



Test Booklet Code & Serial No.

प्रश्नपत्रिका कोड व क्रमांक

Paper-II

MANAGEMENT

D

Signature and Name of Invigilator

Seat No.

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1. (Signature)

(In figures as in Admit Card)

(Name)

Seat No.

2. (Signature)

(In words)

(Name)

OMR Sheet No.

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(To be filled by the Candidate)

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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 (B) is the correct response.

A

B

C

D

Following wrong methods should not be used as they are not recognised by scanning machine in digitized assessment. Candidate using such method will be responsible for their loss.

WRONG METHODS

A

B

C

D

A

B

C

D

A

B

C

D

A

B

C

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.

- विद्यार्थ्यांसाठी महत्वाच्या सूचना**
- परीक्षार्थींनी 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 मिनिटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी अवश्य तपासून घ्याव्यात.
 - प्रश्नपत्रिका उघडण्यासाठी प्रश्नपत्रिकेवर लावलेले सील उघडावे. सील नसलेली किंवा सील उघडलेली प्रश्नपत्रिका स्वीकारू 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 काळ/निळा करावा.

उदा. : जर (B) हे योग्य उत्तर असेल तर.

A

B

C

D

खालील चुकीच्या पद्धती वापरू नये, कारण डिजिटाइज्ड (Digitized) मूल्यांकनात स्कॅनिंग मशीन त्यांना ओळखत नाही. त्या पद्धती वापरून नुकसान झाल्यास त्यास विद्यार्थीच जबाबदार असतील.

WRONG METHODS

A

B

C

D

A

B

C

D

A

B

C

D

A

B

C

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 कोऱ्या पानावरच कच्चे काम करावे.
 - जर आपण ओ.एम.आर. वर नमूद केलेल्या ठिकाणाव्यतिरिक्त 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 आपात्र 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.

1. The ratio between customer’s perceived benefits and the resources they use to obtain those benefits is known as : (A) Customer Satisfaction (B) Customer Value (C) Customer Retention (D) Customer Loyalty	3. Once a company has appointed dealers, the main elements of dealer motivation then are : (a) Territory of operation (b) Trade discount (c) Special incentives (d) Effective communication Choose the <i>correct</i> answer from the options given below : (A) (a), (b) and (c) only (B) (b), (c) and (d) only (C) (a), (c) and (d) only (D) (a) and (b) only
2. Which of the following is NOT true about consumer satisfaction ? (A) Consumer satisfaction is a post-consumption phenomenon (B) Consumer satisfaction is a mild, positive emotional state resulting from a favourable appraisal of a consumption outcome (C) Consumer satisfaction results from a cognitive appraisal (D) Consumer satisfaction is not different from consumer loyalty. Both are the same concepts	4. Customer Life Time value in the first year is : (A) $CLV(1) = M^*r / (1 + d)$ (B) $CLV(1) = m + r / (1 + d)$ (C) $CLV(1) = m - r / (1 - d)$ (D) $CLV(1) = m^*r / (1 - d)$





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5. Which one of the following refers to the use of online and offline promotion techniques to increase the audience of a site ?
 (A) Search Engine Optimization
 (B) Traffic building Campaign
 (C) Search Engine Marketing
 (D) Quality Score
6. In international marketing, the market selection process is generally done by considering which one of the following ?
 (A) Farm related factors, Market related factors and Central banking measures related factors
 (B) Farm related factors, Market related factors
 (C) Market related factors, Non-Farm related factors and Government related factors
 (D) Farm related factors, Capital Market related factors and Central banking measures related factors
7. Which one of the following is a form of online word of mouth that encourages the consumers to pass along company developed products and services or any other information online ?
 (A) Viral Marketing
 (B) Microsites
 (C) Interstitials
 (D) Contextual Placements
8. Green marketing principles relates to
 (A) Agriculture marketing
 (B) Preservation of Environment
 (C) Social Marketing Environment
 (D) Organic product marketing
9. Marketers cannot do on-line marketing by creating an electronic presence on :
 (A) The internet placing ads on-line
 (B) Participating in forums, newsgroups, web communities
 (C) Using web-casting and email
 (D) Physical market place





