Any 3)**
- i) Production or Manufacturing:**  
Under production function, entrepreneur has to take decision relating to selection of factory site, design and layout, type of products to be manufactured, product design etc.,



**ii) Finance:**

In the sphere of financial function, an entrepreneur has to take decisions like choosing the right type of financing, framing the best dividend policy, acquiring of funds, etc..

**iii) Human Resource Management:**

Entrepreneur has to estimate the manpower needs of the enterprise and accordingly decide the size of manpower required for various slots of organizational structure.

**37. Explain the promotional functions of entrepreneur. (Any 3)**

**i) Discovery of Idea:**

- ♣ The first and foremost function of entrepreneur is idea generation.
- ♣ Ideas can be generated through several ways like own experience and so on.

**ii) Detailed Investigation:**

Entrepreneur has to analyze in detail the product proposes to produce.

**iii) Choice of form of enterprise:**

Entrepreneur has to choose the appropriate form of organisation suited to implement the venture.

**38. Who is a Private Entrepreneur?**

Ventures started by individual either singly or collectively at their own risk after mobilizing various resources in order to earn profit are called Private entrepreneurship.

**39. Explain about the Imitative Entrepreneur?**

- ♣ Imitative entrepreneur is one who simply imitates existing skill, knowledge or technology already in place in advanced countries.
- ♣ For example, many electronic products invented in advanced countries are simply reengineered in developing countries.

**40. Write about Fabian Entrepreneur.**

- ♣ These entrepreneurs are said to be conservatives and sceptical about plasticizing any change in their organisation.
- ♣ They are of risk-averse type.
- ♣ They do not simply change to the changes happening in the environment.

**41. Expand the following: i) STEP ii) JAM iii) SEED**

STEP - Support to Training and Employment Programme for Women

JAM – Jan Dhan - Aadhaar - Mobile

SEED - Science for Equity Empowerment and Development

**The Above 41 Three Mark Questions Read and Get it  
Minimum 12 to 15 Marks**

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**Long Answer Questions (5 Marks)**

**1. Explain the principles of modern management. (Any 5)**

**i) Division of Work:**

- ♣ According to this principle the whole work is divided into small tasks.
- ♣ The specialization of the workforce according to the skills of a person, creating specific personal and professional development within the labour force.

**ii) Authority and Responsibility:**

- ♣ This is the issue of commands followed by responsibility for their consequences.
- ♣ Authority means the right of a superior to give the order to his subordinates whereas responsibility means obligation for performance.

**iii) Discipline:**

- ♣ It is obedience, proper conduct in relation to others, respect of authority, etc.
- ♣ It is essential for the smooth functioning of all organizations.

**iv) Unity of Command:**

This principle states that each subordinate should receive orders and be accountable to one and only one superior. If an employee receives orders from more than one superior, it is likely to create confusion and conflict.

**v) Unity of Direction:**

- ♣ All related activities should be put under one group, there should be one plan of action for them, and they should be under the control of one manager.

**2. Explain the various functions of management. (Any 5)**

**i) Planning**

- ♣ “*Look Before you Leap*” are traditional proverbs which provide a basis for planning.
- ♣ Planning is the primary function.

**ii) Organizing**

- ♣ It is the process of establishing harmonious relationship among the members of an organisation and the creation of network of relationship among them.

**iii) Directing**

Directing denotes motivating, leading, guiding and communicating with subordinates on an ongoing basis in order to accomplish pre-set goals.

**iv) Representation:**

- ♣ A manager has to act as representative of a company.
- ♣ Manager has dealings with customers, suppliers, government officials, banks.

**v) Decision-making:**

- ♣ Every employee of an organisation has to take a number of decisions everyday.
- ♣ Decision- making helps in the smooth functioning of an organisation.

**3. What are the advantages of MBE? (Any 5)**

- It saves the time of managers because they deal only with exceptional matters.
- It focuses managerial attention on major problems.
- It facilitates delegation of authority.
- There is increase in span of control.
- This leads to motivation and development of subordinates.

