

**VIDYA VIKAS MANDAL'S  
RAMACRISNA MADEVA SALGAOCAR HIGHER SECONDARY SCHOOL.  
MARGAO-GOA**

**PRELIMINARY EXAMINATION DEC. 2024**

**STD:XII(OM)**

**SUB: BUSINESS ADMINISTRATION**

**MAX. MARKS:50**

**DATE:20/12/2024**

**DURATION:2hrs.**

**INSTRUCTIONS:**

- i. There are four sections in the question paper (A, B,C & D) consisting of 23 questions.
- ii. In section A there are eight questions of which question no. 1 to 4 are multiple choice questions, question no. 5 & 6 are to be answered in one word, phrase or figure & question no. 7 & 8 are to be answered in one sentence each.
- iii. Attempt all the questions however internal choice is given for question no. 20 & 23.
- iv. Figures to the right indicate marks allotted to each question.
- v. Write the no. of each question clearly on the answer book.

**SECTION - A**

- 1 Employees who have some aims in work and they channelize all efforts in the direction of aims and objectives to be achieved in life are called \_\_\_\_\_. 1
  - Leisure culture.
  - Worth culture.
  - Time culture.
  - Work culture.
- 2 Type of storage in which each department has its own independent small stores attached to it, is called \_\_\_\_\_. 1
  - Centralized storage.
  - Departmental storage.
  - Decentralized storage.
  - Multiple storage.
- 3 Dedication, discipline, commitment qualities necessary for human resource manager are examples of \_\_\_\_\_. 1
  - Special qualities.
  - Professional qualities.
  - Personal qualities.
  - Social qualities.
- 4 A mode of E-payment in which there should be sufficient balance in bank account for the transaction to get completed is called \_\_\_\_\_. 1
  - Debit card.
  - Credit card.
  - Smart card.
  - Electronic fund transfer.
- 5 A set of processes and infrastructure for the creation, maintenance and use of digital identities for the purpose of access to E-governance portals and the information on those portals. 1
- 6 Mr. Ram is running a small hotel using modern, imported technology. Name the type of economic sector involved. 1
- 7 What is public finance? 1
- 8 What is sales management? 1

**SECTION - B**

- 9 State any four features of work culture. 2
- 10 Explain the following terms: 2
  - 1. Layoff.
  - 2. Discharge.
- 11 State any two characteristics of tendering process. 2
- 12 What are the basic qualities necessary for a personnel working in a travel agency? 2
- 13 Mention the characteristics of taxation. 2
- 14 Distinguish between advertisement and Salesmanship. 2

**SECTION - C**

- 15 Explain any three modern methods of recruitment. 3
- 16 State any three functions of store keeping. 3
- 17 Explain any three principles of promotion. 3
- 18 Explain the following modes of E-payment: 3
  - 1. Credit card.
  - 2. Smart card.
  - 3. E-money.
- 19 Explain any three canons of public expenditure. 3
- 20 Explain the three aspects of information management. 3

**OR**

State and explain any three stages of access management.

**SECTION - D**

- 21 Describe any four components of promotion mix in entertainment organization. 4
- 22 Explain the four categories under which information is available with the department of tourism. 4
- 23 Explain the following principles of price fixing. 4
  - 1. Cost of goods.
  - 2. Charges made by rival producers.
  - 3. Nature and conditions of demand.
  - 4. Quality and service.

**OR**

Explain the following media of advertisement:

- 1. Newspaper.
- 2. Mural or outdoor advertising.
- 3. Hoardings.
- 4. Posters.

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