

**R.A.PODAR COLLEGE OF COMMERCE AND ECONOMICS**

**Matunga, Mumbai – 400019**

CLASS: SYJC **ONLINE PRELIMINARY EXAMINATION 2022** TIME:-3 & 1/2 HRS

DATE-13/01/2022 **ORGANISATION OF COMMERCE & MGMT** MARKS: 80

**Note : All questions are compulsory**

**Q.1 Attempt the following : (20)**

**A. Write a word or phrase or a term which can substitute each of the following : (05)**

1. An element of marketing mix that creates brand recognition and increases sales.
2. Appeal against the decision given by this commission can be made to Supreme Court.
3. Principle of management based on 'Unity is Strength'.
4. The principle of Indemnity is not applicable to this insurance contract.
5. Term derived from E- mail and E- Commerce.

**B. Select the correct option: (05)**

(Hands on experience with local food, Current deposit account , Responsibility towards employees, Supreme court judge, Mercatus )

	Group A	Group B
1	-----	National Commission
2	Bank Overdraft	-----
3	-----	Agro -Tourism
4	Health and Safety Measures	-----
5	-----	To trade Merchandise

**C. State whether the following Statements are True or False (05)**

1. LPO stands for Legal Product Outsourcing.
2. Controlling is an indispensable function of management.
3. E- business allows you to work across the globe in any field.
4. 24<sup>th</sup> December is observed as International Consumer Rights Day every year.
5. The business organizations should adopt and encourage unfair trade practices in the market to earn maximum profit.

**D. Find the odd one. (05)**

1. Endowment policy, Whole life policy, Money back policy, Blanket policy.
2. SIDBI, NABARD, EXIM, SBI
3. Principle of Authority and Responsibility, Principle of Harmony not discord, Principle of Division of Work, Principle of Discipline
4. BPO, RTO, LPO, KPO.
5. People ,Process ,Physical environment, Price

**Q. 2. Explain the following concepts (Any 4)**

**(08)**

1. Marketing Mix
2. Banking
3. B2B
4. Corporate Social Responsibility (CSR)
5. Principle of Scalar Chain.
6. Co-ordination as a function of management.

**Q. 3. Study the following cases and express your opinion (Any 2)**

**(06)**

A) 'Sehaj bought Teak wood furniture for his drawing room from "Akshay Decors" of Kirti Nagar, Mumbai for 4 lakhs. At the time of purchase the firm assured Sehaj about the best quality of the said furniture and gave 2 years warranty stating that if anything goes wrong, the firm shall replace it with a new one or refund the purchase amount. But the dining table and chairs started developing cracks at various places and the polish became very dull within 30 days of purchase. Sehaj reported the matter to the firm and requested a number of times to replace the furniture. The firm neither paid attention to these requests nor replaced the furniture.

- (i) Identify the consumer rights which have been violated by the furniture manufacturer.
- (ii) In which consumer redressal agency Sehaj can lodge complaint ?
- (iii) What is the area of jurisdiction for the above Consumer dispute redressal agency?

B) Saloni intends to start an enterprise that produces chocolates. Initially in order to assess the taste and preferences of the people about chocolates, she used social media and online surveys. Thereafter she prepared a detailed SWOT analysis of her enterprise to devise a strategy that will give her an edge over competitor. Based on her analysis of the market she planned another segment of Chocolate and gave special name to the Chocolate "Desi delight." In context of above case.

- I) Identify the elements of marketing mix being discussed in above para.
- II) Name the functions of marketing discussed in above para.
- III) Name a process of giving special identity to a product by giving unique name.

C ) Aditi who is heading the campus recruitment programme of the firm that she is working in, gets an immediate order from the marketing head of the organisation. Mr. Rupesh who ask her to hire only those candidates who have two years experience in the field of marketing and offer them a higher package. Moments later when she is about to enter the campus she gets another call from the HR head,Mr.Rajan who asks her to hire candidates with zero experience. He gives her the logic that such candidates would be expecting lower packages in comparison to the candidates having experience in the industry.

i) Which principle of Fayol stands violated here ?

ii) Correct the underlined word.

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

iii) What will be the consequence if the above mentioned principle is violated ?

- a) Improves effectiveness in working
- b) Create confusion in minds of employees.
- c) No ego clashes

**Q. 4. Distinguish Between (Any 3)**

**(12)**

- 1. Planning and Controlling
- 2. Fire Insurance and Marine Insurance
- 3. State Commission and National Commission
- 4. Current Deposit Account and Fixed Deposit Account

**Q. 5. Answer in Brief. (Any 2)**

**(08)**

- 1. State any four rights of consumers.
- 2. Explain any five principles of management of Henry Fayol.
- 3. State social responsibilities of business organizations towards investors.

**Q. 6. Justify the following statements. (Any 2)**

**(08)**

- 1. Right person at right job with right pay is basic principle of staffing.
- 2. An entrepreneur must be an innovator.
- 3. Principle of subrogation is applicable to all contracts of indemnity.
- 4. Lok Adalat can rightly be described as “People’s Court”.

**Q. 7. Attempt the following (Any 2)**

**(10)**

- 1. Explain types of E-Business.
- 2. Explain in brief 7P’s of marketing mix.
- 3. Explain the various types of warehouses.

**Q. 8. Answer in detail (Any1)**

**(08)**

- 1. Define Marketing. Explain the various functions of marketing .
- 2. What is insurance? Explain the various principles of insurance.

