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Test Booklet Code & No.
प्रश्नपत्रिका कोड व क्र.

**C**

# 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)

## MAY - 51216

**Time Allowed : 1¼ Hours]** **[Maximum Marks : 100**

Number of Pages in this Booklet : **16** Number of Questions in this Booklet : **50**

**Instructions for the Candidates**

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 *two* marks. *All* 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.**

**विद्यार्थ्यांसाठी महत्त्वाच्या सूचना**

1. परिक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
2. सदर प्रश्नपत्रिकेत 50 बहुपर्यायी 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 अवश्य 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 चूकीचा 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 काळा/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 गैरमार्गांचा 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 निळ्या किंवा काळ्या बॉल पेनचाच वापर करावा.**
11. **कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.**
12. **चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.**

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# Management
## Paper II

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

**Note :** This Paper contains **Fifty (50)** multiple choice questions. Each question carries **Two (2)** marks. Attempt *All* questions.

1. When the sample size is less than 30, usually ..... test is used for testing the hypothesis, difference in mean.

   (A) 'F'

   (B) 't'

   (C) 'Z'

   (D) 'Q'

2. Variable 'A' is independent of variable 'B' is an example of :

   (A) Forward hypothesis

   (B) Integrated hypothesis

   (C) Null hypothesis

   (D) Reverse hypothesis

3. Maximum value coefficient of correlation '*r*' can assume is ..... .

   (A) 2

   (B) 1.5

   (C) 1.0

   (D) 0

4. In MS project, the view that exhibits the network diagram is ..... .

   (A) Resource sheet

   (B) PERT chart

   (C) Gantt chart

   (D) Task sheet

5. Which of the following is *not* a type of information system ?

   (A) MIS

   (B) DSS

   (C) ESS

   (D) LPP

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6. In the case of internal expansion strategy the firm does the following :

(A) The firm wishes to follow expansion strategy based on its own resources

(B) The firm collaborates with its own customer companies to follow expansion

(C) The firm requests and enters into collaboration with the government of the home country for expansion

(D) The firm enters into collaboration with its own suppliers to expand

7. Which one of the following is the true reflection of backward vertical integration strategy ?

(A) When the company adds to its business domain, the activities which takes it closer to market when adding value along vertical chain

(B) When the company adds to its business domain, the activities which takes it closer to the source of supply of raw materials when adding value along vertical chain

(C) By acquiring the business of competitors at same level of value addition chain

(D) When the firm adds to its business the production of products of very high value

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8. Which one of the following is *not* Porter's generic strategy ?

(A) Differentiation

(B) Cost leadership

(C) Internationalization

(D) Focus

9. Special Drawing Rights (SDRs) are related to :

(A) The World Bank

(B) The Reserve Bank of India

(C) The International Monetary Fund

(D) The World Trade Organization

10. For BCG model, which one of the following statements is *untrue* ?

(A) One of the dimensions for constructing the BCG model is the degree of competitive intensity

(B) One of the dimensions for constructing the BCG model is relative market share

(C) In all probability Dog division is a fit case for divestment

(D) It is a 4 celled matrix

11. Outside Agency or Individual when provides capital to Entrepreneur knowing that it has risk of loosing capital or opportunity to gain large profit, such capital is called as ..... .

(A) Share capital

(B) Equity based capital

(C) Venture capital

(D) Private funding

12. The author of book "INNOVATION AND ENTREPRENEURSHIP" is ..... .

(A) F.W. Taylor

(B) Peter Drucker

(C) Elton Mayo

(D) C.K. Prahlad

13. The person who places resources for higher order economic returns is called as ..... .

(A) Scientist

(B) Sociologist

(C) Entrepreneur

(D) Management thinker

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14. Among the following which one is *not* source of innovation ?

