

COMMERCE

(Maximum Marks: 80)

(Time allowed: 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 **any five** questions from **Part II**.

The intended marks for questions or parts of 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) Name the *two* dimensions of *business environment*.
- (ii) What is meant by *factoring*?
- (iii) What is a *debit card*?
- (iv) Why is management considered to be a discipline?
- (v) Explain *any two* sources of external recruitment used in today's world.
- (vi) Name the *four* elements of *directing*, as a function of management.
- (vii) Distinguish between *advertisement* and *publicity*.
- (viii) Mention *two* types of markets, on the basis of the position of buyers and sellers.
- (ix) The producer of 'Lime Fresh' tea introduces 'Buy one Get one' scheme on all the products of 'Lime Fresh'. Identify the promotional strategy used by the producer. State *any one* objective that could be met by this strategy.
- (x) Expand the following terms:
 - (a) RTGS
 - (b) NEFT

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

PART II (60 Marks)
Answer any five questions.

Question 2

- (a) Explain *any three* barriers to Communication. [3]
- (b) Explain *any four* features of Business Environment. [4]
- (c) Discuss the need for the principles of management. [5]

Question 3

- (a) Discuss *three* advantages of *ploughing back of profit*, from the company's point of view. [3]
- (b) Explain why management is considered to be a science. [4]
- (c) What is *labelling*? Explain *four* advantages of labelling. [5]

Question 4

- (a) Give *three* points of difference between a *product* and a *service*. [3]
- (b) What are the different types of short term financial assistance provided by the commercial banks to business houses? [4]
- (c) Explain *any five* types of debentures through which a company can collect borrowed capital from the public. [5]

Question 5

- (a) Explain the need for consumer protection. [3]
- (b) 'Planning is not a guarantee of success.' In this context, explain the limitations of Planning. [4]
- (c) Explain the following Principles of management, as advocated by Henry Fayol: [5]
 - (i) Stability of tenure
 - (ii) Discipline
 - (iii) Unity of command
 - (iv) Unity of Direction
 - (v) Order

Question 6

- (a) Explain *any three* types of training that can be given to an employee. [3]
- (b) What is *Branding*? Give *any three* advantages of branding to the marketers. [4]
- (c) Explain the various steps involved in the process of *organising*. [5]

Question 7

- (a) Explain *any three* disadvantages of borrowing funds from specialised financial institutions. [3]
- (b) Briefly explain *any four* types of working capital required by a business concern. [4]
- (c) Explain Maslow's theory. [5]

Question 8

- (a) Discuss the features of good *packaging*. [3]
- (b) Explain the advantages of equity shares, as a source of finance. [4]
- (c) Discuss *any five* functions of *marketing*. [5]

Question 9

Write short notes on the following:

- (a) Meaning and Elements of Product Mix. [4]
- (b) Core banking solutions. [4]
- (c) Coordination, as the essence of management. [4]