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10. A diverse collection of incentive tools designed to stimulate quicker buying of a particular product or service by consumers or the trade is known as :
- (A) Advertising
(B) Personal selling
(C) Publicity
(D) Sales promotion
11. The measure of forecast error which calculates the average of square of the forecast errors is known as :
- (A) Mean error
(B) Mean absolute deviation
(C) Mean absolute percentage error
(D) Mean square error
12. In PERT, the formula to calculate mean time for an activity is
- (A) $(\text{Optimistic Time} + 4 * \text{Pessimistic Time} + \text{Most Likely Time}) / 6$
(B) $4(\text{Optimistic Time}) + \text{Pessimistic Time} + \text{Most Likely Time}$
(C) $\text{Optimistic Time} + \text{Pessimistic Time} + 4 * \text{Most Likely Time}$
(D) $(\text{Optimistic Time} + \text{Pessimistic Time} + 4 * \text{Most Likely Time}) / 6$
13. Which of the following statement related to PERT is true ?
- (A) It is a cost based model
(B) It does not average time
(C) It is a probabilistic model
(D) It is suitable where reasonable precision is required
14. As the value of x increases, if value of y decreases, then coefficient of correlation will be
- (A) Zero
(B) Positive
(C) Negative
(D) Cannot be determined
15. A measure characterizing a population is called a parameter and a similar measure for a sample is called
- (A) Standard error
(B) Non-parameter
(C) Sampling error
(D) Statistic
16. Which among the following is *correct* statement ?
- (A) Kaizen in other words is total quality management
(B) Production management is one of the variables of TQM equation
(C) TQM is best explained with the help of deming triangle
(D) Michael Hammer and James Champy have given the concept of TQM





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17. **Statement 1** : VED analysis is meant for project maximization.

Statement 2 : Network analysis is independent of planning process.

- (A) 1 is correct but 2 is incorrect
- (B) 2 is correct but 1 is incorrect
- (C) 1 is correct and 2 is correct
- (D) 1 is incorrect and 2 is incorrect

18. Read the following regarding PERT and CPM :

- (1) PERT is probabilistic in nature and CPM is deterministic in nature
- (2) PERT is more suitable for new as well as old projects, but CPM is of great value for projects that are repetitive
- (3) PERT focuses primarily on time element and attaches lesser significance to the cost. On the contrary the CPM puts strong emphasis on cost
- (4) PERT is activity oriented and CPM is event oriented

Which of the following options is most appropriate ?

- (A) (1) and (4)
- (B) (1), (3) and (4)
- (C) (1), (2), (3) and (4)
- (D) (1) and (3)

19. Consider the following statements :

- (1) A redundant constraint in an LP problem results in an infeasible solution
- (2) A degenerate solution is totally meaningless to a manager
- (3) The EOQ model of inventory management can be applied for determining the optimal production lot size
- (4) LP technique cannot be used for finding the scope for increasing the price without disturbing the optimal product mix

- (A) Only statements (1) and (3) are true
- (B) Only statement (3) is true
- (C) Only statements (1) and (2) are true
- (D) None of the statements is true

20. One use of a regression line is :

- (A) To determine if any x values are outliers
- (B) To determine if any y values are outliers
- (C) To determine if a change in x causes a change in y
- (D) To estimate the change in y for a one-unit change in x





