



BOARD QUESTION PAPER: JULY 2023

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 question must be started on a new page.

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

- The functions of management end with _____.
(a) directing (b) staffing (c) controlling
- _____ is the idea of bringing urban residents to rural areas by empowering local community, both socially and economically.
(a) Agro tourism (b) Medical tourism (c) Entertainment
- Door to door service is provided by _____ transport.
(a) railway (b) road (c) air
- In online shopping customers put the product in the _____.
(a) shopping mall (b) shopping cart (c) shopping bag
- _____ is celebrated as World Consumers Day.
(a) 24th December (b) 26th January (c) 15th March

(B) Match the correct pairs: (5)

	Group 'A'		Group 'B'
(a)	Scientific management theory	(1)	Henry Fayol
(b)	Co-ordinating	(2)	Business Process Outsourcing (BPO)
(c)	Outsourcing	(3)	F.W. Taylor
(d)	Business ethics	(4)	Road transport office (RTO)
(e)	Registered brands	(5)	It is an integration and synchronization of the efforts of group
		(6)	To earn profit
		(7)	To manage is to forecast and plan
		(8)	Trademark
		(9)	Branch of social science
		(10)	ISI

(C) State whether the following statements are true or false: (5)

- The principles of management are universal in nature.
- Every function of management is not based on planning.
- It is the responsibility of commercial organization to maintain industrial peace.
- Consumer Protection Act is not required in India.
- Regulated market operates according to forces of demand and supply.

(D) Correct the underlined word and rewrite the statement: (5)

- Security in job always affects adversely on efficiency of employees.
- Staffing is concerned with machines.
- Dishonest advertising can be appreciated by customers in the long run.
- District Commission is also referred to as People's Court.
- Grading helps in avoiding breakage, damage and destruction of the product.



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

- | | |
|------------------|--------------------------------|
| 1. Fatigue Study | 2. Planning |
| 3. Communication | 4. Social Responsibility |
| 5. Moral Values | 6. Right to consumer education |

Q.3. Study the following case / situation and express your opinion (Any TWO): [6]

1. Mr. Harshad is an entrepreneur and engaged in production of eco-friendly utensils. Both male and female workers are working in his factory. All male employees are directly working on machines whereas female employees are working in packaging department. Mr. Sharath is working as finance manager while Mrs. Naina is working as HR manager who is responsible for recruiting employees in the factory. On this basis:
 - i. Which principle of management is involved in above case?
 - ii. What is the designation of Mrs. Naina in this organisation?
 - iii. Who is responsible for overall planning of the organisation?
2. Mr. Jagan is a salaried person. He wants to take policy for his two children which assures them protection as well as completes their financial needs once they become major by age:
 - i. Suggest Mr. Jagan a policy which can satisfy requirements of his children.
 - ii. Who are beneficiaries of policy?
 - iii. In above case which insurance principle is involved?
3. A vehicle manufacturing company has adopted the following practices:
 - i. Only those components will be used by the company which are environment friendly.
 - ii. There will be discharge of harmful wastes only after their proper treatment.
 - iii. Pollution level of every vehicle will be maintained as per international standards.
 - a. Above business organisation follows social responsibility towards which interest group?
 - b. What kind of pollution should business organisations avoid?
 - c. What kind of message do they want to convey?

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

1. Organising and Co-ordinating.
2. Rail transport and Air transport.
3. Fire insurance and Marine insurance.
4. District commission and National commission.

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

1. Explain any four advantages of outsourcing.
2. State any four needs of consumer protection.
3. Explain any four functions of marketing.

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

1. Taylor emphasized on standardization of tools and equipments.
2. An entrepreneur must be an innovator.
3. Online transaction is done with the help of the internet.
4. Consumers have many responsibilities.

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

1. Explain the importance of controlling.
2. What are the functions of warehouses?
3. Explain the classification of market on the basis of area covered and volume of transaction.

Q.8. Define Bank. Explain secondary functions of Bank. [8]

OR

Explain the importance of marketing to the society and firm.