

www.Padasalai.Net - UNIT - 1**INTRODUCTION****I. CHOOSE THE BEST ANSWER:-**

1. Commerce is related to _____
a) Production of goods b) Exchange of goods c) Providing occupation
d) Providing services

2. Commerce is the branch of _____
a) Trade b) Banking c) Industries d) Economics

3. The primary object of business is _____
a) To earn profit b) To help its employees c) To help society d) To help Traders

4. Industries which are engaged in the conversion of raw materials into finished products.
a) Construction Industries b) Genetic Industries c) Manufacturing Industries
d) Extractive Industries

5. Goods are to be taken from the place of production to the place of consumption
a) Time utility b) Place Utility c) Form Utility d) Service Utility

II. FILL IN THE BLANKS :-

1. The barter envisages mutual exchange of goods without _____ as a medium of exchange.
2. Hindrance of place is to overcome with the help of _____.
3. Warehouse facilities create _____ utility.
4. Business activities can be classified into _____ and _____.
5. Traders act as an _____ between the producers and consumers
6. The term E-Commerce is known as _____

UNIT – 2**INTERNAL TRADE – SMALL SCALE RETAIL ORGANISATION****I) CHOOSE THE BEST ANSWER:-**

1. The purchase of goods from a foreign country is called _____
a) Import b) Export c) Entreport d) Re-Export
2. The persons who come in between the primary producer and the final consumer to promote trade is called as _____
a) Trader b) Middleman c) Agent d) Auctioneer
3. When goods are imported for the purpose of export is called as _____
a) Foreign trade b) Home trade c) Entrepot d) Trade
4. An agent is appointed by the _____
a) Wholesaler b) Principal c) Retailer d) Manufacturer
5. A warehouse keeper accepts goods for the purpose of _____
a) Storage b) Export c) Selling d) Packaging
6. Wholesaler's deals in _____ quantity of goods
a) Small b) Large c) Medium d) Limited
7. _____ can check the price fluctuations in the market by holding back the goods when prices fall and releasing the goods when prices raise.
a) Agent b) Mercantile agent c) Whole saler d) Retailer
8. _____ are agents who merely bring the buyer and the seller into contact.

a)) Broker b) Commission agent c) Selling agent d) Stockist

9. _____ are mobile traders who deal in low priced articles with no fixed place of business.

a) Retailers b) Agents c) Street stalls d) Itinerant traders

10. Small scale Fixed retailers includes _____

a) General stores b) Pedlars c) Cheap Jacks d) Hawkers

II. FILL IN THE BLANKS

1. Trade acts as a connecting link between the producer and _____.

2. Trade may be classified into _____ and _____

3. Domestic trade is otherwise called as _____

4. Home trade can be classified in two ____ and ____ trade.

5. Mercantile agents are also called as _____ middle men

6. A warehouse keeper issue a _____ warrant.

7. Commission agents play a vital role in _____ marketing.

8. A retailer deals in _____ varieties of goods.

9. The mobile traders who deals in low priced goods are called as ____ traders.

10. General stores are established in the _____ Place in a _____ area.

UNIT – 3
INTERNAL TRADE - LARGE SCALE RETAIL
ORGANISATION

1. This retail business acts as a universal supplier of a wide variety of products.

a) Multiple shop b) Tele-shopping c) Departmental store d) Mail order Business.

2. It is a network of a number of branches situated at different localities in the city or in the different parts of the country.

a) Consumers' co-operative store b) multiple shop c) Hire purchase system d) Internet marketing

3. The aim is to economies by buying in common and to retain their profits by selling in common.

a) consumer's co-operative store b) web marketing c) multiple shop
d) teleshopping

4. The risk of bad debts in this business is eliminated particularly when payment is received through V.P.P.

a) Departmental store b) co-operative store c) Tele-shopping
d) mail order trading house.