**4. How the market can be classified? (Any 5)**

**i) Family Market:**

When exchange of goods or services are confined within a family or close members of the family, such a market can be called as family market.

**ii) Local Market:**

- ♣ Participation of both the buyers and sellers belonging to a local area or areas, may be a town or village, is called as local market.
- ♣ For example, perishable goods like fruits, fish, vegetables etc.

**iii) National Market:**

- ♣ Certain type of commodities has demand throughout the country.
- ♣ Hence it is called as a national market.

**iv) International Market or World Market:**

World or international market is one where the buyers and sellers of goods are from different countries.

**v) Money Market:**

- ♣ It is a type of market where short term securities are exchanged.
- ♣ It provides short term and very short term finance to industries, banks, governments agencies and financial intermediates.

**5. Discuss about the Evolution of marketing. (Any 5)**

**i) Barter System:**

The goods are exchanged against goods, without any other medium of exchange, like money.

## ii) Production Orientation:

- ♣ This was a stage where producers, instead of being concerned with the consumer preferences, concentrated on the mass production of goods for the purpose of profit.
- ♣ They cared very little about the customers.

## iii) Sales Orientation:

- ♣ The stage witnessed major changes in all the spheres of economic life.
- ♣ The selling became the dominant factor, without any efforts for the satisfaction of the consumer needs.

## iv) Marketing Orientation:

Customers' importance was realized but only as a means of disposing of goods produced. Competition became more stiff.

## v) Consumer Orientation:

Under this stage only such products are brought forward to the markets which are capable of satisfying the tastes, preferences and expectations of the consumers- consumer satisfaction.

## 6. Narrate the Elements of Marketing mix.

### i) Product:

- ♣ Product is the main element of marketing.
- ♣ Without a product, there can be no marketing.
- ♣ "A product is anything that can be offered to a market for attention, acquisition, consumption that might satisfy a want or a need". - Philip Kotler

### ii) Price:

- ♣ Price is the value of a product expressed in monetary terms.
- ♣ It is the amount charged for the product.
- ♣ "Price is the amount of money charged for a product or service." - Philip Kotler

### iii) Place:

- ♣ The fourth element of product mix, namely place facilitates the movement of products from the place of manufacture to the place of consumption at the right time.
- ♣ The qualified product will be wasted if it is not transferred to the consumers.

### iv) Promotion:

- ♣ The special features and benefits should be conveyed to the potential consumers.
- ♣ Most of the consumers become customers on the basis of the special features of the products.

## 7. How consumers are exploited? (Any 5)

### i) Selling at Higher Price:

The price charged by the seller for a product service may not be matching with the quality but at times it is more than the fair price.

### ii) Adulteration:

- ♣ It refers to mixing or substituting undesirable material in food.
- ♣ This causes heavy loss to the consumers.
- ♣ This will lead to monetary loss and spoil the health.

### iii) False Advertisements:

- ♣ Advertisements convey very little information about the product.
- ♣ Many times it makes false representation about the quality, price, grade, composition, utility guaranteed, performance etc.

### iv) Sub-standard:

- ♣ On opening a packet or sealed container one may find the content to be of poor quality.
- ♣ A consumer finds it difficult to exchange the defective one for good one.

### v) Warranty and Services:

- ♣ Warranty service may not be extended to many parts of the product sold.
- ♣ Thus consumers may be charged exorbitant charges in the name of repair costs.

**8. Explain the role of business in consumer protection. (Any 5)**

**i) Avoidance of Price Hike**

Business enterprises should stop from hiking the price in the context of critical shortage of goods.

**ii) Avoidance of Hoarding**

- ♣ Business enterprises should allow the business to flow normally.
- ♣ It should not indulge in hoarding and black marketing to earn maximum possible profit in the short term at the cost of consumers.

