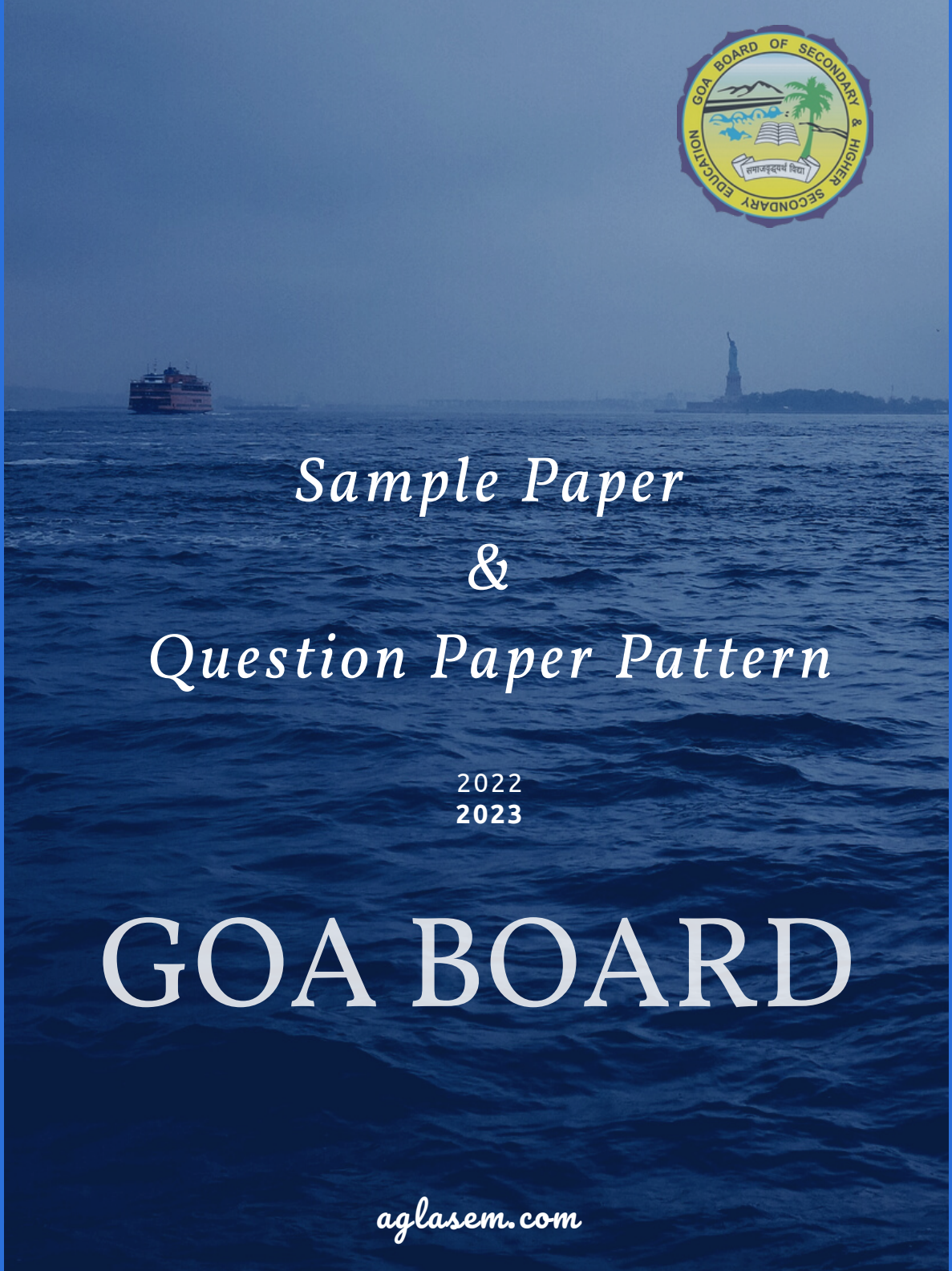


Sample Paper
&
Question Paper Pattern

2022
2023

GOA BOARD

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BUSINESS ADMINISTRATION (Vocational): 2022-23
Syllabus to be followed for the Academic Year 2022-23

