

+2 COM Quarterly–SEPT 24 Madurai (Dt)

Answer all questions **20 x 1 = 20**

1. C Division of work
2. D All of the above
3. B 24
4. B Intangible
5. A Internal
6. D Needs of the customers
7. A Education
8. C 15.4.1987
9. A Consumer
10. A Decision-making
11. A Commercial Bank
12. A Mutual Funds
13. C Outside the factory
14. C Modem
15. A Selection
16. D Defining Organisational Objectives
17. C Performance
18. A I ii iii iv
19. A A and R are correct and R is the correct explanation for A
20. B Bullion Market

II. Answer any Seven Questions: **7 x 2 = 14**

21. Motivation: Motivation includes increasing the speed of performance of a work and developing a willingness on the part of workers.

22. CD Market: Certificate of Deposits are short-term deposit instruments issued by banks and financial institutions to raise large sums of money.

23. Remisier: He acts as an agent of a member of a stock exchange. He obtains business for his principal i.e., the member and gets a commission for that service.

24. HRM: Human Resource Management is a function of management concerned with hiring, motivating and maintaining people in an organisation.

25. Interview: According Scott and others —an interview is a purpose full exchange of ideas, the answering of questions and communication between two or more person

26. Regulated Market: These are types of markets which are organised, controlled and regulated by statutory measures.

27. Green marketing: Green marketing implies marketing environmentally friendly products.

28. Examples of adulteration: 1. Mixing of stones with

grains, 2. Mixing of coconut oil with palmolein

29. 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.

30. Niche marketing

III. Answer any Seven questions: **7 x 3 = 21**

31. Features of MBO: 1. An attempt is made by the management to integrate the goals of an organisation and individuals. 2. Management tries to relate the organisation goals with society goals. 3. A high degree of motivation and satisfaction is available to employees through MBO.

32. Functions of Capital Market:

1. Development of Backward Areas: Capital Markets provide funds for projects in backward areas. **2. Foreign Capital:** Capital markets makes possible to generate foreign capital.

33. Stag: A stag is a cautious speculator in the stock exchange. He applies for shares in new companies and expects to sell them at a premium, if he gets an allotment. He is also called a premium hunter. **Lame Duck:** When a bear finds it difficult to fulfill his commitment, he is said to be struggling like a lame duck. A bear speculator contracts to sell securities at a later date. On the appointed time he is not able to get the securities as the holders are not willing to part with them.

34. Unsolicited Applicants: These are the applications of job seekers who voluntarily apply for the vacancies not yet notified by the organisations.

35. Objectives Of Marketing: 1. Intelligent and capable application of modern marketing policies. 2. To develop the marketing field. 3. To suggest solutions by studying the problems relating to marketing.

36. Marketed in the Market: 1. Goods, 2. Services, 3. Persons, 4. Places.

37. Important Legislations: 1. The Sale of Goods Act, 1930, 2. The Essential Commodities Act, 1955, 3. The Food Safety Standard Act, 2006.

38. 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. One thing that is encouraging to-day is that recent legislations have shifted the responsibility for the production of such unsafe items onto the shoulders of sellers rather than on buyers.

39. BASIS	MANAGEMENT	ADMINISTRATION
Authority	Middle and Lower Level	Top level
Role	Executive	Decisive
Concerned with	Policy Implementation	Policy Formulation
Key person	Manager	Administrator
Represents	Employees	Owners

40. Artificial Scarcity.

IV. Answer all the questions: 7 x 5 = 35

41. Functions of management:

Planning: Planning refers to deciding in advance

Motivating: Motivation includes increasing the speed of performance of a work and developing a willingness on the part of workers.

Co-ordination: 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.

Controlling: is performed to evaluate the performance of employees and deciding increments and promotion decisions.

