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Time : 1 Hour

SECOND-TERM**BUSINESS  
ADMINISTRATION**

Subject Code

V	4	2	1	7
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Total No. of Questions : 12 (Printed Pages : 2)

Maximum Marks : 20

- INSTRUCTIONS :**
- (i) There are *three* sections in this question paper (A, B and C).
  - (ii) In Section A there are four questions of which, question No. 1 and 2 are to be answered in a word, phrase or figure and question no. 3 and 4 is to be answered in one sentence each.
  - (iii) Figures to the right indicate marks allotted to each question.
  - (iv) Write the number of each question clearly on the answer book.
  - (v) Answer all questions from Section A and Section B.
  - (vi) Answer any *two* questions from Section C.

**Section - A**

1. The tour operator who operates tour coming into the country from overseas. 1
2. The process of gathering and storing information relating to the government and governing process at one place. 1
3. What is public finance ? 1
4. What is non-tax revenue ? 1

### Section - B

5. Explain any *two* stages involved in identity management. 2
6. State any *two* essentials of content management. 2
7. Explain any *two* parameters to be considered while planning a tour. 2
8. Explain any *two* tourism promotion activities of railways. 2
9. Explain the following business risk : 2
  - (a) Physical hazards
  - (b) Moral hazards.

### Section - C

10. Explain any *three* canons of public expenditure. 3
11. Explain the following media of advertisement : 3
  - (a) Poster
  - (b) Mural
  - (c) Hoardings.
12. Explain any *three* personal qualities of salesman. 3