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| <p>21. What is not true about FPI ?</p> <ul style="list-style-type: none"> (A) It is investment in foreign financial instruments (B) Equity stake in foreign business entity is not significant (C) It is passive holding of securities and financial assets by foreign firm to get profits (D) FPI aims at gaining management control of the issuing firm <p>22. Member countries of NAFTA are :</p> <ul style="list-style-type: none"> (A) Brazil, USA and Canada (B) Canada, USA and Mexico (C) USA, Argentina and Canada (D) Panama, USA and Canada <p>23. The IMF holds substantial resources in member's currencies and SDRs, as a result of :</p> <ul style="list-style-type: none"> (A) Its borrowings from the World Bank (B) Members' payments of subscriptions (C) Borrowings from developed countries (D) Its borrowing from Private banks | <p>24. In Artificial Intelligence, is involved.</p> <ul style="list-style-type: none"> (A) Playing a game on Computer (B) Making a machine intelligent (C) Programming on machine with your own intelligence (D) Putting your intelligence in machine <p>25. LIBOR means :</p> <ul style="list-style-type: none"> (A) London Inter Bank Offer Rate (B) London Interbank Borrowings (C) London International Banking Offered Rate (D) London Inter Bank Operating Rate <p>26. "Prices of goods sold in different countries, converted to common currency, should be identical". This concept relates to</p> <ul style="list-style-type: none"> (A) Purchasing Power Parity Theory (B) Floating exchange rate system (C) Gold exchange standard (D) Dollarization <p>27. Business can be defined as :</p> <ul style="list-style-type: none"> (A) The uninhibited flow of information and goods on the web (B) The use of the internet and the web to transact business (C) Digitally enabled transactions and processes within an organisation (D) Commercial transactions involving electronic goods |
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| <p>28. Which of the following options does not belong to ERP technologies ?
 (A) Manufacturing Resource Planning
 (B) Data warehousing
 (C) Data mining
 (D) Business process Reengineering</p> <p>29. Which of the following is not a con of Digital Economy ?
 (A) Disruption to existing jobs
 (B) Monopoly to tech giants
 (C) Low barrier to entry
 (D) Privacy issues</p> <p>30. The most widely used encryption standard is :
 (A) Advanced Encryption Standard (AES)
 (B) Data Encryption Standard (DES)
 (C) Universal Encryption Standard (UES)
 (D) Optimal Encryption Standard (OES)</p> <p>31. One of the most significant strength of small businesses is their ability to :
 (A) Organize
 (B) Innovate
 (C) Raise funds
 (D) Communicate</p> | <p>32. DIC is headed by General Manager in the rank of :
 (A) Joint director of industries
 (B) Assistant director of industries
 (C) Officer on Special Duty
 (D) Department Officer</p> <p>33. SIDBI was set up in the year :
 (A) 1987
 (B) 1988
 (C) 1989
 (D) 1990</p> <p>34. Microsoft by Bill Gates is an example of which type of entrepreneurship ?
 (A) Innovative
 (B) Agricultural
 (C) Social
 (D) Joint</p> <p>35. The term 'Entrepreneur' was derived from French word :
 (A) Enterpurpose
 (B) Enterprise
 (C) Enterprocedure
 (D) Enterprendre</p> <p>36. Which is the one of the known institute in Ahmadabad in entrepreneurship training and research ?
 (A) EDII
 (B) SIDBI
 (C) SIDO
 (D) NIESBUD</p> |
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37. SISI was established in :
- (A) 1956
 - (B) 1965
 - (C) 1970
 - (D) 1974
38. Udyam Assist Platform developed by the SIDBI cater to which of the following enterprises ?
- (A) Small enterprises
 - (B) Medium Enterprises
 - (C) Export-oriented Enterprises
 - (D) Informal Micro enterprises
39. Which of the following is not the scheme of indirect assistance by SIDBI ?
- (A) Schemes of Refinance Assistance
 - (B) Bills Rediscounting Schemes
 - (C) Resource support to institutions
 - (D) Venture Capital Scheme
40. Which one of the following is not a function undertaken by women entrepreneurs ?
- (A) Explore the process of starting new enterprises
 - (B) Undertaking risks and handling of economic and non-economic uncertainties
 - (C) Supervision and providing leadership in all aspects of business
 - (D) Act as a supervisor in an organisation to control working
41. The scientific management stressed upon :
- (1) Rationality
 - (2) Specialisation
 - (3) Technical competence
 - (4) Predictability
- Select the option with the correct **code** :
- (A) (1) and (2)
 - (B) (1), (2) and (3)
 - (C) (2), (3) and (4)
 - (D) (1), (2), (3) and (4)





