

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. During the 3rd stage of Law of Variable Proportions : (A) MP is negative (B) AP is negative (C) AP is rising (D) TP is constant 2. A firm is a price takes under : (A) Monopoly (B) Duopoly (C) Monopolistic competition (D) Perfect competition 3. Which of the following is <i>not</i> one of the six sectors considered by CSO while computing National Income ? (A) Primary Sector (B) Social Sector (C) Foreign Sector (D) Secondary Sector	4. The root cause of the current European Crisis is : (A) Currency crisis (B) Unsustainable Sovereign Debt (C) Stagflation (D) Overheatedness 5. The Law of Demand does <i>not</i> assume constancy of : (A) Price of the concerned commodity (B) Prices of other commodities (C) Consumer's income level (D) Tastes and preferences 6. 'Hyrogliphs' essentially is : (A) Picture language (B) Script (C) Notations (D) Gestures
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| <p>7. What can drive conflict ?</p> <ul style="list-style-type: none"> (A) Environment (B) Goals (C) Unreasonable rules (D) Angry people <p>8. Downward communication means :</p> <ul style="list-style-type: none"> (A) Transmission of ideas or information from executives to the subordinates. (B) Transmission of information from manager to manager. (C) Transmission of ideas or information from worker to worker. (D) Transmission of ideas or information from worker to superior. <p>9. Morale largely depends on :</p> <ul style="list-style-type: none"> (A) Physical well-being (B) Monetary well-being (C) Mental well-being (D) Sociological well-being | <p>10. Need for achievement theory was putforth by :</p> <ul style="list-style-type: none"> (A) A.H. Maslow (B) F. Herzberg (C) D. McClelland (D) Clayton Alderfer <p>11. Voluntary Retirement is operated as a part of :</p> <ul style="list-style-type: none"> (A) Transfer and promotion policy (B) Exit policy (C) Deployment (D) Lockout <p>12. Referral system in HRM relates to :</p> <ul style="list-style-type: none"> (A) Referring a supplier by another supplier (B) Referring a consultant for organisational development (C) Referring a candidate for job by existing employee (D) Referring a leader to lead employees |
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13. Principle of Natural Justice in Domestic Enquiry ensures :

- (A) Justice in time
- (B) Justice through Advocate
- (C) Opportunity given to the delique employee being heard
- (D) Payment of subsistance allowance

14. Collective Bargaining is handled between :

- (A) Employees and employees
- (B) Employees and trade union
- (C) Trade union and Advocate
- (D) Employer and employees

15. Which of the following describes the process by which individuals come to agreement ?

- (A) Negotiation
- (B) Avoidance
- (C) Accommodation
- (D) Fighting actively

16. Market Model was proposed by :

- (A) Harry Markowitz
- (B) P. Samuelson
- (C) Philip Kotler
- (D) William Sharpe

17. If coupon rate = required rate, the value of the bond would be equal to its :

- (A) par value
- (B) redumption value
- (C) issued value
- (D) YTM

18. If $r < k$, the payout of dividend should be 100% according to :

- (A) Modigliani-Miller
- (B) Walter
- (C) Du-Pont
- (D) Ezra Solomen

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| <p>19. Altman proposed a model of predicting :</p> <ul style="list-style-type: none"> (A) financial distress (B) market failure (C) high performance of firm (D) insolvency of the firm <p>20. Present value of annuity is calculated by discounting it by :</p> <ul style="list-style-type: none"> (A) Cost of capital (B) IRR (C) Zero coupon rate (D) YTM <p>21. According to Kotler, is the easiest marketing mix element to adjust.</p> <ul style="list-style-type: none"> (A) Price (B) Channel (C) Product features (D) Promotion | <p>22. AIDA Model is used mainly for :</p> <ul style="list-style-type: none"> (A) Promotion Decision (B) Product Decision (C) Pricing Decision (D) Redressal of Grievances <p>23. The process of turning marketing strategies into specific day-to-day, month-to-month actions is called :</p> <ul style="list-style-type: none"> (A) Analysis (B) Implementation (C) Planning (D) Control <p>24. The first concept of marketing is :</p> <ul style="list-style-type: none"> (A) Selling Concept (B) Relationship Marketing Concept (C) Production Concept (D) Societal Marketing Concept |
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| <p>25. Which of the following is an example of impulse buying ?</p> <p>(A) Buying mutual funds</p> <p>(B) Buying ice-creams</p> <p>(C) Buying a car</p> <p>(D) Buying a house</p> <p>26. Negative inventory means :</p> <p>(A) excess stock of materials</p> <p>(B) material in transit</p> <p>(C) no. of units we owe to customers</p> <p>(D) no. of defectives</p> <p>27. Statistical methods of quality control can :</p> <p>(A) help to decide number of defectives</p> <p>(B) prevent defects in products</p> <p>(C) improve customer satisfaction</p> <p>(D) determine process capability</p> | <p>28. Product mix is done on a single assembly line for the purpose of :</p> <p>(A) reducing WIP inventory</p> <p>(B) meeting varied choice of customers</p> <p>(C) levelling workload and reducing idle time</p> <p>(D) reduce cost per unit</p> <p>29. Basis for production, planning and control is :</p> <p>(A) Accurate demand estimate</p> <p>(B) Capacity installed</p> <p>(C) Need to beat competition</p> <p>(D) Finance available</p> <p>30. Operations Management will never be successful if they ignore :</p> <p>(A) Govt. Rules</p> <p>(B) Latest Technology</p> <p>(C) Demand Pattern</p> <p>(D) Quality of Goods</p> |
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31. Which of the following is known as ‘Information Superhighway’ ?