Business Administration First Term 20 marks (Theory) STD- XII

Unit	Name of the Units (Topic)	Sub Topic	Marks Alloted
Topic I	***Work culture and OfficeEmployees***	**A** Introduction **B** Different types of person working in an office **C** Fatures of work Culture **D** Office work culture and changing and nature of office work, **E Sources of Recruitmen**t, I Internal sources II External sources III Modern methods of recruitment.	5 Marks
Topic II	***Management of business services.***	**Types of services**--- introduction. **1 Professional Services** -- need for marketing professional services, service products, pricing , place of distribution. **2 Store Keeping** -- meaning, types, objectives of store keeping functions of store keeper and working of stores. **3 Consultancy services** --- Meaning and need **4 Entertainment service**s -- meaning, reasons behind entertainment marketing formulation of marketing mix and promotion mix.	5marks
Topic III	Human Resource Management	a Qualities of HRM-- Personal, Social and Professional b principles of promotion, c Employee training, d Importance of Training, e benefits of employee Training f Separation --- types of separation g Basis of promotion, , h selection of employee, steps in scientific Selection procedure,	5 marks
Topic IV	**E-commerce**	A) **Phases of E - payment** **B) Requirements of E -payment** **C)Modes of Electronic payment**s--- 1)Credit Card 2) Debit card 3) Smart card 4) E- money, 5) Electronic Fund Transfer D) **Meaning of Internet Cheques.** E) **Web page** --- Definition of Web Page & importance and features F) **Procedure of Online shopping**. G)**E - Trading ----** Meaning advantages & disadvantages of Electronic Trading.	5marks
			20 marks

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Business Administration Second Term 20 marks (Theory) STD- XII

Unit	Name of the Units (Topic)	Sub Topic	Marks Alloted
Unit V	E Governance	a Meaning & Stages of Information Management. b Meaning & Stages of Identity & Access Management c Meaning--Objects & Essentials of Content Management. d Stages of E - Governance e Strategies of E-Governance.	5 marks
Unit VI	Management of Hospitality Service	A Services in Tourism-Types of economic sectors—Formal & Informal. B Difference between Formal & Informal Sector with reference to two principles 1. Free Entry 2.Mode of Production 3.Capital. C Types of activities in the informal sector of Tourism. D Meaning of Souvnier Sellers in open air stalls. E Travel Agency - 5.a Meaning of Travel Agency 5.b Qualities of the personnel working in the Travel Agency.. 5.c Factors of Travel Agency. 5.d Operations of Travel Agency----1. Ticketing 2. Booking 3. * Cancelaltion 4.. Special Services. 5 International Ticketing. F Meaning of Tour Operator.,Definition of Tour operator, classification of Tour operator, G Planning a Tour, H Sources of information, I Government Agencies, J Department of Tourism, K India Tourism Development Corporation, L State Tourism Department, M Air India, N Railway ___ its activities	5 Marks
Unit VII	***Managerial Economics.***	a Introduction and Definition of Public Finance, b Classification or Sources of Public Revenue-- Tax Revenue and Non-tax revenue), c Definition and Meaning of Public Expenditure d Objective of public expenditure e Canons or principles of public Expenditure f Classification or types of public expenditure	5 Marks

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		g Meaning of Demand, Determinants of demand and The law of demand h meaning of supply, determinants of i Supply,and the law of supply.	
Unit VIII	***Sales Management***	**A Meaning of Sales Management,** **B Functions of Sales Management** **1 Sales policy, Planning and Organisation** **2 Price fixing - Means / Components of Price fixing** **3 Avoidance of Business risk -- types of Hazards** **4 Advertisment and sales Promotion** a Meaning of Advertising b Distinguish between Advertising & Salesmanship c Distinguish between Advertising & Publicity, d Objectives of Advertising, e Media of Advertisement, f Meaning of Sales Promotion, g Components of sales Promotion h Personal Qualities of Salesmen	5 Marks
			20 Marks

SCHEME OF EXAMINATION FOR THEORY PAPER

I TERM BOARD EXAM ***(All MCQ Questions)***…… 20Marks

II TERM BOARD EXAM ***(Subjective Paper) - No MCQ Questions to be asked***..…..20Marks