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42. Match List I with List II and choose the option with the correct answer :

List-I

- (i) Classical Theory
- (ii) Humans Relations
- (iii) Behavioural Approach
- (iv) Systems Approach

List-II

- (1) Fact orientation
- (2) Environment
- (3) Structure
- (4) Informal organization
- (5) Incentives to work

Codes :

	(i)	(ii)	(iii)	(iv)
(A)	(3)	(2)	(4)	(5)
(B)	(3)	(4)	(1)	(2)
(C)	(4)	(2)	(1)	(3)
(D)	(1)	(4)	(3)	(2)

43. According to G.R. Terry : “the task of blending efforts in order to ensure the successful attainment of an objective, accomplished by means of planning, organizing, actuating and controlling is called :

- (A) Leadership
- (B) Co-ordination
- (C) Motivation
- (D) Directing

44. The pressing of information among the executives who are at equal level in an organization and the receiver and the sender may be in the same or different department is called :
- (A) Horizontal Communication
 - (B) Diagonal Communication
 - (C) Upward Communication
 - (D) Downward Communication
45. Technical, conceptual and human skills was suggested by :
- (A) Robert L. Kartz
 - (B) McGregor
 - (C) Fred Luthans
 - (D) A.H. Maslow
46. are related to unified, integrated and comprehensive issues of the organisation and concerned with allocation and reallocation of resources.
- (A) Strategic Decisions
 - (B) Programmed Decisions
 - (C) Non-programmed Decisions
 - (D) Simple Decisions
47. If two goods are close substitutes, then :
- (A) an increase in the price of one will decrease the demand for the other
 - (B) an increase in the price of one will increase the demand for the other
 - (C) a decrease in the price of one will increase the demand for the other
 - (D) a decrease in the price of one will have no effect on the demand for the other





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| <p>48. Set of morals, rules and principles to protect the interest of customers, employees society, business units and the industry as a whole is called.....</p> <p>(A) Consumerism
(B) Business ethics
(C) Goodwill
(D) Social responsibility</p> <p>49. is used as a planning and controlling tool.</p> <p>(A) CPM
(B) PERT
(C) PPM
(D) TAT</p> <p>50. Setting of high price when the product is introduced and gradually lowering its price is called :</p> <p>(A) Skimming Pricing
(B) Prestige Pricing
(C) Price Lining
(D) Value Pricing</p> <p>51. Human Behaviour results from a continuous and multidirectional interaction between the person and the situation is approach.</p> <p>(A) Interactionalism
(B) System Approach
(C) Contingency Approach
(D) HR Approach</p> | <p>52. Any organization is improving the capacity to achieve known objectives which is associated with routine and behavioural learning without changing its basic assumption are learning type organization.</p> <p>(A) Dentro
(B) Double loop
(C) Single loop
(D) Triple loop</p> <p>53. The tendency of people to defend themselves when confronted with conflicting or threatening stimuli is known as :</p> <p>(A) Halo Effect
(B) Defence Mechanism
(C) Visual Illusion
(D) Projection</p> <p>54. Alleviates stress by encouraging a person to adopt a more reasonable belief about the outcomes associated with events is known as</p> <p>(A) Cognitive restructuring
(B) Burnout
(C) Employee Assistance Programmes (EAPs)
(D) Biofeedback</p> |
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55. Arrange the following experiments conducted by Elton Mayo in the chronological order

 - (1) The Relay Assembly Test Room Experiment
 - (2) Mass Interviewing Experiment
 - (3) Illumination Experiment
 - (4) Bank Wiring Experiment

(A) (3), (1), (2) and (4)
(B) (1), (3), (4) and (2)
(C) (3), (2), (1) and (4)
(D) (2), (3), (4) and (1)

56. are facilitated by factors such as organizational values, human resource systems and organizational structure and job design leads to enabling employee to work on continuous improvement actions.

