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# OCT-51226
# Paper-II
# MANAGEMENT

Series **D**

Question Booklet Serial No.
प्रश्नपत्रिका अनुक्रमांक

**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)

**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

1. Write your Seat No. and OMR Sheet No. in the space provided on the top of this page.
2. This paper consists of **100** objective type questions. **Each** question will carry **two** marks. **All** questions of Paper II will be **compulsory**.
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 (B) is the correct response.
   (A) ● (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) ✓ (C) (D) (A) ✗ (C) (D) (A) ◒ (C) (D) (A) (B) (C) (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. परीक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या OMR उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
2. सदर प्रश्नपत्रिकेत **100** बहुविकल्प प्रश्न आहेत. प्रत्येक प्रश्नास **दोन** गुण आहेत. या प्रश्नपत्रिकेतील **सर्व** प्रश्न सोडविणे अनिवार्य आहे.
3. परीक्षा सुरू झाल्यावर विद्यार्थ्याला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनिटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी अवश्य तपासून पहाव्यात :
   (i) प्रश्नपत्रिका उघडण्यासाठी प्रश्नपत्रिकेवर लावलेले सील उघडावे. **स्टीकर सील नसलेली किंवा सील उघडलेली प्रश्नपत्रिका स्वीकारू नये.**
   (ii) पहिल्या पृष्ठावर नमूद केल्याप्रमाणे प्रश्नपत्रिकेची एकूण पृष्ठे तसेच प्रश्नपत्रिकेतील एकूण प्रश्नांची संख्या पडताळून पहावी. **पृष्ठे कमी असलेली/कमी प्रश्न असलेली/ प्रश्नांचा चुकीचा क्रम असलेली किंवा इतर त्रुटी असलेली सदोष प्रश्नपत्रिका सुरुवातीच्या 5 मिनिटातच पर्यवेक्षकाला परत देऊन दुसरी प्रश्नपत्रिका मागवून घ्यावी.** त्यानंतर प्रश्नपत्रिका बदलून मिळणार नाही तसेच वेळही वाढवून मिळणार नाही याची कृपया नोंद घ्यावी.
   (iii) वरीलप्रमाणे सर्व पडताळून पाहिल्यानंतरच प्रश्नपत्रिकेवर ओ.एम.आर. उत्तरपत्रिकेचा क्रमांक 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 (B) हे योग्य उत्तर असेल तर.
   (A) ● (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.

| चुकीची पद्धती |
|---|
| (A) ✓ (C) (D) (A) ✗ (C) (D) (A) ◒ (C) (D) (A) (B) (C) (D) |

5. या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे **ओ.एम.आर. उत्तरपत्रिकेतच दर्शवावीत**. इतर ठिकाणी लिहिलेली 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. उत्तरपत्रिकेवर 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 अपात्र ठरविण्यात येईल.
9. 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.
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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OCT-51226–D

# 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. An investor has invested in the shares of ABC Limited which expects no (zero) growth in dividends. ABC Ltd., has paid a dividend of Rs. 3 per share. If the required rate of return is 14%, what would be the value of the share ?

   (A) Rs. 21.43

   (B) Rs. 3

   (C) Rs. 14

   (D) Rs. 4.66

2. With each passing day, the cost of carry of a futures contract

   (A) Decreases

   (B) Increases

   (C) Increases initially and then decreases

   (D) Decreases initially and then increases

3. If futures price is higher than spot price of an underlying asset, it is called as

   (A) Convergence

   (B) Divergence

   (C) Contango

   (D) Backwardation

4. Calculate the Total Cost of Carry, if the Spot price of a commodity is Rs. 28000, Time period is 90 days, Interest rate is 7% and Storage cost is 2%.

