+2 COMM Quarterly–SEPT2026 Madurai (Dt)

Answer all questions 20 x 1= 20

1. **b) Less**
2. **d) All of the above**
3. **d) Amsterdam Stock Exchange**
4. **b) leave**
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. Planning.

Planning refers to deciding in advance. Planning is a constructive reviewing of future needs so that present actions can be adjusted in view of the established goal.

22. Government Securities Market?

A market whereby the Government or gilt-edged securities can be bought and sold is called 'Government Securities Market'.

23. Remisier?

He acts as an agent of a member of a stock exchange. He obtains business for his principal ie., the member and gets a commission for that service.

24. Human Resource Management ?

According to **Dale Yoder** Human Resource Management as "the effective process of planning and directing the application, development and utilisation of human resources in employment".

25. interview: According to **Scott and others** "an interview is a purpose full exchange of ideas, the answering of questions and communication between two or more persons."

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.) Urea, caustic soda are added to make the milk dense and white.2.) Coffee powder is adulterated with tamarind seed.

29. Rights of consumer according to John F. Kennedy: The Right of Safety, The Right to be informed,The Right to choose The Right to be heard."

30.Niche marketing denotes a strategy of directing all marketing efforts towards one well.

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

31. Three process of MBO.

1. Defining Organizational Objectives.

2. Goals of Each Section.

3. Fixing Key Result Areas

32. Two functions of Capital Market.

1.Savings and Capital Formation: In capital market, various types of securities help to mobilize savings from various sectors of population.

2.Industrial Growth: The stock exchange is a central market through which resources are transferred to the industrial sector of the economy.

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.

34. **Recruitment process outsourcing:**i.)Planning recruitment ii.)Determining vacancies iii.) Identifying the sources iv.) Selecting and Drafting information for advertisement. V.)Facilitating selection process vi.) Evaluation and control.

35. Objectives of marketing:i. Intelligent and capable application of modern marketing policies.ii. To develop the marketing field.iii. To develop guiding policies and their implementation for a good result

36. **Marketed in the Market:** i.Goods.ii.Services .iii. Experiences. iv. Events.v. Persons.vi. Places.

37. Important legislations related to consumerism in India:1) The Indian Contract Act, 1982 2) The Sale of Goods Act, 1982: 3) The Essential Commodities Act, 1955

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. The best examples of this kind are Food additives, colours, emulsifiers, preservatives. The health hazards which are likely to arise have to be eradicated or reduced altogether. In case of food items and drugs both life saving and life sustaining safety is to be guaranteed

39. Differentiate management from Administration.

BASIS	MANAGEMENT	ADMINISTRATION
1)Authority 2)Concerned with 3)Key person	Middle and Lower Level Policy Implementation Manager	Top level Policy formulation Administrator

40. The Intelligence Quotient (IQ) is calculated using **Mental Age** and **Chronological Age.**

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

41.A) 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.

41.B) Briefly explain the functions of capital market.

(i) Savings and Capital Formation: In capital market, various types of securities help to mobilize savings from various sectors of population (Individuals, Corporate, Govt., etc.).

(ii) Permanent Capital: The existence of a capital market/stock exchange enables companies to raise permanent capital.

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

(iv) Ready and Continuous Market: The stock exchange provides a central convenient place where buyers and sellers can easily purchase and sell securities. Easy marketability makes investment in securities more liquid as compared to other assets.

(v) Reliable Guide to Performance: The capital market serves as a reliable guide to the performance and financial position of corporate, and thereby promotes efficiency.

42.A) Sl.No	Feature	Stock Exchange	Commodity Exchange
1.	Meaning	Stock Exchange is an organized market for the purchase and sale of industrial and financial security. It is convenient place where trading insecurities is conducted in a systematic manner i.e. asper certain rules and regulations.	A commodity exchange is an exchange where commodities are traded. Tradable commodities fall into the following categories. Metals (e.g. gold, silver,copper)
2.	Function	Providing easy marketability	Offering hedging or price insurance services and liquidity to securities
3.	Object	Object is facilitating capital formation and making best use of capital resources	Object is facilitating goods flow through risk reduction
4.	Participants	Investors and Speculators	Producers, dealers, traders and a body of speculators
5.	Period of dealings	Cash, ready delivery and dealings for	Instant cash dealings and a settlement period of 2 or 3
		account for a fortnight	months for Future Market dealings

42.B) Explain the powers of SEBI.

1.) Powers Relating to Stock Exchanges &Intermediaries
SEBI has wide powers regarding the stock exchanges and intermediaries dealing in
securities.

2).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.

3.) Power to Initiate Actions in Functions Assigned:SEBI has a power to initiate actions in regard to functions assigned.

4.)Power to Regulate Insider Trading:SEBI has power to regulate insider trading or can regulate the functions of merchant bankers.

