

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

PRELIMINARY EXAMINATION DEC. 2025

**STD:XII (OM)
DATE:17/12/2025**

SUB: BUSINESS ADMINISTRATION

**MAX. MARKS:50
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 The type of employees who treat work as worship, who are workaholic and who have tendency to sacrifice are called _____. 1
 - Leisure culture.
 - Worth culture.
 - Time culture.
 - Work culture.
- 2 Type of storage in which independent small stores are attached to various departments is called _____. 1
 - Decentralised storage.
 - Centralised storage.
 - Multiple storage.
 - Common storage.
- 3 Temporary separation of a worker from work is called _____. 1
 - Demotion.
 - Transfer.
 - Promotion.
 - Layoff.
- 4 Mode of electronic payment in which the amount gets transferred from one financial body to another financial body without any involvement of middleman is called _____. 1
 - Debit card.
 - Electronic money.
 - Smart card.
 - Electronic fund transfer.
- 5 The process of compiling and organizing the data and information at one place. 1
- 6 Miss Pranshi is running a small hotel using older and less mechanized techniques. Name the type of economic sector involved. 1
- 7 What is public revenue? 1
- 8 What is sales promotion? 1

SECTION - B

- 9 State any four guiding principles of work culture. 2
- 10 State any four points which bring out the importance of employee training. 2
- 11 State any four advantages of tendering process. 2
- 12 What are the four basic qualities necessary for a personnel working in a travel agency? 2
- 13 Write any four objectives of public expenditure. 2

- 14 What are the two types of business risks? 2
- SECTION - C**
- 15 Explain any three external sources of recruitment. 3
- 16 State any three objectives of store keeping. 3
- 17 Explain any three principles promotion. 3
- 18 State any three advantages of E-trading. 3
- 19 Explain any three determinants of demand. 3
- 20 Explain the three stages of identity management. 3

OR

State and explain any six benefits of identity and 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. Posters.
2. Mural or outdoor advertising.
3. Hoardings.
4. Window dressing.
