

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) Enumerate the components of *macro* environment of a business concern.
- (ii) What is meant by *capital gearing ratio*?
- (iii) Explain the meaning of *gross working capital*.
- (iv) Distinguish between NEFT and RTGS.
- (v) Distinguish between *Unity of Direction* and *Unity of Command*.
- (vi) Explain the term *span of control*.
- (vii) What are the steps involved in the process of recruitment?
- (viii) What is meant by the term *place* in marketing mix?
- (ix) Explain *branding*.
- (x) What is mobile banking? State *any two* banking services available on mobile phone.

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PART II (60 Marks)

Answer any five questions.

Question 2

- (a) Explain *any three* features of business environment. [3]
- (b) Discuss in brief *any four* factors that affect the working capital requirement of a company. [4]
- (c) Explain *any five* rights of consumers as provided under the Consumer Protection Act, 1986. [5]

Question 3

- (a) What is meant by *trade credit*? Mention *two* advantages of trade credit as a short term source of finance. [3]
- (b) Explain *any four* types of debentures through which a Public Limited Company can collect its borrowed capital from the public. [4]
- (c) What is *retained earning*? Explain *any two* of its merits and *two* of its demerits. [5]

Question 4

- (a) Distinguish between *equity shares* and *preference shares*. [4]
- (b) Explain *any four* facilitating functions of marketing. [8]

Question 5

- (a) Mention *three* remedies available to consumers under the Consumer Protection Act, 1986. [3]
- (b) Explain *any four* merits of borrowing funds from financial institutions. [4]
- (c) Explain *any five* ways of overcoming barriers to communication. [5]

Question 6

- (a) Explain *any three* internal factors of micro environment of a business organization. [3]
- (b) Explain the objectives of marketing. [4]
- (c) *Planning is beneficial to all*. In the light of this statement, discuss the importance of planning. [5]

Question 7

- (a) Differentiate between *functional organization* and *divisional organization*. [3]
- (b) What is meant by *service*? Mention *three* features of service. [4]
- (c) *Coordination is the essence of management*. Explain. [5]

Question 8

- (a) What is a *market*? Explain the meaning of *capital market* and *money market*. [3]
- (b) Differentiate between *traditional concept of marketing* and *modern concept of marketing*. [4]
- (c) What is meant by *indirect channels of distribution*? Explain the types of indirect channels of distribution. [5]

Question 9

Write short notes on:

- (a) Motivation as an element of directing. [4]
- (b) Formal organization. [4]
- (c) Internal sources of recruitment. [4]