Roll Number				Code Number	A

INDIAN SCHOOL MUSCAT
FIRST TERM EXAMINATION

BUSINESS ADMINISTRATION

CLASS: XI **Sub. Code: 833** **Time Allotted: 3 Hrs**

16.09.2018 **Max. Marks:60**

General Instructions:
1. All questions are compulsory.
2. There are total 24 questions in all.
3. Marks for each question are indicated against it.
4. Questions 1 to 5 are very short answer questions of 1 mark each.
5. Questions 6 to 9 are short answer questions of 3 marks each.
7. Questions 10 to 13 are short answer questions of 4 marks each.
8. Questions 14 to 16 are long answer questions of 5 marks each.
9. Questions 17 and 18 are long answer questions of 6 marks each.
9. Answer should be brief and to the point.

1.	What do you mean by Business operations?	1
2.	What do you understand by Operations Management?	1
3.	Define a Product in a broader business perspective.	1
4.	How do you define a Service?	1
5.	Define Organisation.	1
6.	Mention the three Management imperatives of business operations that are aimed at maximizing the value of business assets.	3
7.	Draw a diagram showing all the macro environmental forces that affect the business.	3
8.	Explain any three essential characteristics of services.	3
9.	Mention any three advantages of Line/Scalar organization.	3
10.	Briefly explain the four demographic trends that affect markets.	4
11.	Briefly describe any four macro environmental forces of business.	4

12. The macro environment of a business comprises 6 different forces which may be coined as` DEPEST'. Expand ` DEPEST' with the help of a diagram and explain how technology can drastically impact a business entity.   4

13. Differentiate between a product and a service.   4

14. Briefly mention crucial factors decisive for securing the income and value of the business.   5

15. Draw a diagram showing the classification of products based on the characteristics. Also explain any two from the list.   5

16. Briefly explain any five characteristics of organization.   5

17. Briefly explain 4 types of consumers and the relevant marketing strategy suitable to each type.   6

18. What are the advantages of functional organisation.   6.

End of the Question Paper