

COMMERCE

(Three hours)

(Candidates are allowed additional 15 minutes for **only** reading the paper.

They must **NOT** start writing during this time.)

Answer **Question 1** from **Part I** and **five** questions from **Part II**.

The intended marks for questions are given in brackets [].

PART I (20 Marks)

Answer **all** questions.

Question 1

[10×2]

Answer briefly each of the questions (i) to (x).

- (i) Explain the consumer's *Right to Information* as per Consumers Protection Act 1986.
- (ii) Give *any two* reasons why company management must stay alert to the changes in the business environment.
- (iii) Explain *any two* internal sources of recruitment.
- (iv) Give *two* points of distinction between a Formal and an Informal Organization.
- (v) What is meant by *personal selling*?
- (vi) Mention *four* specific forces directly influencing business environment.
- (vii) How does good packaging help in increasing the sale of a product?
- (viii) Explain *Management by Exception*.
- (ix) State *any two* services provided by a bank ATM.
- (x) Give *any two* objectives of marketing.

PART II (60 Marks)

Answer any **five** questions.

Question 2

- (a) Explain briefly the meaning of *Circulating Capital*. [3]
- (b) Explain *any four* features of RTGS. [4]
- (c) What are the advantages of borrowing from commercial banks? [5]

Question 3

- (a) Explain Fayol's principle of *Discipline and Division of work*. [4]
- (b) *Management is the force that integrates human and non-human resources into an effective operating unit*. On the basis of this statement, explain the features of management. [8]

Question 4

- (a) State *any three* reasons to bring out the importance of consumer protection. [3]
- (b) Explain the *Production Concept* of marketing. [4]
- (c) What is meant by *grading of a product*? State *any four* advantages of grading. [5]

Question 5

- (a) Explain *Procedure* as a type of plan. [3]
- (b) State *any four* points of distinction between *Training* and *Development*. [4]
- (c) Explain the factors influencing the *price* of a product. [5]

Question 6

- (a) State *any three* demerits of *Public Deposits*. [3]
- (b) What is meant by *Employee Stock Option Plan*? Give *any two* merits of ESOP. [4]
- (c) What is meant by *fixed capital*? Explain *any four* factors affecting fixed capital requirement of a company. [5]

Question 7

Write short notes on:

- (a) Direct Channel of Distribution. [4]
- (b) Debit Cards and Credit Cards. [4]
- (c) Social Environment of business. [4]

Question 8

- (a) List the steps involved in the process of communication. [3]
- (b) Explain how coordination is found in the different functions of management. [4]
- (c) *Management is a human activity.* Discuss. [5]

Question 9

- (a) What is SWOT analysis? [3]
- (b) What are *Corporate Deposits*? [4]
- (c) State the merits of Taylor's Scientific Management. [5]