

Test Booklet Code & Serial No.

प्रश्नपत्रिका कोड व क्रमांक

Paper-II**MANAGEMENT****D****Signature and Name of Invigilator**

Seat No.

1. (Signature)

(In figures as in Admit Card)

(Name)

Seat No.

2. (Signature)

(In words)

(Name)

OMR Sheet No.

SEP - 51221

(To be filled by the Candidate)

Time Allowed : 2 Hours]**[Maximum Marks : 200****Number of Pages in this Booklet : 20****Number of Questions in this Booklet : 100****Instructions for the Candidates**

- Write your Seat No. and OMR Sheet No. in the space provided on the top of this page.
- This paper consists of **100** objective type questions. Each question will carry *two* marks. *All* questions of Paper II will be compulsory.
- 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 :
 - 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.
 - 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.
 - After this verification is over, the OMR Sheet Number should be entered on this Test Booklet.
- 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
- 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.
- Read instructions given inside carefully.
- Rough Work is to be done at the end of this booklet.
- 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.
- 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.
- Use only Blue/Black Ball point pen.
- Use of any calculator or log table, etc., is prohibited.
- There is no negative marking for incorrect answers.

विद्यार्थ्यासाठी महत्वाच्या सूचना

- परिक्षार्थीनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणास दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
- सदर प्रश्नपत्रिकेत **100** बहुपर्यायी प्रश्न आहेत. प्रत्येक प्रश्नास **दोन** गुण आहेत. या प्रश्नपत्रिकेतील **सर्व** प्रश्न सोडविणे अनिवार्य आहे.
- परीक्षा सुरू झाल्यावर विद्यार्थ्याला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनीटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी अवश्य तपासून घ्याव्यात.
 - प्रश्नपत्रिका उघडण्यासाठी प्रश्नपत्रिकेवर लावलेले सील उघडावे. सील नसलेली किंवा सील उघडलेली प्रश्नपत्रिका स्विकारू नये. पहिल्या पृष्ठावर नमूद केल्याप्रमाणे प्रश्नपत्रिकेची एकूण पृष्ठे तसेच प्रश्नपत्रिकेतील एकूण प्रश्नांची संख्या पडताळून घ्यावी. 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.
 - वरीलप्रमाणे सर्व पडताळून पाहिल्यानंतरच प्रश्नपत्रिकेवर ओ.एम.आर. उत्तरपत्रिकेचा नंबर लिहावा.
- 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
- या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे ओ.एम.आर. उत्तरपत्रिकेतच दर्शवावीत. इतर ठिकाणी लिहिलेली उत्तरे तपासली जाणार नाहीत.
- आत दिलेल्या सूचना काळजीपूर्वक वाचाव्यात.
- प्रश्नपत्रिकेच्या शेवटी जोडलेल्या कोन्या पानावरच कच्चे काम करावे.
- जर आपण ओ.एम.आर. वर नमूद केलेल्या ठिकाणा व्यतिरिक्त 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.
- परीक्षा संपल्यानंतर विद्यार्थ्याने मूळ ओ.एम.आर. उत्तरपत्रिका पर्यवेक्षकांकडे परत करणे आवश्यक आहे. तथापि, प्रश्नपत्रिका व ओ.एम.आर. उत्तरपत्रिकेची द्वितीय प्रत आपल्याबरोबर नेण्यास विद्यार्थ्यांना परवानगी आहे.
- फक्त निळ्या किंवा काळ्या बॉल पेनचाच वापर करावा.
- कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.
- चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.

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Your Personal Exam Guide

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Management Paper II

Time Allowed : 120 Minutes]**[Maximum Marks : 200**

Note : This Paper contains **Hundred (100)** multiple choice questions. Each question carrying **Two (2)** marks. Attempt *All* questions.

