

# 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** (compulsory) 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) 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]