

**ORGANIZATION
OF COMMERCE AND
MANAGEMENT****BOARD QUESTION PAPER****March-2018****Time : 3 Hours]****[Total Marks : 100**

Instructions : (1) There are total **five** sections and **49** questions in this question paper.

(2) All questions are compulsory. There are internal options.

(3) Figures against the questions indicate marks.

(4) Answer each question as per the given instructions.

(5) New section is to be started from a new page.

SECTION-A

- **Questions No. 1 to 10 are multiple choice questions. Each question contains four options, select the correct one from A, B, C, D and write them : (Each question carries 1 mark)** [10]

1. Who are included in the top level management ?
(a) Experts (b) Workers (c) General manager (d) Departmental heads
2. Who was the promoter of neo classical thought ?
(a) Frederick Taylor (b) Henry Fayol (c) Herzberg (d) Elton Mayo
3. Which is the last step of Planning process ?
(a) Evaluation of plan (b) Selection of best plan
(c) Verification of planning (d) Determination of alternative
4. Organisation framed with the mixture of project structure and general structure is called
(a) Matrix organisation (b) Linear organisation
(c) Functional organisation (d) Informal organisation
5. Which type of process is controlling ?
(a) Internal (b) Rigid (c) Dynamic (d) Continuous
6. With what is financial management related ?
(a) Finance Market (b) Finance function (c) Stock Exchange (d) Capital market
7. On which concept is the approach of wealth maximisation based ?
(a) Cash Flow (b) Social Responsibility
(c) Present value of wealth (d) Profitability
8. In which year, Depository Act came into existence ?
(a) 1996 (b) 1995 (c) 1994 (d) 1993
9. Which is the most popular, important and acceptable tool of promotion ?
(a) Market segmentation (b) Sales (c) Advertisement (d) Price
10. Every year, at international level, which day is celebrated as World Consumer Right's Day ?
(a) 15th January (b) 15th March (c) 15th August (d) 15th December

SECTION-B

- **Answer the following questions No. 11 to 20 in one sentence :**
(Each question carries 1 mark) [10]

11. Give the full form of I.I.M.
12. When is the principle of 'Look and Leap' adopted ?

13. What is Organisation ?
14. In the present time, most of the units consider their staffing department as which department ?
15. State the elements of Direction.
16. In which form, can dividend be paid to the shareholders ?
17. By whom are Stock Exchange regulated in India ?
18. What is Contract Note ?
19. What are the 4 Ps of marketing mix ?
20. Give the meaning of Globalization.

SECTION-C

- Answer the following questions no. 21 to 35 in brief :
(Each question carries 2 marks)

[30]

21. 'Management is a Science' – Explain.
22. What is Scientific Management ?
23. State the limitations of Decentralization.

OR

23. State the limitations of Decentralization.
24. What is waiting list ?
25. Name any four external sources of recruitment.
26. State the intellectual qualities of a good leader.
27. What is the 'need of Self-actualization' ? Given an example.
28. 'Planning and controlling are the two sides of the same coin' – Explain.
29. 'Working Capital means circulating capital in business' – Explain.
30. What is Call money and Notice money ?

OR

30. State two objectives of SEBI.
31. Write four functions of Labelling.
32. Mention any four characteristics of a 'good salesman'.
33. Give the full form of CGSI and CUTS.
34. State the cultural factors affecting the business environment.
35. Mention any four negative effects of Privatisation.

SECTION-D

- Answer the following questions no. 36 to 45 as asked :
(Each question carries 3 marks)

[30]

36. Explain the importance of Management.
37. Give the meaning of Marketing Management and explain its functions in brief.
38. Explain the importance of principles of Management.
39. Explain the characteristics of Organization.
40. Explain the significance of Delegation of Authority.
41. Explain any six points of importance of Controlling.