**iii) Guarantees for Good Quality**

- ♣ Business enterprises should not give false warranty for the products.
- ♣ It should ensure supply of good quality.

**iv) Truth in advertising**

Business enterprises should not convey false, untrue, bogus information relating to the product through the advertisements in media and thus mislead the consumers.

**v) Consumer Grievances**

Where the business enterprises have customer care department, it should handle the grievances' of consumer immediately or within a definite time frame.

**9. What are the objectives of Consumer Protection Act, 1986? (Any 5)**

- ♣ Protection of consumers against marketing of goods which are hazardous and dangerous to life and property of consumers.
- ♣ Providing correct and complete information about quality, quantity, purity, price and standard of goods purchased by consumers.
- ♣ Protecting consumers from unfair trade practices of traders.
- ♣ Empowering consumers to seek redressal against exploitation
- ♣ Educating the consumer of their rights and duties

**10. Explain the duties of consumers. (Any 5)**

**i) Ensure the Weights and Measurement before Making Purchases:**

- ♣ The sellers often cheat consumer by using unfair weights and measures.
- ♣ The consumer should ensure that he/she is getting the product of exact weight and measure.

**ii) Reading the Label Carefully:**

- ♣ It is the duty of the consumer to thoroughly read the label of the product.
- ♣ It should have correct, complete and true information about the product.

**iii) Beware of False and Attractive Advertisements:**

- ♣ Often the products are not as attractive as shown in the advertisement by the sellers.
- ♣ Hence, it is the prime duty of consumer not to get misled by such fraudulent advertisements.

**iv) Ensuring the Receipt of Cash Bill:**

- ♣ It is a legitimate duty of consumers to collect cash receipt and warranty card supplied along with bills. This will help them in seeking redressal for their grievances.

**v) Buying from Reputed Shops:**

- ♣ It is advisable for the consumer to make purchase from the reputed shops or government shops like super bazaar, cooperative stores, and the like.

**11. What are the responsibilities of consumers? (Any 5)**

- ♣ The consumer must pay the price of the goods according to the terms and conditions of the sales contract.
- ♣ The consumer is bound to pay any interest and special damages caused to the seller in case if there is delay in the payment.
- ♣ The consumer has to assiduously follow and keenly observe the instructions and precautions while using the products.
- ♣ The consumer must seek to collect complete information about the quality, quantity, price etc of the product before purchasing it.

- ♣ The consumer must get cash receipt as a proof of goods purchased from the seller.
- ♣ The consumer must file a complaint with the seller concerned about defects or short comings noticed in their products and services.

**12. Explain the advantages and disadvantages of liberalization. (Any 5)**

**Advantages:**

**i) Increase in foreign investment:**

If a country liberalizes its trade, it will make the country more attractive for inward investment.

**ii) Increase the foreign exchange reserve:**

Relaxation in the regulations covering foreign investment and foreign exchange has paved way for easy access to foreign capital.

**iii) Increase in consumption:**

Liberalization increases the number of goods available for consumption within a country due to increase in production.

**iv) Control over price:**

The removal of tariff barriers can lead to lower prices for consumers. This would be particularly a benefit for countries who are importers.

**Disadvantages:**

**i) Increase in unemployment:**

Trade liberalization often leads to a shift in the balance of an economy. Some industries grow, some decline.

**ii) Loss to domestic units:**

With fewer entry restrictions, it has been possible for many entrants to make inroads into the country, which poses a threat and competition to the existing domestic units.

**iii) Increased dependence on foreign nations:**

Trade liberalization means firms will face greater competition from abroad.

**iv) Unbalanced development:**

Trade liberalization may be damaging for developing economies, The trade liberalization often benefits developed countries rather than developing economies.

**13. Explain in detail the elements of Contract of sale.**

**i) Two Parties:**

- ♣ A contract of sale involves two parties—the seller and the buyer.
- ♣ The buyer and the seller should be two different persons.

**ii) Transfer of Property:**

- ♣ To constitute sale, the seller must transfer or agree to transfer the ownership in the good to the buyer. A simple transfer of possession does not amount to sale.

