

**ORGANISATION OF COMMERCE  
AND MANAGEMENT (51)**

Time : 3 Hrs.

(4 Pages)

Max. Marks : 80

- ie : (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.

**1. (A) Select the correct option and rewrite the sentences :**

- (1) Member of organisation should receive orders from \_\_\_\_\_.  
(a) many superiors (b) one superior  
(c) all superiors
- (2) The functions of management end with \_\_\_\_\_.  
(a) Directing (b) Staffing  
(c) Controlling
- (3) Start up India is an initiative of the \_\_\_\_\_.  
(a) RBI  
(b) Government of India  
(c) World Bank
- (4) Making timely payment of proper taxes is the responsibility of organisation towards \_\_\_\_\_.  
(a) shareholders (b) customers  
(c) government
- (5) In online shopping customers put the product in the \_\_\_\_\_.  
(a) shopping mall (b) shopping cart  
(c) shopping bag

(B) Match the pairs :

Group 'A'	Group 'B'
(a) Agro tourism	(1) Tangible in nature
(b) Business Service	(2) 1930
(c) Scientific management theory.	(3) Use of Digital Media
(d) Sale of Goods Act.	(4) Rural tourism
(e) Digital marketing	(5) Henry Fayol
	(6) 1956
	(7) Intangible in nature
	(8) Use of traditional media
	(9) Medical tourism
	(10) F. W. Taylor

(C) Correct the underlined word and rewrite the following sentences :

- (1) Decentralisation means concentration of powers and authorities at the specific position.
- (2) Overdraft facility is available for savings bank account holder.
- (3) In India sellers are widely dispersed and are not united.
- (4) KPO includes less knowledge based and specialised work.
- (5) Insurance helps to maximize the risks in the business.

(D) Arrange in proper order :

- (1) Controlling, organizing, planning.
- (2) Accident, taking the policy, claim.
- (3) Placing an order, cash on delivery, registration.
- (4) District Judge, Supreme Court Judge, High Court Judge.
- (5) Grading, Market planning, Distribution.

2. Explain the following terms / concepts (Any FOUR) :

- |                |                             |
|----------------|-----------------------------|
| (1) Organising | (4) Place concept of market |
| (2) Insurance  | (5) Lok Adalat              |
| (3) E-business | (6) Outsourcing             |

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

- (1) In ABC company, Mr. Patil gives instructions to the employees working under him, provides guidance and motivates them for their best performance. On the other hand Mr. Joshi takes effort to harmonize work done by the employees of different departments while achieving organizational goal. Mr. Dubal is looking after the arrangement of required resources to the business organisation.

Mention the name of employee engaged in the following functions :

- (a) Organization
  - (b) Direction
  - (c) Co-ordination.
- (2) Mr. Rajaram is young M.Sc (Agri) degree holder, Mr. Sitaram is commerce graduate. Mr. Rajaram is willing to start Agrotourism center at his village. Mr. Sitaram is willing to work as accountant in private company.
- (1) Find out desire of Mr. Sitaram.
  - (2) What is the desire of Mr. Rajaram?
  - (3) Which qualification is acquired by Mr. Sitaram?
- (3) Ajay purchases some electronic appliances online from [www.amazon.com](http://www.amazon.com). At the same time Sanjay purchased old bike from [olx.com](http://olx.com) . :
- (a) Which website is related to C2C?
  - (b) Which website is related to B2C?
  - (c) What first step does Ajay need to follow?

**Q. 4. Distinguish between (Any THREE) :**

- (1) Planning and Controlling
- (2) Life Insurance and Fire Insurance
- (3) District Commission and National Commission
- (4) Staffing and Directing

**Q. 5. Answer in brief (Any TWO) :**

- (1) Explain 4p's of product marketing mix.
- (2) Explain any four responsibilities of business towards employees.
- (3) State any four rights of consumers.

**Q. 6. Justify the following statements (Any TWO) :**

- (1) Principles of management are flexible in nature.
- (2) There are many ways and means to consumer protection.
- (3) Principle of subrogation is applicable to all contracts of indemnity.
- (4) Marketing is significant to the consumers.

**Q. 7. Attempt the following (Any TWO) :**

- (1) Explain any five principles of management given by Henry Fayol.
- (2) Explain any five social responsibilities of a business organisation towards the government.
- (3) Explain types of warehouses.

**Q. 8. Answer the following (Any ONE) :**

- (1) Define bank. Explain different types of banks.
- (2) Explain the functions of marketing in detail.