42. Explain the characteristics of Ideal Capital Structure.

OR

42. Explain six factors affecting Working Capital.

43. Explain the functions of Stock Exchange.

44. State three points of difference between Marketing and Selling.

OR

44. State six characteristics of Branding.

45. Explain the importance of Business Environment in short.

OR

45. State the positive effects of Globalization.

SECTION-E

- Answer the following questions no. 46 to 49 in detail :
(Each question carries 5 marks)

[20]

46. Give the meaning of Planning and explain its characteristics.

47. Give the meaning of Staffing and explain its importance.

OR

47. Clarify the meaning of recruitment and explain its internal sources.

48. Explain the Need Hierarchy of Maslow.

49. Give the meaning of Consumer Protection and explain the rights of consumers.

OR

49. Explain the available remedies to the consumers as per the Consumer Protection Act.

ORGANIZATION OF COMMERCE AND MANAGEMENT

Board Question Paper : March-2018 : Answers

SECTION-A

1. (c) General manager
2. (d) Elton Mayo
3. (a) Evaluation of plan
4. (a) Matrix organisation
5. (d) Continuous
6. (b) Finance function
7. (c) Present value of wealth
8. (a) 1996
9. (b) Sales
10. (b) 15th March

SECTION-B

11. I.I.M. = Indian Institute of Management.
12. The principle of "Look and Leap" is adopted at the beginning of the planning stage.
13. An organization is a formal administrative pyramidal structures which is formed to enable the effective implementation of a mission crafted by the creator of a business plan.
14. In the present time, most of the units consider their staffing department as Human Resource Department (HRD).

15. The elements of the direction are as under :
(i) supervision (ii) motivation (iii) leadership
(iv) communication.
16. The dividend to the shareholders can be paid in following forms : As per the companies Act, 2013, dividend can be paid in (i) cash or (ii) cheque form on the paid-up capital.
17. The stock exchange in India is regulated by the statutory body called "Securities and Exchange Board of India (SEBI)" formed under SEBI Act, 1992.
18. A contract note is a legal document issued by the share broking firm to the buyer or seller of the securities in the stock exchange.
19. The 4 Ps of marketing mix are : (i) Produce (ii) Price (ii) Place and (iv) Promotion.
20. When any country permits foreign companies to do the business in their domestic economy and allows domestic companies to do business globally, is known as globalization.

SECTION-C

21. Text-book Chapter-1, Para-1.4
 22. Text-book Chapter-2, Para-2.3.1
 23. Text-book Chapter-4, Para-4.4.5
- OR**
23. Text-book Chapter-4, Para-4.4.5
 24. Text-book Chapter-5, Para-5.3.3(A)
 25. Text-book Chapter-5, Para-5.3.3(B)
 26. Text-book Chapter-6, Para-6.5.3(2)
 27. Text-book Chapter-8, Para-8.3.3(5)
 28. Text-book Chapter-7, Para-7.2(1)
 29. Text-book Chapter-8, Para-8.4.4(5)
 30. Text-book Chapter-9, Para-9.4.5
- OR**
30. Text-book Chapter-9, Para-9.11.1

31. Text-book Chapter-10, Para-10.3.2.3
32. Text-book Chapter-10, Para-10.3.5.3.2
33. CGSI – Consumer Guidance Society of India
CUTS – Consumer Unity and Trust Society
34. Text-book Chapter-12, Para-12.2(h)(3)
35. Text-book Chapter-12, Para-12.3.2

SECTION-D

36. Text-book Chapter-1, Para-1.3
37. Text-book Chapter-1, Para-1.8.1
38. Text-book Chapter-2, Para-2.1.4
39. Text-book Chapter-4, Para-4.1.4
40. Text-book Chapter-4, Para-4.5.2
41. Text-book Chapter-7, Para-7.1.3
42. Text-book Chapter-8, Para-8.3.2

OR

42. Text-book Chapter-8, Para-8.4.5
43. Text-book Chapter-9, Para-9.7.3
44. Text-book Chapter-10, Para-10.1.3

OR

44. Text-book Chapter-10, Para-10.3.2.2
45. Text-book Chapter-12, Para-12.1

OR

44. Text-book Chapter-12, Para-12.3.3

SECTION-E

46. Text-book Chapter-3, Para-3.1.2/3
47. Text-book Chapter-5, Para-5.1.1/3

OR

47. Text-book Chapter-5, Para-5.3.2/3(A)
48. Text-book Chapter-6, Para-6.3.3
49. Text-book Chapter-11, Para-11.2.1/2

OR

49. Text-book Chapter-11, Para-11.2.4