5. It helps disabled and elderly people.

a) E-commerce b) instalment system c) Tele-shopping d) multiple shop

II. Fill in the blanks

1. Generally a departmental store is a _____ located.

2. A departmental store acquires a large amount of _____ for investment.

3. The goods needed for the various branches of multiple shops are purchased centrally by the _____.

4. The weavers formed “Rochdale Pioneers Equitable Society” in the year_____.
5. A consumer’s co-operative store is a _____ association of consumers.
6. The first step in the operation of mail order business in the preparation of _____list.
7. Generally in mail order business the goods are sent by the system of _____.
8. Under the hire purchase system a buyer of goods agrees to pay the price in _____ spread over many months.
9. The instalment price of hire purchase system is higher than the _____ Price.
10. Growth of trade and commerce increased the demand for Internet and _____ commerce.
11. The _____ is in a international network of computers carrying unbelievable amount of information.
12. E-commerce can make products and services available in _____ areas.

UNIT – 4**INTERNATIONAL TRADE****I. Multiple Choice**

1. Trade between people of many countries is called as.....
 - a) Home trade b) trade c) bilateral trade d) Multi lateral Trade
2. Import trade procedure starts with.....
 - a) Trade enquiry b) Obtaining quota c) Placing Indent d) Arranging L.C
3. To avoid disputes exchanges rates are fixed in advance preferably at time of.....
 - a) Placing Order b) Obtaining shipping order c) Obtaining custom clearance d) Playing Dock Dues
4. The method of obtaining payment from the importer is
 - a) By getting bill of exchange b) Discounting the bills c) By getting Letter of Credit d) By Foreign Draft e) All the above
5. W.T.O is the only organization dealing with the:
 - a) Global trade rules b) Home trade rules c) Entrepot trade rules d) None of the above

II. Fill in the blanks:

1. If the goods are imported from one country with object of exporting to some other country it is called _____ trade.
2. _____ is an order placed by an importer with an exporter for the supply of certain goods.
3. _____ is an undertaking by the importer's bank that the bills drawn on importer will be honoured.
4. _____ is a document issued by the shipping company acknowledging the receipt of goods on board the ship.
5. _____ is a document issued by the captain of the ship or Mate which is an evidence for the details of goods received by them
6. _____ is an institution, which provides insurance against various risks.
7. Special Import Licenses are given to _____ Houses.

8. _____ operates in many countries at different levels of economic development and has multinational central management.

UNIT - 5

TRANSPORT

I. Multiple Choice

1. Which one of the following is covered under Land Transport?
a) Liners b) Tankers c) Pack Animals d) Tramps
2. Which one of the following is not covered under transport.
a) Canal b) River c) Bullock Carts d) Bill of Lading e) None of these
3. Who is the inventor of the steam engine?
a) James Watt b) Gopal c) R. Bhatt d) Mohini Sethi e) P.K. Ghosh
f) All of the Above
4. In which year cycle and Rickshaw were introduced in the world.
a) 1850 b) 1847 c) 1972 d) 1867 e) None of these
5. The first railway line in India was opened to traffic between
a) Mumbai - Chennai b) Chennai - Kolkatta c) Mumbai and Thane
d) Delhi - Chennai

II. Fill in the Blanks

1. Elephants were used in forests for carrying heavy _____.
2. Motor Transport is also responsible for the decline of _____.
3. The term Inland waterways refer to _____ Waterways.
4. Bill of Lading also serves as a _____.
5. The way Bill also is an acknowledgement of _____ for transport by the carrier.
6. Air consignment note is made out in _____ original parts.

UNIT – 6**WAREHOUSING****I. Multiple Choice**

1. Warehousing removes the hindrances of.....
a) Time b) Place c) Finance d) Form
2. The warehouse which is providing storage services to retailers, wholesalers, stockists and also to general public is called.....
a) Private warehouses b) Public warehouses c) Bonded warehouses
d) Household warehouse
3. The warehousing document, which is not giving document of title to goods is.....
a) Warehouse keeper receipt b) Warehouse keeper warrants c) Delivery order
d) Dock receipt
4. The document which authorizes to deliver the goods either in part or full, is called.....
a) Warehouse keeper receipt b) Warehouse keeper warrants
c) Delivery Order d) Dock receipt
5. The institutional warehouse started with the support of the government is.....
a) Food Corporation of India b) Household warehouses
c) Private warehouses d) Co-operative warehouses.