- (A) Intra-net
- (B) Extra-net
- (C) i-pad II
- (D) Internet

32. Power of a hypothesis test indicates :

- (A) How fast the hypothesis gives answer
- (B) How well the hypothesis is stated
- (C) Probability of rejecting null hypothesis when it is false
- (D) Probability of accepting null hypothesis when it is true

33. While editing the completed questionnaires the researcher does *not* check for :

- (A) Consistency
- (B) Accuracy
- (C) Homogeneity
- (D) Brevity

34. Alternate Hypothesis for $H_0 : \mu \leq 50$ is :

- (A) $H_1 : \mu \geq 50$
- (B) $H_1 : \mu = 50$
- (C) $H_1 : \mu > 50$
- (D) $H_1 : \mu \neq 50$

35. Which of the following is *not* a qualitative research technique ?

- (A) Focus group
- (B) Survey technique
- (C) Depth interview
- (D) Word association

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36. Who of the following was instrumental in developing a framework for classifying countries based on the work-related values (Dimensions of Culture) that predominate in respective countries, globally ?

- (A) W. Chan Kim
- (B) Renee Monborgue
- (C) G. Hofstede
- (D) C.K. Prahlad

37. Relying on the typology suggested by Michael Porter, business strategies could be classified into 3 types. Which of the following *does not* fit into their classification ?

- (A) Cost leadership
- (B) Focus
- (C) Industry Attractiveness
- (D) Differentiation

38. Which of the following data is *not* required for competition analysis ?

- (A) Recorded data
- (B) Observable data
- (C) Opportunistic data
- (D) In-House data

39. Which of the following is the *correct* sequence for strategy formulation ?

- (A) Mission → Objective → Strategy → Policy
- (B) Strategy → Vision → Mission → Budget
- (C) Vision → Mission → Environmental Analysis → Budget
- (D) Vision → Mission → Strategy → Budget

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40. A survey of nearly 50 corporations in a variety of countries and industries found 3 most highly rated benefits of strategic management. Which of the following is *not* of those 3 benefits ?

- (A) Clearer sense of strategic vision for the firm
- (B) Internationalisation of strategy, vision and mission
- (C) Sharper focus on what is strategically important
- (D) Improved understanding of a rapidly changing environment

41. is the non-traditional source of finance for entrepreneurs.

- (A) Bank Loan
- (B) Venture Capital
- (C) Friends and Relatives
- (D) SIDBI

42. Who is the author of the book 'Innovation and Entrepreneurship' ?

- (A) Philip Kotler
- (B) Michael Porter
- (C) Peter Drucker
- (D) C.K. Prahlad

43. Which of the following is *not* one of the four elements in innovation process ?

- (A) New Knowledge Creation
- (B) Commercial Application
- (C) Organising Resources
- (D) Analytical Planning