5.)Powers Under Securities Contracts Act:For effective regulation of stock exchange, the Ministry of Finance issued a Notification on 13 September, 1994 delegating several of its powers under the Securities Contracts (Regulations) Act to SEBI.

43.A) Describe the significance of Human Resource Management. (any 5)

i.) To identify manpower needs : Determination of manpower needs in an organization is very important as it is a form of investment.

ii.)To incorporate change : Change is constant in any organisation and this change has to be introduced in such a way that the human resource management acts as an agent to make the change effective.

iii.) To ensure the correct requirement of manpower: At any time the organization should not suffer from shortage or surplus manpower which is made possible through human resource management.

iv.) To select right man for right job: Human resource management ensures the right talent available for the right job, so that no employee is either under qualified or over qualified.

v.)To update the skill and knowledge: Managing human resource plays a significant role in the process of employee skill and knowledge enhancement to enable the employees to remain up to date through training and development programmes

43.B) How consumers are exploited?

1. Selling at Higher Price: The price charged by the seller for a product service may not be commensurate with the quality but at times it is more than the fair price.

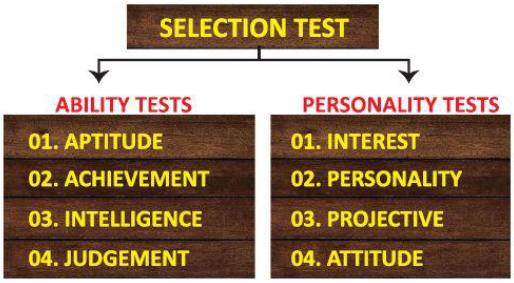
2. Duplicate or Spurious goods:Duplicate products of popular products are illegally produced and sold. Duplicate medicines are sold in large measure, from Cape to Kashmir

3. Artificial Scarcity:Artificial scarcity is the scarcity of items that exists even though when there is sufficient stock.

4. Sub-standard:On opening a packet or sealed container one may find the content to be of poor quality.If defective or damaged items are found in a pack, a consumer finds it difficult to exchange the defective one for good one.

5. Product Risk: Whenever the usage of goods is likely to cause danger or hurts to customers, manufactures have to forewarn the consumers of various sources of dangers

44.A) Briefly explain the various types of tests



1.Aptitude test : Aptitude test is the a test to measure suability of the candidates for the post or role.

2. Achievement Test: This test measures a candidate's capacity to achieve in a particular field The regular examination conducted in educational institution represents achievement test.

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

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

5. Personality test: Personality test refers to the test conducted to find out the non-intellectual traits of a candidate namely temperament, emotional response, capability and stability

44.B) How the market can be classified?

1. **On the basis of area :** Family market, Local market, National & International market.
2. **On the basis of Goods :** Commodities market, product market, manufactured market, bullion market.
3. **On the basis of economics :** Perfect market, Imperfect market
4. **On the basis of transaction :** Spot market, Future market.
5. **On the basis of regulation :** Regulated market, Unregulated market.

45.A) 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, use or consumption that might satisfy a want or a need'', says Philip Kotler.

ii. Price:Price is the value of a product expressed in monetary terms.product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service".

iii. Place (Physical Distribution): The fourth element of product mix, namely place or physical distribution facilitates the movement of products from the place of manufacture to the place of consumption at the right time.

iv. Promotion:An excellent product with competitive price cannot achieve a desired success and acceptance in market, unless and until its special features and benefits are conveyed effectively to the potential consumers.

45.B) Discuss the disadvantages of MBE.

i. MBE is 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.

46.A) Explain the Recent trends in Recruitment Method.

a.) 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 job they are paid service charges.

b.) 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.

46.B) .Disscuss any two new methods of marketing.

(I) Guerrilla marketing: Guerrilla marketing represents an advertisement strategy to promote products/ services on streets or other public places with monkey like shopping malls, parks beach etc., It is suited to small companies which cannot set apart big advertisement budget.

(II) Viral Marketing: Viral marketing is able to generate interest and the potential sale of a brand or product through messages that spread quickly like a virus from person to person.

47.A) ONLINE INTERVIEW: Due to tremendous growth in information and communication technology, these days interviews are conducted by means of internet via **Skype, Wechat, Google duo, Viber, Whatsapp** or **Video chat** applications. This enables the interviewers to conduct interview with the candidates living in faraway places. They saves a lot of time, money and energy both for employer's organisation and the candidate.

Group Interview:A group interview is a screening process where multiple candidates are interviewed at the same time. Group interview is a good time saving type of interview. Instead of spending 5 hours interviewing 5 candidates individually, one hour can be spent interviewing them in a group. Some time particular topic is given to the group, and they are asked to discuss it. The competency of members of group is assessed by keenly observing the participation of members in the discussion.

47.B.)List out the responsibilities of consumer

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 incase 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.