



2018 III 17

1000

Seat No. :

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Time : 2 Hours

**BUSINESS ADMINISTRATION
(New Pattern)**

Subject Code

V	2	1	7
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Total No. of Questions : 5

(Printed Pages : 3)

Maximum Marks : 50

INSTRUCTIONS: i) *All questions are **compulsory**. However internal choice is provided in Q. No. **1D** and Q. No. **3D**.*

ii) *Answer **each** question on a fresh page.*

iii) *Number **each** question and sub question clearly.*

iv) *Figure to the right indicate marks allotted to **each** questions.*

v) *'**A**' part of **each** question is objective type and '**B**' part of Q. No. **1**, Q. No. **2** and Q. No. **3** is answer in **one** sentence.*

vi) *'**2**' marks questions should be answered in **20** to **30** words.*

vii) *'**3**' marks questions should be answered in **50** to **60** words.*

viii) *'**5**' marks questions should be answered in **120** to **150** words.*

1. A) Choose the correct alternative given below : [1]

The employees who are passengers, who attend the office, sign in muster and take lunch and tea break sincerely are known as

- leisure ethics
- work ethics
- worth ethics
- time ethics

B) State any two modern methods of recruitment. [1]

C) Explain any three Professional Recruitment Agencies. [3]

D) What is entertainment marketing ? Explain four reasons behind entrainment marketing. [5]

OR

Explain any five reasons for need of consultancy services.



2. A) Choose the correct alternative given below : [1]
The permanent separations of a worker from work is called
- layoff
 - discharge
 - resignation
 - absenteeism
- B) State any two personal qualities of Human Resource Manager. [1]
C) State any three purposes of recruitment. [3]
D) As a Government Agency, how are railways promoting tourism ? Explain the main activities of railways in tourism. [5]
3. A) Choose the correct alternative given below : [1]
The revenue obtained by Government in the form of custom duty is
- direct tax
 - non tax revenue
 - tax revenue
 - indirect tax
- B) Write the full form of E.F.T. [1]
C) What is E-Trading ? State any two advantages of E-Trading. [3]
D) Explain any five personal qualities of salesman. [5]
- OR
- Explain any five principles of fixing price of a product.
4. A) Choose the correct alternative given below : [1]
The process of distributing goods from the producers to the ultimate users is called as
- sales policy
 - sales organisation
 - sales promotion
 - sales management
- B) State any two functions of store keeping. [2]
C) Write explanatory note on 'Smart Card'. [2]
D) State any two objects of Content Management. [2]
E) Explain any three stages in process of Access Management. [3]



5. A) Choose the correct alternative given below : [1]
- A form of advertisement which appeal through ears as well as eyes is
- newspaper
 - hoarding
 - radio
 - television
- B) Write an explanatory note on 'Information Management'. [2]
- C) State any four factors to be considered by travel agency. [2]
- D) State any four characteristics of taxation. [2]
- E) Explain any three principles of Public Expenditure. [3]
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