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| <p>1. International marketing takes more into consideration than just a language. It involves culture, market saturation, consumer behaviour, consumer demographics and</p> <p>(A) Manufacturing capacity of Europe</p> <p>(B) World Market</p> <p>(C) Agricultural products production</p> <p>(D) U.S.A. Market</p> <p>2. In marketing theory, every contribution from the supply chain adds.....</p> <p>(A) Value</p> <p>(B) Costs</p> <p>(C) Convenience</p> <p>(D) Ingredients</p> <p>3. Which one of the following is not the benefit of e-commerce ?</p> <p>(A) Decrease transaction costs</p> <p>(B) Resulted in product standardization</p> <p>(C) Improved delivery process</p> <p>(D) Made possible comparison in prices</p> | <p>4. In marketing channels, conflict occurs in marketing channels working at same level is classified as :</p> <p>(A) Steep conflict</p> <p>(B) Scope conflict</p> <p>(C) Vertical conflict</p> <p>(D) Horizontal conflict</p> <p>5. marketing has the aim of building mutually satisfying long term relations with key parties such as consumers, suppliers, distributors and other marketing partners in order to earn and retain their business.</p> <p>(A) Holistic</p> <p>(B) Demand based</p> <p>(C) Direct</p> <p>(D) Relationship</p> <p>6. Services marketing become difficult because of the following characteristic :</p> <p>(A) Intangibility</p> <p>(B) Complexity of market</p> <p>(C) Tough market entry</p> <p>(D) Low demand</p> |
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| <p>7. The controllable variables a company puts together to satisfy a target group is called the</p> <p>(A) Marketing concept</p> <p>(B) Marketing efforts</p> <p>(C) Marketing control</p> <p>(D) Marketing mix</p> <p>8. Shopping malls, super markets, and hypermarkets come under which type of marketing ?</p> <p>(A) Wholesale</p> <p>(B) Retail</p> <p>(C) Direct marketing</p> <p>(D) Agent service</p> <p>9. The behavior that consumers use to search for, purchase, use, evaluate and dispose of products is known as :</p> <p>(A) Exploratory Behavior</p> <p>(B) Purchase Behavior</p> <p>(C) Consumer Behavior</p> <p>(D) Search Behavior</p> | <p>10. The brand choice is heavily influenced by reference group in which stage of product life-cycle ?</p> <p>(A) Introduction</p> <p>(B) Growth</p> <p>(C) Maturity</p> <p>(D) Decline</p> <p>11. Computer software which is required to match sound uttered by user with a vocabulary of sound signals stored in a computer is :</p> <p>(A) Speech-recognition</p> <p>(B) Solaris</p> <p>(C) Netware</p> <p>(D) Sound tracker</p> <p>12. Which of the following is not a true statement about the Binomial Probability Distribution ?</p> <p>(A) Each trial is independent</p> <p>(B) Outcome of each trial can be classified as either a success or a failure</p> <p>(C) The random variable of interest is continuous</p> <p>(D) The probability of success must be constant from trial to trial</p> |
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13. The maximum probability of a Type I error that the decision-maker will tolerate is called the
- (A) Critical value
(B) Decision value
(C) Level of significance
(D) Probability value
14. Sampling frame is :
- (A) A random sample
(B) A bias sample
(C) Probability sample
(D) List of all the units of the population
15. Correlation refers to :
- (A) The causal relationship between two variables
(B) The proportion of variance that two variables share
(C) A statistical method that can only be used with correlational research design
(D) The association between two variables
16. Simple linear regression method is used
- (A) To assess whether there is a significant difference between repeated measures
(B) To assess whether there is a significant difference between independent groups
(C) To predict scores on a dependent variable from scores on a single independent variable
(D) To predict scores on a dependent variable from scores on multiple independent variables
17. Which of the following criteria is not used for decision-making under uncertainty ?
- (A) Maximin
(B) Maximax
(C) Minimax
(D) Minimise expected loss

