



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) Enumerate the components of macro environment of a business concern.
- (ii) State any two points of distinction between recruitment and selection.
- (iii) What is factoring?
- (iv) What are retained earnings?
- (v) Explain the terms:
(a) Policy (B) Method
- (vi) Explain feedback in the process of communication.
- (vii) Explain any two external resources of recruitment.
- (viii) State any two features of 'labelling' in relation to marketing.
- (ix) Define management as a science.

- (x) State any two limitation of planning.

PART II (60 Marks)

Answer any five questions.

Question 2

- (a) Distinguish between authority and responsibility. [3]
- (b) Explain the importance of management in modern times. [4]
- (c) Describe any five qualities of a good leader. [5]

Question 3

- (a) State any three functions of a supervisor. [3]
- (b) Explain the following terms [4]
(a) SMS Alert
(b) ATM
- (c) Explain the steps involved in the process of controlling. [5]

Question 4

- (a) What are sweat equity shares? [3]
- (b) What is meant by prospectus of a company? State the objectives of a prospectus. [4]
- (c) Explain five ways of overcoming barriers to communication. [5]

Question 5

- (a) Explain any three elements of marketing mix. [3]
- (b) Explain the following: [4]
(i) Division of work.
(ii) Stability of tenure.
- (c) What is meant by indirect channels of distribution? Explain the types of indirect channels of distribution. [5]

Question 6

- (a) Distinguish between *product* and *service*. [3]
- (b) Explain four advantages of raising funds from commercial banks. [4]
- (c) Distinguish between theory of management by Henry and Fayol. [5]

Question 7

- (a) Explain briefly about SEBI. [3]
- (b) Distinguish between equity and preference shares. [4]
- (c) Explain any five sources of external recruitment. [5]

Question 8

- (a) State the features of business environment. [3]
- (b) List four features of RTGS. [4]
- (c) Discuss the importance of staffing as a function of management. [5]

Question 9

Write short notes on:

[4X3=12]

- (a) Informal organisation.
- (b) Motivation as an element of directing.
- (c) Branding



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