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ISC Specimen 2014 Commerce

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COMMERCE

(Three hours)

(Candidates are allowed additional 15 minutes for **only** reading the paper.

They must NOT start writing during this time.)

Answer **Question 1** from **Part I** and **five** questions from **Part II**.

The intended marks for questions are given in brackets [].

PART I (20 Marks)

Answer **all** questions.

Question 1

[10×2]

Answer briefly each of the questions (i) to (x).

- (i) Explain the consumer's Right to Information as per Consumers Protection Act 1986.
- (ii) Give any two reasons why company management must stay alert to the changes in the business environment.
- (iii) Explain any two internal sources of recruitment.
- (iv) Give two points of distinction between a Formal and an Informal Organization.
- (v) What is meant by personal selling?
- (vi) Mention four specific forces directly influencing business environment.
- (vii) How does good packaging help in increasing the sale of a product?
- (viii) Explain Management by Exception.
- (ix) State any two services provided by a bank ATM.
- (x) Give any two objectives of marketing.

PART II (60 Marks)Answer any **five** questions.**Question 2**

- (a) Explain briefly the meaning of Circulating Capital. [3]
- (b) Explain any four features of RTGS. [4]
- (c) What are the advantages of borrowing from commercial banks? [5]

Question 3

- (a) Explain Fayol's principle of Discipline and Division of work. [4]
- (b) Management is the force that integrates human and non-human resources into an effective operating unit. On the basis of this statement, explain the features of management. [8]

Question 4

- (a) State any three reasons to bring out the importance of consumer protection. [3]
- (b) Explain the Production Concept of marketing. [4]
- (c) What is meant by grading of a product? State any four advantages of grading. [5]

Question 5

- (a) Explain Procedure as a type of plan. [3]
- (b) State any four points of distinction between Training and Development. [4]
- (c) Explain the factors influencing the price of a product. [5]

Question 6

- (a) State any three demerits of Public Deposits. [3]
- (b) What is meant by Employee Stock Option Plan? Give any two merits of ESOP. [4]
- (c) What is meant by fixed capital? Explain any four factors affecting fixed capital requirement of a company. [5]

Question 7

Write short notes on:

- (a) Direct Channel of Distribution. [4]
- (b) Debit Cards and Credit Cards. [4]
- (c) Social Environment of business. [4]

Question 8

- (a) List the steps involved in the process of communication. [3]
- (b) Explain how coordination is found in the different functions of management. [4]
- (c) Management is a human activity. Discuss. [5]

Question 9

- (a) What is SWOT analysis? [3]
- (b) What are Corporate Deposits? [4]
- (c) State the merits of Taylor's Scientific Management. [5]