INTERNAL TEST MARKS (Average) ……...……. 10Marks

(1^{st} Internal test + 2^{nd} Internal Test + Innovative Test/6 = 20+20+20/6)

TOTAL …… 50Marks

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Business Administration (First Term Practicals) STD- XII (50 marks) 2022-23
Practical's are to be conducted as per Continuous and Comprehensive Evaluation (CCE)

Unit	Name of the Units (Topic)	Sub Topic	**Marks Alloted**
Topic I	**Work culture and OfficeEmployees**	During OJT Choose any five personnel's and study their nature of work and write report on their Duties and Responsibilities The following are the Personnels **1 Head of any Department or Head Clerk** **2 Accountant** **3 Cashier** **4 LowerDivision Clerk / UpperDivision Clerk** **5 Peon/Attendent** **(2 marks for each Topic)**	**10 Marks**
Topic II	**Management of business services.**	**Filling of forms** **1 Stock Register** **2 Loan application form (Personal /Educational Loan)** **(5 marks for each)**	**10 marks**
Topic III	Human Resource Management	Step or practical procedure to be followed for the recruitment of new staff in an educational institution for eg. Schools, Higher secondary schools **1 Letter asking NOC from Department (3 Marks)** **2 Preparation of an Vdvertisment for Different Posts (4 Marks)** **3 Drafting Letter of Appoinment (3 Marks)**	**10 marks**
Topic IV	**E-commerce**	Filling of forms **1 Filling of forms for Debit card (3 Marks)** **2 Filling forms for E.F.T. (3 Marks)** **3** Filling forms for payment of telephone/Eletricity / water bill through ECS **(4 Marks)** r	**10marks**
			40 marks
		5 Marks for Files and 5 Marks for VIVA	**10 Marks**
		First Term Practical Marks	**50 Marks**

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Business Administration (Second Term Practicals) STD- XII (50 marks) 2022-23
Practical's are to be conducted as per Continuous and Comprehensive Evaluation (CCE)

Unit	Name of the Units (Topic)	Sub Topic	**Marks Alloted**
Topic V	E - Governance	**Take a print of following Forms from web site and fill** **A Application for issue of Learner' s licence** **B Application for issue of Residence Certificate** **C Application for issue of Birth Certificate** **D Application for Kanya Dhan for S.C.** **E Application for meritorious scholorship S.C. and OBC Students** (4 marks each topics)	**20 Marks**
Topic VI	**Management of Hospitality services.**	**A Dummy conversation between travel agent and Traveller** **B Filling of railway tickects forms and cancellation of Tickets (5 marks for each)**	**10 marks**
Topic VII	**Sales Management**	**A Prepare for an advertisment of (a)product (b)Redio Jinges** **B Prepare Sample packing for a Product** **C Prepare circulars / posters for newly introduced product** **Choose any two topics for Practicles} 5 marks for each topic**	**10marks**
			40 marks
		5 Marks for Files and 5 Marks for VIVA	**10 Marks**
		Second Term Practical Marks	**50 Marks**

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Blue Print First Term Model Paper 2022- 23

Duration 1 hr **Maximum Marks :- 20**

Subject :- Business Administration

Unit	Objective	Knowledge	Understanding	Application	Total
	Content Area	VSA(MCQ)	VSA(MCQ)	VSA(MCQ)	
1	Work Culture and office employees	2(1)	2(1)	1(1)	5
2	Management of Business Services	2(1)	2(1)	1(1)	5
3	Human Resource Management	_____	4(1)	1(1)	5
4	E - commerce	3(1)	1(1)	1(1)	5
		7 Marks 35%	9 Marks 45%	4 Marks 20%	20 Marks

Note

1 Figures inside the bracket indicate marks and figures outside bracket indicate Question Number

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MODEL QUESTION PAPER 2022-23
I TERM EAMINATION

BUSINESS ADMINISTRATION
STD: XII Duration: 1 hr

Total Questions: 20 Printed Pages: Marks Allotted: 20

INSTRUCTIONS:
I) All questions are compulsory
II) There are 20 MCQ questions in the paper
III) Figures to the right indicate marks allotted to each question
IV) Write the number of each question clearly on the answer book

