

Sethu Bhaskara Matric. Hr. sec. school. ①
 commerce

Std: XII

Quarterly Exam. Answer key:

Part-I

I choose the correct answer: (20x1=20)

- | | |
|-------------------------|---------------------------------|
| 1. c. Art and science | 11. b. bombay. |
| 2. e. Division of work. | 12. b. Intangible |
| 3. a. motivation. | 13. b. external |
| 4. c. MBO | 14. a. Test/d. Placement. |
| 5. c. long term finance | 15. c. outside the factory |
| 6. d. multiple time. | 16. c. security market. |
| 7. b. 1992 | 17. a. customer. |
| 8. a. First time | 18. b. CPU |
| 9. a. commercial bank. | 19. c. Ralph Nader. |
| 10. a. bull. | 20. d. environmental marketing. |

Part-II

21. Meaning of Authority: the right of a superior to give the order to his subordinate.
(2 marks)

22. Meaning of Planning: + Primary function of management + refers to deciding in advance - constructive reviewing of future needs.
(2 marks)

23. Meaning of Spot market: cash/spot market is a market delivery of the financial instrument and payment of cash occur immediately.
(2 marks)

24. meaning of Broker. - Act as intermediaries between buyers and sellers of securities - do not purchase or sell securities on ^{their} behalf. Broker charge commission. (2 marks)
25. Any two features of HRM. (2 marks)
26. meaning of poaching: organisation instead of training and developing their own employee hire employee of other competitive companies by paying them more both financial and non financial benefits. It is called poaching. (2 marks)
27. meaning of e-learning method: use of technological process to access of a traditional class room of office. online learning (or) web based training - save lakhs and lakhs of rupee of an organisation. (2 marks)
28. meaning of consumers. (2 marks)
29. The right of Safety, the right to be informed - the right to choose and right to be heard. (2 marks)
30. * Mutual fund.
* Any one institution. (LIC, etc) (2 marks)
(UTI, SBI, Canara Bank etc)

(PART-C) PART-III

III
31 " To Manage is to forecast, to plan, to organise
to command, to co-ordinate and to control."
- Henry Fayol.

(Any one correct definition 3 Marks)

32) * Secondary Market is the Market for Securities that are already issued.

* Stock Exchange is an important institution in the Secondary Market.

* Secondary Market Price fixed depends on the demand and supply force.

(Any three points 3 Marks)

33) Participants in Money Market.

i) Government of different Countries.

ii) Central bank of different Countries

iii) Private and Public banks.

iv) Mutual Fund institutions.

v) Insurance Companies.

vi) Non-Banking Financial institutions.

(Any three points 3 Marks)

34) Bull:

* A Bull or Tejiwala is an operator who expects a rise in prices of securities in the future.

* In anticipation of price rise he makes purchases of shares at present and other securities with the intention to sell at higher prices in future.

* He is an optimistic speculator.

Bear: * A bear or Mandiwale speculator expects prices to fall in future and sell securities at present, with a view to purchase them at lower prices in future. victim

* A Bear usually presses its down to ground.

* A Bear is an pessimistic speculator.

Correct Answers. 3 Marks) ($1\frac{1}{2} + 1\frac{1}{2} = 3M$)

35) Dematerialisation - Any three Points
Correct Answers. - (3 Marks)

36) Stress Interview. Any three Points
with correct explanation. - (3 Marks)

37) Niche Marketing - Correct explanation
- (3 Marks)

38) Artificial Scarcity:

There are certain situations where the shopkeepers put up the board 'NO Stock' in front of their shop, even though there is plenty of stock in the store. In such situation consumers who are desperate to buy such goods have to pay hefty price to buy those goods and thus earning more profits unconsciously.

(Correct Explanation - 3 marks)

39) Steps in Training Programme:

1. Whom to train?
2. Who is the trainee?
3. Who are Trainees?
4. What Method will be used for training?
5. What should be level of training? :-
6. Where to conduct the training Programme?

($6 \times \frac{1}{2} = 3$ Marks)

40) Features of Certificate of deposits. (3x1=3M)

- (i) Documents of title to time deposits.
- (ii) It is unsecured negotiable instrument.
- (iii) It is issued at discount to face value.

(6)

Part - IV

IV Answer the following: (7x5=35)

- 41, a, Principles of modern management: any 5 points.
 heading ^{with} ~~marks~~, explanation - 3 marks. (5x1=5)
 (a)
- b, consumer exploitation: any 5 points. Heading - 2 marks.
 and Explanation - 3 marks.
- 42, a, Any five functions of management. Headings - 2 marks.
 and Explanation - 3 marks.
 (a)
- b, Elements of marketing mix. • Price, • product, • place
 • promotion. heading 1 mark. Explanation - 4 marks.
 (a)
- 43 a, Any five advantages of MBO. Each point carries
 one mark.
 (a)
- b, Any five duties of consumer. Heading - 2 marks.
 Explanation - 3 marks.
- 44 a, Any five points explaining the difference between
New Issue market and secondary market with
 basis of comparison. Each point carries 1 mark.
 (a)
- b, Any five internal sources of recruitment.
 each point carries one mark.

45, a. Any five characteristics of Human Resource management. each point carries one mark.
(or)

b. Any five differences between Recruitment and Selection, with basis of comparison, each point carries one mark.

46, a. Characteristics of capital market. • securities
• Price • Participants • Location • market for fin. assets.

Headings - 2 marks and Explanation - 3 marks.

(or)


b. Any five functions of SEBI. each point carries one mark. (5 x 1 = 5)

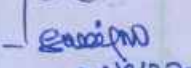
47, a. Any five characteristics of Government securities.
Each point carries one mark. (5 x 1 = 5)

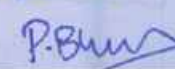
(or)

b. Any five types of market. Each point carries one mark. (5 x 1 = 5).

Handling teachers:

1. Mr. Thirunarayanan - 

2. Mr. S. Nagarajan - 
26/9/22

3. Mr. Bhuvanesh - - 

36 Pies
ADP

ADP hr