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Time : 2 Hours

**BUSINESS
ADMINISTRATION**

Subject Code

V	4	2	1	7
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Total No. of Questions : 23 (Printed Pages : 4)

Maximum Marks : 50

- INSTRUCTIONS :**
- There are four sections in the question paper (A, B, C & D) consisting of 23 questions.
 - In Section A there are eight questions of which question nos. 1 to 4 are Multiple Choice Questions, question nos. 5 & 6 are to be answered in one word, phrase or figure and question nos. 7 & 8 are to be answered in one sentence each.
 - Attempt all the questions however internal choice is given for question numbers 20 and 23.
 - Figures to the right indicate marks allotted to each question.
 - Write the number of each question clearly on the answer-book.

Section A

- The type of employees who have the tendency to sacrifice and help others are called
 - Leisure Culture
 - Worth Culture
 - Work Culture
 - Time Culture

2. The in-charge of store is called as 1

- Store supervisor
- Store keeper
- Store officer
- Store executive

3. One of the personal quality of human resource manager is 1

- Grievance Handling
- Dedication
- Competency
- Crises management

4. The mode of payment in which amount get transferred from one financial body to another financial body without involvement of a middleman is called 1

- Smart Card
- Debit Card
- Electronic Fund Transfer
- E-Money

5. The set of processes and infrastructure for the creation, maintenance and use of digital identities for the purpose of access to E-governance portal. 1

6. Mr. Kumar handles tours coming into the country from overseas. What type of tour operator he is ? 1

7. State two examples of Public Expenditure. 1

8. What is Sales promotion ? 1

Section B

9. State any *two* features of Work Culture. 2
10. State any *four* benefits of Employee's Training. 2
11. Explain any *two* advantages of Tendering Process. 2
12. Write any *four* basic qualities of a personnel working in Travel Agency. 2
13. Explain any *two* determinants of Demand. 2
14. Explain the following terms : 2
 - (a) Physical Hazards
 - (b) Moral Hazards.

Section C

15. Explain any *three* internal sources of Recruitment. 3
16. State any *six* objectives of storekeeping. 3
17. Explain any *three* types of Separations of worker from work place. 3
18. Explain any *three* steps involved in 'Online Shopping'. 3
19. Explain the *three* sources of collecting Administrative Revenue by government. 3
20. Explain any *three* aspects of Information Management. ^{OR} _{A₅} 3

Or

Explain any *three* stages involved in the process of Access Management.

Section D

21. Explain the following components of Promotion Mix of Entertainment

Organisation : 4

(a) Publicity 11

(b) Personal Selling 12

(c) Word of Mouth 13

(d) Advertisement. 14

22. As a tour operator, which are the points to be considered while planning a tour. (Explain any four) 4

23. Explain any four media of Advertisement. 4

Or

Explain any four principles considered for fixing price of a commodity.