44. Which of the following is *not* a phase in business plan preparation ?

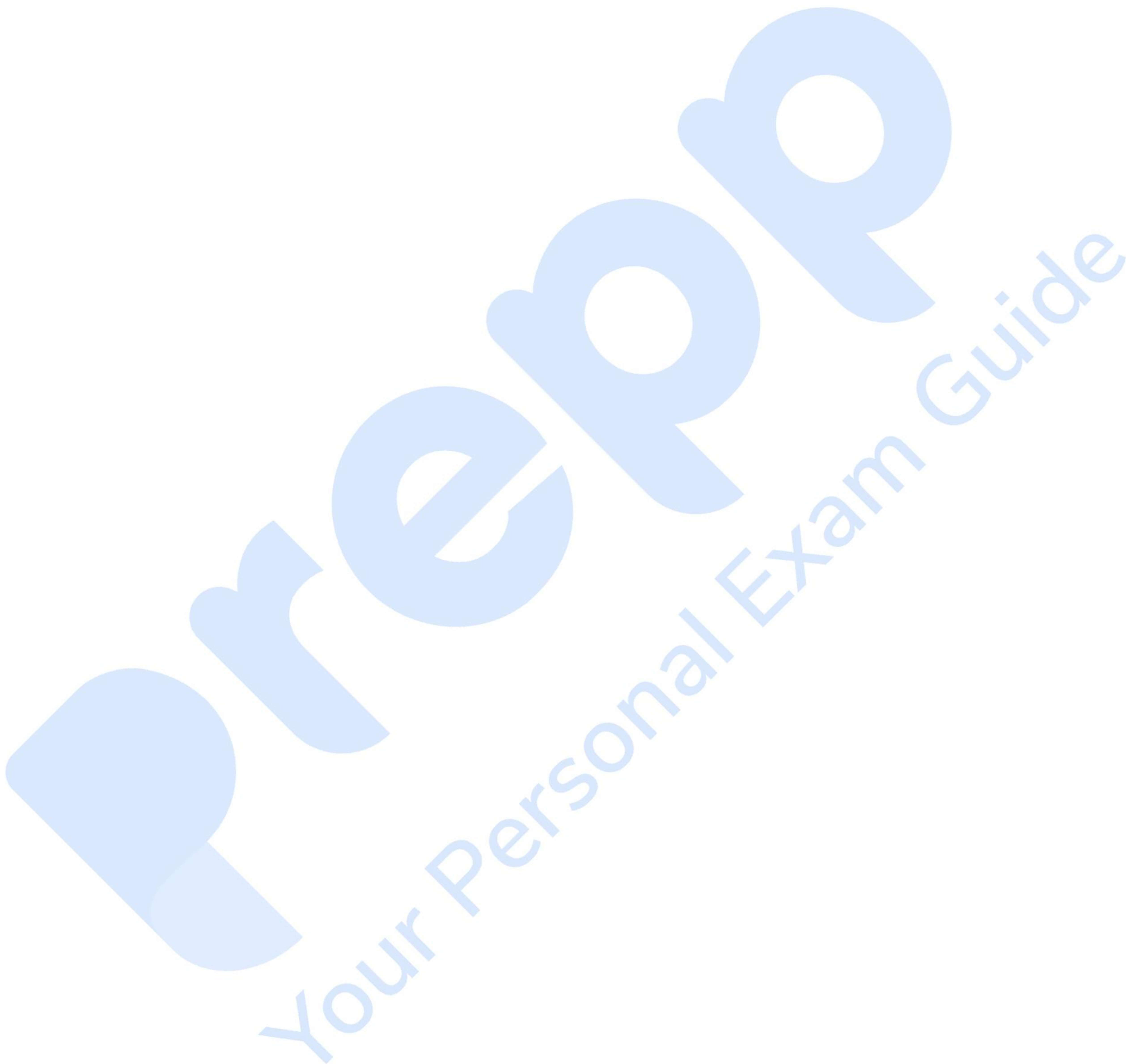
- (A) Setting business goals
- (B) Locating Resources
- (C) Analysing Competitions
- (D) Developing the labour market

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| <p>45. The entrepreneurial activity is most prevalent in :</p> <p>(A) United States</p> <p>(B) Japan</p> <p>(C) Germany</p> <p>(D) Great Britain</p> <p>46. The elements of good corporate governance in India have been laid down by :</p> <p>(A) ICSI</p> <p>(B) IOD</p> <p>(C) ICWAI</p> <p>(D) ICAI</p> <p>47. Which of the following is <i>not</i> a stakeholder in the CSR ?</p> <p>(A) Creditors</p> <p>(B) Environment</p> <p>(C) Government</p> <p>(D) SEBI</p> | <p>48. Which of the following key force influences a person's ethics ?</p> <p>(A) Nationality</p> <p>(B) Education</p> <p>(C) Family influences</p> <p>(D) Relationship of the firm to the employee</p> <p>49. A personality measure of the strength of a person's convictions is :</p> <p>(A) locus of control</p> <p>(B) locus of value</p> <p>(C) ego strength</p> <p>(D) bench strength</p> <p>50. Greed is the cornerstone of human values under :</p> <p>(A) Socialism</p> <p>(B) Capitalism</p> <p>(C) Mixed economy</p> <p>(D) Racialism</p> |
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ROUGH WORK



Test Booklet No.
प्रश्नपत्रिका क्र.

F

Paper-II
MANAGEMENT

Signature and Name of Invigilator

1. (Signature)
(Name)
2. (Signature)
(Name)

Seat No.

(In figures as in Admit Card)

Seat No.
(In words)

OMR Sheet No.

