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 $[10 \times 2]$

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

- (i) What is meant by *Macro Environment?*
- (ii) What is the importance of finance to a business concern?
- (iii) Name the elements of physical distribution.
- (iv) Define *Management* as a process.
- (v) Explain the principle of *Authority and Responsibility*, as laid down by Henry Fayol.
- (vi) What is a Demand Draft?
- (vii) State any two features of marketing.
- (viii) Give two points of difference between training and development.
- (ix) State *two* types of products.
- (x) Agrim purchased a Diesel Car for ₹ 7 Lakhs from an automobile Company and found its engine to be defective. Despite many complaints, the defect was not rectified. Suggest the appropriate authority where Agrim under his right as a consumer, could file a complaint.

PART II (60 Marks)

Answer any **five** questions.

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(a)	Explain <i>three</i> disadvantages of Preference shares from the investors' point of view.	
(b)	Effectiveness of leadership depends on the qualities of the Leader. Explain any four qualities that a good leader should possess.	[4]
(c)	Explain the importance of Business Environment in shaping the future of a business.	[5]
Que	stion 3	
(a)	Give three differences between advertising and personal selling.	[3]
(b)	Explain any four features of a budget.	[4]
(c)	You are the finance manager of a newly established company. The Directors have asked you to determine the amount of fixed capital requirement for the company. Explain <i>any five</i> factors that you will consider while determining the fixed capital requirement for the company.	[5]
Que	stion 4	
(a)	"Organising is an important function of management." Give <i>three</i> points in support of this statement.	[3]
(b)	What is <i>social environment?</i> Enumerate any three components of social environment.	[4]
(c)	Briefly discuss any five features of principles of management.	[5]
Que	stion 5	
(a)	What are the objectives of personal selling?	[3]
(b)	Explain the following:	[4]
	(i) SMS alerts(ii) ATM	
(c)	Explain any five points of importance of controlling, as a function of management.	[5]
Que	stion 6	
(a)	Distinguish between marketing and selling.	[3]
(b)	Explain any four objectives of communication.	[4]
(c)	Explain the first <i>five</i> steps involved in the selection of a suitable work force in an organisation.	[5]

Question 7 (a) Explain the types of markets on the basis of Subject of Exchange. [3] What is meant by R.T.G.S? Give any two features of R.T.G.S. (b) [4] (c) Management is the dynamic, life giving element in every business. In the [5] context of this statement, explain the importance of management in modern times. **Question 8** Give three points of difference between Taylor's and Fayol's Principles of (a) [3] Management. Explain four advantages of raising funds from commercial banks. (b) [4] (c) Discuss any five points of importance of marketing. **[5] Question 9** Write short notes on: Publicity. (a) [4]

Secured Debentures.

Programme, as a type of plan.

(b)

(c)

[4]

[4]