

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 seven questions from Part II.

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

PART I (Compulsory)

Question 1

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

[15 × 2]

- (i) Why does a Joint Stock Company enjoy *perpetual existence*?
- (ii) What are the *two* ways in which a Joint Stock Company can be promoted?
- (iii) What is a *participating preference share*?
- (iv) Mention *two* ways of removal of a Director of a company.
- (v) Give *two* advantages of public deposit from the point of view of a company.
- (vi) Write *any two* features of *principles of management*.
- (vii) Name the elements of directing function of management.
- (viii) What does the *capital clause* of Memorandum of Association contain?
- (ix) Give *two* agency functions of Commercial Banks.
- (x) Explain *feedback* in the process of communication.
- (xi) Mention *any two* limitations of direct mail advertising.
- (xii) State *any two* devices developed in the recent past for rapid and efficient communication.
- (xiii) Expand the terms:
 - (a) ICICI
 - (b) IDBI

This Paper consists of 3 printed pages and 1 blank page.

Turn over

- (xiv) Explain the integration concept of management.
- (xv) Name *two physical supply functions of marketing*.

PART II

Answer any seven questions

Question 2

- (a) Explain *any four* advantages of a Public Limited Company over a Private Limited Company. [4]
- (b) Briefly explain *any three* merits and *any three* demerits of a Government Company. [6]

Question 3

- (a) What are the additional requirements that a public limited company has to fulfil after its incorporation, in order to obtain a Certificate of Commencement? [4]
- (b) Enumerate the functions of a Promoter. [6]

Question 4

- (a) Give *any four* differences between a *managing director* and a *manager*. [4]
- (b) Explain *any six* circumstances under which the office of a director falls vacant. [6]

Question 5

- (a) Explain *any four* advantages of Mutual Funds. [4]
- (b) What is fixed capital? Discuss *any four* factors affecting fixed capital requirement of a Joint Stock Company. [6]

Question 6

Explain the steps involved in the process of personal selling. [10]

Question 7

- (a) Define *planning*. Write *any three* limitations of planning. [4]
- (b) Explain the importance of management in modern times. [6]

Question 8

- (a) Give *any four* advantages of written communication. [4]
- (b) Explain *any six* principles of effective communication. [6]

Question 9

- (a) Explain *any four* objectives of Marketing. [4]
- (b) Describe *any four* departments of an Advertising Agency. [6]

Question 10

Write short notes on:

- (a) Marketing Research. [4]
- (b) Informal Communication. [3]
- (c) Staffing as a function of management. [3]