**M.P. BIRLA FOUNDATION HIGHER SECONDARY SCHOOL**

**SELECTION EXAMINATION 2020-2021**

**CLASS XII**

**SUBJECT : COMMERCE**

**Marks** : 80

**Time** : 3 hours

Answer **Question 1** from **part I** and **any five** question from **part II.**

The intended marks for questions or parts of questions are given in brackets [ ]

**Part – 1 (20marks)**

Answer All Questions

**Question – 1** **[10*2 = 20]**

Answer briefly each of the questions (I) to (x):

I. What is meant by SWOT?

II. Explain any two factor affecting fixed capital requirements.

III. What is mobile Banking?

IV. State any two disadvantages of raising finance from financial institution.

V. Define Management as a profession.

VI. State any two point of different between centralization and decentralization.

VII. What is Advertising?

VIII. Explain the function of exchange of marketing.

IX. Define Management by Exception

X. A person buys a microwave oven with 2 year warranty period on April 1, 2014. After using it for a year, some defect was noticed and the buyer made a complain and requested the manufacturer to rectify it. The company did nothing, In July 2016 the person is thinking to file a complaint against the company. Can he do so? What compensation he can get?

## Part II (60 marks)

(Answer any 5 questions)

**Question – 2**

a. Explain any 3 need for principle of management. [3]
b. Briefly explain the importance of business environment. [4]
c. Define any 5 types of plans. [5]

**Question – 3**

a. Give 3 differences between Equity share and Preference share. [3]
b. Discuss the importance of management. [4]
c. Explain Maslow's theory of need. [5]

**Question – 4**

a. Mention the advantages of raising funds from financial institution. [3]
b. Define E-banking. Mention its 3 features. [4]
c. Explain any 5 factors that should be considered while determining the price of the product. [5]

**Question – 5**

a. Explain any 3 importance of marketing. [3]
b. Explain Employee Stock Option Plan (ESOP) and Retained Earning. [4]
c. What is business finance? Explain its 4 importance. [5]

**Question – 6**

a. Explain any 3 limitations of planning. [3]
b. Discuss the importance of Delegations of Authority. [4]
c. Explain the steps in the process of staffing. [5]

**Question – 7**

a. What is Management by Exception? [3]
b. Explain any 4 rights available to the consumers under The Consumer Protection Act. [4]
c. What is promotion mix? Briefly explain the elements of promotion mix. [5]

**Question – 8**

a. What is service? Explain any 2 of its feature. [3]
b. Explain the types of Debentures. [4]
c. State and explain the principles of management as laid down by F.W. Taylor. [5]

**Question – 9**

Write short note on the following :
a. Channels of distribution [4]
b. Marketing Research [4]
c. Coordination as the essence of management. [4]

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