

DAY — 09

SEAT NUMBER

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2022 VII 30

1030

J-586

(E)

**ORGANISATION OF COMMERCE
AND MANAGEMENT (51)**

Time : 3 Hrs.

(4 Pages)

Max. Marks : 80

- Note :** (i) All questions are compulsory.
(ii) Figures to the right indicate full marks for the questions.
(iii) Figures to the left indicate question numbers.
(iv) Answer to every question must be started on a new page.

Q. 1. (A) Select the correct option and rewrite the sentences : (5) [20]

- (1) Principle of _____ is based on "a place for everything and everything in its place".
(a) discipline (b) order
(c) equity
- (2) Principle of _____ is not applicable to life insurance.
(a) insurable interest (b) utmost good faith
(c) indemnity
- (3) The process of contracting a business function to someone else is called as _____.
(a) outsourcing (b) trading
(c) e-business
- (4) Making timely payment of proper taxes is the responsibility of organisation towards _____.
(a) shareholders (b) consumers
(c) government

0 5 8 6

(5) The term market is derived from the _____ word 'mercatus'.

- (a) French
- (c) Italian

(b) Latin

(B) Match the correct pairs :

(5)

Group 'A'

- (a) Controlling
- (b) Business Services
- (c) B2C
- (d) Consumer Protection Act
- (e) Branding

Group 'B'

- (1) Intangible in nature ?
- (2) Consumer to consumer
- (3) 1930
- (4) It is the process of comparing the actual performance with the predetermined standard performance
- (5) 2019
- (6) Concept of Market
- (7) It is an integration and synchronisation of the efforts of group
- (8) Tangible in nature
- (9) Business to consumer
- (10) Distinct Name

(C) Give one word / phrase / term :

(5)

- (1) First function of management.
- (2) A type of bank account where a fixed sum of money is deposited for a fixed period.
- (3) Employment generation is the responsibility of the organisation towards this group.
- (4) One who consumes any commodity or service.
- (5) A place where goods and services are bought and sold.

(D) State true or false :

(5)

- (1) Standards are not set for every performance in controlling function.

- (2) Business services are important for the growth of business.
- (3) It is easy to set up e-business as compared to traditional business.
- (4) Media does not play an important role in public life.
- (5) Consumer, being the king of the market, does not have any rights.

Q. 2. Explain the following terms/concepts (Any FOUR) :

[8]

- (1) Esprit de corpse (Team work)
- (2) Organising
- (3) Banking
- (4) Directing
- (5) Lok Adalat
- (6) Central Bank

Q. 3. Study the following case/situation and express your opinion (Any TWO) :

[6]

- (1) Ms. Harshali has started new business two years ago. Her customers are located in different parts of the country and hence they are directly depositing bill amount in her business account. At the same time she used to pay various payments from this account only.
 - (a) Identify type of account maintained by Ms. Harshali.
 - (b) Suggest any one modern way of money transfer to Ms. Harshali.
 - (c) Mention the facility she gets on her business account to meet her working capital requirement.
- (2) An organisation manufacturing paint has been enjoying a prominent market position since many years. It has been dumping its untreated poisonous waste on the river bank, which has created many health problems for the nearby villages.
 - (a) Which responsibility is neglected by manufacturing organisation?
 - (b) What kind of pollution are they creating?

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(c) Mention any one precautionary measure they need to take.

(3) Mr. Jagdish purchases watch from Titan shop and his friend Shambhavi purchases mobile phone from online shopping site.

(a) Who shops through traditional business?

(b) Which shopping is done through e-business?

(c) Which business involves high risk?

Q. 4. Distinguish between (Any THREE) :

[12]

(1) District Commission and National Commission.

(2) Saving Account and Current Account.

(3) Staffing and Controlling.

(4) E-business and Traditional business.

Q. 5. Answer in brief (Any TWO) :

[8]

(1) Explain 4 P's of Marketing mix.

(2) State any four rights of the consumer.

(3) Give any four types of warehouses.

Q. 6. Justify the following statements (Any TWO) :

[8]

(1) Principles of management are flexible in nature.

(2) The Consumer Protection Act was passed in the interest of consumer.

(3) Organisation facilitates administration as well as operation of the organisation.

(4) Business organisations have many social responsibilities.

Q. 7. Attempt the following (Any TWO) :

[10]

(1) Explain various concepts of market.

(2) Explain the characteristics of Entrepreneurship Development.

(3) Explain any five principles of management given by Henry Fayol.

Q. 8. Answer the following (Any ONE) :

[8]

(1) What is insurance? Explain the principles of insurance.

(2) Define marketing. Explain the functions of marketing in detail.

