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Test Booklet Code & No.
प्रश्नपत्रिका कोड व क्र.

B

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)

JAN - 51218

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. ..... enhance the market value of shares and therefore equity capital is *not* free of cost.

   (A) Face value

   (B) Dividends

   (C) Redemption value

   (D) Book value

2. A company's costs take two forms. ..... are costs that do not vary with production or sales revenue.

   (A) Fixed

   (B) Variable

   (C) Adjusted

   (D) Attributed

3. What is the first step in the process of building a brand ?

   (A) Plan and implement brand marketing programs

   (B) Manage the brand through its life cycle

   (C) Calculate existing brand equity

   (D) Identify and establish brand values and positioning strategy

4. Unlike physical goods, services are produced and ..... simultaneously.

   (A) launched

   (B) consumed

   (C) created

   (D) maximized

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5. These goods are bought infrequently, which are used repeatably and which involve a reasonably high level of consumer risk :

(A) Impulse goods

(B) Luxury goods

(C) Non-durable goods

(D) Durable goods

6. While solving a transportation problem by applying Vogel's approximation method to a profit maximisation problem, row and column penalties are determined by :

(A) Finding the smallest unit cost in each row or column

(B) Finding the difference between the two highest unit costs in each row and column

(C) Finding the difference between the two lowest unit costs in each row and column.

(D) Finding the largest unit cost in each row or column.

7. X bar charts discover assignable causes ..... samples.

(A) between

(B) within

(C) among

(D) inside

8. If better is the quality of the product ..... is the sample size required.

(A) Larger

(B) Smaller

(C) Medium

(D) Minute

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9. The decision based on inspection by variables is ..... reliable than by attributes.

(A) Less

(B) Less than

(C) More

(D) More than

10. The ..... is a plan for the production of individual end items.

(A) JIT

(B) MRP II

(C) MRP

(D) MPS

11. A one tailed test :

(A) cannot be used in nominal distribution

(B) is non-directional

(C) is directional

(D) is based on normal distribution only

12. The person who ensures that systems are developed on time, within budget and with acceptable quality is a :

(A) Minister of Finance

(B) Project Manager

(C) System Builder

(D) Data Entry Operator

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13. The value of R^2 .....

(A) is between –1 to 1

(B) is always greater than 1

(C) is between –2 to 2

(D) is between 0 and 1

14. ..... is a subset of data warehouse.

(A) OLAP

(B) Data Mart

(C) Intelligent Agent

(D) Relational Database

15. Which is the more *correct* statement ?

(A) Type II error is also known as α error

(B) Type II error depends upon side of population.

(C) Type II error occurs when one rejects a true hypothesis

(D) Type II errors do not exists

16. ..... is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and perceived alternatives

(A) Perceived usefulness

(B) Failure avoidance rate

(C) Report rating

(D) Customer perceived value

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17. ..... are those firms who do not have a consistent strategy, but they are interested in guerilla warfare.

(A) Defenders

(B) Prospectors

(C) Analysers

(D) Reactors

18. In BCG matrix, problem children are the products having ..... growth rate and ..... relative market share.

(A) Low growth, relative high market share

(B) Low growth, relative low market share

(C) High growth, relative low market share

(D) High growth, relative high market share

19. As per the Mintzberg's model, the entrepreneurial mode of strategic decision-making involves decisions made by :

(A) Single person

(B) Group of persons

(C) Board of directors

(D) Production executives

20. The policies evolved by an organization for growth and management is termed as .....

(A) Business strategy

(B) Functional strategy

(C) Corporate strategy

(D) Innovative strategy

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21. To replace a machine from a factory that has been over used is a .....

(A) Strategic decision

(B) Programmed decision

(C) Organizational decision

(D) Departmental decision

22. Which of the following is described as a person's right to live in a healthy environment, regardless of race, nationality, income gender or age ?

(A) Environmental Fairness

(B) Environmental Leadership

(C) Environmental Equality

(D) Meaningful Involvement

23. "We wish to be good citizens of every community in which we operate."

This is :

(A) Ethical Code

(B) Legal Rule

(C) Legal Act

(D) Political and Social Code

24. Socially responsible behaviour :

(A) never leads to improved financial performance

(B) has adverse impact on stakeholders

(C) is in a firm's self-interest

(D) results in ill-will from the community

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25. To business organizations the term 'Stakeholder' means which of the following ?

(A) All those parties which the company does business with

(B) All those interested in working for the company

(C) All those who have an interest in the company

(D) Board of Directors of the company

26. Amit works for a company that considers its mandate to reduce worldwide illiteracy. Profits are distributed between shareholders and literacy programs. This business is a .....

