

NOV - 51211/II

**Management
Paper II**

Time Allowed : 75 Minutes] **[Maximum Marks : 100**

Note : This paper contains **Fifty (50)** multiple choice questions, each question carrying **Two (2)** marks. *All* questions are compulsory.

1. In which market category is resource mobility assumed ? (A) Monopoly. (B) Oligopoly. (C) Perfect competition. (D) Monopolistic competition. 2. Which of the following is not a fixed cost ? (A) Payment of interest on borrowed capital. (B) Charges for fuel and electricity. (C) Depreciation charges. (D) Contractual rent for equipment.	3. New Economic Policy 1991 <i>does not</i> cover : (A) Liberalisation measures (B) Macroeconomic reforms (C) Structural adjustments (D) Agricultural reforms 4. If the demand for petrol remains almost same even after increase in petrol prices, it means petrol has : (A) Highly elastic demand (B) Unitary elastic demand (C) Relatively inelastic demand (D) Infinitely inelastic demand
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5. Cost functions are derived functions.

They are derived from :

- (A) Demand functions
- (B) Supply functions
- (C) Production functions
- (D) Isoquant functions

6. Neo-Classical theory focusses

attention on :

- (A) Employees
- (B) Management
- (C) Welfare of employees
- (D) Bargainable employees

7. The first stage of conflict resolution is to :

- (A) Analyse the problem
- (B) Choose a solution
- (C) Think through possible solutions
- (D) Define the problem

8. Autocratic leadership :

- (A) requires task completion
- (B) works with consensus of all
- (C) does *not* accept views and suggestions of all
- (D) demands obedience from authorities

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9. Mayo's studies at the Hawthorne plant made valuable contributions about :

- (A) Formal Organisation
- (B) Formal Work Group
- (C) Informal Organisation
- (D) Formal Communication

10. One of the main purposes of horizontal communication is :

- (A) Problem-Solving
- (B) Morale booster
- (C) Give feedback to the top
- (D) Provide job instructions and information

11. Trade Union *cannot* represent legally if it is :

- (A) not registered
- (B) not recognised
- (C) led by political leader
- (D) working for multiple industries

12. The doctrine of Management By Objectives is introduced by :

- (A) Peter Drucker
- (B) Elton Mayo
- (C) Henri Fayol
- (D) D. McGregor

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13. Fair wage is defined as :

- (A) Monthly wage paid with Dearness Allowance
- (B) Wage that is lower than living wage but more than minimum wage
- (C) Wages paid with incentive
- (D) Fair wage includes all allowances

14. Self-assessment is a part of :

- (A) Interview followed by written test
- (B) Competency mapping
- (C) Induction
- (D) Performance Appraisal System

15. Labour Turnover is :

- (A) The rate of change in the working staff of a concern during a definite period
- (B) Number of Employees joining the organization
- (C) Number of Employees promoted during a year
- (D) Number of Employees transferred to other departments

16. Which of the following is a non-DCF technique :

- (A) NPV
- (B) IRR
- (C) ARR
- (D) PI

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17. The market price per share of the firm having equity capital of Rs. 1,00,000 (face value of Rs. 50 per share); profit after taxes of Rs. 12,000 and P/E ratio of 5 will be :

- (A) Rs. 30
- (B) Rs. 250
- (C) Rs. 60
- (D) Rs. 20

18. The degree of operating leverage is a measure of :

- (A) Financial risk
- (B) Business risk
- (C) Country risk
- (D) Systematic risk

19. Poison pill is used in :

- (A) Hostile takeover
- (B) Merger
- (C) Amalgamation
- (D) Restructuring

20. A bond can be issued at a premium, if :

- (A) Coupon rate > required returns
- (B) Coupon rate < required returns
- (C) Coupon rate = required returns
- (D) Face value > Rs. 100

21. The DAGMAR Approach helps to :

- (A) Decide on Product Features
- (B) Prepare Promotion Budget
- (C) Create Marketing Messages
- (D) Measure Advertising Effectiveness

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22. The is the central instrument for directing and coordinating the marketing effort.

