

DAY — 09

SEAT NUMBER

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2021 IX 28

1030

J-590

(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) The process of contracting a business function to someone else is called as _____.
(a) outsourcing (b) trading
(c) e-business
- (2) The President of District Commission is a _____.
(a) District Judge (b) High Court Judge
(c) Supreme Court Judge
- (3) _____ is regarded as Father of Scientific management.
(a) Henry Fayol (b) F. W. Taylor
(c) Philip Kotler
- (4) Principle of _____ is not applicable to life insurance.
(a) insurable interest (b) utmost good faith
(c) indemnity
- (5) In modern competitive market, consumer is regarded as the _____.
(a) king (b) agent
(c) owner

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

- | Group 'A' | Group 'B' |
|--------------------------------------|---|
| (a) Directing | (1) Tangible in nature |
| (b) Business Service | (2) Exists everywhere |
| (c) Digital cash | (3) It is the process of instructing, guiding, communicating and motivating |
| (d) Responsibility towards investors | (4) Job security |
| (e) Digital marketing | (5) Use of digital media |
| | (6) Intangible in nature |
| | (7) Exists only in cyberspace |
| | (8) Use of traditional media |
| | (9) Return on investment |
| | (10) It is the process of recruiting, placing and remunerating |

(C) Write a word / phrase / term which can substitute the following statements : (5)

- (1) A place where the goods and services are bought and sold.
- (2) A person who is self employed, an innovator who introduces new combination of means of production.
- (3) Warehouse in which perishable goods are stored.
- (4) The first step in online transaction.
- (5) Earning foreign exchange is the responsibility of the organisation towards this group.

(D) Find and write the odd one among the following : (5)

- (1) Endowment policy, Whole life policy, Money back policy, Blanket policy.
- (2) Job security, Health and safety measures, Reasonable profit, Good working condition.

- (3) District commission, State commission, NGO, National commission.
- (4) Selecting, Training, Co-ordinating, Placing.
- (5) Price, People, Promotion, Product.

Q. 2. Explain the following terms / concepts (Any FOUR) : [8]

- | | |
|-----------------|-----------------------|
| (1) E-business | (4) Banking |
| (2) Staffing | (5) Lok Adalat |
| (3) Outsourcing | (6) Mental Revolution |

Q. 3. 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 organisation by taking into consideration the required resources such as land, money, machinery, workforce, etc. for his new business. He has appointed Mr. Shyam as manager. Mr. Ram has assigned the responsibilities such as recruitment, selection, training and development and to determine the remuneration of the employees to Mr. Shyam. Mr. Ram has also appointed Mr. Shubham to supervise the work done by the employees according to the standards given to the employees. Mr. Shubham also has to suggest the remedies to the employees wherever necessary.

In this context, find out the management functions performed by :

- (a) Mr. Ram
 - (b) Mr. Shyam
 - (c) Mr. Shubham
- (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.
- (1) Which responsibility is neglected by the paint manufacturing organisation?

- (2) What kind of pollution are they creating?
- (3) Mention any one precautionary measure they need to take.

- (3) Mr. Ved made his payment by cheque. At the same time Mr. Shlok made his payment by fund transfer. In this situation :
- (a) Whose payment is faster?
 - (b) Whose payment is related to traditional business?
 - (c) Whose payment is related to e-business?

Q. 4. Distinguish between the following (Any THREE) : [12]

- (1) Planning and Controlling
- (2) Life Insurance and Fire Insurance.
- (3) State Commission and National Commission.
- (4) Commercial Bank and Central Bank.

Q. 5. Answer the following in brief (Any TWO) : [8]

- (1) Explain the characteristics of an Entrepreneur.
- (2) Explain any four rights of consumers.
- (3) State social responsibilities of business towards employees.

Q. 6. Justify the following statements (Any TWO) [8]

- (1) Principles of management are flexible in nature.
- (2) Planning is the basic function of management.
- (3) The Consumer Protection Act was passed in the interest of consumers.
- (4) Marketing is significant to the consumers.

Q. 7. Attempt the following questions (Any TWO) : [10]

- (1) Explain any five principles of management given by Henry Fayol.
- (2) Explain the importance of marketing towards the society.
- (3) State functions of warehouses.

Q. 8. Answer the following questions in detail (Any ONE) : [8]

- (1) What is Insurance? Explain principles of insurance.
- (2) Explain the functions of marketing in detail.