(A) Management Teams
(B) Empowered Teams
(C) Problem-solving Teams
(D) Virtual Teams

57. Process by which managers select and manage elements of structure so that an organization can control the activities needed to achieve goals is known as

(A) Cost leadership strategy
(B) Organizational Design
(C) Focus Strategy
(D) Organizations are living systems
58. The organizations which have display the trait of politicized environment which allows influential managers to operate autonomous 'fiefdoms' and resist needed change.

(A) Organic Culture
(B) Weak Culture
(C) Clan Culture
(D) Unhealthy Culture

59. The job evaluation process starts with defining of evaluation and ends with establishing differentials.

(A) Definitions, objectives and process
(B) Objectives, Wage and Salary
(C) Process, Line and Staff
(D) Stages, Job Design and Job specifications

60. The measurement of accurate and genuine performance of employee for further development is measured through where potential performance from low to high shown on vertical axis and actual performance from low to high at horizontal axis.

(A) On the Job Training Model
(B) Action Learning Model
(C) 9-Box Grid Model
(D) Executive Coaches Model





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| <p>61. A host country national or a third country national assigned to the parent country where the company is headquartered is known as</p> <p>(A) Expatriate</p> <p>(B) Inpatriate</p> <p>(C) Repatriate</p> <p>(D) Depatriate</p> <p>62. In 1972 the unions under the influence of Morarji Desai, Nijalingappa and Kamraj seceded from the INTUC and established :</p> <p>(A) National Organization of Labour</p> <p>(B) National Federation of Labour</p> <p>(C) United Trade Union Congress</p> <p>(D) Red Trade Union Congress</p> <p>63. The process to determine who can be groomed for higher levels of assignments based on the performance, potential and training is known as</p> <p>(A) Career Planning</p> <p>(B) Manpower Planning</p> <p>(C) Strategic Planning</p> <p>(D) Competency Mapping</p> | <p>64. A process whereby managers meet to discuss the performance of individual employees to ensure their employee appraisals are in line with one another is known as :</p> <p>(A) Calibration process</p> <p>(B) Negotiation process</p> <p>(C) Rating process</p> <p>(D) Pair Rating process</p> <p>65. Which of the following is not an approach to Industrial Relations ?</p> <p>(A) Psychological</p> <p>(B) Sociological</p> <p>(C) Rational</p> <p>(D) Human Relation</p> <p>66. The term “The war of talent” was coined by :</p> <p>(A) McKinsey</p> <p>(B) T.V. Rao</p> <p>(C) Udai Pareek</p> <p>(D) D. Ulrich</p> <p>67. Which of the following aspects of job cannot be considered under quality of work life ?</p> <p>(A) Freedom and autonomy to make decisions</p> <p>(B) Freedom and autonomy to leave work without taking permission from superiors</p> <p>(C) Satisfactory physical surroundings</p> <p>(D) Job satisfaction and job safety</p> |
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68. In most of the cases “Cessation to work” refusal to continue to work, or refusal to accept employment is called strike.” Which one of the following does NOT come under the form of strike ?
- (A) Sit down strike
 - (B) Hunger strike
 - (C) Gherao
 - (D) Work-to-rule
69. Acceptable standards of behaviour within a group that are shared by the group’s members are known as :
- (A) Status
 - (B) Norms
 - (C) Roles
 - (D) Traits
70. Which of the following purpose is not served by talent audit ?
- (A) Talent Audit points out laggards who can either be trained and if it fails may be exited
 - (B) Talent focus on pervasive mindset and factual mapping should be undertaken
 - (C) It should identify talent potential which can be earmarked for career planning and development
 - (D) Talent Audit helps identify those likely to exit
71. Which of the following statements is false in relation to Angle of Incidence concept under Marginal Costing ?
- (A) Angle of incidence is the angle where sales line intersects total cost line
 - (B) Angle of incidence indicates profit earning capacity over the BEP
 - (C) Large angle of incidence indicates high margin of profit
 - (D) Large angle of incidence indicates low margin of profit
72. Net profit is added in
- (A) Trading A/c
 - (B) Income A/c
 - (C) Capital A/c
 - (D) Asset A/c
73. is defined as an operating, planning and budgeting process which require each manager to justify his entire budget request each period in detail from scratch.
- (A) Cash Budget
 - (B) Personnel Budget
 - (C) Zero Based Budget
 - (D) Master Budget





