2019 I	II 14				1000	Sea	at No.				
Time : 2 Hours					BUSINESS ADMINISTRATION						
					Subject Code						
					<b>V</b> 2 1 7						
Total No. of Questions : 5				s : 5	(Printed Pages :	3)	Maxi	mum	Mar	rks	: 50
<b>INSTRUCTIONS</b> : (i)			( <i>i</i> )	All questions are compulsory. However internal choice is provided in Q. No. 1(D) and Q. No. 3(D).							
				(ii)	Answer each que	stion or	n a fres	h page	э.		
				(iii)	Number each que	estion a	nd sub-	questi	on c	lear	ly.
				( <i>iv</i> )	Figures to the right question.	ht indic	ate mar	ks allo	otted	to e	each
				(v)	'A' part of each q of Q. No. 1, Q. No sentence.	-	-			-	
				(vi)	<ul><li>2 marks question</li><li>30 words.</li></ul>	ns shou	ld be a	nswer	ed in	1 <b>2(</b>	) to
				(vii)	<ul><li>3 marks question</li><li>60 words.</li></ul>	ns shou	ld be a	nswer	ed in	1 <b>5(</b>	) to
				(viii)	5 marks question 150 words.	ıs shoul	d be ar	iswere	d in	120	) to
1. (	(A)	Choos	e the	correc	t alternative given	below	:				1
		-	v	U	we importance to their duty, concentrate and channelize r work are called						
		• Leisure etl			ic employees						
		• Worth ethic employees									
		• Work ethic employees									
		•	Time	ethic	employees						
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- (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.
- 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

3

- (C) Write explanatory notes on :
  - (a) Debit Card
  - (b) Electronic Funds Transfer (EFT).

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(D) Explain the following media of advertisements :

- (i) Newspaper advertisements
- (ii) Cinema or film advertisements
- (iii) Radio advertisements
- (*iv*) Poster advertisements
- (v) Mural or Outdoor advertisements.

## Or

 $\mathbf{5}$ 

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 <i>four</i> 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 <i>four</i> 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

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