

DAY — 05

SEAT NUMBER

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2026 II 14

1100

J-128

(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) Principle of _____ is not applicable to life insurance.
 - (a) insurable interest
 - (b) utmost good faith
 - (c) indemnity
- (2) The transactions under _____ are between consumers and consumers.
 - (a) B2B
 - (b) C2C
 - (c) B2C

(3) The functions of management end with ____ .

- (a) directing
- (b) staffing
- (c) controlling

(4) Business should provide periodic information to ____ .

- (a) customers
- (b) owners
- (c) employees

(5) Retail market is the market where retailer sells goods directly to the ____ in small quantities.

- (a) producer
- (b) wholesaler
- (c) consumer

(B) Match the pairs :

(5)

Group 'A'

Group 'B'

(a) Principle of 'Unity' in Direction

(1) Last step

(b) Pipeline transport

(2) Consumer

(c) Registration

(3) One head-one plan

(d) Economic objective

(4) Petroleum and gas

(e) King of the market

(5) To maintain solvency and prestige

SEAT NUMBER

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(6) Socialist

(7) Proper division of
all activities

(8) Western Union Money
Transfer

(9) To earn profit

(10) First step

(C) State whether the following statements are true or false : (5)

(1) Lok Adalat can rightly be described as people's court.

(2) NEFT stands for National Electric Fund Transfer.

(3) The term market is derived from the Latin word
'mercatus.'

(4) Every function of management is not based on planning.

(5) It is the responsibility of commercial organisation to
maintain industrial peace.

(D) Arrange in proper order : (5)

(1) Purchase or sale, Delivery stage, Pre-purchase or sale.

(2) E-mail, Inland Letter, Courier service

(3) District Judge, Supreme Court Judge, High Court Judge

- (4) Local market, International market, National Market
- (5) Controlling, Organizing, Planning

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

- (1) Principle of Remuneration
- (2) Management
- (3) Communication
- (4) Organizing
- (5) Insurance
- (6) Public interest litigation (Janahit Yachika)

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

- (1) Mr. Raman is a successful manufacturer. He is having production units at various locations. He is having multiple production units, he has a large stock of raw material and finished goods. He is worried about safeguarding goods from any unwanted financial loss. He also requires to transfer raw material and finished goods from one unit to other but does not have any facility for that. He also requires funds for expansion.

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- (a) Name the service which will help him to safeguard goods from any damage.
- (b) Which service will help him to remove difficulty of place?
- (c) From which service sector will Mr. Raman get financial support?

(2) Ajay purchased some gift articles online from www.flipkart.com. At the same time Sheetal purchased gift from e-bay.com.

- (a) Which website is related to C2C?
- (b) Which website is related to B2C?
- (c) Which first step does Ajay need to follow in online transaction?

(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.

- (a) Which responsibility is neglected by the manufacturing organisation?
- (b) What kind of pollution they are doing?
- (c) Write any one precautionary measure they need to take.

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

[12]

- (1) Directing and Controlling
- (2) Road Transport and Rail Transport
- (3) Traditional business and E-business
- (4) District Commission and National Commission

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

[8]

- (1) Explain any four rights of the consumers.
- (2) Explain 4Ps of product marketing mix.
- (3) Explain any four features of business services.

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

[8]

- (1) Principle of equity is important.
- (2) 'Right person at right job with right pay' is the basic principle of staffing.
- (3) Business organizations should avoid environmental pollution and ecological imbalance.
- (4) Aim of consumer organizations is to protect the rights of the consumers.

SEAT NUMBER

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

[10]

- (1) Explain importance of marketing to the consumers.
- (2) Explain the functions of an entrepreneur.
- (3) Explain any five principles of scientific management.

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

[8]

- (1) What is marketing? Explain in detail its functions.
- (2) What is a warehouse? Explain various types of warehouses.

