

# COMMERCE

(Three hours)

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

They must NOT start writing during this time.)

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

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

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## PART I (20 Marks)

Answer all questions.

### Question 1

[10 × 2]

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

- (i) What is the meaning of *business environment*?
- (ii) Enumerate the main forms in which financial assistance from a commercial bank may be available.
- (iii) Write *any two* features of principles of management.
- (iv) What is *factoring*?
- (v) Distinguish between *gross working capital* and *net working capital*.
- (vi) State *any two* points of distinction between *recruitment* and *selection*.
- (vii) Differentiate between *bearer debentures* and *registered debentures*.
- (viii) In the context of right shares, bring out the meaning of pre-emptive right.
- (ix) What is *marketing research*?
- (x) Mention *any two* specific differences between *product* and *service*.

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## PART II (60 Marks)

Answer any five questions.

### Question 2

- (a) Explain why management is considered to be an art. [4]
- (b) State and explain any four principles of F.W. Taylor. [8]

### Question 3

- (a) Distinguish between *fixed capital* and *working capital* of a business concern. [3]
- (b) What are *equity shares*? Explain any three advantages of issuing equity shares from the point of view of a company. [4]
- (c) Briefly explain any five factors to be considered while preparing a suitable capital plan. [5]

### Question 4

- (a) What are *sweat equity shares*? [3]
- (b) List any four features of NEFT. [4]
- (c) Briefly explain any five external factors of micro-environment of business. [5]

### Question 5

- (a) Distinguish between *centralisation* and *decentralisation*. [3]
- (b) Write four methods by which the objectives of consumer protection can be achieved. [4]
- (c) Describe any five qualities of a good leader. [5]

### Question 6

- (a) Explain any three barriers to communication. [3]
- (b) Explain the features of *planning* as a function of management. [4]
- (c) Explain the various steps involved in the process of *organising*. [5]

### Question 7

Write short notes on:

- (a) Maslow's theory of needs. [4]
- (b) Line and staff organisation. [4]
- (c) Modern concept of marketing. [4]

**Question 8**

- (a) Explain *any three* elements of Promotion Mix. [3]
- (b) Explain the meaning of: [4]
  - (i) SMS alert
  - (ii) Fayol's principle of centralization
- (c) Explain *any five* sources of external recruitment. [5]

**Question 9**

- (a) Write the meaning of the following types of plans: [3]
  - (i) Policy
  - (ii) Procedure
  - (iii) Method
- (b) Explain *any four* functions of a supervisor. [4]
- (c) What is *packaging*? Explain *three* functions of packaging. [5]