

## KARNATAKA PRE-UNIVERSITY EDUCATION EXAMINATION BOARD

## II YEAR PUC EXAMINATION March-2012

## SCHEME OF VALUATION

Subject Code: 27

Subject: BUSINESS STUDIES

Qn. No.	Section- A	Marks Allotted
1.	<b>What is Genetic Industry ?</b> Industries engaged in multiplication / reproduction of plants and animals with the object of earning profit.	1
2.	<b>What is Price ?</b> 1. Price is the value of a product or service expressed in terms of money <b>or</b> 2. It is the money value of a product or a service. <b>Or</b> 3. Price is the amount of which is needed or paid to acquire a product. <b>Or</b> 4. Price is the exchange value of product expressed in terms of money. <b>Or any other</b>	1
3.	<b>What is Enterport Trade ?</b> It refers to importing of goods from one country with the object of exporting them to some other country.	1
4.	<b>Expand ADR.</b> American Depository Receipt.	1
5.	<b>Name any one Stock Exchange in India.</b> THE BOMBAY STOCK EXCHANGE , The Ahmadabad Stock Exchange Association Ltd., BHUBANESHWAR STOCK EXCHANGE ASSN., LTD., BANGALORE STOCK EXCHANGE LTD, THE CULCUTTA STOCK EXCHANGE ASSOCIATION LTD., THE DELHI STOCK EXCHANGE ASSN. LTD., MADRAS STOCK EXCHNAGE LTD. COCHIN STOCK EXCHANGE LTD., THE GAUHATI STOCK EXCHANGE LTD., THE HYDERABAD STOCK EXCHANGE LTD., JAIPUR STOCK EXCHANGE LTD., KANARA STOCK EXCHANGE LTD. THE LUDHIANA STOCK EXCHANGE ASSN. LTD. <b>Or any other( any one)</b>	1
6	<b>Give the meaning of Service Sector.</b> Service Sector refers to a number of activities which help or support the Trade Which includes Transportation, Banking, Advertising, Insurance, Warehousing. <b>Or any other</b>	1
7	<b>List one type of Bank Account.</b> 1. Current Account. 2. Savings Bank Account. 3. Fixed Deposit Account. 4. Cumulative Deposit Account. <b>(any one)</b>	1
8	<b>What is Re- Insurance ?</b> It is an arrangement under which an insurer re-insures the part or entire policy with another insurer under an agreement where the risk to be covered represents huge amount .	1
9	<b>State one career opportunity in Transport.</b> Managers ,Clerks., Drivers ,Conductors., Mechanics, Commercial Pilots Airhostess, station masters, service engineers, Railway police. Booking Agents, Owners of Transport Service. <b>(or any other)</b>	1

10.	<b>Expand B2B.</b> Business to Business.	1
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### Section-B

11.	<b>What is Construction Industry ?</b> Industries concerned with creation of infrastructure for economic development of the country . They are engaged in construction of buildings, roads, dams, bridges, railway tracks etc.,	2
12.	<b>What is Marketing Mix ?</b> Marketing mix is the combination of four components of marketing namely, product, price, promotion and place into a marketing program. The basic objective of marketing mix is to satisfy the wants of customers most economically and efficiently.	2
13.	<b>State two demerits of Advertisement.</b> a. It leads to monopoly. b. It induces people to buy unwanted product. c. It increases the price of the goods. d. It is a waste if ignored by the people. <b>Or any other ( any two)</b>	2x1=2
14.	<b>What are Mutual Funds ?</b> Mutual Fund is a fund sponsored by an institution collects the savings of the public by selling unit of definite value and invest such amount in diversified portfolios of securities and provide fair return on investment.	2
15.	<b>State two importance of Capital Market.</b> a. mobilises of funds b .profitable investment c. high rate of return d. economic development e. ensures stability of prices of securities f. co-ordination in flow of funds g. provide market and liquidity to securities h. provide long term finance i. helps industrial research <b>Or any other</b>	2x1=2
16.	<b>What is Tele-Banking.</b>  Provision of certain banking services (such as account balance inquiry, funds transfer, and payment of bills) through telephone  <b>Or</b>  A system in which customers can access their accounts and a variety of banking services up to 24 hours a day by telephone.  <b>Or any other</b>	2

