



→ School
er (Set A)
Applications

June 2015

MM100

SECTION A

Attempt all questions from this Section

Question 1.

(20 Marks)

Choose the correct answers to the questions from the given options.

(Do not copy the question, write the correct answers only.)

(i) Why is over-irrigation considered harmful to soil?

(a) It increases the soils fertility.

(b) It reduces soil temperature

(c) It leads to water logging and salinity.

(d) It helps replenish groundwater.

(ii) If the government wants to maintain secrecy in a national defence project, which form of public enterprise should it choose?

(a) Government Company

(b) Departmental Undertaking

(c) Public Corporation

(d) Private Company

(iii) Communication is said to be effective only when the sender and receiver agree on the message.

(a) True

(b) False

(iv) If the Marketing Department sets unrealistic sales targets, which department will face the most pressure to deliver?

- (a) Purchasing Department.
- (b) General Administration Department.
- (c) Production Department.
- (d) Finance Department.

(v) Debtor's Ledger consists of accounts of customer to whom goods are sold.

- (a) on credit
- (b) on debit
- (c) Either (a) or (b)
- (d) none of these

(vi) Which of the following statements is wrong regarding industry?

- (i) Extractive industries are those industries which are concerned with the discovery and extraction of natural resources.
- (ii) Genetic industries are those industries which are concerned with reproducing and multiplying plants and animals.
- (iii) Manufacturing industries are those industries which are concerned with providing commercial services.
- (iv) Industries which employ complex technology and long production cycles are called heavy industries.

- (a) (i) is wrong
- (b) (i), (ii), (iv) are wrong
- (c) Only (iii) is wrong
- (d) None of them

(vii) Which of the following has the power of the government and the considerable amount of operating flexibility of public enterprise?

(a) Department undertaking

(b) Government companies

(c) Statutory Corporations

(d) All of the above

(viii) Communication has become all the more essential due to

(a) Rapid changes in science and technology lead to obsolescence of technology and science.

(b) Business firms have grown tremendously in scale of operations.

(c) Trade Union Movement

(d) All of these

(ix) Why are joint stock companies better suited for large-scale production than partnerships?

(a) Joint ownership of property.

(b) Larger capital resources and professional management.

(c) Direct involvement of shareholders in management.

(d) Fewer legal requirements for incorporation.

(x) Which of the following is not a consequence of non-registration?

(a) An unregistered partnership firm cannot enforce its claims against a third party in a court of law

(b) It can sue any of its partners.

(c) Partners of an unregistered firm cannot sue the firm to enforce their claims.

(d) Partners of an unregistered firm cannot file a suit against each other.

(xi) A manager refuses to pass on critical information to subordinates to maintain their superior status. Which barrier is an example of?

(a) Semantic barrier

(b) Physical barrier

(c) Status barrier

(d) Personal barrier

(xii) Assertion (A): The accounting equation is Assets Liabilities Capital

Reasoning (R): This equation represents the ownership fundamental relationship between a company's resources, debts and

(a) A is true but R is false.

(c) Both A and R are true and R explains A

(b) A is false but R is true

(d) Both A and R are true but R does not explain A.

(xiii) Organisations are engaged in buying and selling of goods.

- (a) Banking and Finance Companies
- (c) Transport Organisations
- (b) Trading Organisations
- (d) Manufacturing Organisations

(xiv) atmosphereic gas is used by plants to make their food by photosynthesis.

- (a) Oxygen
- (b) Nitrogen
- (c) Carbon dioxide
- (d) Argon

(xv) In what scenario would a ledger be more helpful than a trial balance?

- (a) Identifying errors in debit and credit totals
- (b) Checking the details of a specific account
- (c) Verifying the classification of accounts
- (d) Ensuring double-entry principles are followed

(xvi) When the message is confidential, which one methods is desirable?

- (a) Telephone
- (b) Face to face conversation
- (c) Non-verbal communication
- (d) None

(xvii) Which of the following has the power of the government and the considerable amount of operating flexibility of public enterprise?

- (a) Department undertaking
- (c) Government companies
- (b) Statutory Corporations
- (d) All of the above

(xviii) Which of the following statement is incorrect?

- (a) Each partner is liable to an unlimited extent for the firm's obligations towards outsiders.
- (b) A partnership can be formed only for the purpose of carrying on a business.
- (c) Each partner is liable for acts performed by other partners on behalf of the firm.
- (d) An association of persons who jointly own a house without carrying on a business can be considered as partnership.