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| <p>74. PV ratio is mainly known as</p> <p>(A) Contribution to sales ratio</p> <p>(B) Contribution to margin ratio</p> <p>(C) Variable Profit Ratio</p> <p>(D) Turnover Ratio</p> <p>75. Which of the following is not a component of Cash Flow Statement ?</p> <p>(A) Cash flows from Director's personal transactions</p> <p>(B) Cash flows from operating activities</p> <p>(C) Cash flows from investing activities</p> <p>(D) Cash flows from financing activities</p> <p>76. If the standard price Rs. 8 and standard quantity 10, actual price Rs. 7 and actual quantity 10, then what is the amount of Material Usage Variance ?</p> <p>(A) 10</p> <p>(B) -10</p> <p>(C) 50</p> <p>(D) 0</p> | <p>77. is where the sales line intersects the total cost line which indicates profit earning capacity over the BEP.</p> <p>(A) Angle of incidence</p> <p>(B) Contribution</p> <p>(C) Margin of safety</p> <p>(D) Gross margin</p> <p>78. If the fixed cost is Rs. 2,50,000 and PV Ratio is 60%, then the BEP is :</p> <p>(A) Rs. 4,16,667</p> <p>(B) Rs. 3,83,333</p> <p>(C) Rs. 3,75,000</p> <p>(D) Rs. 4,10,000</p> <p>79. means the difference between standard cost and actual cost.</p> <p>(A) Balance cost</p> <p>(B) Variance</p> <p>(C) Marginal cost</p> <p>(D) Variable cost</p> |
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| <p>80. helps the management to understand the present costs and then to control the future costs.</p> <p>(A) ABC Analysis</p> <p>(B) Variance Analysis</p> <p>(C) Marginal Analysis</p> <p>(D) Budget Analysis</p> <p>81. If a credit term is written as “2/10 net 30”, which of the following is false ?</p> <p>(A) Rate of cash discount is 2%</p> <p>(B) Maximum credit period is 30 days</p> <p>(C) Payment must be made within 10 days to avail cash discount</p> <p>(D) 2 times 10% credit can be given to 30% of the customers</p> <p>82. The concept of Beta as a measure of risk is useful in portfolio management.</p> <p>(A) systematic</p> <p>(B) unsystematic</p> <p>(C) no risk</p> <p>(D) credit risk</p> | <p>83. A company has a Beta = 1.5, the risk free rate is 6%, the required rate of return on market is 15%, then the expected rate of return is :</p> <p>(A) 19.5%</p> <p>(B) 9.5%</p> <p>(C) 9%</p> <p>(D) 5%</p> <p>84. Market risk and interest rate risk are examples of</p> <p>(A) systematic risk</p> <p>(B) unsystematic risk</p> <p>(C) inflation risk</p> <p>(D) no risk</p> <p>85. The risk which arises out of changes in demand and supply is known as....</p> <p>(A) Market risk</p> <p>(B) Credit risk</p> <p>(C) Interest rate risk</p> <p>(D) Purchasing power risk</p> |
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| <p>86. Purchasing power risk is also known as</p> <p>(A) Inflation risk</p> <p>(B) Interest rate risk</p> <p>(C) Credit risk</p> <p>(D) No risk</p> <p>87. CAPM uses the concept of to link risk with return.</p> <p>(A) Theta</p> <p>(B) Gamma</p> <p>(C) Beta</p> <p>(D) Alpha</p> <p>88. The bonds sold at rates linked to the inflation rate or price of called are called as</p> <p>(A) Floating bonds</p> <p>(B) Discount bonds</p> <p>(C) Indexed bonds</p> <p>(D) OMNO bonds</p> <p>89. What is the present value of a bond with Face Value is Rs. 1000, coupon rate is 8%, maturity period of 3 years and YTM = 10% ?</p> <p>(A) 902.6</p> <p>(B) 95.26</p> <p>(C) 9.26</p> <p>(D) 950.26</p> | <p>90. Capital budgeting decisions are based on</p> <p>(A) Incremental profit</p> <p>(B) Incremental cash flows</p> <p>(C) Incremental Asset</p> <p>(D) Incremental Capital</p> <p>91. Sanjivni Pharmaceuticals Limited manufacturers a cough syrup Zenus. It has modified Zenus syrup, claiming that the Zenus cough syrup is sugar-free and the consumer will not feel drowsiness after consuming this cough syrup. Consumers found this product as unique. The sales of Zenus cough syrup have increased as expected. The price of this sugar-free syrup is higher by 20% than the earlier syrup. Identify the strategy adopted by Sanjivni Pharmaceuticals Limited.</p> <p>(A) Focus strategy</p> <p>(B) Best cost provider strategy</p> <p>(C) Differentiation strategy</p> <p>(D) Cost leadership strategy</p> |
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92. The mistake of paying more attention to the specific products of a company offers than to the benefits and experience produced by these products is known as :