<p>17.</p>	<p><b>State two Principles of Insurance.</b></p> <ul style="list-style-type: none"> <li>a. Principle of Utmost Good Faith</li> <li>b. Principle of Insurable Interest</li> <li>c. Principle of Indemnity</li> <li>d. Principle of Contribution and Double Insurance</li> <li>e. Principle of Subrogation</li> <li>f. Principle of Mitigation of loss</li> <li>g. Principle of <i>Causa-proxima</i> (nearest cause)</li> <li>h. Principle of Re-Insurance</li> </ul> <p style="text-align: center;"><b>or any other</b></p>	<p>2x1=2</p>
<p>18.</p>	<p><b>Mention two disadvantages of Air Transport.</b></p> <ul style="list-style-type: none"> <li>1. Costliest form of Transport:</li> <li>2. Very risky</li> <li>3. Not suitable to carry Bulky goods</li> <li>4. Not suitable for short distance</li> <li>5. Affected by bad weather</li> <li>6. Requires permission</li> <li>7. Limited carrying capacity</li> </ul> <p style="text-align: center;"><b>Or any other</b></p>	<p>2x1=2</p>
<p>19.</p>	<p><b>What are Bonded Warehouses ?</b> Bonded warehouses are used to store imported goods for which import duty is yet to be paid, the importer can pay the duty and take delivery of the goods at his convenience.</p>	<p>2</p>
<p>20.</p>	<p><b>State two responsibilities of Business towards Employees.</b></p> <ul style="list-style-type: none"> <li>a. Good working conditions:</li> <li>b. Ensure Job security:</li> <li>c. Fair remuneration</li> <li>d. No discrimination:</li> <li>f. Opportunities for growth and development:</li> <li>g. Welfare facilities</li> <li>h. Protection from hazards:</li> <li>k. Humane treatment:</li> <li>j. Good relations:</li> <li>l. Recognise rights of worker and unions:</li> </ul> <p style="text-align: center;"><b>any other</b></p>	<p>2x1=2</p>
<p>21.</p>	<p><b>State any two rights of Consumers.</b></p> <ul style="list-style-type: none"> <li>(a) Right to Safety</li> <li>(b) Right to be Informed</li> <li>(c) Right to Choose</li> <li>(d) Right to be Heard</li> <li>(e) Right to Seek Redressal</li> <li>g) Right to healthy environment</li> <li>(f) Right to Consumer Education</li> </ul> <p style="text-align: center;"><b>Or any other</b></p>	<p>2x1=2</p>

22.	<b>Define Accounting Package.</b> Accounting packages are application softwares developed to find solutions to many accounting problems. <p style="text-align: center;"><b>Or any other</b></p>	2
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**Section-C**

