

Karnataka Sangha's
Manjunatha College of Commerce & Junior College of Commerce
2nd Term Examination – 2018
Sub- Organization of Commerce

Class: - F.Y.J.C
Date: - 26/03/2018

Marks:- 80
Timing:- 2:00 to 5:00pm

Q.1 A) Select the proper option from the options given below and rewrite the sentence: 5

1. Prices charged by retailers are generally _____
a) Higher b) Lower c) Fixed
2. Management uses _____ methods of observation
a) Artificial b) Scientific c) Professional
3. There is increase in competition because of _____
a) Advertising b) Marketing c) Publicity
4. Management is _____
a) Static b) Dynamic c) Selective
5. Globalization is concerned with _____ market
a) Regional b) National c) World

B) Match the correct pairs : - 5

- | (A) | (B) |
|-------------------------|--|
| 1) Joint Venture | 1) Implementation of policies |
| 2) Top level management | 2) Exchange value of goods |
| 3) General shop | 3) Machinery |
| 4) Marketing Mix | 4) Temporary partnership |
| 5) Durable product | 5) Most common shop |
| | 6) Policy framing |
| | 7) Goods at lower price |
| | 8) One of the important elements of Marketing management |
| | 9) Vegetables |
| | 10) Operates globally |

C) Write a word or Phrase or term which can substitute each of the following statements: 5

1. The goods which cannot be seen or touched
2. A place where buyers & sellers come together for buying & selling
3. Uncontrollable factors of the business environment
4. The middlemen between producer & retailer
5. A company which is incorporated in one country and has business units in several countries

- Q.2 Distinguish between the following: (Any Three) 15**
1. Private sector organization & Public sector Organisation
 2. Departmental store & Super market shop
 3. Exports & Imports
 4. Selling & Marketing
 5. Middle level management & Lower level management
- Q.3 Write short notes on the following : (Any 3) 15**
1. Demerits of Departmental organization
 2. Features of one price shop
 3. World Bank
 4. Need of Privatisation
 5. Features of Management
- Q.4 State with reasons whether the following statements are True OR False: (Any 3) 15**
1. Government interference is more in public sector enterprises
 2. India is a founder member of WTO
 3. The external factors of business environment are controllable factors
 4. Industrial revolution has given birth to market
 5. Management can be done without any objectives
- Q.5 Write short answers to the following : (Any 2) 10**
1. State the features of multinational companies.
 2. What do you mean by street stall holders?
 3. What is the need and importance of business environment?
 4. What are the objectives of Management?
- Q.6 Long answer questions : (Any 1) 10**
1. What is a product? Explain classification of product in detail.
 2. What is management? Explain different levels of management in detail.