- (A) Tactical marketing plan
- (B) Mission statement
- (C) Growth matrix
- (D) Strategic marketing plan

23. Which of the following is *not* a characteristic of marketing audit ?

- (A) Concise
- (B) Comprehensive
- (C) Independent
- (D) Periodic

24. Post purchase cognitive dissonance refers to :

- (A) Gap between expectations and performance
- (B) Performance exceeding expectations
- (C) Positive word of mouth
- (D) Repeat purchase behaviour

25. Pricing objectives include all *except* :

- (A) Target Return
- (B) Temporary Discounts
- (C) Unit Sales Growth
- (D) Meeting Competition

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26. Decision theory helps management in :

- (A) Analysing a problem
- (B) Deciding sequence of activities
- (C) Selecting the most cost effective alternative
- (D) Postpone administrative action

27. Sensitivity analysis is the technique used for :

- (A) Judging the attitude of people
- (B) Estimating total variation in a factor if one or more variables are changed
- (C) Graphically monitor a trend
- (D) Accuracy of a process of production

28. Work measurement techniques are used for :

- (A) Determining work content in a job
- (B) Deciding efficiency of operation
- (C) Calculating cost of production
- (D) Deciding shop layout

29. Which is the most inaccurate method of forecasting ?

- (A) Delphi method
- (B) Market research
- (C) Exponential smoothing
- (D) Time series

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30. Most important characteristic of a good layout of facility is :

- (A) Visually attractive
- (B) Smooth flow of work
- (C) Spaciousness
- (D) Good ventilation

31. Which of the following is the *correct* sequence of information system evolution ?

- (A) EDP—DSS—EIS—MIS
- (B) EDP—EIS—MIS—DSS
- (C) EDP—MIS—DSS—EIS
- (D) DSS—EIS—EDP—MIS

32. Which of the following distribution can be used as an approximation to Binomial probability distribution under certain conditions :

- (A) Normal Distribution
- (B) Exponential Distribution
- (C) Chi-square Distribution
- (D) *t*-Distribution

33. By using ogives we can graphically find :

- (A) Mean
- (B) Mode
- (C) Median
- (D) Standard Deviation

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34. Factor analysis is used for :

- (A) Data reduction
- (B) Data expansion
- (C) Data generalisation
- (D) Data specification

35. Which one is a parametric test ?

- (A) Chi-square test
- (B) Mann-Whitney test
- (C) *t*-test
- (D) Sign test

36. Rivalry among the competing firms in an industry will *not* increase when :

- (A) Industry growth rate is slow
- (B) Product differences are low
- (C) Exit barriers are high
- (D) Switching costs are low

37. According to Ansoff, firms operate on the two dimensions of :

- (A) New Products and New Function
- (B) Vision and Mission
- (C) Backward and Forward Integration
- (D) Vertical and Horizontal Integration

38. When the products tend to become more like commodities and the industry is dominated by a few large firms, each of which struggles to differentiate its products from the competitors', it is considered to be :

- (A) Fragmented Industry
- (B) Segmented Industry
- (C) Consolidated Industry
- (D) Evolving Industry

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39. The 'Generic Competitive Strategies' for outperforming other corporates in a particular industry has been proposed by :

- (A) Ansoff
- (B) C.K. Prahlad
- (C) David McLelland
- (D) Michael Porter

40. Which of the following is the highest decision-making authority in the WTO ?

- (A) General Council
- (B) Ministerial Conference
- (C) DG Secretariat
- (D) The Council (Trade in Goods, Trade in Services and IPRs)

41. is a critical attribute of an entrepreneur.

- (A) Management Skills
- (B) Awareness of Environment
- (C) Confidence
- (D) Risk-bearing Ability

42. The two broad business categories of small and medium enterprises are :

- (A) Manufacturing and Service
- (B) Manufacturing and Processing
- (C) Manufacturing and Marketing
- (D) Processing and Consulting

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43. Which of the following is *not* the cause of sickness of an enterprise ?

- (A) Lack of adequate capital
- (B) Lack of demand for the products
- (C) Lack of raw material
- (D) Government Support and Concessions

44. According to Peter Drucker, which of the following is the basic tool for an entrepreneur ?

- (A) Searching for change
- (B) Innovation
- (C) Providing something of value
- (D) Exploiting opportunities

45. is the nodal agency set up by Government of India for the development of small scale sector.

