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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

- 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 alternatives given below : (1)

The types of employees are never considered for promotions and their seniors assume them useless in the work are called

* Leisure Culture

* Time Ethics

*Worth Ethics

* Work Ethics

B) State any two examples of external sources of recruitment. (1)

C) Explain three features of work culture. (3)

D) What are professional services ? Explain four needs for marketing in Professional services.

OR

What is Entertainment marketing? Explain four reasons behind entertainment marketing. (5)

2. A) Choose the correct alternatives given below : (1)

A temporary separation of a worker from work is called -----

*Discharge

*Retirement

*Absenteeism

*Layoff

B) State any two professional qualities of Human Resource Management. (1)

C) Explain any three principles of promotion. (3)

D) What are the plans of Railways to develop Tourism ? Explain the main activities of Railways. (5)

3. A) Choose the correct alternatives given below : (1)

A tax which is legally imposed on one person but the money burden of the tax is shifted to other person is called -----

*Wealth Tax

*Corporate Tax

*Gift Tax

*Indirect Tax.

B) Write a full form of HTTP. (1)

C) Explain three phases in E-Payment. (3)

D) Explain five means or methods of sales promotion.

OR

Explain any five personal qualities of salesman. (5)

4. A) what is sales management? (1)

B) Explain two functions of storekeeping. (2)

C) Write a note on credit card. (2)

D) State any two essentials of content management. (2)

E) Explain the stages in the process of Identity management. (3)

5.A) State any two functions of sales management. (1)

B) Write a note on content management. (2)

C) State any four points to be kept in mind while booking a flight ticket. (2)

D) Write a note on Law of Demand. (2)

E) Explain any three determinants of supply. (3)