Madurai District Date :21/09/2026

Quarterly Examination – SEP' 2026

Class: 12 **Commerce**

Total Marks: 90 **Time: 3.00 hrs**

Section – I

Answer all questions. **(20*1=20)**

1. With a wider span, there will be hierarchical levels.
   a) More b) Less c) Multiple d) Additional
2. Participants in the Capital Market includes
   a) Individuals b) Corporate c) Financial Institutions d) All of the above
3. _____ is the oldest stock exchange in the world.
   a) London Stock Exchange b) Bombay Stock Exchange
   c) National Stock Exchange d) Amsterdam Stock Exchange
4. Labour turnover is the rate at which employees _____ the organization.
   a) enter b) leave c) Salary d) None of the above
5. Transfer is an _____ source of recruitment.
   a) internal b) external c) outsourcing d) None of the above
6. The marketer initially wants to know in the marketing is .
   a) Qualification of the customer b) Quality of the product
   c) Background of the customers d) Needs of the customers
7. Which one is the example of Intangible product?
   a) Education b) Mobiles c) Garments d) Vehicles
8. The Consumer Protection Act came into force with effect from
   a) 1.1.1986 b) 1.4.1986 c) 15.4.1987 d) 15.4.1990
9. _____ is the king of modern marketing.
   a) Consumer b) Wholesaler c) Producer d) Retailer
10. Which of the following is not a main function?
    (a) Decision-making (b) Planning (c) Organising (d) Staffing
11. Major player in the money market is the _____.
    a) Commercial Bank b) Reserve Bank of India c) State Bank of India d) Central Bank.
12. Registering and controlling the functioning of collective investment schemes as _____
    a) Mutual Funds b) Listing c) Rematerialisation d) Dematerialization
13. Off the Job training is given
    a) In the class room b) On off days c) Outside the factory d) In the playground
14. Which is gateway to internet?
    a. Portal b. CPU c. Modem d. Webnaire
15. The process of eliminating unsuitable candidate is called
    a) Selection b) Recruitment c) Interview d) Induction
16. Which is the First step in Process of MBO?
    (a) Fixing Key Result Area (b) Appraisal of Activities
    (c) Matching Resources with Activities (d) Defining Organisational Objectives
17. Choose the right one related to modern marketing.
    a)Place b)Product c)Performance d)Development
18. Match
    1) Indirect Resources – i) Outsourcing
    2) Ability Test – ii) Intelligent Test
    3) Personality Test – iii) Interest Test
    4) Direct Resources – iv) Campus Interview

	1	2	3	4
a)	i	ii	iii	iv
b)	ii	iii	iv	i
c)	iv	iii	i	ii
d)	iii	i	ii	iv

19. Assertion (A): Dematerialization is the process by which physical share certificates of an investor are taken back by the company/registrar and destroyed.
Reason (R): The lack of paperwork enables quicker transactions and higher efficiency in trading.
a) A and R are correct and R is the correct explanation for A
b) A and R are correct and R is a false explanation for A
c) A is correct but R is false
d) A is false but R is correct

20. Find odd one out
a) Family Market
b) Bullion Market
c) National Market
d) Local Market

Section – II

Note: Answer any seven questions in which Question No.30 is compulsory. **(7*2=14)**

21. Write a short note about Planning.
22. What is Government Securities Market?
23. What is meant by Remisier?
24. What is Human Resource Management ?
25. What is an interview?
26. What is mean by Regulated Market?
27. What is green marketing?
28. Give two examples of adulteration.
29. What are the rights of consumer according to John F. Kennedy?
30. _____ denotes a strategy of directing all marketing efforts towards one well defined segment of the population.

Section – III

Note: Answer any seven questions in which Question No.40 is compulsory. **(7*3=21)**

31. List any three processes of Management by Objectives (MBO).
32. Explain any two functions of Capital Market.
33. Explain Stag and Lame Duck.
34. State the steps in Recruitment process.
35. What are the objectives of marketing? (any 3)
36. What can be marketed in the Market? (any 3)
37. What are the important legislations related to consumerism in India? (any 3)
38. What do you understand about" Right to protection of health and safety".
39. Differentiate management from Administration. (any 3)
40. The Intelligence Quotient (IQ) is calculated using _____ and _____.

Section – IV

Answer all questions. **(7*5=35)**

41. a) Explain the various functions of management. (any 5) **(or)**
b) Briefly explain the functions of Capital Market. (any 5)
42. a) Distinguish between Stock Exchange and Commodity Exchange (any 5) **(or)**
b) Explain the powers of SEBI. (any 5) (or)
43. a) Describe the significance of Human Resource Management (any 5). **(or)**
b) How consumers are exploited? (any five)
44. a) Briefly explain the various types of tests. (any 5) **(or)**
b) How the market can be classified? (any 5) (any five)
45. a) Narrate the Elements of Marketing mix. **(or)**
b) Discuss the disadvantages of MBE.
46. a) Explain the Recent trends in Recruitment Method. **(or)**
b) Disscuss any two new methods of marketing.
47. a) Write short notes on: (i) Online interview (ii) Group interview **(or)**
b) List out the responsibilities of consumer.