**iii) Goods:**

- ♣ The term ‘goods’ includes every kind of movable property, stocks and shares, growing crops etc.
- ♣ Goodwill, trademarks, copy rights, patent rights etc., are all also regarded as goods.

**iv) Price:**

- ♣ The monetary consideration for the goods sold is called price.
- ♣ If goods are exchanged for goods, it is only barter and not a sale.

**v) Includes both ‘Sale’ and ‘Agreement to Sell’:**

- ♣ If the property in goods is transferred immediately to the buyer it is called a sale.
- ♣ If the transfer of property takes place at a future date or on fulfillment of certain conditions, it is called ‘an agreement to sell’.

**14. Discuss in detail the features of a cheque. (Any 5)**

**i) Instrument in Writings:**

- ♣ A cheque or a bill or a promissory note must be an instrument in writing.

♣ Though the law does not prohibit a cheque being written in pencil, bankers never accept it.

**ii) Unconditional Orders:**

- ♣ The instrument must contain an order to pay money.
- ♣ It is not necessary that the word 'order' or its equivalent must be used to make the document a cheque.

**iii) Drawn on a Specified Banker Only:**

- ♣ The cheque is always drawn on a specified banker.
- ♣ The customer of a banker can draw the cheque only on the particular branch of the bank where he has an account.

**iv) A Certain Sum of Money Only:**

- ♣ The order must be for payment of only money.
- ♣ If the banker is asked to deliver securities, the document cannot be called a cheque.

**v) Payee to be Certain:**

The cheque must be made payable to a certain person or to the order of a certain person or to the bearer of the instrument.

**15. Discuss the challenges faced by Women Entrepreneurs. (Any 5)**

**i) Problem of Finance:**

- ♣ The access of women to external sources of funds is limited as they do not generally own properties in their own name.
- ♣ Financial institutions they impose stringent condition which discourages women to avail themselves of loan assistance from banks.

**ii) Limited Mobility:**

- ♣ Indian women cannot afford to shed their household responsibilities towards their family even after they plunge into the venture started by them.
- ♣ This restricts the mobility of women entrepreneur significantly.

**iii) Lack of Education:**

- ♣ Illiterate and semi-literate women entrepreneurs encounter a lot of challenges in their entrepreneurial journey.
- ♣ This reduces the efficiency of operating the business successfully.

**iv) Stiff Competition:**

- ♣ Women entrepreneurs have to face serious competition for their goods from organized sector and from their male counterparts.
- ♣ Since they are not able to spend freely due to financial restrictions.

**v) Lack of Information:**

Women entrepreneurs are reported not to be generally aware of subsidies and incentives available for them due to their poor literacy levels.

**16. Distinguish between New Issue Market and Secondary Market. (Any 5)**

S.No	Basis	New Issue Market	Secondary Market
1	Meaning	The market place for New Shares is called Primary Market	The place where formerly Issued Securities are traded is known as Secondary Market
2	Buying	Direct	Indirect
3	Securities Sold	Only Once	Multiple Times
4	Gained Person	Company	Investors
5	Intermediary	Underwriters	Brokers

**17. Differentiate between the Money Market and Capital Market? (Any 5)**

S.No	Basis	Money Market	Capital Market
1	Duration of Funds	It is a market for short term loan funds	It is a market for long term Funds
2	Risks	Low credit and Market risk	High credit and Market Risk

3	Liquidity	High	Low
4	Underwriting	It is not primary function	It is a primary function
5	Subdivision	There is no such subdivision	There is a division

**18. Distinguish between Stock Exchange and Commodity Exchange. (Any 5)**

S.No	Features	Stock Exchange	Commodity Exchange
1	Meaning	It is an organized market for the purchase and sale of industrial and financial security.	It is an exchange where commodities are traded.
2	Function	Providing easy marketability	Price insurance service and liquidity to securities
3	Participants	Investors and Speculators	Producers, Dealers, Traders
4	Object	It is facilitating capital formation	It is facilitating goods flow through risk reduction
5	Price Quotation	Its dealings only one quotation is possible	Its dealings multiple quotation is possible

