

Vidya Vikas Mandal's
R. M. Salgaocar Higher Secondary School.
Margao-Goa

Std: XII (OM) FIRST-TERM EXAMINATION, OCT. 2023 Marks Alloted: 40
Date: 20/10/2023 SUB: BUSINESS ADMINISTRATION Duration: 2hrs.

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.

SECTION - A

1. Employees who channelize all efforts in the direction of aims and objectives to be achieved in life are called _____. 1
 - a) Work Culture.
 - b) Time Culture.
 - c) Leisure Culture.
 - d) Worth Culture.
2. A method of storage in which a single store is maintained for the whole organization is called _____. 1
 - a) Decentralised Storage.
 - b) Multiple Storage.
 - c) Centralised Storage.
 - d) Single Storage.
3. A temporary separation of a worker from work is called _____. 1
 - a) Discharge.
 - b) Quit.
 - c) Absenteeism.
 - d) Layoff.
4. The process of gathering and storing at one place, the information relating to the government and governing process is called _____. 1
 - a) Database Management.
 - b) Information Management.
 - c) Access Management.
 - d) Indicator Management.
5. The function of attracting competent, qualified and suitable person in the organization. 1
6. Name any two personal qualities of human resource manager. 1
7. What is identity management? 1
8. What is content management? 1

SECTION – B

- | | |
|---|---|
| 9. State any two features of work culture. | 2 |
| 10. Mention any four guiding principles of work culture. | 2 |
| 11. What are the four modern methods of recruitment? | 2 |
| 12. State two objectives of storekeeping. | 2 |
| 13. Why marketing is essential for entertainment services? (two points) | 2 |
| 14. Explain the following terms: | 2 |
| 1) Debit Card. | |
| 2) Smart Card. | |

SECTION - C

- | | |
|--|---|
| 15. Explain any three components of promotion mix. | 3 |
| 16. Explain the following terms: | 3 |
| 1) Promotion. | |
| 2) Training. | |
| 3) Resignation. | |
| 17. Explain the requirements of E-Payment. | 3 |
| 18. Explain any three aspects of information management. | 3 |
| OR | |
| Explain any three stages of access management . | |

SECTION -D

- | | |
|--|---|
| 19. State any four benefits of employee training. | 4 |
| 20. Explain the phases of E-Payment. | 4 |
| OR | |
| Explain any four characteristics of tendering process. | |
