

Scholar's Academy

Std: 12th
Marks: 80

Subject: OCM (B)
Time: 3 Hrs

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

- 1) Member of organization should receive orders from.....
a) many superior b) one superior c) all superiors
- 2) Start Up India is an initiative of the -----
a) RBI b) Government of India c) World Bank
- 3) In online shopping customers put the product in the.....
a) shopping mall b) shopping cart c) shopping bag
- 4) The term 'Ethics' is derived from the word 'Ethos' which means character.
a) Latin b) French c) Greek
- 5) is celebrated as World Consumer Day.
a) 24th December b) 26th January c) 15th March

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

- 1) It is an intellectual process of logical thinking and rational decision making.
- 2) An employee who has an authority and support of the organisation to implement his creative ideas.
- 3) Subset of outsourcing.
- 4) Getting good quality products is the basic right of this group of society.
- 5) The market where goods are sold to the ultimate consumers or the users of the product.

C) Answer in one sentence. (5 Marks)

1. What is the meaning of principle?
2. What is government warehouse?
3. What is KPO?
4. Who can raise voice against business malpractices?
5. Who is consumer?

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

- 1) Esprit de corps means 'division is strength'.
- 2) Controlling measures are rigid to some extent.
- 3) The foreign bank is the apex financial institution in banking industry in the country
- 4) Registration is the Last step in online transaction.
- 5) Financial help should be provided by business organisation for anti social activities.

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

1. Agro-tourism
2. Insurance
3. B2C
4. Moral Values
5. Lok Adalat.
6. Packaging

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

- 1) Yashwant Co. Ltd. is providing facilities for their female staff like day care centre for kids and work from home facility. Even management takes their suggestions while taking the decisions though they are members of trade union
 - i) By doing this they are following social responsibilities towards which interest groups?
 - ii) What values are they presenting?

iii) What kind of responsibilities employer follows in above case?

2) Mr. Ashok visited a shop to buy a pair of shoes of RS. 700. The salesman forced him to buy a pair of bigger size shoes of ordinary company by claiming this size would be suitable to him. After reaching home, he discovered that shoes are still too big for him. He complained about the shoes to the shopkeeper. It was denied by the shopkeeper to replace the shoes despite of availability of stock.

In above case

- i) Which right has been violated?
- ii) Comment on the right which has been violated.
- iii) Where can Mr. Ashok file his complaint?

3) Mr X purchases goods from nearest shop. Mr Y purchases mobiles from Tokyo. Mr Z of Nandurbar purchases electronic goods from Delhi.

- i) From which type of market does Mr.X purchase?
- ii) Name the type of market from where Mr.Y deals?
- iii) State the type of market from where Mr.Z purchases goods?

Q.4. Distinguish between.

(Any 3)(12 Marks)

1. Planning and Controlling
2. Organising and Co-ordinating
3. BPO and KPO
4. Savings Account and Current Account

Q.5. Answer in brief.

(Any 2)(8 Marks)

1. Explain nature of principles of management.
2. State different types of responsibilities towards society.
3. Explain in detail 7Ps of Marketing?

Q.6. Justify the following statements.

(Any 2)(8 Marks)

1. Management principles are helpful in optimum utilization of resources.
2. Principle of subrogation is applicable to all contracts of indemnity.
3. Role of media has major influence on business organisation.
4. There is a need of branding to get recognition among the consumers.

Q.7. Attempt the following.

(Any 2)(10 Marks)

1. Define Marketing and explain in detail the concepts of marketing.
2. What is warehouse? Explain its different functions.
3. Explain the importance of staffing.

Q.8. Answer the following

(Any 1)(8 Marks)

1. Define Bank. Explain different types of banks.
2. Explain the three tier quasi judicial machinery under the Act.

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