23.	<b>Explain five principles of Plant Layout.</b> <ol style="list-style-type: none"> <li>1. <b>Principle of minimum movement:</b> The movement of workers and materials between the production process should be minimum.</li> <li>2. <b>Principle of sequence:</b> The machines and other physical facilities should be arranged in the factory building in order in which they are used for production.</li> <li>3. <b>Principle of usage:</b> The floor space in factory building should be utilised efficiently.</li> <li>4. <b>Principle of safety:</b> The plant layout should provide maximum safety to workers, materials and other assets.</li> <li>5. <b>Principle of flexibility:</b> Plant layout should be flexible enough to provide for future expansion without much difficulty.</li> <li>6. <b>Principle of satisfaction:</b> The workers should be provided with better working conditions/better work environment to work.</li> <li>7. <b>Principle of minimum investment:</b> The investment in assest of the company should be as far as possible should be minimum.</li> </ol>	5x1=5
24.	<b>Explain five qualities of a good Advertisement Copy</b> <ol style="list-style-type: none"> <li>1. <b>Attention Value:</b> The advertisement copy should draw the attention of the people which can be done by using attractive pictures, colors etc.,</li> <li>2. <b>Suggestive Value:</b> The advertisement copy must suggest the uses of the product.</li> <li>3. <b>Convincing Value:</b> An advertisement copy should convince the customers by giving the facts about the product.</li> <li>4. <b>Remembrance Value:</b> An advertisement copy should remind the customer about the product again and again for purchasing the product.</li> <li>5. <b>Educative Value:</b> It must educate the people how to use the product.</li> <li>6. <b>Sentimental Value:</b> Advertisement should make the customers to buy the product by awakening interest.</li> <li>7. <b>Simplicity:</b> It should be very simple. Both the literates and illiterates should be able to understand the message given by the advertisement copy.</li> </ol>	5x1=5
25.	<b>Explain five demerits of Foreign Trade.</b> <ol style="list-style-type: none"> <li>1. <b>DEPENDENCE:</b> Too much dependence on foreign countries for even essential goods may be danger during times of war and natural calamities.</li> <li>2. <b>EXHAUSION OF NATURAL RESOURCES:</b> For earning more foreign exchange exhaust natural resources before time.</li> <li>3. <b>DISTRUCTION OF OTHER SECTORS:</b> Foreign trade makes production of only goods which can be exported resulting in neglect of other industries and other sectors like agriculture.</li> <li>4. <b>FOREIGN COMPETITION:</b> Due to the competition in the market because of foreign goods domestic industries may loose its existence.</li> <li>5. <b>IMPORT OF HARMFUL GOODS:</b> Because of foreign trade countries are prepared to import the goods which are harmful to the human beings.</li> </ol> <p style="text-align: center;"><b>( or any other)</b></p>	5x1=5

26.	<p><b>Explain five types of Debentures.</b></p> <ol style="list-style-type: none"> <li><b>1. REGISTERED DEBENTURES:</b> These are the debentures, the names of the holders will appear in the register of debentures maintained by the company. The payment of dividend and repayment of money will be made to the persons whose names appear in the debenture register.</li> <li><b>2. BEARERS DEBENTURES:</b> These debentures in respect of which the names of the holders are not recorded in the debenture register.</li> <li><b>3. SECURED DEBENTURES:</b> These debentures are secured by some charge on the assets of the company. The charge may be fixed or floating charge.</li> <li><b>4. UNSECURED DEBENTURES:</b> These are the debentures which are not secured by any charge on the assets of the company.</li> <li><b>5. CONVERTIBLE DEBENTURES:</b> These debentures can converted into equity shares according the terms of the issue of shares.</li> <li><b>6. NON-CONVERTIBLE Debentures:</b> These Debentures cannot be converted into equity shares according to the conditions of the issue of shares.</li> <li><b>7. REDEEMABLE PREFERENCE SHARES:</b> These are the debentures which are repaid after the expiry of the certain period by the company.</li> <li><b>8. IRREDEEMABLE PREFERENCE SHARES:</b> These are the debentures which are not repayable during the life time by the company. Generally they are repaid at the time of winding up of company.</li> </ol>	5x1=5
27.	<p><b>Explain five types of Marine Insurance Policies.</b></p> <ol style="list-style-type: none"> <li><b>1. Valued Policy:</b> Under this policy the value of the subject matter is stated and agreed upon at the time of taking out the policy.</li> <li><b>2. Unvalued Policy:</b> Under this type of policy the value of the subject matter is not mentioned at the time of taking out the policy but it is determined subsequently at the time of occurrence of loss.</li> <li><b>3. Time Policy:</b> It is a policy where insurance is made for a specified period of time usually not exceeding one year.</li> <li><b>4. Voyage Policy:</b> This Policy covers the subject matter for a particular voyage irrespective of the time taken for a voyage.</li> <li><b>5. Mixed Policy:</b> It is a policy under which insurance contract is made for a certain period and for a certain voyage.</li> <li><b>6. Floating Policy:</b> Under this policy only a round sum is insured and no mention is made about the ship or cargo. When a shipment is made the insured make a declaration about the value of the shipment and the total value of the policy is reduced by that amount.</li> <li><b>7. Fleet Policy:</b> under this policy several ships belonging to a single owner are insured under the same policy.</li> <li><b>8. Wager Policy/Honour Policy:</b> It is a policy held by a person who has no insurable interest in the subject matter. It is not enforceable by law but such policies can be issued under marine insurance</li> </ol>	5x1=5
28.	<p><b>State five social responsibilities of Business towards consumers</b></p> <ol style="list-style-type: none"> <li><b>a. Supply of required goods:</b> The business should produce and supply the goods which are required by the consumers.</li> <li><b>b. Better quality goods:</b> The Business should provide better quality goods to the consumers.</li> <li><b>c. Regular supply:</b> The business should ensure regular and un-interrupted supply of goods It ensures uniform prices and avoids price fluctuations.</li> </ol>	