Staffing: Staffing refers to placement of right persons in the right jobs

46 OR. Functions Of Capital Market:

Savings and Capital Formation: In capital market, various types of securities help to mobilize savings from various sectors of population (Individuals, Corporate, Govt., etc.). This accelerates the capital formation in the country.

Industrial Growth: It stimulates industrial growth and economic development of the country by mobilizing funds for investment in the corporate securities.

Development of Backward Areas: Capital Markets provide funds for projects in backward areas.

Foreign Capital : Capital markets makes possible to generate foreign capital.

Easy Liquidity: With the help of secondary market investors can sell off their holdings and convert them into liquid cash.

47. New Financial Institutions:

Venture Fund Institutions: Venture capital financing is a form of equity financing designed especially for funding new and innovative project ideas.

Mutual Funds: Financial institutions that provide facilities for channeling savings of small investors into

avenues of productive investments are called _Mutual Funds

Factoring Institutions: Factoring is an arrangement whereby a financial institution provides financial accommodation on the basis of assignment/sale of account receivables.

National Securities Depositories Limited (NSDL): The NSDL was set up in the year 1996 for achieving a time bound dematerialization as well as rematerialization of shares.

Over the Counter Exchange of India (OTCEI): The OTCEI was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.

42. Features	Stock Exchange	Commodity Exchange
Meaning	Stock Exchange (also called stock Market or Share Market) is one important constituent of capital market.	A commodity exchange is an exchange where commodities are traded.
Participants	Investors and Speculators	Producers, dealers, traders and a body of speculators
Price Quotation	Only one quotation is possible	For future dealings, multiple quotations are possible
Period of dealings	Cash, ready delivery and dealings for account for a fortnight (15 days)	Instant cash dealings and a settlement period of 2 or 3 months for Future Market dealings
Articles Traded	Industrial securities such as stocks and bonds and government securities.	Only durable, graded and goods having large volume of trade

42. OR .Powers of SEBI: Powers Relating to Stock Exchanges & Intermediaries: It can ask information from the stock exchanges and intermediaries regarding their business transactions for inspection or scrutiny and other purpose.

Power to Impose Monetary Penalties: SEBI has been empowered to impose monetary penalties on capital market intermediaries and other participants for a range of violations. **Power to Regulate Insider Trading:** SEBI has power to regulate insider trading or can regulate the functions of merchant bankers

Powers Under Securities Contracts Act: For effective regulation of stock exchange, the Ministry of Finance issued a Notification on 13 September, 1994

Power to Regulate Business of Stock Exchanges: SEBI is also empowered to regulate the business of stock exchanges, of acquisition of shares and takeovers of companies

43. Human Resource Management:

To identify manpower needs: The number of men required are to be identified accurately to optimise the cost

To select right man for right job: Human resource management ensures the right talent available for the right job

To update the skill and knowledge: Managing human resource plays a significant role in the process of employee skill and knowledge enhancement to enable.

To appraise the performance of employees: Human resource management activities boosts up good performers and motivates slow performers.

To determine employee commitment: Human resource management determines the level of commitment of employees to their work either through interview or questionnaire.

43.OR. Consumers are Exploited

Selling at Higher Price: The price charged by the seller for product service may not be commensurate with the quality **but at times it is more than the fair price Adulteration:** It refers to mixing or substituting undesirable material in food. Adulterators make illegitimate profit while prudent businessmen aim at normal profit whenever unscrupulous traders seek to reap higher profit out of greed, they seek to adulterate the products.

Duplicate or Spurious goods: Duplicate products of popular products are illegally produced and sold.

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.

False Advertisements: Many times, it makes false representation about the quality, price, grade, composition, utility guaranteed, performance etc. Consumers who buy the products on the faith of claims made in advertisements are cheated.

44. Various Types of Tests:

Aptitude Test: Aptitude test is a test to measure suitability of the candidates for the post/role.

Achievement Test: This test measures a candidate's capacity to achieve in a particular field. In other words this test measures a candidate's level of skill in certain areas, accomplishment and knowledge in a particular subject.

