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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 :**
- (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 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.
 - (iii) Attempt all the questions however internal choice is given for question numbers 20 and 23.
 - (iv) Figures to the right indicate marks allotted to each question.
 - (v) Write the number of each question clearly on the answer-book.

Section A

1. Employees who work on the principle of "more salary good work" are called
- 1
- Leisure culture
 - Worth culture
 - Work culture
 - Time culture

2. The type of storage in which a single store is maintained for the whole organization is called 1
- Centralized storage
 - De-centralized storage
 - Multiple storage
 - Departmental storage
3. One of the professional quality of human resource manager is 1
- Dedication
 - Active Listening
 - Self confidence
 - Negotiation skills
4. A very popular electronic payment method to transfer money from one bank account to another bank account is 1
- E-money
 - Debit Card
 - Electronic Fund Transfer
 - Credit Card
5. The process that involves authentication of identity of the user and giving access to the Government and public information available online. 1
6. Mr Prajwal is a tour operator who operates tours to other countries. What type of tour operator he is ? 1

7. State the *two* examples of direct tax. 1
8. What are physical hazards ? 1

Section B

9. Explain any *two* guiding principles of work culture. 2
10. Explain the following types of separation : 2
- (i) Layoff
- (ii) Discharge.
11. Explain any *two* advantages of Tendering process. 2
12. Which special services are provided by airlines while booking the tickets ? 2
13. State any *four* characteristics of taxation. 2
14. Explain the *two* objectives of advertising. 2

Section C

15. Explain any *three* modern methods of recruitment. 3
16. State any *six* functions of store-keeping. 3
17. Explain any *three* principles of promotion. 3
18. Explain *three* requirements of E-payment. 3
19. Explain any *three* principles of Public Expenditure. 3
20. Explain any *three* stages involved in identity management. 3

Or

Explain *three* essentials of Content Management.

Section D

21. Explain any *four* components of Promotion mix of entertainment organization. 4
22. Explain any *four* parameters to be considered while planning a tour. 4
23. Explain the following qualities of salesman : 4
- (i) Ambition
 - (ii) Politeness and good taste
 - (iii) Good health and knowledge of goods
 - (iv) Patience and tact.

Or

Explain the following media of Advertisement :

- (i) Radio advertising
- (ii) Cinema or film advertising
- (iii) Circular letters
- (iv) Magazines.