	<p><b>d. Fair trade practices:</b> The business must follow fair trade practices and should not indulge in unfair trade practices like, black marketing, hoarding, adulteration, false weighing, misleading advertisements. Etc.,</p> <p><b>e. Handle grievances promptly:</b> The complaints and grievances of consumers should be dealt quickly and promptly.</p> <p><b>f. Selling at reasonable prices:</b> The business should sell the price at reasonable prices by keeping reasonable margin of profit.</p> <p><b>g. Opportunity to choose:</b> The business should provide opportunity to choose by providing a wide variety of goods.</p> <p><b>h. After sale services:</b> After sale services like, guaranteeing the quality of goods, home delivery, repairing the product free of cost with in the warranty period etc., should also be provided.</p> <p style="text-align: center;"><b>Or any other</b></p>	5x1=5
29.	<p><b>Explain the need and importance of Consumer Protection.</b></p> <ol style="list-style-type: none"> <li><b>1. Illiteracy of Consumers:</b> Many consumers are illiterates in the sense that they do not know the consumer rights, the innocent consumers are exploited by the producers and traders therefore, consumers need protection.</li> <li><b>2. Unfair Trade Practices:</b> The activities like, Black marketing, adulteration, hoarding etc., which are followed by the traders to deceive the consumers therefore consumers need protection.</li> <li><b>3. Misleading Advertisement:</b> Consumers are misled by false and misleading advertisements so consumers need protection.</li> <li><b>4. Not Providing Opportunity to Choose:</b> Many times consumers are not informed about the existence of other similar product and their prices, this is also a kind of deception, consumer's need protection to enforce the right to choose.</li> <li><b>5. Supply of Spurious/Dangerous goods:</b> Traders supply spurious or unsafe goods for making more profit, consumer protection is needed to get protection from such acts of traders.</li> </ol>	5x1=5
30.	<p><b>State career opportunities in Insurance sector.</b></p> <ol style="list-style-type: none"> <li><b>1. Actuaries:</b> Actuaries are appointed by insurance companies to assess the risk involved in the subject matter.</li> <li><b>2. Administrative Officers:</b> They are appointed to attend the day to day administration.</li> <li><b>3. Clerks:</b> Clerks are appointed to perform the office work in the organization.</li> <li><b>4. Development Officers:</b> Development Officers market the insurance product i.e. policies of insurance companies.</li> <li><b>5. Surveyors:</b> surveyors assess the amount of compensation to be paid in case of damage to the subject matter.</li> <li><b>6. Insurance Agents:</b> Insurance agents sell the policies of insurance companies.</li> </ol> <p style="text-align: center;"><b>Or any other</b></p>	5x1=5

31.	<p><b>Mention any five advantages of E-commerce.</b></p> <ol style="list-style-type: none"> <li>Faster processing of transactions.</li> <li>reduces clerical work.</li> <li>lowering of cost</li> <li>reduction in man power requirements.</li> <li>safe and secure operations.</li> <li>maintenance of secrecy.</li> <li>Convenience to Customers</li> <li>Enlarges Business and increases Profits</li> <li>Improved Customers Service</li> </ol> <p style="text-align: center;"><b>Or any other</b></p>	5x1=5
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**Section-D**