(A) Bright Idea

(B) New Knowledge

(C) History

(D) Change in Market Structure

15. Incongruity is ..... .

(A) Source of Entrepreneurship

(B) Source of innovation

(C) Source of leadership

(D) Source of motivation

16. Which approach to ethical decision making is referred to as the "Calculus of pain" ?

(A) Justice approach

(B) Utilitarianism

(C) Individualism

(D) Rights approach

17. A positive role model for corporate whistleblowers is ..... .

(A) Sherron Watkins

(B) Kenneth Lay

(C) Milton Friedman

(D) Jack Welch

18. Those groups of individuals with a vested interest in the performance of a firm are referred to as :

(A) Stockholders

(B) Stakeholders

(C) Employees

(D) Customers

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19. A company facing complex ethical issues in different markets may find a corporate credo is not specific enough. To provide more concrete guidelines and formulas for employee conduct, they may develop ..... .

(A) Code of ethics

(B) An ethical policy statement

(C) A value statement

(D) A mission statement

20. Research indicates that social responsibility ..... .

(A) Requires narrow focus on producing goods and services for profit only

(B) Is related to higher financial performance

(C) Does not include caring for the natural environment

(D) Does not impact organisational ability to recruit better candidates

21. As per Keynesian theory of Income determination the economy is divided into :

(A) Four sectors

(B) Six sectors

(C) Three sectors

(D) Five sectors

22. The relationship between the price and quantity demanded is called :

(A) Law of demand

(B) Laws of return

(C) Law of supply

(D) Law of pricing

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23. C.W. Cobb and P.H. Douglas contributed a theory on ..... function.

(A) Consumption

(B) Production

(C) Supply

(D) Demand

24. Law of Diminishing Marginal Return has ..... statges.

(A) Two

(B) Four

(C) Three

(D) Five

25. Which one of the following costs is an explicit cost ?

(A) Cost of raw materials

(B) Wages taken by entrepreneur himself

(C) Interest on capital supplied by owner

(D) Rent of premises owned by entrepreneur

26. Organization's learning based on improving organizations capacity to achieve its known objectives is a characteristic of :

(A) Double Loop

(B) Single Loop

(C) Triple Loop

(D) Basic Loop

27. The conflict where the individual is motivated to approach two or more positive but mutually exclusive goals is :

(A) Approach-approach conflict

(B) Approach-avoidance conflict

(C) Avoidance-avoidance conflict

(D) Barrier-approach conflict

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28. Match the following "Big Five" personality traits and select the correct answer from the codes given below :

**Traits**

(*a*) Conscientiousness

(*b*) Emotional stability

(*c*) Agreeableness

(*d*) Extraversion

(*e*) Openness to Experience

**Characteristics**

(1) Clam, secure, happy, unworried

(2) Dependable, hardworking, organized, self-disciplined, responsible

(3) Curious, intellectual, creative, cultured, artistically sensitive flexible, imaginative

(4) Sociable, outgoing, talkative, assertive, gregarious

(5) Cooperative, warm, caring, good-natured, courteous, trusting

**Codes**

| | (*a*) | (*b*) | (*c*) | (*d*) | (*e*) |
|---|---|---|---|---|---|
| (A) | (2) | (1) | (5) | (4) | (3) |
| (B) | (1) | (3) | (4) | (5) | (2) |
| (C) | (3) | (5) | (2) | (1) | (4) |
| (D) | (5) | (2) | (3) | (4) | (1) |

29. Role Analysis Technique (RAT) is used as intervention in :

(A) Management Development

(B) Performance Appraisal

(C) Organisational Development

(D) Conflict Management and Dispute Resolution

30. Power of one's expectations refers to :

(A) Pygmalion Effect

(B) Perceptive Effect

(C) Halo Effect

(D) Negative Effect

31. ..... is not a part of training evaluation criteria.