(xix) If a country's water table continues to deplete, what long-term impact might this have on its agricultural economy?

- (a) Increased reliance on groundwater
- (b) Expansion of rain-fed agriculture
- (c) Shift towards drought-resistant crops and water-saving techniques
- (d) Reduction in the demand for agricultural products

(xx) A city plans to set up solar panels in areas with long sunlight hours, Which feature of solar energy makes it suitable for this?

- (a) It is a non-renewable resource
- (b) It produces greenhouse gases
- (c) It is pollution-free and renewable
- (d) It requires extensive land use

Question 2.[10]

(1) Distinguish Between

(a) Primary Sector and Secondary Sector

(b) Body language and Sign Language

(ii) Justify the following sentences for or against and give a reason:

(a) The activities and operations of energy department provide support and assistance to all other departments

(b) Trial balance is a proof of arithmetic accuracy, not accounting accuracy.

(c) Trade is the nucleus of commerce.

Question 3. Answer the following questions:

(i) In what situation is a fax better than a letter?

[10]

(in) State the golden rules of Debit and Credit

(Competency Focused) (Analysis)

(in) What are the obstacles to trade?

(iv) What do you understand by the term Net profit?

(v) Name and give examples of any two types of primary industries.

SECTION B

(Answer any four questions from this Section.)

Question 4.

(1) Aradhya and Harpreet want to start a business that provides eco-friendly packaging solutions. They are unsure whether to choose a sole proprietorship or a partnership structure. What challenges might Aradhya and Harpreet face if they opt for a partnership firm instead of a sole proprietorship?[5]

(ii) How is a partnership different from a Joint Stock Company? Discuss with reference to liability and management. [5]

(in) Discuss the functions of General administration and Legal department in a commercial organisation.[5]

Question 5.

(1) Evaluate the challenges faced by cooperative societies in maintaining financial sustainability and operational efficiency. [5]

(1) With the growing competition, explain the role of communication in business. (5)

(iii) What is Cash Book? State the main objectives of preparing it.[5]

Question 6.

(1) Explain with examples paralanguage.

(2) What advantages does a Joint Stock Company enjoy over other forms of business organisation?

(iii) Members of a cooperative society pool their land and use modern agricultural techniques to increase productivity. What is this cooperative society called? How does it help in improving yield and reducing costs?

Question 7.

(1) "A Joint Stock Company is said to be an artificial person created by law, having a separate entity with a perpetual succession and a common seal." Explain with the help of examples. (5)

(ii) Assess the role of public sector enterprises in promoting employment opportunities and skill development. (5)

(iii) Write short notes on: (5)

(a) Production department

(b) Ledger

Question 8.

(i) Describe the relationship between soil erosion caused by overgrazing and agricultural productivity.(5)

(ii) What do you mean by depletion of natural resources? What are the various causes of depletion of resources? (5)

(iii) Analyze the relationship between greenhouse gases and global warming.(5)

Question 9.

Case Study

A leading retail chain, ShopEase, known for its nationwide presence and customer-centric approach, recently faced challenges in internal communication that had significant operational implications. The company's rapid expansion into tier-2 and tier-3 cities came with the promise of growth, but it also revealed gaps in their communication processes, impacting their overall efficiency.

ShopEase's management relied heavily on traditional communication channels, such as emails and in-person meetings, to relay operational updates, promotional strategies, and sales targets across its branches. However, this approach became increasingly problematic as the number of branches grew, resulting in delayed updates and inconsistent messaging. For instance, during a nationwide sale campaign, some branches received promotional details late, leading to stock mismanagement and customer dissatisfaction. Recognizing the problem, the company introduced a real-time communication platform tailored for commercial organizations. This platform integrated inventory management systems, customer feedback mechanisms, and employee communication channels. It allowed branch managers to access instant updates, monitor inventory levels, and communicate with the central office without delays. Within three months of implementation, ShopEase observed a 25% reduction in operational errors and a 40% increase in customer satisfaction ratings. Additionally, employee engagement surveys highlighted that 85% of staff found the new system more effective than the previous methods. Despite these improvements, challenges remain. Some employees, especially those in smaller branches, struggle with adapting to the new technology. Management is now focusing on training programs to ensure uniform adoption across all locations.

With reference to above case study, answer the following questions:

(i) What were the main communication challenges faced by ShopEase?(5)

(ii) How did the new communication platform address these challenges? (5)

(iii) What were the key outcomes observed after implementing the new communication system? (5)