



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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