

+2 COMM Revision-II –Feb 2026 Madurai (Dt)

Answer all questions 20 x 1= 20

1. C Division of work
2. C MBO
3. C New Issue Market
4. C Commercial Bill Market
5. A Bull
6. A 1988
7. A right man for right job
8. B Negative
9. C Barter system
10. B Transaction brokers
11. C 15.4.1987
12. A District Judge
13. B Internal and External
14. C Liberalisation
15. C Ownership of goods
16. C Cheque
17. B Promoter
18. C Digital India
19. C Company in General Meeting
20. C Proxy

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

21. **What is Management:** Management is goal oriented and it is an art of getting things done with and through others.

22. **What is Spot Market:** Cash/Spot Market is a market where the delivery of the financial instrument and payment of cash occurs immediately.

23. **Write a short note on SEBI:** Securities and exchange board of India (SEBI) is an apex body that maintains and regulates our capital market. It was established in 1988 by Indian government but got the statutory powers in 1992.

24. **What do you mean by placement:** The process of placing the right man on the right job is called 'Placement'.

25. **What is Social marketing:** Social marketing is a new marketing tool. It is the systematic application of marketing philosophy and techniques to achieve specific behavioural goals which ensure social good.

26. **Who are agricultural entrepreneur:** Agricultural entrepreneurs are those entrepreneurs, who raise allied products like poultry, meat, fish, honey, skin, agricultural implements, flower, silk, fruits, prawn etc., are called agricultural entrepreneur..

27. **Expand VUCA:** Volatility, Uncertainty, Complexity and Ambiguity.

28. **Who is a Secretary:** The word secretary has originated in Latin. The Latin word 'Secretarius' which means secret. The person one who steers the company holding the administrative, financial, and overall performance of the company, such person is called "company secretary.

29. **What is a Contingent Goods:** Contingent goods are the goods, the acquisition of which by the seller depends upon a contingency (an event which may or may not happen). Contingent goods are a part of future goods..

30. **What is 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. E.g. 1. Mixing of stones with grains 2. Papayas seed is added to black pepper etc.

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

31. **List out the main functions of management:**

1. Planning
2. Organising
3. Staffing
4. Directing,
5. Motivating
6. Controlling
7. Co-ordination.

32. **What is 'Startup India':** Through the Startup India initiative, Government of India promotes entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle. Since its launch in January 2016, the initiative has successfully given a head start to numerous aspiring entrepreneurs. A 'Fund of Funds' has been created to help startup gain access to funding.

33. **Explain the types of Treasury Bills? (Any 3)**

1. **91 days Treasury Bills:** Ninety-one days Treasury Bills are issued at a fixed discount rate of 4 per cent as well as through auctions.

2. **182 days Treasury Bills:** The RBI holds 91 days and 182 Treasury Bills and they are issued on tap basis throughout the week.

3. **364 days Treasury Bills:** 364 days Treasury Bills do not carry any fixed rate. The discount rate on these bills are quoted in auction by the participants and accepted by the authorities. Such a rate is called cut off rate.

34. **Bull:** A Bull or "Teji Wala" is an operator who expects a rise in prices of securities in the future. He is called bull because just like a bull tends to throw his victim up in the air, the bull speculator stimulates the price to rise. He is an optimistic speculator.

2. **Bear:** A bear or "Mandi Wala" speculator expects prices to fall in future and sells securities at present with a view to purchase them at lower prices in future. A bear usually presses its victim down to ground. Similarly the bear speculator tends to force down the prices of securities. A bear is a pessimistic speculator.

35. What is meant by unsolicited applicants: These are the applications of job seekers who voluntarily apply for the vacancies not yet notified by the organisations.

36. 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 or Liberalisation, Privatisation and Globalisation model.

37. What are the objectives of marketing: 1. Intelligent and capable application of modern marketing policies. 2. To develop the marketing field. 3. To develop guiding policies and their implementation for a good result.

38. What are the characteristics of a bill of exchange: 1. A bill of exchange is a document in writing. 2. The document must contain an order to pay. 3. The order must be unconditional. 4. The instrument must be signed by the person who draws it. 5. The name of the person on whom the bill is drawn must be specified in the bill itself. 6. The amount that is required to be paid must also be specified in the bill. 7. The bill may be payable on demand or after a specified period. 8. It must comply with formalities regarding date, consideration, stamps etc.

39. 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 organisations refer to the organisation formed voluntarily by the consumers to protect their rights and interests.