32.	<p><b>Explain the qualities of successful salesman.</b></p> <ol style="list-style-type: none"> <li><b>Good Health:</b> Salesman should possess good health which gives him strength to work hard.</li> <li><b>Good appearance and dress:</b> Salesman should have good and attractive appearance with good dress.</li> <li><b>Good posture:</b> The salesman body should be well balanced on his feet.</li> <li><b>Pleasant Voice:</b> Voice is the main asset of the salesman. He should have clear and pleasant voice.</li> <li><b>Intelligence:</b> It is the mental capacity of the salesman to understand the things quickly.</li> <li><b>Cool Temper:</b> Salesman should face and listen to the customers with cool temper.</li> <li><b>Sharp Memory:</b> It helps the salesman to remember the names of the customers, products, price etc.,</li> <li><b>Good manners:</b> It is the quality of the salesman to behave in a good way while attending customers.</li> <li><b>Tolerance:</b> Salesman should be patient and tolerant while attending customers.</li> <li><b>Courtesy:</b> The salesman should be courteous towards the customers.</li> <li><b>Honesty and Loyalty:</b> The salesman should be honest and loyal to his owner and to customers.</li> <li><b>Team spirit:</b> Since salesman has to work with others salesman must be co-operative with others.</li> <li><b>Knowledge of self.</b></li> <li>“ firm</li> <li>“ customers.</li> <li>“ products and techniques of selling.</li> </ol> <p><b>Other qualities like, Maturity, Integrity, Determination, Reliability, Self discipline and control, Ambition, self confidence, Alertness, Initiative, Imagination etc.,</b></p>	10x1=10
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**33. Briefly explain the Export Trade procedure.**

**EXPORT PROCEDURE:**

The procedure generally adopted for export of goods is as follows:

1. **RECEIPT OF ENQUIRY LETTER:** The exporter receives a letter of enquiry from the importer enquiring about the quality, quantity, price, and the willingness of the exporter to export the goods.
2. **SENDING OF QUOTATION:** In reply to the letter of enquiry exporter sends a quotation, it explains details of quality, quantity, packing, terms pa payment and price of the goods. He quotes several prices which can be selected by the importer. The following are the prices:  
  
  - a. Loco price
  - b. Free Along Side ship price (FAS Price)
  - c. Free on board price ( FOB Price)
  - d. Cost and Freight Price ( C& F Price)
  - e. Cost Insurance and freight price (CIF Price) and Franco Price.
3. **RECEIVING OF INDENT:** If the importer is satisfied with the quotation he places an order for sending the goods which is known as Indent.
4. **OBTAINING EXPORT LICENCE:** After receiving the indent from the importer if goods which are to be exported is subject to export control he has to obtain license from the Export Trade Controller.
5. **ASSEMBLING AND COLLECTION OF GOODS:** The exporter collects and assemble the goods at his place.
6. **PACKING AND MARKING OF GOODS:** After the goods are collected the exporter has to pack and mark the goods according to the instructions of the exporter, this is done to identify the goods at the port of destination.
7. **APPOINTMENT OF FORWARDING AGENT:** The shipment of goods requires several formalities to be performed at the port generally this work is entrusted to a specialized agent called Forwarding Agent.
8. **DESPATCH OF GOODS TO THE PORT:** The exporter has to make arrangement to send the goods to the port by road or rail.
9. **FORMALITIES TO BE PERFORMED BY FORWARDING AGENT AT THE PORT:**
  - a. Taking delivery of goods.
  - b. Securing shipping space
  - c. Going through custom formalities.
  - d. Obtaining mates receipt.
  - e. Obtaining bill of lading.
  - f. Obtaining marine insurance policy.
  - g. Advice to the exporter.
10. **OBTAINING OTHER RELEVANT DOCUMENTS:** The exporter after receiving the advice from the forwarding agent, has to obtain certain other documents like, **certificate of origin, consular invoice** which will help the importer to get concession in import duty.
11. **PREPERATION OF EXPORT INVOICE:** The export invoice contains the details of marking, packing, name of the ship and name of the bank through which documents are sent.
12. **SECURING PAYMENT:** The exporter can get the payment from any one of the following methods.
  - a. Documentary bill of exchange method.
  - b. Discounting of bill method.
  - c. Letter of credit method.
13. **ADVICE TO THE IMPORTER:** The exporter finally informs the importer about the dispatch of goods and other documents through a letter.

