Roll Number				Code Number	**B**

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	Define a Product.	1
2	What do you understand by Operations Management?	1
3	What do you understand by business operations?	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	Mention any three advantages of scalar/Line organization.	3
9	Explain any three essential characteristics of services.	3
10	Briefly describe any four macro environmental forces of business.	4
11	Explain the four demographic trends that affect markets.	4

12	Differentiate between a product and a service	4
13	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
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 its characteristics. Also explain any two from the list.	5
16	Briefly explain any five characteristics of organization.	5
17	What are the advantages of functional organization.	6
18	Briefly explain 4 types of consumers and the relevant marketing strategy suitable to each type.	6

End of the Question Paper