40. Explain different kinds of Preference shares. (Any 3)
1. Cumulative Preference shares: As the word indicates, all dividends are carried forward until specified, and paid out only at the end of the specified period.
2. Non-cumulative Preference shares: The opposite of cumulative, obviously. Dividends are paid out of profits for every year. There are no arrears carried over a time period to be paid at the end of the term.
3. Redeemable Preference shares: Such preference shares can be claimed after a fixed period or after giving due notice.

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

41.A) Explain the concept of management. (Any 5)
1. Body of Knowledge: Management has now developed into a specialised body of management theory and philosophy. Management literature is growing in all countries.
2. Management Tools: 1. Accounting, 2. Business law 3. Psychology 4. Statistics 5. Econometric 6. Data processing

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.

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.

6. Professional Association: The Business Management Associations in many countries to promote the spread of knowledge in all management areas and to build up the bright public image of managerial profession.

41.(OR) SL.No.	Basic of Difference	Bill of Exchange	Cheque
1.	Drawn	A bill of exchange can be drawn on any person including a banker	A cheque can be drawn only on a particular banker.
2.	Payability	It is payable on demand or on the expiry of a certain period.	It is payable on demand only.
3.	Grace period	Three days of grace are allowed	No days of grace are allowed
4.	Stamping	Bills are to be sufficiently stamped	Cheques need not be stamped
5.	Crossing	A bill cannot be crossed	A cheque can be crossed

42.Characteristics of Human Resource:

- Human resource is the only factor of production that lives
- Human resource created all other resources
- Human resources are emotional beings
- Human resources are Movable
- Human resource can work as a team

42.(OR) What are objectives of Consumer Protection Act, 1986? (Any 5)

1. Protection of consumers against marketing of goods which are hazardous and dangerous to life and property of consumers.
2. Providing correct and complete information about quality, quantity, purity, price and standard of goods purchased by consumers.
3. Protecting consumers from unfair trade practices of traders.
4. Empowering consumers to seek redressal against exploitation
5. Educating the consumer of their rights and duties
6. Ensuring better standard of living for consumers by providing them with quality products at fair price.

43. Explain the functions of Stock Exchange. (Any 5)

1. Ready and Continuous Market: Stock Exchange is, in fact, a market for existing securities. If an investor wants to sell his securities, he can easily and quickly dispose them off on a stock exchange.

2. Correct Evaluation of Securities: The prices at which securities are bought and sold are recorded and made public. These prices are called “market quotations”. One can easily evaluate the worth of one’s securities on the basis of these quotations.

3. Protection to Investors: All dealings in a stock exchange are in accordance with well-defined rules and regulations. So investor’s interest is protected.

4. Proper Canalisation of Capital: People like to invest in the shares of such companies which yield good profits. The savings of individuals are directed towards promising companies which declare good dividends over a period of time.

5. Facilities for Speculation: Speculation is an integral part of stock exchange operations. As a result of speculation, demand for and supplies of securities are equalized. Similarly, price movements are rendered smoothly.

43.(OR) What are the major advantages of MBO:

1. Systematic evaluation of performance is made with the help of MBO.
2. MBO gives the criteria of performance. It helps to take corrective action.
3. Delegation of authority is easily done with the help of MBO.
4. MBO motivates the workers by job enrichment and makes the jobs meaningful.
5. The responsibility of a worker is fixed through MBO..

44. Explain in detail the elements of Contract of sale.

1. Two Parties: A contract of sale involves two parties– the seller and the buyer. The buyer and the seller should be two different persons.

2. Transfer of Property:To constitute sale, the seller must transfer or agree to transfer the ownership in the good to the buyer. A mere transfer of possession does not amount to sale.

3. Goods: The term ‘goods’ mean every kind of movable property other than actionable claim and money. The term good includes shares, stocks, growing crops, grass, goodwill, copyright, trade mark, patents, water, gas, electricity, power etc.,

4. 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. But if goods are sold partly for goods and partly for money, the contract is one of sale.

5. Includes both ‘Sale’ and ‘Agreement to Sell:The term contract of sale includes both sale and agreement to sell. If the property in goods is transferred immediately to the buyer it is called a sale.