10

<p>34.</p>	<p><b>What is Stock Exchange ? Explain the functions of Stock Exchange.</b>  <b>STOCK EXCHANGE:</b> Stock Exchange is a organized and specially constituted market where shares and debentures of companies are bought and sold.</p> <p>According to Securities Contracts (Regulation ) Act, 1956 a Stock Exchange is “ an association, organization or body of individuals whether incorporated or not for the purpose of assisting, regulating and controlling business in buying, selling and dealing with securities”</p> <p><b>FUNCTIONS OF STOCK EXCHANGES:</b>  The functions of stock exchange can be enumerated as follows:</p> <ol style="list-style-type: none"> <li>1. <b>Provides ready and continuous market:</b> By providing a place where listed securities can be bought and sold regularly and conveniently, a stock exchange ensures a ready and continuous market</li> <li>2. <b>Provides information about prices and sales:.</b> A stock exchange supplies regular information on their prices and sale of securities.</li> <li>3. <b>Provides safety to dealings and investment:</b> Transactions on the stock exchange are conducted with transparency. This provides a high degree of safety to dealings at the stock exchange.</li> <li>4. <b>Helps in mobilisation of savings and capital formation:</b> Efficient functioning of stock market helps in mobilising savings for investment in industrial and commercial establishments.</li> <li>5. <b>Barometer of economic and business conditions:</b> Stock exchanges are highly sensitive to changing economic, social and political conditions reflected in the prices of shares and debentures.</li> <li>6. <b>Better Allocation of funds:</b> As a result of stock market transactions, funds flow from the less profitable to more profitable enterprises</li> <li>7. <b>stability of prices:</b> It provides stability of prices of securities and contributes to equalization of prices of securities.</li> <li>8. <b>increases marketability and liquidity of securities:</b> The holders of securities can sell or buy at any time it provides liquidity.</li> <li>9. <b>evaluation of securities:</b> Investors can know the worth of their holdings as prices of securities are displayed in stock exchanges.</li> <li>10. <b>protect genuine investors:</b> Stock Exchanges protect genuine investors by strict enforcement of rules and regulations.</li> <li>11. <b>give mobility to capital:</b> The investors can divert their investment from less profitable companies to more profitable companies.</li> <li>12. <b>sale of new securities:</b> Stock exchanges help distribution of new securities.</li> <li>13. <b>providing forecasting services:</b> Stock exchanges provide forecasting services.</li> <li>14. <b>provide opportunity for speculation:</b> Stock Exchanges provides speculation facility to speculator like bull bear etc.,</li> </ol> <p style="text-align: center;"><b>any other (any eight functions)</b></p>	<p>2+8=10</p>
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<p><b>35.</b></p>	<p><b>What is Transport ? Explain the need and importance of Transport.</b></p> <p>Transportation means movement of goods and passengers from one place to another place.</p> <p><b>Need and Importance of Transportation:</b></p> <ol style="list-style-type: none"> <li><b>1. Widens the market for goods:</b> Transportation by moving goods from the place of production to the places of consumption widens the market for goods world over.</li> <li><b>2. Leads to Large Scale Production:</b> Transportation by widening market for goods which results in large scale production and reduced cost of production and lower prices for customers.</li> <li><b>3. Facilitates mobility of Labour and Capital:</b> It facilitates movement of labour from the areas where it is plenty to areas where it is scarce. Similarly facilitates movement of capital from areas where the return is less to where return is high.</li> <li><b>4. Stabilization of Prices:</b> Since the goods are available everywhere because of transportation brings uniformity in prices in all places.