 - (A) Marketing phobia
 - (B) Marketing trivia
 - (C) Marketing myopia
 - (D) Marketing inertia
93. In addition to the fleeting nature of TV commercials, is/are another reason that product-related messages and the brand itself can be overlooked.

 - (A) overuse of celebrity endorsers
 - (B) overreliance on well-known pop songs
 - (C) lack of creativity
 - (D) distractive creative elements
94. A famous restaurant enjoys full occupancy during the lunch and dinner time for last few months. In fact, many customers go back as they have to wait for their turn. Between 15:00 hours to 18:00 hours, the occupancy rate is near to nil. To raise the footfalls of customers during this lean time, the owner offers a discount of 20% on total bill if a customer comes in these 3 hours. Which type of marketing strategy does the restaurant follow to attract the customers in the lean period ?

 - (A) Differential marketing
 - (B) Synchro-marketing
 - (C) Place marketing
 - (D) Concentrated marketing
95. An organisation during its strategy planning envisaged entire situation and created a strategy framework. But in mean time after implementation, it realised that its framework is not effective in certain unique unplanned situations. What could be the reason for such ineffectiveness ?

 - (A) Strategy is “partly proactive and partly reactive”
 - (B) Lack of analysis and proper planning
 - (C) Strategy is highly reactive and highly proactive
 - (D) Improper creation of strategic framework



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96. “Marketing Myopia” is based on :
- (A) Current product offering
 - (B) Forecasting the future product offering
 - (C) Dropping a product
 - (D) Adding a product
97. A marketing feasibility of any idea includes the following aspects :
- (i) Current and future demand estimates
 - (ii) Market segmentation and identification of target markets
 - (iii) Competition analysis
 - (iv) Market testing
- Select the *correct* option :
- (A) (i), (ii) and (iii) only
 - (B) (ii), (iii) and (iv) only
 - (C) (i) and (ii) only
 - (D) (i), (ii), (iii) and (iv)
98. Place advertising, or out-of-home advertising, is a broad category that includes many creative and unexpected forms to grab consumers’ attention, including all of the following EXCEPT :
- (A) billboards
 - (B) yellow pages
 - (C) public spaces
 - (D) product placement
99. Fixing a high price for new product will be called as :
- (A) Price segmentation
 - (B) Penetration pricing
 - (C) Price skimming
 - (D) Competitive pricing
100. Patronage motive is related to :
- (A) Cost
 - (B) Induce
 - (C) Emotion
 - (D) Outcome





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ROUGH WORK