II. Fill in the blanks

1. The warehousing holds goods as a _____ center.
2. _____ warehouses are licensed by the government and are permitted to accept the goods on bond.
3. _____ is a document of title to goods issued by dock authorities.
4. _____ can be given as a collateral security for getting financial assistance from Banks.
5. _____ warehousing has been promoted with a view to facilitate deferred payment of custom duty to encourage entrepreneurs and export oriented units to carry out their operations with least investment.

UNIT – 7**BANKING****I. Multiple Choice:**

1. Bankers are not only dealers of money but also leaders in.....
 - a) economic development
 - b) trade development
 - c) industry development
 - d) service development
2. A bank, which occupies a central position in the monetary and banking system of the country and has a superior financial authority, is.....
 - a) Central Bank
 - b) Commercial Bank
 - c) Exchange Bank
 - d) Co-operative bank.
3. When money is deposited for a fixed period it is called.....
 - a) Fixed deposit
 - b) Savings deposit
 - c) Recurring deposit
 - d) current deposit
4. Bankers are called as manufacturers of.....
 - a) money
 - b) loans
 - c) deposits
 - d) overdrafts
5. A cheque in circulation for more than six months is called
 - a) Stale cheque
 - b) Post dated cheque
 - c) Ordinary cheque
 - d) crossed cheque

II. Fill in the blanks:

1. Banks are necessary for the effective implementation of _____ policy.
2. Banks accept deposits and _____ money.
3. _____ banks deal in foreign exchange and specialize in foreign trade.
4. _____ banks are included in the second schedule of RBI.
5. _____ arrangement by which a bank allows his customer to borrow money up to specified limit.
6. A _____ cheque is payable to the person named in the cheque or his order.
7. Addition of the words _____ directs the banker to collect the cheque and credit the proceeds to the payees account.
8. _____ means anything written on the back of a negotiable instrument.

UNIT – 8

INSURANCE

I. Multiple Choice

1. Which of the following is covered under life Assurance policy?
 - a) Act only b) Cargo Insurance c) Declaration policy d) Money Back Policy
2. In which year Children's Money Back plan was introduced?
 - a) 1986 b) 1988 c) 1989 d) 1995
3. In which year Insurance Act was amended in India?
 - a) 1940 b) 1928 c) 1938 d) 1945
4. Which one is the principle of insurance
 - a) Cooperation b) Mutual Interest c) Indemnity d) Non-of these
5. What is the minimum period of Life Assurance?
 - a) More than one Year b) 5 year c) 10 years d) 15 years or more
6. From the following which of this is covered under marine Insurance?
 - a) Liability Insurance b) Endowment policy c) Whole Life policy d) Act only.
7. From the following which of this is covered under fire Insurance?
 - a) Voyage Policy b) Term Policy c) Floating d) Collective policy
8. From the following which of this is covered under Burglary Insurance ?
 - a) Freight insurance b) Open cover policy c) Liability Insurance
 - d) Jewellery and Valuables
9. In which year Crop Insurance scheme was introduced in India.?
 - a) 1948 - 49 b) 1978-79 c) 1985-86 d) 1990-91
10. In mediclaim policy, according to scheme A, maximum benefit amount is.....
 - a) 10000 b) 1,50,000 c) 1,00,000 d) 3,00,000

II. Fill in the blanks

1. Insurance is based on the principle of _____
2. Insurance is a contract between _____ and _____.
3. Technically speaking a Life insurance should be called _____
4. Burglary insurance falls under the classification of _____.

