

**ATUL VIDYALAYA  
FIRST PRELIMINARY EXAMINATION 2012-13  
COMMERCE**

**STD: XII  
DATE: 26-9- 2012  
SESSION: I**

**MM: 100  
TIME: 3 HRS**

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(Candidates are allowed additional 15 minutes for only reading the paper.  
They must NOT start writing during this time)

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Answer Question 1 from Part I, and seven questions from Part II.  
The intended marks for questions are given in brackets [ ].

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**PART – I  
(Compulsory)**

**Question 1** **[15X2]**

Answer briefly all items (i) to (xv) in this question.

- i. Briefly describe an unlimited company.
- ii. What do you mean by incorporation of a company?
- iii. Where are the objectives of UTI?
- iv. What are the responsibilities of business towards the government?
- v. Name three documents essential for the registration of a private limited company under the Companies Act.
- vi. State three features for capital requirements.
- vii. **“Business ethics varies from person to person, place to place and time to time”. Explain the statement with relevant examples.**
- viii. What is economic and non-economic environment of business?
- ix. What are the merits of Company? Give at least four.
- x. Give two disadvantages of debentures for the investor.
- xi. What do you mean by decentralisation?
- xii. Give two objectives of management.
- xiii. Mention two functions of a promoter?
- xiv. What is the need for two-way traffic in communication?
- xv. What is Gross Working Capital?

**PART – II**

(Answer any **seven** questions)

**[7X10=70]**

**Question 2**

Classify and explain companies on the basis of:

- a) Incorporation **[6]**
- b) Liability. **[4]**

**Question 3**

“Private company is a compromise between partnership and public company”. In the light of this statement, describe the merits and demerits of a private company. **[10]**

**Question 4**

- (a) Explain, briefly the functions of promoters. **[6]**
- (b) What does Liability clause in the Memorandum of Association contains?. **[4]**

**Question 5**

- (a) **“In the present day competitive market, it is essential for a business to remain alert and aware of its environment.” Explain.** **[4]**
- (b) **Give arguments to justify why business should assume social responsibilities.** **[4]**
- (c) **“Management is both a science and an art”.** **[2]**

(Contd. on pg. – 2)

**Question 6**

Explain co-ordination as a function of management and bring out its importance. **[10]**

**Question 7**

What factors would you keep in mind while selecting the most appropriate medium of use communication? **[10]**

**Question 8**

Explain five main advantages and disadvantages each of specialised financial institutions. **[10]**

**Question 9**

- (a) Describe any five themes used in advertising. **[5]**
- (b) Explain main steps in personal selling process. **[5]**

**Question 10**

What is an oral communication? Briefly discuss the advantages and limitations of oral communication. **[2+8]**

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