

**Karnataka Sangha's  
MANJUNATHA COLLEGE OF COMMERCE &  
JUNIOR COLLEGE OF COMMERCE**

**IInd Term Exam March 2019**

**Class: F.Y.J.C  
Date:-26.03.2019**

**Sub.:- Organisation of Commerce**

**Marks: 80  
Timing: 2.00 to 5.00pm**

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- Q.1 Select the proper option from the options given below and rewrite the sentences: 5**
1. There is increase in competition because of \_\_\_\_\_.  
a) Sales promotion      b) Marketing      c) Publicity      d) Advertising
  2. Management ensures the optimum use of \_\_\_\_\_.  
a) Black money      b) Resources      c) Scientific
  3. Environment awareness provides \_\_\_\_\_ signal.  
a) Red      b) Yellow      c) Warning
  4. Higher rate of interest on investments attracts \_\_\_\_\_.  
a) Money lender      b) Investors      c) Borrower
  5. A wholesaler invest \_\_\_\_\_ capital in the business.  
a) Small      b) Large      c) Less
- B) Match the correct pairs:- 5**
- | Group A            | Group B  |
|--------------------|--|
| 1. Management      | a) Sangli  |
| 2. Marketing Mix   | b) Fixed prices  |
| 3. Tea business    | c) Channel of distribution                               |
| 4. One price shop  | d) Intangible  |
| 5. Durable product | e) Machinery   |
|                    | f) Assam   |
|                    | g) Vegetables  |
|                    | h) Goods at higher price                                 |
|                    | i) can be seen   |
|                    | j) one of the important elements of marketing management |
- C) Write a word or phrase or a term which can substitute each of following statements:- 5**
1. Level of Management that links top level and lower level management
  2. A combination of product, price, place, and promotion in order to promote sales and satisfy needs of customers
  3. A shop where all goods are available at same price
  4. Name of the firm which is temporary partnership
  5. Human activities conducted for earning money
- Q.2 Distinguish between the following : (any 3) 15**
1. Selling and Marketing
  2. Top level Management and Middle level Management
  3. Political Environment and Legal environment
  4. A Wholesaler and A Retailer
  5. Joint venture and Partnership firm
- Q.3 Write short notes on the following: (any 3) 15**
1. Features of Management
  2. Branding
  3. Features of Globalization
  4. State the features of Business
  5. Features of cottage industry

**Q.4 State with reasons whether the following statement are True or False: (any 3) 15**

1. A retailer has no direct contact with consumers
2. Marketing develops unemployment
3. Price means exchange value
4. Management can be seen as an object
5. India is a founder member of the WTO

**Q.5 Write short answer of the following (any 2) 10**

1. What are the objectives of Management
2. What are the elements of Marketing Mix or 4 'P's of Marketing Mix?
3. What is Licensing? What are the advantages of Licensing?
4. State the functions of Wholesaler?

**Q.6 Explain the levels of Management and discuss their features. 10**

**OR**

What is channel of distribution? Explain various types of channel of distribution.

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