

ISC SEMESTER 2 EXAMINATION
SPECIMEN QUESTION PAPER
COMMERCE

Maximum Marks: 40

Time allowed: One and a half hour

*Candidates are allowed an additional 10 minutes for **only** reading the paper.*

*They must **NOT** start writing during this time.*

*Answer **all** questions in Section A, Section B and Section C.*

The intended marks for questions or parts of questions are given in brackets. []

SECTION A – 8 MARKS

Question 1

(i) How many rights of consumers are given in the Consumer Protection Act 2019? [1]

- (a) 4
- (b) 3
- (c) 6
- (d) 5

(ii) **Assertion:** Labelling, as a function of marketing, acts as a silent salesman. [1]

Reason: Labelling helps in the promotion of the products by attracting the attention of customers and providing required information.

- (a) Both Assertion and Reason are true and Reason is the correct explanation for assertion.
- (b) Both Assertion and Reason are true and Reason is not the correct explanation for Assertion.
- (c) Assertion is true but Reason is false.
- (d) Assertion is false but Reason is true.

- (iii) Grouping of activities based on product line is a part of: [1]
- (a) Functional organisation
 - (b) Divisional organisation
 - (c) Delegated organisation
 - (d) Autonomous organisation
- (iv) Which of the following is not true about formal organisation? [1]
- (a) They are deliberately planned and created by management.
 - (b) They are stable and predictable.
 - (c) Violation of rules in a formal organisation may lead to penalties.
 - (d) Leaders are chosen.
- (v) The process of manning various jobs in the organisation with the right person is known as _____ [1]
- (vi) State whether the following statements are True or False.
- (a) Planning and Controlling are interrelated. [1]
 - (b) Rational barrier is one of the types of barriers in the process of Communication. [1]
- (vii) A popular brand of toothpaste has 20% discount mentioned on the package. Name the element of promotion. [1]

SECTION B – 12 MARKS

Question 2 [2]

Marketing and Selling are synonymous terms. Do you agree? Give reasons.

Question 3 [2]

(i) State *two* qualities of a good leader.

OR

(ii) Give *two* objectives of Communication.

Question 4 [2]

State *two* reasons to emphasize the importance of Controlling as a function of management.

Question 5 [2]

The employees of ABC co. have formed a Dramatics club for their recreation. Name the type of organisation formed by the and state *one* of the features of such an organisation.

Question 6 [2]

What is pre-requisite to Selection? Which function of management ensures the right person at the right job?

Question 7 [2]

Which function of management is often referred to as the essence of management and binds all the other functions? Justify its significance in the function of Planning.

SECTION C – 20 MARKS

Question 8 [4]

(i) The demand for leather will be derived from the demand for leather purses and other leather items in the market.

The above statement brings forth the characteristics of one of the categories of the products. Name the category and state *three* other characteristics of this category of product.

OR

(ii) Palak went to a shop to buy hair oil. The shopkeeper forced her to buy a particular brand of hair oil from various available brands, irrespective of the willingness of Palak.

Which right of Palak, as a consumer, has been violated and where can she file a case against the shopkeeper? Name the *two* other rights of the consumer.

Question 9 [4]

Why is delegation an important management tool?

Question 10 [4]

Briefly explain the meaning of the following terms:

(i) Span of control

(ii) Management by exception

Question 11

[4]

Explain *any four* External sources of recruitment.

Question 12

[4]

Read the given passage carefully and answer the following questions.

A reputed publishing company is planning to open new showrooms in some big cities in North India. The company wishes to invite celebrity novelists to inaugurate their new outlets. It also plans to invite other celebrities from the literary world and make new book releases before August. Introductory offers will be given in the form of price reductions, limited edition of autographed copies and discount coupons.

- (i) Identify the promotional tools adopted by the company.
- (ii) In what way do the promotional tools adopted by the company generate sales?