

Vidya Vikas Mandal's  
Ramacrisna Madeva Salgaocar Higher Secondary School.  
Margao - Goa

Std:XI (OM)      FIRST-TERM EXAMINATION, OCT. 2024      Marks Alloted:40  
Date:24/10/2024      SUB:BUSINESS ADMINISTRATION      Duration:2hrs.

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Instructions :

1. There are four sections in the question paper (A,B,C& D) consisting of 20 questions.
  2. In section A there are eight questions of which question no. 1 & 4 are multiple choice questions, question no. 5& 6 are to be answered in one word, phrase or figure and question no. 7 & 8 are to be answered in one sentence each.
  3. Attempt all questions however internal choice is given for question no. 18 & 20.
  4. Figures to the right indicate marks allotted to each question.
  5. Write the no. of each question clearly on the answer book.
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SECTION - A

1. The occupation in which people work for others and get remuneration is called \_\_\_\_\_ 1  
a) Employment.  
b) Profession.  
c) Business.  
d) Service.
2. Identifiable, intangible activities that are the main object of transaction designed to provide want satisfaction of customers is called \_\_\_\_\_ 1  
a) Objects.  
b) Services.  
c) Events.  
d) Actions.
3. Conveying of information from one person to another is called \_\_\_\_\_ 1  
a) Administration.  
b) Mechanisation.  
c) Organisation.  
d) Communication.
4. A branch of management related with human factor in the organization is called \_\_\_\_\_ 1  
a) Human resource development.  
b) Human resource planning.  
c) Human resource maintenance.  
d) Human resource management.

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|--|---|
| 5. Activities whose objective is to earn money and create wealth.                          | 1 |
| 6. The process by which the receiver draws meaning from the symbols encoded by the sender. | 1 |
| 7. What is wholesale trade?  | 1 |
| 8. What is informal communication?   | 1 |

SECTION - B

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|---|---|
| 9. Distinguish between business and profession. (two points)      | 2 |
| 10. Explain the following terms:                                  | 2 |
| a) Industry.  |   |
| b) Commerce.  |   |
| 11. State any two demerits of <sup>in</sup> formal communication. | 2 |
| 12. Explain the two methods of expression in oral communication?  | 2 |
| 13. State any two disadvantages of written communication.         | 2 |
| 14. State any two objectives of human resource management.        | 2 |

SECTION - C

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|---|---|
| 15. Explain any three features of services.                         | 3 |
| 16. Explain any three reasons for growth of services.               | 3 |
| 17. Explain any three characteristics of human resource management. | 3 |
| 18. Explain the following terms:                                    | 3 |
| a) Recruitment and selection.                                       |   |
| b) Performance appraisal.   |   |
| c) Industrial relations.  |   |

OR

Explain any four characteristics of organisation development.

SECTION - D

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|---|---|
| 19. Explain any four economic objectives of business.                                 | 4 |
| 20. Communication plays an important role in an organization. Explain in four points. | 4 |

OR

Explain any four principles of effective communication.

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