(A) Learning

(B) Relevance

(C) Reaction

(D) Results

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32. Match the following its appropriate definition and select the correct answer from the codes given below :

**Concepts**

(*a*) Stereotyping

(*b*) Reliability

(*c*) Assessment Centre

(*d*) Simulation Exercise

**Definition**

(1) A technique that evaluates employee potential through multiple types of group and individual exercises and multiple raters

(2) The consistency of scores obtained by the same person when rested with identical or equivalent tests

(3) A test that duplicates many of the activities and problems an employee faces while at work

(4) Attributing characteristics to individuals based on their inclusion or membership in specific group

**Codes :**

| | (*a*) | (*b*) | (*c*) | (*d*) |
|---|---|---|---|---|
| (A) | (2) | (1) | (3) | (4) |
| (B) | (4) | (2) | (1) | (3) |
| (C) | (1) | (4) | (2) | (3) |
| (D) | (3) | (1) | (2) | (4) |

33. Under the Workmen's Compensation Act, 1923, the employer is not liable to pay the compensation where :

(A) The injury does not lead to partial or total disablement for a period exceeding 3 days

(B) The injury does not lead to partial or total disablement for a period exceeding 5 days

(C) The injury does not lead to partial or total disablement for a period exceeding 4 days

(D) The injury does not lead to partial or total disablement for a period exceeding 2 days

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34. ..... is one of the functions of Trade Union.

(A) Economic Functions

(B) Militant or protective or Intra-mutual functions

(C) Zonal Functions

(D) Trading Functions

35. Which of the following is *not* the theory of Labour Welfare ?

(A) The functional theory

(B) The philanthrophic theory

(C) Placating theory

(D) Haynes Manit theory

36. In India, NIFTY and SENSEX are calculated on the basis of :

(A) Market capitalisation

(B) Paid up capital

(C) Free-float capitalisation

(D) Authorised share capital

37. Which is the most expensive source of funds ?

(A) New equity shares

(B) New preference shares

(C) New debts

(D) Retained earnings

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38. Financial leverage is calculated as :

(A) EBIT ÷ Contribution

(B) EBIT ÷ PBT

(C) EBIT ÷ Sales

(D) EBIT ÷ Variable Cost

39. SEBI was given statutory powers as on :

(A) Jan. 30, 1991

(B) Jan. 30, 1992

(C) Jan. 20, 1992

(D) Jan. 30, 1990

40. Mutual funds are regulated by :

(A) SEBI

(B) Association of Mutual Funds in India (AMFI)

(C) IRDA

(D) RBI

41. Which of the following is *not* a correct reflection of firm's micro-environment ?

(A) Competitive Environment

(B) Supplier Environment

(C) Socio-cultural Environment

(D) Customer Environment

42. The strategic brand management process involves four main steps. Which of the following would NOT be among those steps ?

(A) Measuring customer brand knowledge

(B) Identifying and establishing brand positioning

(C) Planning and implementing brand marketing

(D) Measuring and interpreting brand performance

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43. A body massage oil advertisement has a picture of a young man laying on his back and dreamily looking at clouds in the sky. Though not readily obvious to the casual reader, there is a message in the coulds that says "$r - e - l - a - x$". This would be an example of which of the following :

(A) Selective distortion

(B) Cognitive dissonance

(C) Selective retention

(D) Subliminal perception

44. If a marketing manager observes that his or her market shows no natural segments and consumers seem to have roughly the same preferences, the marketing manager will most likely be faced with a ..... preferences pattern.

(A) homogeneous

(B) heterogeneous

(C) diffused

(D) scattered

45. Which of the following type of tests matches to a question that shows a picture and respondents are asked to make up a story about what they think is happening or may happen in the picture ?

(A) Word association

(B) Completely unstructured question

(C) Story completion

(D) Thematic Appreciation Test

46. Which of the following layout is most appropriate for project type production system ?

(A) Product Layout

(B) Process Layout

(C) Stationary/Fixed Position Layout

(D) Line Layout

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47. Which of the following is a quantitative method for determining location of a facility ?

(A) Centre of Gravity Method

(B) Transportation Method

(C) Assignment Method

(D) Decision Making Method

48. The critical path in a project network is :

(A) Path with the shortest length

(B) Path with the longest length

(C) Path which moves through all of the activities

(D) Path which moves through none of the activities

49. Which of the following is *not* an assumption of linear programming problems ?

(A) Proportionality

(B) Probability

(C) Divisibility

(D) Linearty

50. The solution by MODI method is *not* optimal if all the improvement index values are :

(A) Either zero or negative

(B) Either zero or positive

(C) All zero

(D) All non-zero

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