**19. Explain in detail how Traditional Marketing differ from E-Marketing.**

S.No.	E-Marketing	Traditional Marketing
1	It is very economical and faster way to promote the products	It is very expensive and takes more time to promote product.
2	It is quiet easier for promoting product globally in the short time	It is very expensive and time consuming to promote product/service
3	It can expand their operation with Minimum manpower.	It needs more man power.
4	In this marketing product can be sold or bought 24 X 7, round the year with minimum manpower	That is not possible in traditional marketing.

**20. Distinguish between Conditions and Warranty.**

S.No	Particulars	Conditions	Warranty
1	Meaning	It is a stipulation which is essential to the main purpose of the contract of sale.	It is a stipulation which is collateral to the main purpose of contract.
2	Significance	Condition is so essential to the contract that the breaking of which cancels out the contract.	It is of subsidiary or inferior character.
3	Transfer of ownership	Ownership on goods cannot be transferred.	Ownership on goods can be transferred.
4	Remedy	In case of breach of contract, the affected party can cancel the contract and claim damages.	In the case of breach of warranty, the affected party cannot cancel the contract.
5	Treatment	Breach of condition may be treated as breach of warranty	Breach of warranty cannot be treated as breach of condition

**21. Distinguish between an Entrepreneur and an Intrapreneur. (Any 5)**

S.No	Basis	Entrepreneur	Intrapreneur
1	Thinking	He is a free thinker	He is forced to think independently.
2	Dependency	He is an independent person	He is an employee.
3	Reward	He is rewarded by profit for the risk bearing exercise.	He gets perquisites, salary, incentives etc., for the service.
4	Operation	He operates mostly outside the enterprise.	He operates within the enterprise.

5	Fund Mobilization	He has to mobilize funds to finance the venture.	He does not engage in fund mobilization.
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22. **Write the difference between Shares and Debentures. (Any 5)**

S.No.	Shares	Debentures
1	Shares are part of the capital of a company.	Debentures constitute a loan.
2	Top Level.	Middle and Lower Level.
3	Shares do not carry any such charge.	Debentures generally have a charge on the assets of the company.
4	Shares cannot be issued at a discount.	Debentures can be issued at a discount without restrictions.
5	The holders enjoy voting right.	The holders do not have any voting right.

23. **Explain the concept of Management. (Any 5)**

**i) Body of Knowledge:**

Management knowledge is the best passport to enter the world of employment either in business world or government or private.

**ii) Management Tools:**

- |                |                  |                     |
|----------------|------------------|---------------------|
| i) Accounting  | ii) Business Law | iii) Psychology     |
| iv) Statistics | v) Econometrics  | vi) Data Processing |

**iii) Separate Discipline:**

- ♣ Management studies in many universities and institutions of higher learning are recognised as a separate discipline.
- ♣ Seminars, special courses, training programmes are becoming fashionable and popular for orientation.

**iv) 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.

**v) 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.

24. **What are the major advantages of MBO? (Any 5)**

- i) MBO process helps the managers to understand their role in the total organisation.
- ii) Manager recognises the need for planning and appreciates the planning.
- iii) Systematic evaluation of performance is made with the help of MBO.
- iv) MBO gives the criteria of performance. It helps to take corrective action.
- v) Delegation of authority is easily done with the help of MBO.

25. **Discuss the disadvantages of MBE.**

- i) Only managers have the power over really important decisions, which can be demotivating for employees at a lower level.
- ii) Furthermore, it takes time to pass the issues to managers.
- iii) Managing employees who deviate from the normal procedures.
- iv) Because of compliance failures are considered difficult to manage.
- v) Typically find themselves with limited job duties and ultimately dismissed.