</li> <li><b>5. Division of labour or specialization:</b> Due to the geographical dispersion of natural resources people produce the products for which they have favourable conditions and specialise in the production of such articles and exchange to other areas through transportation.</li> <li><b>6. Development of towns and cities:</b> Transportation also enables development of towns and cities.</li> <li><b>7. Facilitates efficient administration:</b> Transportation facilitates smooth functioning of government machinery.</li> <li><b>8. Contributes to National Unity:</b> Transportation brings together people of different religion, culture and countries and encourages ideas, language and culture and promotes unity among people.</li> <li><b>9. Essential for National Defence:</b> Transportation is essential for the defence of the country from enemy.</li> <li><b>10. Provide employment Opportunities;</b> By providing employment opportunities to millions of people transportation increases standard of living of people.</li> <li><b>11. Supports other Economic activities:</b> As an aid to trade it has a great influence on all sections of the economy thereby leading to faster growth of economy.</li> <li><b>12. Relief Measures:</b> It is also essential in times of natural calamities like, floods, earth quakes, etc., to provide relief to the people.</li> </ol> <p style="text-align: center;"><b>Or any other</b></p>	<p style="text-align: center;">2+8=10</p>
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<p><b>36.</b></p>	<p><b>What is Life Insurance ? Explain the various kinds of Life Insurance Policies.</b></p> <p><b>LIFE INSURANCE:</b> It is a contract whereby the insurer undertakes to pay a certain sum of money either on the death of the insured or on the expiry of a specified period of time whichever is earlier in consideration of a certain amount (premium) paid by the insured.</p> <p>(a) <b>Whole-life policy:</b> In case of whole life policy the premium is payable regularly throughout the life of the insured or for a fixed period. The sum assured becomes payable to the heirs of the insured after his death. Such a policy is taken up by a person who wishes to provide financial support to his/her dependents after the death.</p> <p>(b) <b>Endowment policy:</b> This policy runs for a limited period or up to a certain age of the insured, and the sum assured becomes due for payment at the end of the specified period or on the death of the insured whichever is earlier. This is the most common form of life insurance policy taken up by the people.</p> <p>(i) <b>Joint Life Policy:</b> Under this policy, the lives of two or more persons are insured jointly. The sum assured becomes payable on the death of any one, to the survivor. Usually, this policy is taken up by husband and wife jointly or by two partners of the firm.</p> <p>(ii) <b>Money Back Policy:</b> This scheme provides periodic payment of the sum assured to the policyholder at regular intervals..</p> <p>(iii) <b>Pension Plan:</b> Under this plan the sum assured is payable to the policyholder on his survival beyond the term of the policy. The sum assured or policy money becomes payable in monthly, quarterly, half yearly or annual installments. This is useful for those who prefer regular income after a certain age.</p> <p>(iv) <b>Unit Plans:</b> These plans offer twin benefits of investment and insurance cover. The premium paid by the policyholder is applied to purchase the shares and debentures of different companies. The maturity amount is largely depend upon the market value of the investment.</p> <p>(v) <b>Group Insurance Scheme:</b> Group Insurance schemes are meant to provide life insurance protection to the group of people at a low cost. These schemes are suitable for group of employees of any business house or government employees.</p> <p>(vi) <b>Term Assurance Policy:</b> Under this policy the sum assured is payable only if the insured dies within the fixed period. If the insured survives the period of insurance nothing becomes payable. Generally this type of policy is taken on the life of debtor by the creditor.</p> <p>(vii) <b>Annuity Policy:</b> Under this policy sum assured is paid to the insured by regular periodical installments for specific period or the till the death of the insured.</p> <p>(viii) <b>Janatha Policy:</b> This policy is introduced to cover the lives of poor sections of the society. It is usually taken for a small sum from Rs.250 to Rs.1000 for fixed period.</p> <p style="text-align: center;"><b>Or any other</b></p>	<p style="text-align: center;">2+8=10</p>