---

Q 1 Employees who work on the principles of "more salary good work" are called _____ 1

A Leisure culture
B Worth culture
C Work culture
D Time culture

Q2 Modern method of recruitment is apply to make recruitment at much senior level of organisation. 1

A Recruitment through professional institution
B Walk in
C C Recruitment through computer
D) Consulted in source of selection

Q3 The employees who are retired or terminated can be called as - _____ 1

A Casual labour
B Temporary labour
C Office executives
D) Ex- employees

Q4 Nature of rutine office work will be replaced by computerization and computer is commanding position in the office. Which one of the following guiding principles of work culture highlited in this statement? 1

A Office services must be prompt
B Office services should be with smiling face
C Office work service must be correct and accurate
D Office services should be provide customer satisfaction

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Q5 The process of searching for prospective employees and stimulating them to apply in organisation is called as_____ 1

A Selection
B Recruitment
C Training
D Induction

Q6 An expert of the related field or discipline or group of expertise identify and investigate the problems and on the basis of their expertise is known as _____ 1

A)Consultancyl Services
B) Entertainment Services
C) Professional services
D) Personal services

Q7 The tact, ability, skill of sales personnel play incremental role. Which one of the following components of entertainment organisation Hilighted this statement? 1

A Advertisement
B Publicity
C Sales promotion
D) Personal selling

Q8 Checking and inspection of incoming materials and stores in storekeeping is made by_____ 1

A Accounting Section
B Storage section
C Receiving Section
D Issue section

Q9 A building provided for preserving materials , stores and finished goods is Known as _____ 1

A Organisation
B Store house
C)Factory
D) Department

Q10 The main products of professional services are _____ 1

A Medical services
B Technical services
C Legal services
D All of the above

Q11 Crisis management, emotional security, entrepreneurship qualities

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necessary for human resource manager are examples of _____ qualities.

A) Professional

B) Personal.

C) Extraordinery

D) Social.

Q12 The ratio of internal promotions to external recruitment must be the same at various levels in all the department otherwise morale of employees will be sriously impaired. Which principle of promotion refers to this statement? 1

A Consistency
B Fair and impartial
C Uniformity
D Planned activity

Q13 Layoff, discharge, termination, retirement, and resignation are types of _____. 1

A)Promotion.

B)Separation

C)Demotion

D)Induction

Q14 The step in scientific selection procedure which gives the qualities and qualification require for completing the job is _____ 1

A Job analysis
B Human resource plan
C Receiving application form
D Primary interview

Q15 Availing, developing, and utilizing human resource in an efficient manner is the objective of _____. 1

A)Manpower handling.

B) Manpower development.

C) Manpower utilization

D) Manpower Planning

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Q16 An entity In E - payment system who makes a payment is called _____ 1

A Acquirer
B Payee
C Payer
D Issuer

Q17 Mr Swet Jogle transfered his money from one bank account to another bank account using computer. Which one of the following mode electronic payment he applied? 1

A E- Money
B Eletronic Fund Transfer
C Credit card
D Smart card

Q18 HTML, HTTP and URL are the main components of _____ 1

A Web page
B Microsoft Excel
C Microsoft word
D Power point

Q19 The step of Online shopping in which document is presented to you with the total value of order after you have selected the products you wish to purchase is known as_____ 1

A Credit card details
B Email receipt and installation code
C Product delivery
D Confirmation

Q20 A method of trading securities, foreign exchange or financial derivatives electronically is _____ 1

A E- Commerce
B E - Payment
C E - Trading
D E - Business

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ANSWER KEY OF FIRST TERM MODEL PAPER 2022 - 23

Std XII Business Administration Duration:- 1 hr Max. Marks - 20

1 Worth Culture
2 Recruitment through Prpfessional Institution
3 Ex- employees
4 Office work service must be correct and accurate
5 Recruitment
6 Consultancy Services
7 Personal selling
8 Receiving Section
9 Store house
10 All of the above
11 Professional
12 Uniformity
13 Separation
14 Job analysis
15 Manpower Planning
16 Payer
17 Eletronic Fund Transfer
18 Web page
19 Confirmation
20 E - Trading

