

2025 II 24

0930

Seat No.

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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. The type of employees who have the tendency to sacrifice and help others are called ..... . 1
- Leisure Culture
  - Worth Culture
  - Work Culture
  - Time Culture

2. The in-charge of store is called as ..... . 1
- Store supervisor
  - Store keeper
  - Store officer
  - Store executive
3. One of the personal quality of human resource manager is ..... . 1
- Grievance Handling
  - Dedication
  - Competency
  - Crises management
4. The mode of payment in which amount get transferred from one financial body to another financial body without involvement of a middleman is called ..... . 1
- Smart Card
  - Debit Card
  - Electronic Fund Transfer
  - E-Money
5. The set of processes and infrastructure for the creation, maintenance and use of digital identities for the purpose of access to E-governance portal. 1
6. Mr. Kumar handles tours coming into the country from overseas. What type of tour operator he is ? 1
7. State *two* examples of Public Expenditure. 1
8. What is Sales promotion ? 1

### Section B

9. State any *two* features of Work Culture. 2
10. State any *four* benefits of Employee's Training. 2
11. Explain any *two* advantages of Tendering Process. 2
12. Write any *four* basic qualities of a personnel working in Travel Agency. 2
13. Explain any *two* determinants of Demand. 2
14. Explain the following terms : 2
  - (a) Physical Hazards
  - (b) Moral Hazards.

### Section C

15. Explain any *three* internal sources of Recruitment. 3
16. State any *six* objectives of storekeeping. 3
17. Explain any *three* types of Separations of worker from work place. 3
18. Explain any *three* steps involved in 'Online Shopping'. 3
19. Explain the *three* sources of collecting Administrative Revenue by government. 3
20. Explain any *three* aspects of Information Management. 3

*Or*

Explain any *three* stages involved in the process of Access Management.

### Section D

21. Explain the following components of Promotion Mix of Entertainment Organisation : 4
- (a) Publicity
  - (b) Personal Selling
  - (c) Word of Mouth
  - (d) Advertisement.
22. As a tour operator, which are the points to be considered while planning a tour. (Explain any *four*) 4
23. Explain any *four* media of Advertisement. 4

*Or*

Explain any *four* principles considered for fixing price of a commodity.