44.(OR)Basis	Recruitment	Selection
Meaning	Recruitment is an activity of searching of candidates and encouraging them to apply for it.	Selection refers to the process of selecting the suitable candidates and offering them job.
Sequence	First	Second
Method	It is an economical method	It is an expensive method
Process	Process is very simple	process is very complex and
Time	Less time is required	More time is required

45.A) How the market can be classified on the basis of Economics:

A. Perfect Market:

1. Large number of buyers and sellers are there.
2. Prices should be uniform throughout the market.
3. Buyers and sellers have a perfect knowledge of market.
4. Goods can be moved from one place to another without restrictions.
5. The goods are identical or homogenous.

B. Imperfect Market:

1. Products are similar but not identical.
2. Prices are not uniform.
3. There is lack of communication.
4. There are restrictions..

45.B) Explain different types of Directors. (5)

1. Residential Director: According to Section 149(3) of Companies Act 2013, every company should appoint a director who has stayed in India for a total Period of not less than 182 days in the previous calendar year.

2. Independent Director: According to Section 149(6) an independent director is an alternate director other than a Managing Director who is known as Whole Time Director Or Nominee Director.

3. Small Shareholders Directors: Small shareholders can appoint a single director in a listed company. But this action needs a proper procedure like handing over a notice to at least 1,000 Shareholders or 1/10th of the total shareholders.

4. Alternate Directors: Alternate director is appointed by the Board of Directors, as a substitute to a director who may be absent from India, for a period which is not less than three months.

5. Shadow Director: A person who is not the member of Board but has some power to run it can be appointed as the director but according to his/her wish.

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

Advantages:

1. Increase in foreign investment: If a country liberalises its trade, it will make the country more attractive for inward investment.

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

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

4. Control over price: The removal of tariff barriers can lead to lower prices fo consumers. This would be particularly a benefit for countries who are importers.

5. Reduction in external borrowings: Liberalization reduces the dependence on external commercial borrowings by attracting more foreign investments.

Disadvantages:

1. Increase in unemployment: Trade liberalisation often leads to a shift in the balance of an economy. Some industries grow, some decline. Therefore, there may often be structural unemployment from certain industries closing.

2. 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.

3. Increased dependence on foreign nations:

Trade liberalisation means firms will face greater competition from abroad. When competition is not automatically enhanced, it can lead to domination by big institution that has market controlling powers.

4. Unbalanced development: Trade liberalisation may be damaging for developing economies which cannot compete against free trade. The trade liberalisation often benefits developed countries rather than developing economies.

46(OR) S.NO	BASIS	Entrepreneur	Intrapreneur.
1	Thinking	Entrepreneur is a free thinker	Intrapreneur is forced to think independently but within scope of business activities undertaken in the enterprise.
2	Dependency	Entrepreneur is an independent person	Intrapreneur is dependent on the entrepreneur
3	Fund Mobilization	Entrepreneur has to mobilize funds to finance the venture	Intrapreneur does not engage in fund mobilization. But can access funds mobilized by the entrepreneur
4	Reward	Entrepreneur is rewarded by profit for the risk bearing Exercise	Intrapreneur does not share in profits of venture. But gets perquisites, salary, incentives etc., for the service
5	Risk Bearing	Entrepreneur bears the risk involved in the venture undertaken	Intrapreneur does not bear any risk in the venture and does not even share the risk inherent in the project or work assigned.
6	Status	Entrepreneur is owner	Intrapreneur is a salaried employee
7	Operation	Entrepreneur operates mostly outside the enterprise	Intrapreneur operates within the enterprise

47. Sl.No	Features	Money market	Capital market
1.	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
2.	Deals with Instruments	It deals with instruments like commercial bills (bill of exchange treasury bill commercial papers etc.).	It deals with instruments like shares
3.	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
4.	Risk	Low credit and market risk.	High credit and market risk
5.	Liquidity	High liquidity in Money Market	Low liquidity in Capital Market

47(OR)What are the responsibilities of consumers:

1. The consumer must pay the price of the goods according to the terms and conditions of the sales contract.
2. The consumer has got a responsibility to apply to the seller for the delivery of the goods.
He/she has to take delivery of the goods in time.
3. The consumer has to bear any loss, which may arise to the seller when the consumer delays taking delivery of the goods as per the terms of contract.
4. The consumer is bound to pay any interest and special damages caused to the seller in case if there is delay in the payment.
5. The consumer has to assiduously follow and keenly observe the instructions and precautions while using the products.
6. The consumer should never compromise on the quality of goods. The consumers must watch for ISI, Agmark, FPO, the standard quality certification marks in the label.