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| <p>18. Which of the following statements is <i>not</i> true ?</p> <ul style="list-style-type: none">(A) PERT is appropriate for projects where the time needed to complete different activities is not known(B) PERT is appropriate for projects which are recurring in nature(C) CPM is an activity oriented activity(D) CPM is a deterministic model <p>19. Kaizen is based on the principle of :</p> <ul style="list-style-type: none">(A) Radical restructuring(B) One time change(C) Small ongoing changes(D) Top-down change <p>20. DMAIC is the process associated with :</p> <ul style="list-style-type: none">(A) PERT(B) ERP(C) Six Sigma(D) Queueing theory | <p>21. IT is understood as artefacts while Information Systems (IS) is :</p> <ul style="list-style-type: none">(A) The collection of all IT artefacts in the entire organisation(B) The manner in which IT artefacts in an organisation are used by its people(C) The collection of all IT artefacts used by various functions in an organisation within the organisation(D) The collection of all IT artefacts used by various functions in an organisation to respond to information on its network. <p>22. Plug-n-play innovations in digital products refer to :</p> <ul style="list-style-type: none">(A) IT products that are plugged into mobile devices(B) Games that can be played over innovative devices(C) Adding or providing a product or service over the platform(D) Innovations that can be played without plugging into platforms |
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23. Data mining requires :
- (A) Large quality of mining data stored over a period of time
 - (B) Lots of tactical data
 - (C) Several tape drives to store archival data
 - (D) Large mainframe computers
24. Which type of software is focused on supporting communication, collaboration and coordination ?
- (A) E-business software
 - (B) CRM software
 - (C) SCM software
 - (D) Grapware
25. The principle of comparative advantage in the context of international trade was firstly put forward by
- (A) David Ricardo
 - (B) Thomas Malthus
 - (C) Adam Smith
 - (D) J.S. Mill
26. When the flexible exchange rate system prevails, the exchange rate of a currency is determined by
- (A) The Central Bank of a country
 - (B) The purchasing power of currencies
 - (C) The supply and demand forces in the foreign exchange market
 - (D) International Gold Price
27. What is common among the following countries/territories ?
Cyprus, Virgin Islands, Cayman Islands, Bahamas, Mauritius
- (A) They are best tourist destinations
 - (B) They are known to be tax havens
 - (C) They are former British Colonies
 - (D) They are top sugar producing countries
28. India's first export processing zone (EPZ) was set up at in the year
- (A) Noida, 1975
 - (B) Kandla, 1965
 - (C) Kandla, 1975
 - (D) Santacruz, 1975

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29. The share of crude oil and gold in India's imports, by value, is roughly :
- (A) 58%
 - (B) 46%
 - (C) 30%
 - (D) 70%
30. Which of the following is not a search engine ?
- (A) Bing
 - (B) Google
 - (C) Yahoo
 - (D) Windows
31. Name the institution which was set up in 1982 to promote integrated rural development :
- (A) N.S.I.C.
 - (B) NABARD
 - (C) SIDBI
 - (D) NCEUS
32. What is the maximum limit for medium enterprise as per Small and Medium Enterprise Development Act ?
- (A) ₹ 10 Crore
 - (B) ₹ 01 Crore
 - (C) ₹ 05 Crore
 - (D) ₹ 14 Crore
33. The basic aim of Lead Bank Scheme is that :
- (A) Big banks should try to open offices in each district
 - (B) There should be stiff competition among the various nationalised banks
 - (C) Individual banks should adopt particular districts for intensive development
 - (D) All the banks should make intensive efforts to mobilize deposits
34. Which amongst the following is not major reason for incipient sickness ?
- (A) Dilatoriness on the part of government in sanctioning licences
 - (B) Shift of demand to product of rival firms due to delay in project
 - (C) Lack of experience of promoter
 - (D) Transport and financial assistant

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35. The process of determining whether an entrepreneur's idea is a viable foundation for creating a successful business is known as a :
- (A) Feasibility analysis
 - (B) Business plan
 - (C) Strategic analysis
 - (D) Industry analysis
36. If an entrepreneur has an internal locus of control, this means that he/she :
- (A) Has high need of achievement
 - (B) Believes that success or failure depends on his/her own actions
 - (C) Feels comfortable in an unstructured situation
 - (D) Believes fate is a powerful force
37. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete ?
- (A) Creative destruction
 - (B) New business model
 - (C) Anatomization
 - (D) Computerization
38. Many of the women-owned businesses are concentrated in the :
- (A) Retail and Service Sector
 - (B) Manufacturing sector
 - (C) Financial management sector
 - (D) Medical industry
39. Who is responsible for creating/establishing Intrapreneurship in the organization ?
- (A) Employees Union
 - (B) Local industry association
 - (C) Social environment in organisation
 - (D) Commitment and support of top management
40. Which of these statements best describes the context of entrepreneurship ?
- (A) Entrepreneurship takes place in large businesses
 - (B) Entrepreneurship does not take place in social enterprises
 - (C) Entrepreneurship takes place in a wide variety of contexts
 - (D) Entrepreneurship takes place in small businesses

