

Half Yearly Examination - 2018-19

COMMERCE

Class : XII

Time : 3 Hrs. + 15 min

Full Marks : 80

Question 1

Answer the following

- 1) What do you mean by Informal Organisation?
- 2) Define Application Blank.
- 3) Mention any two features of Programme.
- 4) "A supervisor is linking pin". Comment
- 5) What are the components of Political Environment?
- 6) Distinguish between Management and Administration.
- 7) Define Physical Barrier.
- 8) What are the features of Credit Cards?
- 9) Explain in brief the two internal sources of recruitment.
- 10) What are the two Physical Supply Functions of marketing?

Part II (5x12=60)

(Attempt any FIVE questions from the following)

Question II

- 1) Explain the features of Traditional Marketing Concept. (5)
- 2) Explain any four ways to minimise barriers to communication. (4)
- 3) Enumerate any three functions of a Supervisor. (3)

Question III

- 1) Distinguish between Recruitment and Selection. (5)

- 2) What are the factors to be considered for determining the amount of fixed capital (4)
- 3) How does it advantageous to do Marketing Research to an organisation? (3)

Question IV

- 1) "Different training programmes are conducted to serve several purposes". Explain (5)
- 2) Differentiate between functional structure and divisional structure. (4)
- 3) How delegation is important to a business organisation? (3)

Question V

- 1) Explain Maslow's Theory of Motivation. (5)
- 2) "Decentralisation is not an unmixed blessing". On this context explain the drawbacks of decentralisation. (4)
- 3) What are the features of Objectives? (3)

Question VI

Write a short note on (1) Trade credit (2) Budgets (4x3)
(3) Coordination (4) ICDs

Question VII

- 1) Explain the various steps involved in the process of organising. (5)
- 2) What are the demerits of Line and Staff Organisation? (4)
- 3) "Sound organisation is the backbone of effective management". Justify. (3)

Question VIII

- 1) Differentiate between Equity Shares and Preference Shares. (4)
- 2) Explain any four Principles of Management suggested by Henry Fayol. (4)
- 3) What are the limitations of planning? (4)