

Commerce.

KEY ANSWERS

MAX MARKS : 90

PART-I

20x1 = 20

I. Choose the correct answer:-

- 1) b. - Taylor motivation
- 2) a. George Odiorne
- 3) b. To rise funds
- 4) a. 1992
- 5) b. Commercial bank
- 6) a. Bull
- 7) a. December 1996
- 8) c. Employer, Employee
- 9) b. External
- 10) b. All the above
- 11) d. Outside the factory
- 12) c. Marketer
- 13) b. Price variable
- 14) a. Education
- 15) a. Modem
- 16) c. Ralph Nader
- 17) c. 1930
- 18) c. Consumer Satisfaction
- 19) c. Cash Receipt
- 20) a.

- 21) Accounting, Business law, psychology, statistics, econometrics, data processing etc.
- 22) Page No 17.
- 23) Debt Market is the financial market for trading in Debt Instrument.
- 24) He acts as an agent of a member of a stock exchange. He obtains business for his principal.
- 25) Page No ~~69~~ 69.
- 26) Page No. 74
- 27) Page No 89
- 28) Page. No 119
- 29) The Right of Safety
The Right to be Informed
The Right to choose.
The Right to be Heard.

30)

- Gold - Hard
 - Wheat - Soft
 - Rubber - Hard.
 - Coffee - Soft.
- (Each answer carries 1/2 mark)
(1/2 x 4 = 2)

Part - III

7x3=21

31) Process of management

Page No. 20

32) Participants in Money market.

Page No 38 (Any three)

33) Documents required for a Demat Account

i) Proof of identity

ii) Proof of Address.

34) Job Postals : Page No 77

35) Structural Interview : Page No 83.

36) On the basis of Time.

i) Very short period market

ii) Short period market.

iii) Long period market

37) Objectives of marketing

Page No 110

38. Niche marketing : Page No 121
39. Artificial Scarcity : Page NO 127
40. Carrot Imp托 : Page NO- 135

PART - IV

7x5 = 35

- 41 a) Concept of management-
- ① Body of Knowledge.
 - ② Management Tools
 - ③ Separate Discipline
 - ④ Specialisation
 - ⑤ Code of Conduct.
 - ⑥ Professional Association (Any 5)
- b) Consumer Exploitation
- ① Selling at Higher Price.
 - ② Adulteration
 - ③ Duplicate or Spurious Goods
 - ④ Artificial Scarcity
 - ⑤ Sub-Standard.
 - ⑥ Product Risk

- ⑦ Warranty & Services
- ⑧ Unsuitability of Products
- ⑨ False Advertisements

(Any 5)
with explanation

42 a) Functions of management

① Main functions

② Subsidiary functions (Any 5) with explanation

b) Duties of Consumers

Any 5 duties with explanation

Page NO. 141 & 142.

3 a) Differences between New Issue market and Secondary market.

Page no 26 (Any five differences)

b) Evolution of marketing

Any 5 with explanation. Page no 109.

a) Characteristics of a Capital market.

Any 5 Page no 29.

- 45 (a) Differences Between Stock Exchange & Commodity Exchange Page No 52 Aug 5 with explanation
- (b) Page No 97 Differences Between on the Job Training and off the job training

46 (a) Powers of SBI Page No 62

Aug 5

(b) Internal Sources of Recruitment

Page no 75 & 76 (Aug 5)

(a) Significance of Human Resource Management

Page No 70, 71, 72

(Aug 5)

(b) Types of Tests

Page 80, 81, 82 (Aug 5 tests)