- (A) NSIC
- (B) SIDO
- (C) DIC
- (D) SIDBI

46. The Kumar Mangalam Birla Committee was set up by :

- (A) Government of India
- (B) Reserve Bank of India
- (C) Planning Commission
- (D) SEBI

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47. The Clause 49 of the Listing Agreement is *not* applicable to :

- (A) All Listed entities having paid up capital of Rs. 3 Crores and above
- (B) Having Net worth of Rs. 25 Crores or more at any time
- (C) All Listed entities having paid up capital of Rs. 5 Crores and above and having Net worth of over Rs. 50 Crores
- (D) All Listed entities having paid up capital of Rs. 3 Crores and Net worth of Rs. 25 Crores or more any time

48. Abiding by Laws of the land and paying due taxes is part of CSR towards :

- (A) Creditors
- (B) Government
- (C) Employees
- (D) Consumers

49. The view that management's only social responsibility is to maximise profits is referred in :

- (A) The classical view
- (B) The socioeconomic view
- (C) The chapters view
- (D) The prudent view

50. A formal statement of an organisation's primary values and the ethical rules it expects its employees to follow is called as :

- (A) Code of values
- (B) Code of ethics
- (C) Code of clarity
- (D) Code of basics

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Test Booklet No.

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Seat No.

(In figures as in Admit Card)

Seat No. (In words)

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Answer Sheet No.

MANAGEMENT
Paper II
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Time Allowed : 75 Minutes]

[Maximum Marks : 100

Number of Pages in this Booklet : 16

Instructions for Candidates	परीक्षार्थीसाठी सूचना
1. Write your Seat Number in the space provided on the top of this page. Write your Answer Sheet No. in the space provided for Answer Sheet No. on the top of this page. 2. Write and darken Test Booklet No. on OMR Answer Sheet. 3. This paper consists of Fifty (50) multiple choice type of questions. 4. Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the responses as indicated below on the correct response against each item. Example : (A) (B) (C) (D) Where (C) is the correct response. 5. Your responses to the items for this paper are to be indicated on the Answer Sheet only. Responses like (x) (□) (/) and light shaded responses will not be considered/evaluated. 6. Read instructions given inside carefully. 7. One Sheet is attached at the end of the booklet for rough work. 8. You should return the test booklet and answer sheet both to the invigilator at the end of the paper and should not carry any paper with you outside the examination hall. 9. Answers marked on the body of the question paper will not be evaluated.	1. या पानावरील वरच्या कोपऱ्यात आपला आसन क्रमांक तसेच आपणास दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा. 2. प्रश्नपत्रिका क्रमांक OMR उत्तरपत्रिकेवर दिलेल्या रकान्यात लिहून त्याप्रमाणे काळा करावा. 3. या प्रश्नपत्रिकेत पन्नास बहुनिवड प्रश्न आहेत. 4. प्रत्येक प्रश्नासाठी (A), (B), (C) आणि (D) अशी चार विकल्प उत्तरे दिली आहेत. त्यातील योग्य उत्तराचा रकाना खाली दर्शविल्याप्रमाणे ठळकपणे काळा करावा. उदा. (A) (B) (C) (D) जर (C) हे योग्य उत्तर असेल तर. 5. या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे उत्तरपत्रिकेमध्येच द्यावीत. उत्तराच्या रकान्यामध्ये (x) (□) (/) व अस्पष्टपणे काळे केलेले उत्तर ग्राह्य धरले जाणार नाही. 6. आत दिलेल्या सूचना काळजीपूर्वक वाचाव्यात. 7. कच्च्या कामासाठी प्रश्नपत्रिकेच्या शेवटी कोरे पान जोडले आहे. 8. या पेपरची परीक्षा संपल्यानंतर प्रश्नपत्रिका व उत्तरपत्रिका दोन्ही पर्यवेक्षकांना परत करावी. यातील कोणताही कागद तुमच्या बरोबर परीक्षा केंद्राबाहेर नेण्यास सक्त मनाई आहे. 9. प्रश्नपत्रिकेवर दर्शविलेली उत्तरे तपासली जाणार नाहीत.