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| <p>41. There is no discernible link between planning and performance; whom is this position held by ?</p> <p>(A) Michael Porter</p> <p>(B) Milton Friedman</p> <p>(C) Gary Hamel</p> <p>(D) Henry Mintzberg</p> <p>42. Which of these factors is not one of the competing responsibilities that influence Corporate Social Responsibility ?</p> <p>(A) Ethical</p> <p>(B) Economic</p> <p>(C) Discretionary</p> <p>(D) Technical</p> <p>43. Simon (1960) is associated with what type of decision-making model ?</p> <p>(A) Rational</p> <p>(B) Classical</p> <p>(C) Programmed</p> <p>(D) Administrative</p> <p>44. Which of these is not mentioned in decision-making matrix ?</p> <p>(A) Analytic</p> <p>(B) Behavioural</p> <p>(C) Directive</p> <p>(D) Performance management</p> | <p>45. Which among the following is NOT an assumption of Pareto optimality ?</p> <p>(A) Every consumer wishes to maximize his level of satisfaction</p> <p>(B) All the factors of production are used in the production of every commodity</p> <p>(C) Conditions of perfect competition exist making all the factors of production perfectly mobile</p> <p>(D) The concept of utility is cardinal and cardinal utility function of every consumer is given</p> <p>46. Which among the following is a cause of inflation ?</p> <p>(A) Deficit financing</p> <p>(B) Rise in external loans</p> <p>(C) Unfavourable balance of payment</p> <p>(D) A hike in the CRR by the Central Bank of the country</p> <p>47. Income elasticity of demand is defined as the responsiveness of :</p> <p>(A) Quantity demanded to a change in income</p> <p>(B) Quantity demanded to a change in price</p> <p>(C) Price to a change in income</p> <p>(D) Income to a change in quantity demanded</p> |
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| <p>48. On which law of consumption, the concept of consumer's surplus is based ?</p> <p>(A) Engel's law</p> <p>(B) Law of demand</p> <p>(C) First law of Gossen</p> <p>(D) Second law of Gossen</p> <p>49. In an organization, for solving an issue shared by various departments, a task force is created, which is ?</p> <p>(A) Restored after accomplishment</p> <p>(B) Continue after accomplishment</p> <p>(C) Integrated full time</p> <p>(D) Disbanded after accomplishment</p> <p>50. Using the central point of the classroom communication as the beginning of a dynamic pattern of ideas is referred to as :</p> <p>(A) Systemisation</p> <p>(B) Problem-orientation</p> <p>(C) Idea protocol</p> <p>(D) Mind mapping</p> | <p>51. Which among the following is operative function of Human Resource Management and are related to specific activities of personnel management ?</p> <p>(A) Internal mobility</p> <p>(B) Grouping of personnel activities</p> <p>(C) Supervising the personnel</p> <p>(D) Selection and training of employees</p> <p>52. Employee orientation programme serves many purposes excluding one :</p> <p>(A) Act as a valuable source of information</p> <p>(B) Creates a good impression</p> <p>(C) Acquaintance of superior for marking level of management</p> <p>(D) Remove fears</p> <p>53. Change in behaviour acquired through practice and training is defined as :</p> <p>(A) Motivation</p> <p>(B) Learning</p> <p>(C) Acquired experience</p> <p>(D) Acquired behaviour</p> |
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54. Individual behaviour as a result of internal and external factors or influences acting together is explained by :
- (A) MARS Model
 - (B) MERS Model
 - (C) OB Model of IB
 - (D) IB Model
55. The process by which people group environmental stimuli into recognition pattern is known as :
- (A) Perpetual Selection
 - (B) Perpetual Stimuli
 - (C) Perpetual Organization
 - (D) Perpetual Arrangement
56. Extroversion personality dimension does not comprise of :
- (A) Assertive
 - (B) Cooperative
 - (C) Outgoing
 - (D) Talkative
57. Which amongst the following is most possible risk faced by whistle blower ?
- (A) Goal sharing by the other employee in the organization
 - (B) Endangering individual and organizational reputation due to his/her fault
 - (C) Ethical and moral disclosing practices
 - (D) Allocation of less favourable work or promotion
58. Who among the following is NOT a dependent under the Employees' Compensation Act, 1923 ?
- (A) A widower
 - (B) A minor illegitimate son
 - (C) A daughter-in-law
 - (D) A minor widowed sister
59. Which of the following is NOT a reason for increasing workforce diversity ?
- (A) Changing demographies
 - (B) Product quality consciousness
 - (C) Political and legal systems
 - (D) Globalisation of business

