

V.V.M's
R. M. Salgaocar Higher Secondary School.
Margao – Goa.
FIRST TERM EXAM OCT. 2022

STD: XI (OM)

MARKS: 20

DATE:14/10/2022 SUB: BUSINESS ADMINISTRATION

DURATION: 1hr

INSTRUCTIONS:

- I. All questions are compulsory.
- II. There are three sections in this question paper section A, B & C.
- III. Section A consists of 2 multiple choice questions & 2 questions to be answered in one sentence each.
- IV. Section B consists of 5 questions of 2 marks each.
- V. Section C consists of 2 questions of 3 marks each.
- VI. Figures to the right indicate marks allotted to each question.
- VII. Write the number of each question clearly.

SECTION – A

1. A branch of management which deals with human factors in the organisation is called _____.
a) Human resource planning. (1)
b) Human resource development.
c) Human resource management.
d) Human resource organization.
 2. Accommodations which are exclusively for the tourists and are often found in so-called "off the beaten track" destinations are _____. (1)
a) Non-star hotels.
b) Resorts and lodges.
c) Tented camps.
d) Heritage hotels.
 3. What are services? (1)
 4. Name the two channels of communication? (1)
- SECTION - B
5. Distinguish between goods and services. (any two points) (2)
 6. State any four advantages of oral communication (2)
 7. State any two objectives of HRM. (2)
 8. Mention any four factors responsible for mass tourism. (2)

9. Write a note on :-
a) Five star deluxe hotels.
b) Heritage hotels.

(2)

SECTION - C

10. Explain any three characteristics of human resource management.

(3)

11. Explain the following primary constituents of tourism:-

- a) Transport.
b) Catering food and entertainment.
c) Intermediaries.

(3)
