

II SEMESTER EXAM 2017-18

Sub: Organisation of Commerce & Management

STD: XI Com.

MARKS: 80

DATE: 11/04/2018

TIME: 3 Hours

Q.1) A) Select the proper option from the possible choices given below and rewrite the sentences. (5)

1. Management is _____
a) dynamic b) static c) selective
2. High rate of interest on investments attracts _____
a) Money lender b) investors c) borrower
3. The new industrial policy was formulated in _____
a) 1961 b) 1981 c) 1991
4. _____ is one of the modes of entry which requires high level of risks.
a) Licensing b) Franchising c) Joint Venture
5. Public sector enterprise is owned, managed and controlled by the _____
a) Individuals b) Government c) Board of Directors

B) Match the correct pairs. (5)

Group A

Group B

- | | |
|-------------------------------|---|
| 1) Management as a Profession | a) Vegetables |
| 2) Durable products | b) Foreign policy |
| 3) Political Environment | c) Designs rules of International trade |
| 4) WTO | d) Organization of 187 countries |
| 5) IMF | e) Machinery |
| | f) Organization of 197 countries |
| | g) formal education |

C) Write word/term or phrase for the following statements. (5)

1. The art of directing and inspiring people.
2. A place where buyers and sellers come together for buying and selling.
3. Uncontrollable factors of the business environment.
4. The goods which cannot be seen or touched.
5. Systematic body of knowledge.

Q.2) Distinguish between the following. (Any 3) (15)

1. Exports and imports
2. Private sector and public sector
3. Top level management and Lower level management
4. Market and Marketing.
5. Globalization and Privatization.

Q.3) Write short notes on the following. (Any 3) (15)

1. What are the features of public sector?
2. Explain the function of Middle level management.
3. Write a short note on contract manufacturing.
4. Explain the external factor influencing price.
5. Explain the functions of marketing.

Q.4) State with reasons whether the following statements are True or False. (Any 3) (15)

1. Management is only an Art.
2. Marketing develops unemployment.
3. Globalization results into unequal competition.
4. Bill of entry is not part of export documents.
5. Multi-National Companies help the host companies.

Q.5) Write short answers for the following (Any 2) (10)

1. What are the advantages and disadvantages of direct and indirect export?
2. What are different channels of distribution?
3. Explain the importance of sales promotion.
4. Write short note on letter of credit.

Q.6) Long answer type question (Any 1) (10)

1. What is management? State the features of management.
2. What is advertising? Explain its importance.