

MODEL QUESTION PAPER
BUSINESS ADMINISTRATION

STD. XII

TIME : 2 Hours.

MARKS: 50

Total Number of Questions:5

INSTRUCTIONS:

1. Answer each question on a fresh page.
2. Write the number of questions and sub-questions clearly.
3. All questions are compulsory.
4. Figures to the right indicate full marks.

Q.I.A. Choose the correct alternative and re-write the statement: (1)

The office employees who work for less time and are moving around here and there are called as _____.

- a) Work Ethics b) worth Ethics c) Leisure Ethics d) Time Ethics

B) State any two external sources of recruitment. (1)

C) State and explain any three features of Work Culture. (3)

D) State and explain the need for consultancy services in India. (5)

OR

State and explain any five reasons for marketing of entertainment services.

Q.2A. Choose the correct alternative and re-write the statement: (1)

A permanent separation of a worker from work is called _____.

- a) Layoff b) Resignation c) Discharge d) Retirement

B. State any two social qualities of human resource manager. (1)

C. State and explain three principles of promotion. (3)

D. State and explain the five factors to be considered by a tour operator while planning a tour. (5)

Q.3A. Give two examples of direct tax. (1)

B. Write the full form of HTTP. (1)

C. State and explain three requirements of electronic payment. (3)

D. State and explain five methods of sales promotion. (5)

OR

State and explain five personal qualities of a salesman.

Q.4A. Answer in a sentence: (1)

What is sales management?

B. State any four objectives of store keeping. (2)

C. Write a short note on Internet Cheques. (2)

D. State any two objectives of content management. (2)

E. State and explain any three stages in the process of Identity Management. (3)

Q.5.A. Give one difference between salesmanship and advertising. (1)

B) Write a short note on 'Access Management'. (2)

C) State any four functions of tour operator. (2)

D) State and explain any two determinants of demand. (2)

E) State and explain three principles of public expenditure. (3)