26. **How the market can be classified on the basis of Economics?**

**i) Perfect Market:**

- ♣ A market is said to be a perfect market, if it satisfies the following conditions:
- ♣ Large number of buyers and sellers are there.
- ♣ Prices should be uniform throughout the market.



- ♣ Buyers and sellers have a perfect knowledge of market.
- ♣ Goods can be moved from one place to another without restrictions.

**ii) Imperfect Market:**

- ♣ A market is said to be imperfect when
- ♣ Products are similar but not identical.
- ♣ Prices are not uniform.
- ♣ There is lack of communication.
- ♣ There are restrictions on the movement of goods.

**27. What are the highlights of LPG policy? (Any 5)**

- ♣ Introduction of new Foreign Trade Agreements
- ♣ Foreign Investment (FDI & FII)
- ♣ MRTP Act, 1969 (Amended)
- ♣ Deregulation
- ♣ Opportunities for overseas trade
- ♣ Steps to regulate inflation
- ♣ Tax reforms
- ♣ Abolition of License

**28. Discuss any two new methods of marketing .**

**i) Service Marketing:**

- ♣ A service is any activity that one party can offer to another which is essentially intangible.
- ♣ Service marketing is a specialized branch of marketing.
- ♣ The processing of selling service goods like telecommunication, banking, insurance, car rentals, healthcare, tourism, professional services, repairs etc.,

**ii) Multilevel Marketing:**

- ♣ It is the marketing strategy wherein the direct sales companies encourage its existing distributors.
- ♣ The distributor is compensated not only for the sales generated by him.
- ♣ The distributors not only sell the products but also encourage others to join the company.
- ♣ The recruits are called as the participant's "Downline".

**29. What are the requisites for a valid endorsement? (Any 5)**

- ♣ Endorsement is to be made on the face of the instrument or on its back.
- ♣ It is usually made on the back of a negotiable instrument.
- ♣ When there is no space for making further endorsements a piece of paper can be attached to the negotiable instrument for this purpose.
- ♣ This piece of paper is called 'Allonge'.
- ♣ Endorsement for only a part of the amount of the instrument is invalid.
- ♣ It is presumed that the endorsements appearing on a negotiable instrument were made in the order in which they appear thereon.
- ♣ Signing in block letters does not constitute regular endorsement.

**30. Differentiate Recruitment and Selection. (Any 5)**

S.No.	Basics	Recruitment	Selection
1	Approach	Positive one	Negative one
2	Sequence	First	Second
3	Method	It is economical method	It is an expensive method
4	Contractual relation	No contractual relation	Its contractual relation
5	Process	It is very simple	It is very complex.

31. What are the differences between on the job training and off the job training? (Any 5)

S.No	Transaction	On the Job Training	Off the Job Training
1	Meaning	The employee learns the job in the actual work environment.	Off the job training involves the training of employees outside the actual work location.
2	Cost	It is cheapest to carry out	It requires expenses like separate training rooms specialist, resource like projectors.
3	Location	At the work place	Away from the work place
4	Approach	Practical approach	Theoretical approach
5	Principle	Learning by performing	Learning by acquiring knowledge

32. Distinguish a cheque and a bill of exchange. (Any 5)

S.No	Particulars	Bill of exchange	Cheque
1	Drawn	It can be drawn on any person including a banker	It can be drawn only on a particular banker.
2	Notice	Notice of dishonor is necessary.	Notice is not necessary
3	Sets	Foreign bills of exchange are drawn in sets of three.	It is not so in case of cheque.
4	Discounting	A bill can be discounted with a bank.	A cheque cannot be discounted
5	Stamping	Bills are to be sufficiently stamped	Cheques need not be stamped

**The Above 32 Five Mark Questions Read and Get it  
Minimum 15 to 20 Marks**

**The Above 1, 2, 3 & 5 Marks Questions Read  
Get Minimum (Approx) 45 to 60 Marks**

*Congratulations*

**Regards...**

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