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60. Difference between job enrichment and job enlargement is that :

- (A) Enlarged jobs include some of the planning and control systems whereas enrichment means getting more money for the same job
- (B) Enlarged jobs contains a large number of similar tasks, while enriched jobs include some of the planning and control in hands of job holder
- (C) Enriched and enlarge jobs include performing number of boring jobs as well along with the one he is performing
- (D) Enlarged jobs include promotion of the position while enriched jobs is performing various tasks same time

61. Recognition, positive reinforcement and employee empowerment can be used to avoid the

- (A) Turnover
- (B) Conflict
- (C) Accident
- (D) Frustration

62. Match the Columns :

Column A

- (a) Business Unions
- (b) Friendly or Uplift Unions
- (c) Revolutionary Unions
- (d) Predatory Unions

Column B

- (1) Without any legal, ethical ideology or code of conduct
- (2) Bread and Butter Unions
- (3) Advocate non-political methods
- (4) Violent means such as strikes, sabotage, boycott

Codes :

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

63. Which of the following is NOT a step of talent management ?

- (A) Developing Talent
- (B) Controlling Talent
- (C) Retaining Talent
- (D) Attracting Talent

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64. Which of the following is NOT a characteristic of 'Spaghetti Organization Structure' adopted by MNCs ?
- (A) Paperless Organization
 - (B) Smart office design
 - (C) 'Meat Balls' or Knowledge Centres
 - (D) Formal communication between people
65. The term "Blackleg" refers to :
- (A) A worker who forcibly joins those who are on strike
 - (B) A worker who continue to work when his/her co-workers in the establishment are on strike
 - (C) A worker who wears black shoes while on duty
 - (D) A supervisor who fires his subordinates
66. Social security provided by a 'means test' is called :
- (A) Need base assistance
 - (B) Social assurance
 - (C) Social assistance
 - (D) Mutual assistance
67. As per the force field analysis, change will take place when :
- (A) Driving force equals the restraining force
 - (B) Driving force and the restraining force correlate with one another
 - (C) Driving force is stronger than resistance force
 - (D) Restraining force is stronger than driving force
68. The focus of is on the linkage of business strategies with human resource strategies.
- (A) Best Practice Approach
 - (B) HR Bundles Approach
 - (C) Best Fit Approach
 - (D) Best Preserve Approach
69. Which of the following is not one of Schein's career anchors ?
- (A) Artistic Expression
 - (B) Autonomy/Independence
 - (C) Pure Challenge
 - (D) Managerial Competence

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70. Bargaining that focuses on convincing the other party that the cost of disagreeing with the proposed terms would be very high is known as
- (A) Integrative bargaining
(B) Distributive bargaining
(C) Mutual bargaining
(D) Tough bargaining
71. Assets are recorded at their original purchase price according to the :
- (A) Materiality concept
(B) Historical cost principle
(C) Cost-benefit principle
(D) Consistency principle
72. ratios measure the speed with which various accounts/assets are converted into sales or cash.
- (A) Activity
(B) Liquidity
(C) Profitability
(D) Leverage
73. Which of the following shows summary of a company's financial position at a specific date ?
- (A) Profit & Loss Account
(B) Cash flow statement
(C) Balance sheet
(D) Income and expenditure Account
74. Total of all direct costs is termed as
- (A) Works cost
(B) Prime cost
(C) Cost of production
(D) Cost of sales
75. As per J. Batty, standard cost represents under given conditions.
- (A) Anticipated costs
(B) Current costs
(C) Historical costs
(D) Unique costs

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76. The only viable goal of financial management is :
- (A) Profit maximisation
 - (B) Wealth maximisation
 - (C) Sales maximisation
 - (D) Assets maximisation
77. Which of the following approaches is similar to NOI approach of capital structure decisions ?
- (A) NI approach
 - (B) Modigliani-Miller approach
 - (C) Markowitz approach
 - (D) Leveraging approach
78. may be described as a process of finding out what is being done and comparing actual results with the corresponding budget data in order to approve accomplishment.
- (A) Budget
 - (B) Budgeting
 - (C) Budgetary control
 - (D) Capital expenditure
79. Which is the *correct* equation that calculates P (profit before tax). Assume, selling price per unit = ₹ S; variable cost per unit = ₹ V; number of units sold = U units and total fixed costs = ₹ F ?
- (A) $P = SV - F$
 - (B) $P = U (S - V) - F$
 - (C) $P = FS - V$
 - (D) $P = S (V - S)$
80. is caused due to fixed operating expenses in a firm.
- (A) Leveraged buyout
 - (B) Operating leverage
 - (C) Financial leverage
 - (D) Combined leverage
81. Given the coupon rate to be constant, the value of bond, as it approaches to maturity, will converge to
- (A) its par value
 - (B) its redemption value
 - (C) its issued value
 - (D) its premium value

