

**PRELIMINARY EXAMINATION (2021-2022)**

**ORGANISATION OF COMMERCE AND MANAGEMENT**

TIME : 3 HRS

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 major question should begin on a new page..

**1. (A) Select the correct option and rewrite the sentences: (5)**

- (1) The President of District Commission is a \_\_\_\_\_  
(a) High Court Judge (b) District Judge (c) Supreme Court Judge
- (2) \_\_\_\_\_ policy covers all types of risks of a vessel, while it is anchored at the port for a particular period of time.  
(a) Port risk (b) Voyage (c) Floating
- (3) \_\_\_\_\_ is regarded as the Father of Scientific Management.  
(a) Henry Fayol (b) Philip Kotler (c) F.W. Taylor
- (4) In a modern competitive market, consumer is regarded as the \_\_\_\_\_.  
(a) Prince (b) King (c) Owner
- (5) For online transactions \_\_\_\_\_ is required.  
(a) registration (b) trading (c) Business

**(B) Match the words from the following Group 'A' and Group 'B' correctly: (5)**

<b>Group 'A'</b>	<b>Group 'B'</b>
(a) B2C	1. Intangible in nature
(b) Digital Marketing	2. 2016
(c) Corporate Social Responsibility	3. Business to consumer
(d) Business service	4. Use of digital media
(e) Start up India	5. Consumer to Consumer
	6. Social Model
	7. Tangible in nature
	8. 2019
	9. Business Model
	10. Exists only in cyberspace

**(C) Write a word / phrase / term which can substitute the following sentences:**

**(5)**

1. Sub segment of BPO
2. Employment generation is the responsibility of the organization towards this group.
3. Warehouse in which perishable commodities are stored.
4. An activity that brings visitors to a farm.
5. A person who is self employed, an innovator who introduces new combination of means of production

**(D) Find and write the odd one among the following :**

**(5)**

1. Whole life Policy, Endowment Policy, Annuity Policy, Mixed Policy
2. Training, Selecting, Co-ordinating, Placing
3. Job security, After Sales Service, Good working condition, Fair Remuneration
4. People, Promotion, Physical Evidence, Process
5. District Commission, State Commission, NGO National Commission

**Q.2 Explain the following terms / concepts (Any four):** (8)

1. E-Business
2. Division of Responsibility
3. Planning
4. Lok Adalat
5. Outsourcing
6. Bank

**Q3. Study the following case / situation and express your opinion: (Any Two)** (6)

1. Mr. Ram, an emerging entrepreneur has designed a structure of his business organization by taking into consideration the required resources such as land, money, machinery, workforce etc for his new business. He appointed Mr. Shyam as a manager. Mr. Ram has assigned the responsibilities such as recruitment, selection, training and development and to determine the remuneration of the employees according to the standards given to the employees. Mr. Shubham has to also suggest the remedies to the employees wherever necessary.

1. Mr. Ram
2. Mr. Shyam
3. Mr. Shubham

2. Mr. Ved made his payment by cheque at the same time Mr. Shlok made his payment by Fund Transfer.

- (i) Whose payment is faster?
- (ii) Whose payment is related to traditional business?
- (iii) Whose payment is related to e-business?

3. Yashwant Co. Ltd is providing facilities for their female staff like Day Care Centre for kids and work from home facility. Event management takes their suggestions while taking the decisions though they are members of trade union.

(i) By doing this, they are following social responsibilities towards which interest groups?

(ii) What values are they presenting?

(iii) What kind of responsibilities employer follows in the above case?

**Q4. Distinguish between the following (Any Three):** (12)

(1) Organizing and staffing

(2) Commercial Bank and Central Bank

(3) Fire Insurance and Marine Insurance

(4) State Commission and National Commission

**Q5. Answer the following in brief (Any Two):** (8)

1. State the characteristics of an Entrepreneur.

2. Explain the social responsibilities of business organization towards the government.

3. Explain any four rights of consumers.

**Q6. Justify the following statements (Any Two):** (8)

1. Controlling is the last function of Management.

2. Marketing is significant to the consumers.

3. Principles of management are flexible in nature.
4. Aim of consumer organisation is to protect the rights of the consumers.

**Q7. Attempt the following questions ( Any Two) (10)**

1. Explain any five types of warehouses
2. State any five principles of Management, as given by Henry Fayol
3. Explain the importance of marketing towards the society

**Q8. Answer the following questions in detail (Any One): (8)**

1. What is Insurance? Explain the principles of Insurance.
2. Explain the functions of marketing in detail

**'ALL THE BEST'**