

COMMON QUARTERLY EXAMINATION - 2026-27

12 SETHU BHASKARA MAT HR SEC SCHOOL
PUDUR, AMBATTUR

COMMERCE - Answer Key

Part - I

20 x 1 = 20

I) Choose the correct answer:-

1) b) Less

2) a) Controlling

3) d) Defining Organisational objectives

4) a) Immediately

5) a) Short term funds

6) b) Commercial Paper

7) a) Bull

8) a) 1988

9) a) Science & Art

10) a) Job seeker and Job provider

11) All of the above (d)

12) Apprenticeship training (d)

13) c) Securities market

14) c) Program Variable

15) a) Education

16) d) Traditional marketing

17) b) Transaction brokers

18) b) (A) and (R) is the correct explanation of (A)

19) a) cash receipt

20) a) (i) - (ii) 2 - (i) 3 - (iv) 4 - (iii)

[P. 7.07]

Part - II (Q. NO. 30 compulsory) (2)

21) * Planning is the Primary function of management.
* Nothing can be performed without Planning

22) OTCEI (2)

The OTCEI was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.

23) Switching (2)

The Purchase of one security against the sale of another security carried out by the RBI in the secondary market

24) Headquarters of SEBI (2)

* Bandra Kurla complex in Mumbai

25) Authority / Scalar Chain (2)

This refers to the chain of superiors ranging from top management to the lowest rank.

26) Role Play (2)

Under this method trainees are explained the situation and assigned roles. They have to act out the roles assigned to them without any rehearsal.

27) Define Marketing Mix (2)

"Marketing mix is a pack of four sets of variables namely Product variable, Price Variables, Promotion variable, and Place variable."

28) examples of Adulteration (2)

- * Mixing of stones with grains
- * Papaya seed is added to black pepper

29) John F. Kennedy (2)

- * Right of Safety
- * Right to be informed
- * Right to choose
- * Right to be heard

30) Reasons Behind Recruitment (2)

- * Retirement of an employee
- * Death of an employee

Part - III (Q.No. 40 compulsory) (3)

- 31) *
- MBO tries to combine the long run goals of organisation with short run goals
 - Management tries to relate the organisation goals with society goals
 - Encourages a climate of trust, goodwill, and a will to perform

- 32) * The financial market provides financial assistance to individuals, agricultural sectors, Industrial sectors, Service sectors (3)
- * Through the financial market the institutions get their short term as well as long term financial assistance
- * It leads to the overall economic development

- 33) Stag (3)
- * A stag is a cautious speculator in the stock exchange
- * He is also called a premium hunter
- Lame Duck
- When a bear finds it difficult to fulfill his commitment, he is said to be struggling like a lame duck

- 34) i) Human resources are emotional beings (3)
- ii) Human resources are movable
- iii) Human resource can work as a team

- 35) Ability Test Personality Test (3)
- | | |
|----------------|---------------|
| * Aptitude | * Interest |
| * Achievement | * Personality |
| * Intelligence | * Projective |
| * Judgement | * Attitude |

- 36) * Instigator (3)
* Integrator
* Innovator
* Implementer

- 37) * To develop the marketing field (3)
* To take appropriate actions in the course of action
* Intelligent and capable application of modern marketing policies

39) Artificial Scarcity (3)
There are certain situations where the Shop-keepers put up the board "No-stock" in front of their shops, even though there is plenty of stock in the store.
Ex: Cinema House

- 38) Niche marketing (3)
* Niche marketing denotes a strategy of directing all marketing efforts towards one well defined segment of the population
* Actually there is no market in niche market
* Ex: Star sports, ESPN, Fox sports
* To target sports enthusiasts

(P.T.O)

- Job instruction techniques.
- 40) In this method, a trainer at the supervisory level gives some instructions to an employee to how to perform his job and its purpose. (3)

Part-IV

5x1=5

(any 5)

41 (a) Various functions of management

- * Planning
- * Organising
- * Staffing
- * Directing
- * Innovation

41 (b) Difference Between on the job - off the job 5x1=5

- * Meaning
- * Cost
- * Location
- * Suitable for
- * Approach
- * Principle

42 (a) Disadvantages of MBE

5x1=5

- * The main disadvantages of MBE is, only managers, have the power over really important decisions
- * Furthermore it takes time to pass the issues to managers
- * Managing employees to deviate from the normal procedures.

External Sources of Recruitment

- 42 (b) *
- * Advertisements
 - * Unsolicited applicants (5)
 - * Campus recruitment
 - * Job Portal
 - * Walkins
 - * Deputation

Money market & Capital market

- 43 (a) *
- * Claims
 - * Risk
 - * Liquidity (5)
 - * Regulator
 - * Underwriting
 - * Price discovery

Evolution of Marketing

- 43 (b) *
- * Barter system
 - * Production Orientation (5)
 - * Sales Orientation
 - * Marketing orientation
 - * Consumer Orientation
 - * Management orientation

Types of New financial Institutions

- 44 (a) *
- * Venture fund Institutions
 - * Mutual fund (5)
 - * Factoring Institutions
 - * DTCEI
 - * NSEI
 - * NCDS
 - * NSDL
 - * SHCIL

- 44 (b) E-Marketing
- * Very Economical
 - * Promoting short time
 - * Minimum Man power
 - * Bought (or) Sold 24x7

- Traditional Marketing
- * very Expensive (5)
 - * Time Consuming
 - * More man power
 - * That is not possible

- 45 (a) Features of Stock Exchange (5)
- * Market for Securities
 - * Deals in second hand securities
 - * Regulates Trade in Securities
 - * Allows Dealings only in Listed Securities
 - * Transactions effected only through members
 - * Association of Persons
 - * Specific location

- 45 (b) Objectives of Consumer Protection Act-1986 (5)
- * Protecting Consumer from Unfair trade Practices of traders
 - * Empowering consumers to seek redressal against exploitation
 - * Educating the consumer of their rights and duties
 - * Ensuring better standard of living for consumers by providing them with quality products at fair price
 - * Putting in place right Mechanism like councils and other authorities to enable the consumers to enforce their rights.

46 (a) Powers of SEBI

(5)

- * Power relating to stock Exchanges & Intermediaries
- * Power to Impose Monetary Penalties
- * Power to Initiate actions in functions Assigned
- * Power to regulate Insider trading
- * Power to regulate Business of stock exchanges
- * Powers Under Securities Contract Act

46 (b) How the market can be classified?

(5)

- * Family
- * Local
- * National
- * World
- * Perfect
- * Imperfect
- * Spot
- * future
- * Wholesale
- * Retail

47 (a) Principles of Placement

(5)

- * Job First, Man Next
- * Terms and conditions
- * Loyalty and co-operation
- * Job offer
- * Aware about the penalties

- 47 (b) Duties of Consumers (5x1=5)
- * Buying quality Products at Reasonable Price
 - * Ensure the weights and Measurement before making Purchases
 - * Reading the Label carefully
 - * Beware of false and Attractive Advertisements
 - * Misleading Schemes
 - * Buying from Reputed Shops

Teacher Handling.

- (1) Mr. Thirunavukarasu - Thirunavukarasu 21/09/20
- (2) Mr. Selvam - Selvam 21/9/20
- (3) Mrs. Vanitha - Vani 21/9
- (4) Mrs. Deepa - Deepa