

Std: 12th
Marks: 80

Subject: OCM
Time: 3 Hrs

Q.1. A) Select the correct option and rewrite the sentence. (5 Marks)

1)..... Warehouses provide facilities for perishable commodities.

- a) Bonded b) Cold storage c) Government

2) The transactions under are between consumers and consumers.

- a) B2B b) C2C c) B2C

3) Business should offer adequate opportunities of promotion to their.....

- a) Employees b) Customers c) Investors

4) District Commission entertains complaints of consumer for compensation which is less than

- a) one crore b) ten lacs c) ten crore

5) Perishable goods such as vegetables, fruits, milk products etc. are sold in Market

- a) Very Short Period b) Short Period c) Long Period

B) Give one word/phrase/term. (5 Marks)

1) Giving of distinct name to one's product.

2) The right of consumer which is about safety and protection to his life and health.

3) Providing fair returns on investment is the responsibility of organisation towards this group.

4) The first step in online transaction.

5) These warehouses are owned, managed and controlled by central and state governments or public authorities.

C) Answer in one sentence. (5 Marks)

1. What is Subordination of individual interest into organizational interest?

2. Who is 'Entrepreneur'?

3. What is digital cash?

4. What type of advertising should be avoided?

5. What information one should check before buying a product?

D) Correct the underlined word and rewrite the following sentence (5 Marks)

1) Overdraft facility is available for savings bank account holder.

2) Directing is a function of comparing the actual performance with the predetermined performance.

3) Each member of organization should receive orders from only one subordinate.

4) Dishonest advertising can be appreciated by customers in the longrun.

5) An appeal can be filed against the order of the National Commission to the State forum.

Q.2. Explain the following terms and concepts. (Any 4) (8 Marks)

1. Principle of Unity of Direction

2. Controlling

3. Marketing Mix

4. National Commission

5. Concept of Trusteeship

6. Outsourcing

Q.3. Study the following case/situation and express your opinion. (Any 2) (6 Marks)

1) In 'Fine Diamonds Ltd.' 200 employees are working in three shifts. In first shift 60 employees, in second shift 60 employees and in third shift 80 employees are working without sufficient breaks except lunch break and shift change break. No employee is able to complete the work in designated time due to inappropriate time management which results into delay for next shift employees.

- i) Identify which scientific principle needs to be followed by the company.
- ii) Suggest two scientific techniques which can be used for smooth flow of work in 'Fine Diamonds Ltd.'
- iii) Why the work is not being completed in time?

2) Mrs. Meera a resident of Nagpur District bought a washing machine worth Rs. 50,000 without cash memo with a warrantee period of 2 years. After 1.5 years she noticed some defect and asked the company to repair or replace it. The company did not accept her complaint despite of the defective product.

In the above case,

Q.. Suggest suitable redressal machinery to protect her right.

- ii) If she is not satisfied with the decision given by redressal machinery, where should she appeal?
- iii) What was the negligence of Mrs. Meera while buying the washing machine?

3) Mr. X deals in import and export business so he needs different foreign currencies. For the expansion of his business, he borrows money from bank. He invests his funds in the equity shares.

- i) Name the market from where does Mr.X borrow money?
- ii) Name the market where does Mr. X invest his funds?
- iii) Which type of currency is required for international market?

Q.4. Distinguish between. (Any 3) (12 Marks)

1. Organising and Directing
2. National commission and District forum
3. E-business and Ecommerce
4. Life Insurance and Marine Insurance

Q.5. Answer in brief. (Any 2) (8 Marks)

1. Explain any Six Principle of Management.
2. Explain any four features of business services.
3. What are the importance of controlling?

Q.6. Justify the following statements. (Any 2) (8 Marks)

1. Planning is the first function of management.
2. Warehousing is important.
3. With creativity, farmers can expand their Agro-tourism Business.
4. Expectations of society towards business are changing.

Q.7. Attempt the following. (Any 2) (10 Marks)

1. Explain the primary functions of the commercial banks.
2. State rights of the consumers.
3. Explain standardisation and grading.

Q.8. Answer the following (Any 1) (8 Marks)

1. Define Marketing and explain its importance.
2. What is insurance? Explain principles of insurance.