   (A) Rs. 621.37

   (B) Rs. 483.29

   (C) Rs. 138.08

   (D) Rs. 1,400.00

5. An option contract gives its buyer _____ to exercise that option.

   (A) A right but not an obligation

   (B) A right and an obligation

   (C) An obligation but not a right

   (D) Neither a right nor an obligation

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6. The COVERT dimension of OB DO NOT include
   (A) Communication patterns
   (B) Surface competencies and skills
   (C) Conflict
   (D) Underlying competencies and skills

7. Application of scientific methods to analyze work is the contribution of
   (A) Administrative Management Theory
   (B) Behavioural Management Theory
   (C) Scientific Management Theory
   (D) Management Science Theory

8. Differences in values, personality and work preferences are referred as
   (A) Surface-Level Diversity
   (B) Deep-Level Diversity
   (C) Under-Line Diversity
   (D) Outer-Line Diversity

9. Which of the following statement is a correct description of Perception ?
   (A) A process of receiving information about and making sense of the world around us
   (B) Biased way of understanding things
   (C) Seeing what is there to be seen
   (D) An understanding by a prejudiced individual

10. The knowledge that can be inferred from the action of an individual but can not be communicated directly by him or her, remains with individual and can not be documented is known as
   (A) Explicit Knowledge
   (B) Tacit Knowledge
   (C) Learning
   (D) Social Learning

11. Which of the following is *not* the body of WTO General Council ?
   (A) The General Council
   (B) The Dispute Settlement Body
   (C) The Trade Policy Review Body
   (D) TRIPS Council

12. Putting specific limits on the quantity or value of goods that can be imported (or exported) during the specific time period is known as
   (A) Non-tariff measures
   (B) SPS regulations
   (C) Quantitative restrictions
   (D) Tariff binding

13. The nominal interest rate in a country is determined by real interest rate and the expected interest rate. This refers to

(A) Fisher effect theory

(B) Purchasing power parity theory

(C) NomReal interest rate theory

(D) Forward transaction theory

14. Overseas investment in similar activity as carried out in home country is termed as

(A) Backward vertical FDI

(B) Efficiency seeking FDI

(C) Horizontal FDI

(D) Conglomerate FDI

15. Which of the following portal revenue models involves charging for premium content ?

(A) ISP services

(B) General Advertising

(C) Subscription fees

(D) Tenancy fees

16. The defensive interval ratio is a ratio between the quick/liquid assets and

(A) Projected Daily Cash Requirement

(B) Quick Liability

(C) Monthly Cash Balance

(D) Average Revenue

17. As per Du Pont Chart, Rate of Return on assets is given by EAT as a percentage of sales multiplied by

(A) Total Assets

(B) Total Sales

(C) Assets Turnover

(D) Shareholder's equity

18. The ABC Limited has a capital of Rs. 10,00,000 ; its turnover is 3 times the capital and the net profit margin on sales is 6%. What is the return on investment ?

(A) 18%

(B) 2%

(C) 33.33%

(D) 1.66%

19. Evaluation of financial performance over a period of time using financial ratio analysis is known as

(A) Interfirm Comparison

(B) Intrafirm Comparison

(C) Trend Analysis

(D) Common Size Statements

20. Variable cost in XYZ Limited is 80 per cent of selling price. If the fixed expenses are Rs. 10,000/-, the break even sales of the company will be

(A) Rs. 15,000

(B) Rs. 10,000

(C) Rs. 8,000

(D) Rs. 50,000

21. Who among the following bridges the gap between inventors and managers ?

(A) Investor

(B) Entrepreneur

(C) Industrialist

(D) Intrapreneur

22. Which of these statements best describes the context for entrepreneurship ?

(A) Entrepreneurship takes place in small business

(B) Entrepreneurship takes place in large business

(C) Entrepreneurship takes place in a wide variety of context

(D) Entrepreneurship takes place in social enterprises

23. SIDBI was set up as a subsidiary of

(A) IDBI

(B) IFCI

(C) ICICI

(D) SFC

24. Grameen Bank by Muhammad Yunus is an example of _____ Entrepreneurship.

(A) Innovative

(B) Social

(C) Public

(D) Joint

25. A revision in MSME definition was announced in the Atmnirbhar Bharat package on 13th May, 2020. As per this announcement, the definition of the limit of small unit was increased to

