

Roll Number

A



INDIAN SCHOOL MUSCAT SECOND PERIODIC ASSESSMENT

BUSINESS ADMINISTRATION

CLASS: XI

Sub. Code: 833

Time Allotted: 50 Minutes

08.01.2020

Max. Marks: 20

General Instructions:

- All questions are compulsory.
- There are total 08 questions in all.
- Marks for each question are indicated against it.
- Answers should be to the point.

1. _____ is one of the sub-areas of marketing management which involves the process of collecting market information through market survey 1
2. Contests, gift vouchers etc. falls under _____ mix in marketing. 1
3. _____ is an important role of IT which enable companies to track sales data and productivity levels to know the profitability of the business. 1
4. _____ is a part of decision taken by finance manager which determines the proportion of equity and debt. 1
5. "Production is the process of converting the raw materials into finished goods". On the basis of this statement describe the different methods of production. 3
6. Discuss the three levels of management, which is otherwise known as management hierarchy. 3
7. Rahul is appointed as a Human Resource manager in one of a multinational company. Elaborate the functions he need to perform as a human resource manager. 5
8. "Management is to forecast and plan, to organize, to coordinate and to control." This definition was given by Henry Fayol by which he drew certain functions of management. 5
Describe those functions.

End of the Question Paper