

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

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

**MM: 100
TIME: 3 HRS**

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

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

**PART – I
(Compulsory)**

Question 1 **[15X2]**

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

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

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

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

Question 4

- (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]**

Question 5

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

Question 6

Define holding company. Discuss five advantages of ‘holding companies’. **[2+8]**

(Contd. on pg. – 2)

Question 7

What is an oral communication? Briefly discuss the advantages and limitations of oral communication.

[2+8]

Question 8

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

[5]

[5]

Question 9

Explain five main advantages and disadvantages each of specialised financial institutions.

[10]

Question 10

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

[10]
