

Professor Vishwanathan Iyer's

# HERAMB COACHING CLASSES

Yogeshwar Tower, Katemanivili, Kalyan (East)

**XI/Organisation of Commerce/24.03.18**

**MARKS:50**

**Duration:2Hours**

**Q.1 (A) Select the correct option from the options given below and rewrite the sentences.**

**(05)**

1. Management is a \_\_\_\_\_ process.
2. \_\_\_\_\_ focuses on production.
3. Management is a \_\_\_\_\_ activity.
4. \_\_\_\_\_ involves the transfer of title of goods to the buyer.
5. Privatisation implies reduction in the role of \_\_\_\_\_ sector.

**(B) Match the following.**

**(05)**

Group "A"

Group "B"

- |                           |                                 |
|---------------------------|---------------------------------|
| 1) Liberalisation         | (a) Dairy product               |
| 2) Legal environment      | (b) Machinery                   |
| 3) Trade mark             | (c) Delicensing                 |
| 4) Durable product        | (d) Registered brand            |
| 5) Lower level management | (e) Judicial system             |
|                           | (f) Implementation of policies. |

**Q.2. Distinguish Between: (any 2)**

**(10)**

1. Top level management and Middle level management
2. Economic environment and social environment.
3. Licensing and franchising.

**Q.3. Write short notes on: (Any 2)**

**(10)**

1. Scope of International Business
2. Features of Globalisation
3. Types of Channels of Distribution

**Q.4. State with reasons whether the following statements are True or False: (any 2)**

**(10)**

1. Management is an universal process.
2. There are no separate level of management in an organization.
3. Marketing develops unemployment.

**Q.5. What is Marketing Mix? Explain the elements of marketing mix.**

**(10)**

**OR**

**Q.5. Explain the Export procedure and documentation.**

**(10)**