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Blue Print Second Term Model Paper 2022- 23

Duration 1 hr **Maximum Marks :- 20**

Subject :- Business Administration

Unit	Objective	Knowledge			Understanding			Application			Total
	Content Area	VSA	SAI	SAII	VSA	SAI	SAII	VAS	SAI	SAII	
1	E - Governance	1(1)	1(2)			1(2)					5
2	Management of Hospilatility Services		1(2)			1(2)		1(1)			5
3	Business Economicst	2(1)					1(3)				5
4	Sales Management					1(2)				1(3) *1(3)	5
		7 Marks 35%			9 Marks 45%			4 Marks 20%			20 Marks

Note

1 Figures inside the bracket indicate marks and figures outside bracket indicate Question Number

2 Optional question indicate star **"*"**

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MODEL QUESTION PAPER
II TERM EXAMINATION
BUSINESS ADMINISTRATION 2022-23

STD: XII Duration: 1 hr

Total Questions: 12 Printed Pages: Marks Allotted: 20

Instructions:-

I There are three sections in this question paper (A,B & C)
II In Section A there are four questions of which, question no. 1 & 2 are to be answered in a word, phrase or figure and question no. 3 & 4 is to be answered in one sentence each
III Figures to the right indicate marks allotted to each question
IV Write the number of each question clearly on the answer book
V Answer all question from Section A and Section B
VI Answer any two questions from Section C

Q1 Mr. Rohan is running small hotel at beach side using old and less mechanised techniques. Name the type of sector that is highlighted in this statement. 1

Q2 Name the stage of E - Governance which allows two way interaction of citizens and Government. 1

Q3 What is Public Finance? 1

Q4 Write any two examples of Direct tax. 1

Section B

Q5 Explain any two aspects of information Management. 2

Q6 Write any four strategies for E - governance in India. 2

Q7 Which are the parameters to be considered while planing a tour (any four) 2

Q8 Explain any two tourism promotion activities of railways 2

Q9 Explain the following Business Risks 2

I Physical Hazards
II Moral Hazards

Section C

Q10 Explain any three Determinants of Demand. 3

Q11 Explain any three components of price fixing. 3

Q12 Explain any three Media of advertisement. 3

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ANSWER KEY OF SECOND TERM MODEL PAPER 2022 - 23

Std XII Business Administration Duration:- 1 hr Max. Marks - 20

1 Informal sector

2 Transactional presence

3 Public finance is the study of income and expenditure of public authorities.

4 Personal income tax, corporate tax. Wealth tax, gift tax (any two)

5 Aspects of information management

1 Database management
2 Indicator Management
3 Knowledge Management
(Explain any two)

6 Strategies of E - governance in India

1 To build technical infrastructure/ framework across in India
2 To build institutional capacity
3 To build legal infrastructure
4 To build judicial infrastructure
5 To make all information avaliable online
6 To popularise E- governance
7 Centre - State partnership
8 To set standards
(State any four fponts)

7 Parameter considered while planning a tour

1 Interest
2 Time of visit
3 Duration
4 Place
5 Budget
(considered any four)

8 Tourism promotiom activites of Railways

1 Palace - on - wheels
2 Circular Tours
3 Week - end - Tour
(consider any two with explanation)

9 Business risk

1 Physical Hazards:- When potential loss arises from the location exposure, occupancy, structure of any other factors that is specifically releted to material side , it is known as Physical Hazards.

2 Moral Hazards:- Risk arising from possible damages by people through dishonesty, carelessness, insanity sabotage and the like are known as Moral Hazards

10 Determinants of Demand.

1 Price of commodity
2 Income of consumer
3 Prices related goods
4 Testes and preferences

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5 Advertisments
(consider any Three points with explanation)

11 Componants of Price Fixing
1 Cost of goods
2 Charges made by rival producers
3 Nathure and condition of demand
4 Quality and service
(Considered any three pointswith explanation)

12 Media of Advertisment
1 Newspapers
2 Magazines, periodicals and journals
3 Circular Letters
4 Cinema or film advertisment
5 Redio advertisment
6 Television Advertisment
(Considered any three points with explanation)

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