5. Motor insurance had its beginning in the _____.
6. In marine insurance insurable interest is enough at the time of _____
7. Under scheme A & B, medical insurance premium maximum benefits are _____, _____ respectively.
8. Fire Insurance can be taken in respect of _____ and _____ properties.
9. Generally in Life Insurance Policies may be _____ or _____

UNIT - 9

ADVERTISING

I. Multiple choice :

1. Advertising appeals make people to use such articles, which may affect their health.....

- a) Social objections b) Ethical Objections c) Historical Objection
d) Economical Objections

2. Electric Display comes under.....

- a) Outdoor Advertising b) WEB Advertising c) Indoor Advertising
d) Direct Advertising

3. This advertising can reach a very large number of potential buyers globally.....

- a) Show Room Advertising b) Sky Advertising c) Web Advertising
d) Painted Display Advertising

4. It is an audiovisual Medium.....

- a) Radio b) Film c) Poster d) Electric Display

5. This advertising reaches a large number of listeners both the educated and illiterate.....

- a) Web Advertising b) Newspaper Advertising c) Sky Advertising
d) Radio Advertising

II. Fill in the Blanks:

1. Advertising is a promoted activity for marketing a _____

2. The word 'ADVERTISING' is derived from two _____ words.
3. Advertising means a non_ personal stimulation of _____ for a product.
4. Advertising is to create a desire for the products among the_____.
5. Mass production leads to _____ in the cost productions and thus increases the profit.
6. Modern Advertisements are highly _____
7. Medium is a _____ through which an advertising message is conveyed to consumers.
8. _____ has become the most popular medium of advertisement.
9. Newspaper advertisements must be 'Catchy and _____'.
10. Only _____ advertisements are more effective, but they are very much limited.
11. Trade and Technical _____ are published for the professional use of Auditors.
12. Special magazines for _____ and children are also published.
13. Radio advertising is the _____ medium of advertising.
14. Television is the latest _____ medium of mass communication.
15. TV appeals to both the senses of _____ and sight.
16. Advertisers paste the _____ at important places to convey the message.
17. This moving advertising is called as _____ advertising.
18. Web advertisement requires the participation of the _____ users.
19. Advertising generates significant _____.
20. Exhibitions are trade shows conducted by _____ to exhibit their products.

UNIT – 10

SALESMANSHIP AND CONSUMERISM

I. Multiple choice :

1. The term consumerism came into existence in the year.....
a) 1958 b) 1954 c) 1957 d) 1960
2. Who is the father of consumer movement?
a) Ralph Nader b) Mahatma Gandhi c) Mr. John F. Kennedy
d) H. Buskirk & James
3. The Consumer Protection (Amendment) Act was passed in the year
a) 1994 b) 1990 c) 1993 d) 1998
4. The number of members in District Forum, State Commission and National Commission are _____ respectively.
a) 3,3,5 b) 3,3,3 c) 1,3,5 d) 3,2,4
5. Which of the following is Consumer Oriented Act?
a) Indian Companies Act 1966 b) Partnership Act 1932.
c) Indian Income Tax Act 1961 d) Hire Purchase Act 1972
6. Penalty for the violation of the orders of the forum commission is.....
a) A fine or imprisonment or both b) Imprisonment up to 3 year
c) Fine up to Rs.50.000 d) Fine up to Rs .15.000
7. The former president of the USA, Mr. John F. Kennedy summed up the basic consumer rights are.....
a) Right to Safety b) Right to be informed c) Right to Choose
d) Right to be heard e) All of the above
8. The Consumer Protection Act 1986 came into force with effect from.....
a) 1.1.1986 b) 1.4.86 c) 15.4.87 d) 15.4.90

II. Fill in the Blanks

1. Salesmanship is the ability to convert _____ into_____.
2. Salesmanship is a connecting link between _____ and _____.
3. Products reach the hands of customers through a number of _____.
4. The Sale of the Good Act was passed in the year _____.
5. _____ of every year is celebrated as consumer's day.
6. An _____ consumer is the need of every hour.

7. The loss claimed by the consumer must be loss based on some _____
8. The national commission had a president and _____ member
9. Generally cases in the consumer court can be disposed of within ___ days.

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