Intelligence Test: Intelligence tests are one of the psychological tests, that is designed to measure a variety of mental ability, individual capacity of a candidate.

Judgment Test: This test is conducted to test the presence of mind and reasoning capacity of the candidates.

Projective Test / Thematic Appreciation Test:

This test measures the candidate's values, attitude apprehensive personality etc.

44.(or). Market Classified:

I.On the Basis of Economics: Perfect Market Large number of buyers and sellers are there.

Prices should be uniform throughout the market.

Buyers and sellers have a perfect knowledge of market.

II.On the Basis of Time:Very Short Period Market: Markets which deal in perishable goods like, fruits, milk, vegetables etc., are called as very short period market.

III.On the Basis of Regulation: Regulated Market: These are types of markets which are organised, controlled and regulated by statutory measures.

IV.On the Basis of Transaction:Spot Market:

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

V.On the Basis of Volume of Business: Wholesale Market: In wholesale market goods are supplied in bulk quantity to dealers/retailers.

45. Elements of Marketing:

Product: Product is the main element of marketing. Without a product, there can be no marketing.

Price: Price is the value of a product expressed in monetary terms. It is the amount charged for the product.

Place: Place or physical distribution facilitates the movement of products from the place of manufacture to the place of consumption at the right time.

Promotion: Advertising plays a major role in promotion.

45.(or).Duties of consumers:

Buying Quality Products at Reasonable Price: It is the responsibility of a consumer to purchase a product after gaining a thorough knowledge of its price, quality and other terms and conditions

Ensure the Weights and Measurement before Making Purchases: The consumer should ensure that he/she is getting the product of exact weight and measure.

Reading the Label Carefully: It is the duty of the consumer to thoroughly read the label of the product.

Beware of False and Attractive Advertisements: It is the prime duty of consumer not to get misled by such fraudulent advertisements.

Misleading Schemes: The consumer should be aware of the fact that he is not getting anything free and should not buy unwanted things out of greed.

46. Features	money market	capital market
Duration of Funds It is a market for short	term loanable funds for a period of not exceeding one year. It is a market for long	term funds exceeding period of one year
Deals with Instruments	It deals with instruments like commercial bills (bill of exchange treasury bill commercial papers etc.).	It deals with instruments like shares
Place of Transaction	Transactions mostly take place over the phone and there is no formal place	Transactions take place at a formal place. Eg. stock exchange
Risk	Low credit and market risk.	High credit and market risk
Liquidity	High liquidity in Money Market	Low liquidity in Capital Market

46 (OR). New Methods Of Marketing:

I. Social Marketing: It is the systematic application of marketing philosophy and techniques to achieve specific behavioural goals which ensure social good. Social marketing promotes the consumption of socially desirable products and develops health consciousness.

For example, this may include asking people not to smoke in public areas, asking them to wear seat belts or persuading them to follow speed limits.

II. Niche Marketing: Niche marketing denotes a strategy of directing all marketing efforts towards one well defined segment of the population. Actually there is no market in niche market. For example, the sports channels like STAR Sports, SPN, and STAR Cricket target the niche market of sports enthusiasts.

47. Basis for comparison	On the Job Training	Off the Job Training
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
Cost	It is cheapest to carry out	It requires expenses like separate training rooms, specialist, resources like projectors. (It's expensive)
Location	At the work place	Away from the work place
Suitable for	Generally imparted in case of Manufacturing for production related Jobs	Mostly imparted for managerial and nonproduction related jobs.
Approach	Practical approach	Theoretical approach

47.(OR).Disadvantages Of MBE:

I. Managers have the power over really important decisions, which can be demotivating for employees at a lower level. II. It takes time to pass the issues to managers. III. Managing employees who deviate from the normal procedures. IV. Compliance failures are considered difficult to manage and typically find themselves with limited job duties and ultimately dismissed/terminated.