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82. Projects A and B are mutually exclusive projects having unequal lives. Criteria to be used when there is a conflict in choice by using NPV and IRR method is :
- (A) Annualized NPV
 - (B) Annualized IRR
 - (C) Base rate PI
 - (D) Indifference Rate
83. NPV assumes that intermediate cash flows are reinvested at but IRR assumes that intermediate cash flows are reinvested at
- (A) Cost of capital and IRR
 - (B) IRR and cost of capital
 - (C) Rate of inflation and rate of discounting
 - (D) IRR and ARR
84. Which of the following is not a DCF technique for capital budgeting decision ?
- (A) Net present value
 - (B) Benefit cost ratio
 - (C) Internal Rate of Return
 - (D) Accounting Rate of Return
85. Under what condition is the Walter model similar to the MM hypothesis with regards to payment of dividends ?
- (A) $r > k$
 - (B) $r = k$
 - (C) $r < k$
 - (D) There is no such condition
86. When a company creates a new company from the existing single entity, it is called
- (A) Merger
 - (B) Sell-off
 - (C) LBO
 - (D) Spin-off
87. is a graphic depiction of CAPM and describes the market price of risk in capital markets.
- (A) CML
 - (B) SML
 - (C) Indifference curve
 - (D) Efficient portfolio

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88. When the holder of a put or call option does not lose or gain whether or NOT he exercises his option, the option is said to be
- (A) In-the-money
(B) Out-of-the-money
(C) On-the-money
(D) At-the-money
89. Which of the following is not a motive for holding inventories ?
- (A) Transaction motive
(B) Precautionary motive
(C) Speculative motive
(D) Migration motive
90. Which one of the following is not a type of foreign exchange exposure ?
- (A) Transaction exposure
(B) Thematic exposure
(C) Economic exposure
(D) Translation exposure
91. AIDA model of IMC is best described as :
- (A) Attention, Interest, Desire, Action
(B) Action, Impression, Development, Attention
(C) Advertising, Individual product, Direct marketing, Action
(D) Attention, Inform, Desire, Advertising
92. If a company makes unrelated diversification, it will be known as :
- (A) Concentric Diversification
(B) Conglomerate Diversification
(C) Controlled Diversification
(D) Rapid Diversification
93. If any company launches its product with low price, the pricing strategy is known as :
- (A) Skimming pricing
(B) Penetration pricing
(C) Cost-plus pricing
(D) Competitive pricing

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94. The word tactic is most likely to be associated with :
- (A) Corporate Strategy
 - (B) Operational Strategy
 - (C) Business Strategy
 - (D) Environmental Strategy
95. Which of the following is *not* part of Micro-Environment ?
- (A) Competitors
 - (B) Customers
 - (C) Technology
 - (D) Suppliers
96. Changing consumer's perception of a brand in relation to its previous image is known as :
- (A) Positioning
 - (B) Repositioning
 - (C) Branding
 - (D) Targeting
97. When a firm offers short-term incentives to encourage sales, the strategy is known as :
- (A) Advertising
 - (B) Personal Selling
 - (C) Direct Marketing
 - (D) Sales Promotion
98. According to Ansoff's Matrix, when a new product is launched in new market, it is described as :
- (A) Market Penetration
 - (B) Market Development
 - (C) Product Development
 - (D) Diversification
99. Sometimes, firms keep odd pricing like 99, 99.99, etc. Such kind of pricing is known as :
- (A) Competition pricing
 - (B) Psychological pricing
 - (C) Cost-based pricing
 - (D) Penetration pricing
100. In GE 9 cell matrix, what is the label of the vertical axis ?
- (A) Relative Market Share
 - (B) Industry Attractiveness
 - (C) Industry Growth Rate
 - (D) Market Growth Rate

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