(A) Non-profit Enterprise

(B) Social Venture

(C) Social Enterprise

(D) Social Entrepreneur

27. Opportunity loss refers to :

(A) Expected value of a bad decision

(B) Expected loss from a bad decision

(C) Difference between actual pay-off and optimal pay-off

(D) Regret from not having made a decision

28. Psychological approach of entrepreneurship deals with :

(A) Profit motive

(B) Performance motive

(C) Achievement motive

(D) Status motive

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29. Response, learning, performance and results are the four levels in evaluating the management program. This system of evaluation is called :

(A) Taylor system

(B) Kirkpatrick's model

(C) Werther & Devis Method

(D) Armstrong's method

30. The Small Industries Development Bank of India (SIDBI) was established in ..... as a wholly owned subsidiary of .....

(A) 1969, RBI

(B) 1990, RBI

(C) 1990, IDBI

(D) 1969, IDBI

31. When the total product (TP) is at its highest level, the corresponding marginal product (MP) is :

(A) Highest

(B) Falling

(C) Negative

(D) Zero

32. As per the neoclassical production theory, the economically meaningful region of production is marked by which feature of the following ?

(A) Total product rising, marginal product falling but is above zero.

(B) Total product and marginal product both rising.

(C) Total product and marginal product are at the highest level.

(D) Average product and marginal product, both are rising.

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33. As per theory of production, by increasing the quantity of labor by one unit, the firm can give up 2 units of capital and still continues to produce the same level of output, the marginal rate of technical substitution (MRTS) is :

(A) 4

(B) 1

(C) 2

(D) 1/2

34. The marginal fixed cost of production is always :

(A) Zero

(B) Rising

(C) Falling

(D) Initially rising and then falling.

35. All the following cost curves are U-shaped, *except* :

(A) MC curve

(B) AC curve

(C) AFC curve

(D) AVC curve

36. The way in which people come to understand the cause of other and their own behaviour, is described by the process :

(A) Consensus process

(B) Attribution process

(C) Consistency process

(D) Expectancy process

37. The ability that involves viewing the organization as a whole and applying planning and thinking ability is :

(A) Technical skill

(B) Interpersonal skill

(C) Communication skill

(D) Conceptual skill

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38. Organize the following needs as described by A. H. Maslow in *correct* sequence :

(1) Self-actualization need

(2) Social belongingness need

(3) Physiological need

(4) Esteem need

(5) Security need

(A) 1, 2, 3, 4, 5

(B) 5, 4, 2, 3, 1

(C) 3, 5, 2, 4, 1

(D) 5, 4, 3, 1, 2

39. Which of the following is the *correct* match ?

(A) Need Hierachy theory—D.C. Mc Clelland

(B) Two-factor Theory—A. H. Maslow

(C) E.R.G. Theory—Alderfer

(D) Need Achievement Theory—Herzberg

40. It is believed that the labour groups are becoming more demanding and aware of their rights. Therefore their demands can not be ignored. Timely and periodical acts of labour welfare can appease the workers is belief of the following theory :

(A) The Public Relation Theory

(B) The Philanthropic Theory

(C) The Trusteeship Theory

(D) Placating Theory

41. The practice of replacing narrowly defined job descriptions with broader categories of related jobs is known as :

(A) Job Replacement

(B) Job Redesigning

(C) Job Execution

(D) Job Banding

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42. When rater's ratings are heavily influenced either by behaviour exhibited by the ratee during the early stages of the review period or by outcomes or behour exhibited by the ratee near the end of the review period is known as :

(A) Rater Effect

(B) Primacy and Recency Effect

(C) Halo Effect

(D) Status Effect

43. If employee is paid on the basis of number of jobs he or she is capable of doing or on the depth of his or her knowledge then it is :

(A) Determining Grade

(B) Pay Review System

(C) Skill-based pay system

(D) Job-based pay system

44. Which of the following terms for choosing the individual who is best suited to a particular position and to the organization from a group of potential applicants :

(A) Recruitment

(B) Staffing

(C) Enrollment

(D) Selection

45. Which of the following is the judgmental error in the process of perpetual interpretation ?

(A) Stereotyping error

(B) Halo effect

(C) Similarity error

(D) Perpetual defence

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46. When ..... is greater than zero the project should be accepted.

(A) Internal rate of return

(B) Profitability index

(C) Net present value

(D) Modified internal rate of return

47. Which of the following would *not* improve the current ratio ?

(A) Borrow short-term to finance additional fixed assets

(B) Issue long-term debt to buy inventory

(C) Sell common stock to reduce current liabilities

(D) Sell fixed assets to reduce accounts payable

48. ..... is divided by the number of equity shares outstanding to get book value per share.

(A) Net Profit

(B) Gross Profit

(C) Net Worth

(D) Net Income

49. Sales – Variable Costs – EBIT = ...

(A) EBT

(B) Financial leverage

(C) Fixed cost

(D) Operating leverage

50.

$$?=\frac{\text{Average Annual profits after taxes}}{\text{Average Investment}}\times 100$$

(A) Payback period

(B) Profitability Index

(C) Average rate of return

(D) Internal rate of return

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