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<b>Section - E</b>																								
<b>37.</b>	<p><b>Prepare a list of any five products and suggest suitable media of Advertisement.</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Name of the Product</th> <th style="width: 50%;">Media of Advertisement</th> </tr> </thead> <tbody> <tr> <td>1) Mobiles</td> <td>T. V. Advertisement / News papers</td> </tr> <tr> <td>2) Furniture</td> <td>Local news paper/Hand Broachers/pamphlets</td> </tr> <tr> <td>3) Soaps and Detergents</td> <td>Radio/T.V Advertisement</td> </tr> <tr> <td>4) Home appliances</td> <td>Radio/T.V Advertisement</td> </tr> <tr> <td>5) Educational books</td> <td>Educational journals/pamphlets through Schools and Collages/News papers.</td> </tr> <tr> <td>6) Solar systems</td> <td>Exhibitions, Demonstrations, Posters and painted displays.</td> </tr> <tr> <td>7) Ready made garments</td> <td>Television Advertisement</td> </tr> <tr> <td>8) Automobiles</td> <td>Magazines, T.V, News papers</td> </tr> <tr> <td>9) Computer</td> <td>Television Advertisement, News papers</td> </tr> <tr> <td>10) Medical Equipments</td> <td>Direct mail Advertising</td> </tr> </tbody> </table> <p style="text-align: center;"><b>Any other (any five)</b></p>	Name of the Product	Media of Advertisement	1) Mobiles	T. V. Advertisement / News papers	2) Furniture	Local news paper/Hand Broachers/pamphlets	3) Soaps and Detergents	Radio/T.V Advertisement	4) Home appliances	Radio/T.V Advertisement	5) Educational books	Educational journals/pamphlets through Schools and Collages/News papers.	6) Solar systems	Exhibitions, Demonstrations, Posters and painted displays.	7) Ready made garments	Television Advertisement	8) Automobiles	Magazines, T.V, News papers	9) Computer	Television Advertisement, News papers	10) Medical Equipments	Direct mail Advertising	5x1=-5
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<b>38.</b>	<p><b>List any ten Stock Exchanges in India.</b></p> <p>THE BOMBAY STOCK EXCHANGE , The Ahmadabad Stock Exchange Association Ltd., BHUBANESHWAR STOCK EXCHANGE ASSN., LTD., BANGALORE STOCK EXCHANGE LTD, THE CULCUTTA STOCK EXCHANGE ASSOCIATION LTD., THE DELHI STOCK EXCHANGE ASSN. LTD., MADRAS STOCK EXCHNAGE LTD. COCHIN STOCK EXCHANGE LTD., THE GAUHATI STOCK EXCHANGE LTD., THE HYDERABAD STOCK EXCHANGE LTD., JAIPUR STOCK EXCHANGE LTD., KANARA STOCK EXCHANGE LTD. THE LUDHIANA STOCK EXCHANGE ASSN. LTD., MADHYA PRADESH STOCK EXCHANGE LTD. THE MAGADH STOCK EXCHANGE LTD. PUNE STOCK EXCHANGE LTD. SAURASHTRA KUTCH STOCK EXCHANGE LTD., THE UTTAR PRADESH STOCK EXCHANGE ASSN. LTD. VADODARA STOCK EXCHANGE LTD. COIMBATORE STOCK EXCHANGE., MEERUT STOCK EXCHANGE LTD. OTC EXCHANGE OF INDIA. THE NATIONAL STOCK EXCHANGE OF INDIA LTD. THE INTER-CONECTED STOCK EXCHANGE OF INDIA (ISE)</p> <p style="text-align: center;"><b>(any ten)</b></p>	10x1/2=5																						
<b>39.</b>	<p><b>List out various educational avenues available for Commerce students after completing II year PUC.</b></p> <p><b>a. BBM</b> – Bachelor of Business Management</p> <p><b>b. B com</b> – Bachelor of commerce.</p> <p><b>c. BCS</b> – Bachelor of company secretaries.</p> <p><b>d. BHM</b> – Bachelor of Hotel Management.</p> <p><b>e. B A</b> – Bachelor of Arts.</p> <p><b>f. BCE</b> – Bachelor of computer education.</p> <p><b>g. CA</b> - Chartered Accountant after foundation course.</p> <p><b>h. ICWA</b> – Institute of cost and works accountant.</p> <p><b>i. BCA</b> - Bachelor of Computer Applications.</p> <p style="text-align: center;"><b>Any other (any five)</b></p>	5x1=5																						