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** *(compulsory) 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) Name the dimensions of *business environment*.

(ii) Mention the *four* types of short term financial assistance available from a Commercial Bank.

(iii) Give *two* features of planning.

(iv) What is *factoring*?

(v) Give *two* features of *e-banking*.

(vi) State *any two* points of distinction between *recruitment* and *selection*.

(vii) Name *four* kinds of debentures.

(viii) Give *two* differences between bonus shares and right shares.

(ix) Give *two* objectives of Marketing.

(x) Mention *any two* specific differences between *advertising and publicity.*

PART II (60 Marks)

Answer any **five** *questions.*

Question 2

(a) *Understanding the environment of business is of immense significance.* Explain. **[6]**

(b) Write short notes on the following types of plans: **[6]**

(i) Rule

(ii) Method

(iii) Policy

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) The directors of Manik Co. Ltd decided to reinvest and retain profits of their company. What would be their rationale for doing so? **[5]**

Question 4

(a) What are *sweat equity shares?* **[3]**

(b) List *any four* features of NEFT. **[4]**

(c) Explain A.H. Maslow's *Need Hierarchy Theory of Motivation*. **[5]**

Question 5

(a) Distinguish between *delegation* 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) Differentiate between *formal* and *informal* organization. **[5]**

Question 7

(a) *Coordination is considered as the essence of management*. Comment. **[4]**

(b) Write short notes on:

(i) Functional organization; **[4]**

(ii) Modern concept of marketing. **[4]**

Question 8

(a) Explain the meaning of: **[3]**

(i) Debit card

(ii) Credit Card

(iii) ATM

(b) Explain *four* sources of external recruitment. **[4]**

(c) What do you understand by the term promotion? State and explain the elements of promotion. **[5]**

Question 9

(a) Explain *any three* functions of a supervisor. **[3]**

(b) Explain the meaning of: **[4]**

(i) Inter corporate deposit;

(ii) Instalment credit.

(c) What is *marketing mix*? Explain the elements of marketing mix. **[5]**