



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) What is branding?
- (ii) Define Limited Liability Partnership (LLP).
- (iii) What is invoice?
- (iv) Define *Management* as a process.
- (v) Explain the terms:
(a) RTGS (B) NEFT
- (vi) What is business ethics?
- (vii) Explain any two internal resources of recruitment.
- (viii) Distinguish between Unity of Command and Unity of Direction.
- (ix) What is meant by the term place in marketing mix?

- (x) Explain the term span of control.

PART II (60 Marks)

Answer any **five** questions.

Question 2

- (a) Explain *three* disadvantages of Preference shares from the investors' point of view. [3]
- (b) Distinguish between partnership and joint stock company. [4]
- (c) Explain the first five steps involved in the selection of a suitable work force in an organisation. [5]

Question 3

- (a) Give *three* differences between *modern concept of marketing and traditional concept of marketing*. [3]
- (b) Explain *any four* barriers to *communication*. [4]
- (c) Management is the force that integrates human and non-human resources into an effective operating unit. On the basis of this statement, explain the features of management. [5]

Question 4

- (a) Distinguish between centralisation and decentralisation. [3]
- (b) List any four features of NEFT. [4]
- (c) Co-ordination is the essence of management. Explain. [5]

Question 5

- (a) Explain any three elements of promotion mix. [3]
- (b) Explain the following: [4]
- (i) Debit card.
- (ii) SEBI.
- (c) Briefly discuss any five principles of management as formulated by Fayol. [5]

Question 6

- (a) Distinguish between *line* and *staff organisation*. [3]
- (b) Explain the objectives of Marketing. [4]
- (c) Explain Maslow's theory. [5]

Question 7

- (a) Explain briefly about SWOT Analysis. [3]
- (b) Write four methods through which objectives of consumer protection can be achieved. [4]
- (c) What is packaging? Explain any three functions of packaging. [5]

Question 8

- (a) State the qualities of a good leader. [3]
- (b) Explain procedure as a type of plan. [4]
- (c) Planning is beneficial to all. In light of this statement, discuss the importance of planning. [5]

Question 9

Write short notes on:

[4X3=12]

- (a) Formal organisation.
- (b) Management as an art.
- (c) Staffing.



SUGGESTION FOR STUDENTS

- Learn time management.
- Read and understand the question before attempting to answer.
- Headings and explanations must co-relate with each other.
- Write steps sequentially, in the correct order.
- Write differences in a tabular form and make sure that the differences co-relate with each other.
- Avoid writing overlapping of points.

ALL THE BEST!!!

-CS BAJRANG AGARWAL