

DAY — **05**

SEAT NUMBER

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2025 II 15

1100

J-278

(E)

ORGANISATION OF COMMERCE AND MANAGEMENT (51)

Time : 3 Hrs.

(7 Pages)

Max. Marks : 80

Note : (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.

Q. 1. (A) Select the correct options and rewrite the sentences : (5) [20]

(1) _____ is regarded as the Father of Scientific Management.

- (a) Henry Fayol
- (b) F.W. Taylor
- (c) Philip Kotler

(2) _____ creates time utility.

- (a) Warehouse
- (b) Transport
- (c) Communication

- (3) Businessmen are _____ of the society.
- (a) representatives
(b) members
(c) trustees
- (4) The term 'Market' is derived from the _____ word 'Mercatus'.
- (a) French
(b) Latin
(c) Italian
- (5) Principle of indemnity is not applicable to _____ insurance.
- (a) life
(b) marine
(c) fire
- (B)** Give one word /phrase/term for the following statements : (5)
- (1) The right person at the right job with right pay.
- (2) The first step in online transaction.
- (3) An activity motivated by profit.

- (4) One who consumes or uses any commodity or service.
- (5) Giving of distinct name to one's product.
- (C)** State whether the following statements are true or false : (5)
- (1) Every function of management is not based on planning.
- (2) E-business allows you to work across the globe in any field.
- (3) Business ethics is a code of conduct.
- (4) Consumer Protection Act provides protection to the producer.
- (5) Air transport is the cheapest mode of transport.
- (D)** Find the odd one : (5)
- (1) District Commission, State Commission, NGO, National Commission.
- (2) NABARD, RBI, SIDBI, EXIM
- (3) Debit card, Credit card, Aadhar card, ATM card
- (4) Writing, Planning, Organising, Staffing
- (5) Price, People, Promotion, Product

Q. 2. Explain the following terms / concepts (Any FOUR) : [8]

- (1) Motion Study
- (2) Controlling
- (3) Bonded Warehouses
- (4) Consumer Protection
- (5) E-mail
- (6) Co-ordinating

Q. 3. Study the following case / situation and express your opinion (Any TWO) : [6]

- (1) Mr. Sharad is a businessman. He has his own factories in Pune and Nashik. He lives in Pune with his wife and 2 daughters aged 5 and 8 years old :
 - (a) Can Mr. Sharad take a life insurance policy for his wife and 2 children?
 - (b) Can Mr. Sharad take a marine insurance policy for his factories?
 - (c) Which types of insurance should Mr. Sharad take for protecting his factories from loss due to fire?

- (2) Mr. Suresh made his payment by cheque. At the same time Mr. Saksham made his payment by fund transfer :
- Whose payment is faster?
 - Whose payment is related to traditional business?
 - Whose payment is related to e-business?
- (3) An organisation manufacturing paints has been enjoying a prominent market position since many years. It has been dumping its untreated poisonous waste on the river bank, which has created many health problems for the nearby villages :
- Which responsibility is neglected by manufacturing organisation?
 - What kind of pollution they are doing?
 - State any one precautionary measure they need to take.

Q. 4. Distinguish between the following (Any THREE) : [12]

- Road Transport and Water Transport
- Life Insurance and Fire Insurance
- Organising and Staffing
- District Commission and State Commission

Q. 5. Answer in brief (Any TWO) : [8]

- (1) Explain any four principles of management of Henry Fayol.
- (2) Explain any four responsibilities of consumer.
- (3) Explain any four functions of marketing.

Q. 6. Justify the following statements (Any TWO) : [8]

- (1) Organising facilitates administration as well as operation of the organisation.
- (2) Consumer organisations and Non-Government organisations play an important role in consumer education.
- (3) It is easy to set up e-business as compared to traditional business.
- (4) Expectations of society towards business are changing.

Q. 7. Attempt the following (Any TWO) : [10]

- (1) Explain the functions of an Entrepreneur.
- (2) Explain importance of marketing to the consumers.
- (3) Explain nature of principles of management.

Q. 8. Answer the following question in detail (Any ONE) : [8]

- (1) What is Marketing Mix? Explain 7 Ps of Marketing Mix.
- (2) What is Bank? Explain in detail primary functions of commercial banks.

