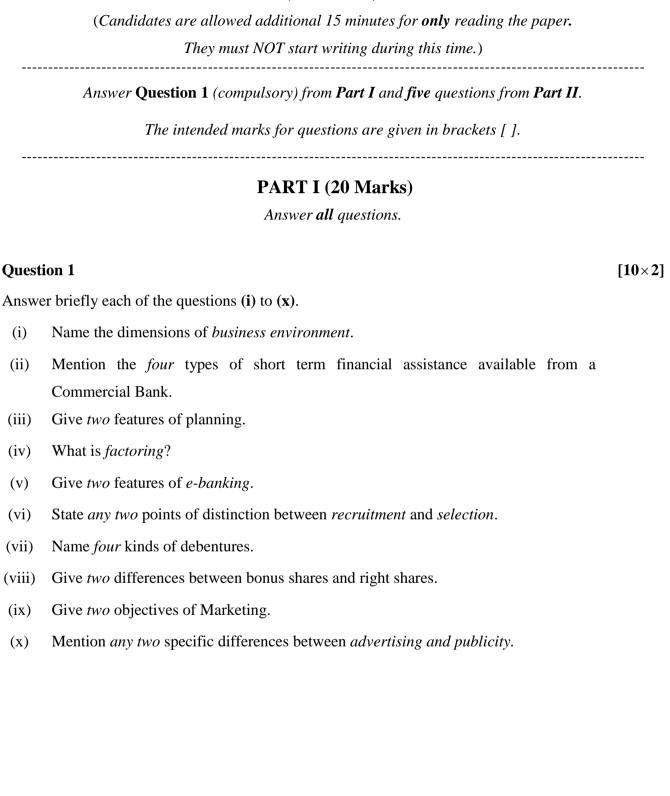
COMMERCE

(Three hours)



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 | |
| Ques | etion 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 | [4] |
| | the point of view of a company. | |
| (c) | The directors of Manik Co. Ltd decided to reinvest and retain profits of their | [5] |
| | company. What would be their rationale for doing so? | |
| Ques | stion 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] |
| Ques | stion 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] |
| Ques | ction 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 Coordination is considered as the essence of management. Comment. (a) **[4]** Write short notes on: (b) [4] (i) Functional organization; Modern concept of marketing. [4] (ii) **Question 8** Explain the meaning of: (a) [3] (i) Debit card Credit Card (ii) (iii) ATM Explain four sources of external recruitment. [4] (b) What do you understand by the term promotion? State and explain the elements of (c) [5] promotion. **Question 9** [3] Explain any three functions of a supervisor. (a) Explain the meaning of: (b) [4] Inter corporate deposit; (i) Instalment credit. (ii) What is *marketing mix*? Explain the elements of marketing mix.

[5]

(c)