(To be filled by the Candidate)

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Time Allowed : 1¼ Hours]

Number of Pages in this Booklet : 12

[Maximum Marks : 100

Number of Questions in this Booklet : 50

Instructions for the Candidates	विद्यार्थ्यांसाठी महत्वाच्या सूचना
1. Write your Seat No. and OMR Sheet No. in the space provided on the top of this page. 2. This paper consists of 50 objective type questions. Each question will carry <i>two</i> marks. <i>All</i> questions of Paper-II will be compulsory, covering entire syllabus (including all electives, without options). 3. At the commencement of examination, the question booklet will be given to the student. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as follows : (i) To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal or open booklet. (ii) Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to missing pages/ questions or questions repeated or not in serial order or any other discrepancy should not be accepted and correct booklet should be obtained from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given. The same may please be noted. (iii) After this verification is over, the OMR Sheet Number should be entered on this Test Booklet. 4. Each question has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item. Example : where (C) is the correct response. A B D 5. Your responses to the items are to be indicated in the OMR Sheet given inside the Booklet only. If you mark at any place other than in the circle in the OMR Sheet, it will not be evaluated. 6. Read instructions given inside carefully. 7. Rough Work is to be done at the end of this booklet. 8. If you write your Name, Seat Number, Phone Number or put any mark on any part of the OMR Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification. 9. You have to return original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry the Test Booklet and duplicate copy of OMR Sheet on conclusion of examination. 10. Use only Blue/Black Ball point pen. 11. Use of any calculator or log table, etc., is prohibited. 12. There is no negative marking for incorrect answers.	1. परिक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा. 2. सदर प्रश्नपत्रिकेत 50 बहुपर्याय प्रश्न आहेत. प्रत्येक प्रश्नास दोन गुण आहेत. या प्रश्नपत्रिकेतील सर्व प्रश्न सोडविणे अनिवार्य आहे. सदरचे प्रश्न हे या विषयाच्या संपूर्ण अभ्यासक्रमावर आधारित आहेत. 3. परीक्षा सुरू झाल्यावर विद्यार्थ्याला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनीटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी आवश्यक तपासून पहाव्यात. (i) प्रश्नपत्रिका उघडण्यासाठी प्रश्नपत्रिकेवर लावलेले सील उघडावे. सील नसलेली किंवा सील उघडलेली प्रश्नपत्रिका स्विकारू नये. (ii) पहिल्या पृष्ठावर नमूद केल्याप्रमाणे प्रश्नपत्रिकेची एकूण पृष्ठे तसेच प्रश्नपत्रिकेतील एकूण प्रश्नांची संख्या पडताळून पहावी. पृष्ठे कमी असलेली/कमी प्रश्न असलेली/प्रश्नांचा चुकीचा क्रम असलेली किंवा इतर त्रुटी असलेली सदोष प्रश्नपत्रिका सुरुवातीच्या 5 मिनिटातच पर्यवेक्षकाला परत देऊन दुसरी प्रश्नपत्रिका मागवून घ्यावी. त्यानंतर प्रश्नपत्रिका बदलून मिळणार नाही तसेच वेळही वाढवून मिळणार नाही याची कृपया विद्यार्थ्यांनी नोंद घ्यावी. (iii) वरीलप्रमाणे सर्व पडताळून पहिल्यानंतरच प्रश्नपत्रिकेवर ओ.एम.आर. उत्तरपत्रिकेचा नंबर लिहावा. 4. प्रत्येक प्रश्नासाठी (A), (B), (C) आणि (D) अशी चार विकल्प उत्तरे दिली आहेत. त्यातील योग्य उत्तराचा रकाना खाली दर्शविल्याप्रमाणे ठळकपणे काळ/निळा करावा. उदा. : जर (C) हे योग्य उत्तर असेल तर. A B D 5. या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे ओ.एम.आर. उत्तरपत्रिकेतच दर्शवावीत. इतर ठिकाणी लिहीलेली उत्तरे तपासली जाणार नाहीत. 6. आत दिलेल्या सूचना काळजीपूर्वक वाचाव्यात. 7. प्रश्नपत्रिकेच्या शेवटी जोडलेल्या कोऱ्या पानावरच कच्चे काम करावे. 8. जर आपण ओ.एम.आर. वर नमूद केलेल्या ठिकाणा व्यतिरीक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटेल अशी कोणतीही खूण केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमागाचा अवलंब केल्यास विद्यार्थ्याला परीक्षेस अपात्र ठरविण्यात येईल. 9. परीक्षा संपल्यानंतर विद्यार्थ्याने मूळ ओ.एम.आर. उत्तरपत्रिका पर्यवेक्षकांकडे परत करणे आवश्यक आहे. तथापी, प्रश्नपत्रिका व ओ.एम.आर. उत्तरपत्रिकेची द्वितीय प्रत आपल्याबरोबर नेण्यास विद्यार्थ्यांना परवानगी आहे. 10. फक्त निळा किंवा काळ्या बॉल पेनचाच वापर करावा. 11. कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही. 12. चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.