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## 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.

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

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| 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. | What are the advantages of functional organisation.   | 6  |
| 18. | Briefly explain 4 types of consumers and the relevant marketing strategy suitable to each type.   | 6. |

**End of the Question Paper**