

**FEB 2023**

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

Time: 3 Hrs.

Max. Marks: 80

Instructions:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks for the questions.
- 3) Figures to the left indicate question numbers.
- 4) Answer each question on a new page.

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

(5) [20]

- 1) Scalar chain means the hierarchy of \_\_\_\_\_ from the top level to the lower level for the purpose of communication.  
(a) discipline (b) unity (c) authority
- 2) \_\_\_\_\_ warehouses provide facilities for perishable commodities.  
(a) Bonded (b) Cold storage (c) Government
- 3) For online transactions, \_\_\_\_\_ is required.  
(a) registration (b) trading (c) business
- 4) The President of the District Forum is \_\_\_\_\_.  
(a) District Judge (b) High Court Judge (c) Supreme Court Judge
- 5) Retail market is the market where the retailer sells goods directly to the \_\_\_\_\_ in small quantities.  
(a) producer (b) wholesaler (c) consumer

(B) Match the correct pairs:

(5)

Group A	Group B
(a) Henry Fayol	(1) It is the process of instructing, guiding, communicating, and motivating
(b) Directing	(2) Scientific Management theory
(c) Responsibility towards Government	(3) It is the process of recruiting, selecting, placing, and remunerating
(d) Digital cash	(4) To earn profit
(e) Monopoly	(5) Respecting rules and regulations
	(6) Exist only in cyberspace
	(7) Exist everywhere
	(8) Single buyer
	(9) Modern management theory
	(10) Single seller

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

(5)

- 1) F. W. Taylor has proposed 14 principles of management.
- 2) Current accounts are opened by salaried persons.

- 3) Unregulated markets operate according to the forces of demand and supply.
- 4) Consumers, being the kings of the market, do not have any responsibilities.
- 5) Lok Adalat can rightly be described as "People's Court."

(D) Find the odd one out:

(5)

- 1) Planning, Organising, Staffing, Writing
- 2) Trekking, Wildlife Study, Horseback Riding, Indoor Games
- 3) Primary Credit Cooperative Society, State Cooperative Bank, District Cooperative Bank, Exchange Bank
- 4) B to B, B to C, A to Z, C to C
- 5) Stock Exchange, Foreign Exchange, Bullion Market, Manufactured Goods Market

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

[8]

- 1) Management
- 2) Social Responsibility
- 3) Concept of Trusteeship
- 4) Janahita yachika
- 5) Packaging
- 6) Product

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

[6]

1. Mr. Ram, an emerging entrepreneur, has designed a structure for his business organisation by considering the required resources such as land, money, machinery, and workforce. He appointed Mr. Shyam as a manager to handle recruitment, selection, training, development, and employee remuneration. Mr. Shubham was appointed to supervise employees and suggest remedies when necessary.

- (a) What management functions are performed by Mr. Ram?
- (b) What management functions are performed by Mr. Shyam?
- (c) What management functions are performed by Mr. Shubham?

2. Mr. Amit, a businessman, lives in Pune with his wife and two daughters. He owns factories in Pune and Nashik.

- (a) Can Mr. Amit take a life insurance policy for his wife and children?
- (b) Can Mr. Amit take a marine insurance policy for his factories?
- (c) What type of insurance should he take to protect his factories from fire damage?

3. Mr. Atharva made his payment by cheque at the same time

Mr. Samarth made his payment by fund transfer:

- (a) Whose payment is faster?
- (b) Whose payment is related to traditional business?
- (c) Whose payment is related to e-business?

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

[12]

- 1) Current Account and Fixed Deposit Account
- 2) Organising and Directing
- 3) State Commission and National Commission
- 4) E-Commerce and E-Business

Q.5 Answer in brief (Any TWO):

[8]

- 1) Describe any four techniques of scientific management.
- 2) Explain any four needs of consumer protection.
- 3) Explain any four functions of marketing.

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

[8]

- 1) Controlling is the last function of management.
- 2) Entrepreneurship is the best source of self-employment.
- 3) Cash can be withdrawn from an ATM at any time.
- 4) Consumers have many responsibilities.

Q.7 Attempt the following (Any TWO):

[10]

- 1) Explain the nature of the principles of management.
- 2) State the money remittance and retail services of the postal department.
- 3) Explain the social responsibilities of commercial organisations towards consumers.

Q.8 Answer the following (Any ONE):

[8]

- 1) What is Road Transport? Explain its advantages and disadvantages.
- 2) Explain the importance of marketing to society and consumers.