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**Time : 2 Hours****BUSINESS ADMINISTRATION****Subject Code**

V	2	1	7
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**Total No. of Questions : 5****(Printed Pages : 3)****Maximum Marks : 50**

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- INSTRUCTIONS :**
- (i) All questions are compulsory. However internal choice is provided in Q. No. 1(D) and Q. No. 3(D).
  - (ii) Answer each question on a fresh page.
  - (iii) Number each question and sub-question clearly.
  - (iv) Figures to the right indicate marks allotted to each question.
  - (v) 'A' part of each question is objective type '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

Employees who give importance to their duty, concentrate and channelize all efforts in their work are called .....

- Leisure ethic employees
- Worth ethic employees
- Work ethic employees
- Time ethic employees

- (B) Name the modern method of recruitment where advertisements are made to call potential suitable candidates directly for interview. 1
- (C) Explain any *three* external sources of Recruitment. 3
- (D) What is Entertainment Marketing ? Explain *four* reasons behind entertainment marketing. 5

*Or*

What is Storekeeping ? State *six* functions of storekeeping.

2. (A) Choose the *correct* alternative given below : 1  
 Failure of a worker to report for the duty, when he is scheduled to work :
- Promotion
  - Separation
  - Discharge
  - Absenteeism
- (B) State *two* professional qualities of Human Resource Manager. 1
- (C) Why Employee Training is important ? (*six* points) 3
- (D) Explain *five* important points that are considered by a Tour Operator while working on a tour programme. 5
3. (A) Choose the *correct* alternative given below : 1  
 One of the examples of Direct Tax is .....
- Goods and Services Tax
  - Sales Tax
  - Gift Tax
  - Customs Duty
- (B) State the full form of 'URL'. 1
- (C) Write explanatory notes on : 3
- (a) Debit Card
- (b) Electronic Funds Transfer (EFT).

- (D) Explain the following media of advertisements : 5
- (i) Newspaper advertisements
  - (ii) Cinema or film advertisements
  - (iii) Radio advertisements
  - (iv) Poster advertisements
  - (v) Mural or Outdoor advertisements.

*Or*

Explain *five* personal qualities of a salesman.

4. (A) What is advertising ? 1
- (B) State *two* objectives of storekeeping. 2
- (C) State *two* advantages of E-Trading. 2
- (D) State the *four* stages in the process of Identity Management. 2
- (E) State *three* objects of Content Management. 3
5. (A) State *two* functions of Sales Management. 1
- (B) Write an explanatory note on 'Information Management'. 2
- (C) Name the *four* types of activities in the informal sector of tourism. 2
- (D) State *two* characteristics of taxation. 2
- (E) Explain *three* canons of Public Expenditure. 3