(A) Rs. 2 Crore of investment and Rs. 10 Crore of turnover

(B) Rs. 5 Crore of investment and Rs. 50 Crore of turnover

(C) Rs. 1 Crore of investment and Rs. 5 Crore of turnover

(D) Rs. 10 Crore of investment and Rs. 50 Crore of turnover

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26. Match the items of the List – II with List – I and select the code of correct matching.

| List – I | List – II |
|---|---|
| 1. Chi-square Test | i. Testing the significance of the differences of the mean values among more than two sample groups |
| 2. ANOVA (F-Test) | ii. Testing the goodness of fit of a distribution |
| 3. Z Test | iii. Testing the significance of the difference of the mean values between two large sized samples |
| 4. t-Test | iv. Testing the significance of the difference of the mean values between two small sized samples when population standard deviation is not available |

**Code :**

(A) 1 – i, 2 – ii, 3 – iii, 4 – iv

(B) 1 – iv, 2 – iii, 3 – ii, 4 – i

(C) 1 – i, 2 – ii, 3 – iv, 4 – iii

(D) 1 – ii, 2 – i, 3 – iii, 4 – iv

27. Which of the following are alternative names for the dependent variable (usually denoted by y) in linear regression analysis ?

i. The regressand

ii. The regressor

iii. The explained variable

iv. The explanatory variable

(A) ii and iv only

(B) i and iii only

(C) i, ii, iii

(D) i, ii, iii and iv

28. Parametric test, unlike the non-parametric tests, make certain assumption about

(A) The population size

(B) The sample size

(C) The underlying distribution

(D) The sampling errors

29. The Gantt Chart (invented by Henry L Gantt) still used today in the production planning area of many organizations was the first simple visual device to maintain production control. It is essentially a bar graph with

(A) Time on the horizontal axis; the activities to be scheduled on the vertical axis

(B) Time on the vertical axis; project completion on the horizontal axis

(C) Time on the horizontal axis; project completion on the vertical axis

(D) Time on the vertical axis; the activities to be scheduled on the horizontal axis

30. The _____ is a management strategy that aligns raw material orders from the suppliers directly with the production schedules.

(A) Mathematical model
(B) Linear programming
(C) Economic Order Quantity
(D) JIT Inventory System

31. "A relationship between mgt and employees or among employees and their organizations, that characterise and grow out of employment" is the definition given by

(A) Dale Yoder
(B) R. A. Lester
(C) Ashwathappa
(D) Myers and Kannappan

32. When group of workers initiate collective action aimed at preventing members of the management from entering the office, it is called

(A) Lockout
(B) Gherao
(C) Boycott
(D) Picketing

33. The Trade Union (Amendment) Act, 2001 has limited the proportion of outsiders in unorganized sector to

(A) 50 percent
(B) 20 percent
(C) 10 percent
(D) 60 percent

34. _____ operates under an assumption that employee performance level conforms to a normal statistical distribution.

(A) Forced Choice Method
(B) Forced Distribution Method
(C) Field Review
(D) Essay

35. If employees are unhappy and resentful individuals, who express themselves openly and seem to undermine what their engaged workers accomplished are termed as

(A) Actively disengaged
(B) Passively disengaged
(C) Negatively disengaged
(D) Purposefully disengaged

36. The balanced scorecard developed by Kaplan and Norton contains four dimensions. Which one out of the following is one of the dimension of the balanced scorecard ?

(A) Competitor Analysis
(B) Customer Service
(C) Human Resources
(D) Production Management

37. Marketing Myopia concept of marketing refers to :

(A) Narrow perception of marketing and short sighted view of business

(B) The value concept of marketing

(C) Social marketing concept of marketing

(D) Green marketing concept of marketing

38. Michael Porter's Five Forces model includes which one of the following combinations ?

a. Threat of new potential entrants

b. Threat of substitute product/ service

c. Bargaining power of suppliers

d. Bargaining power of the buyers

e. Rivalry among the current competitors

f. Rivalry among the prospective competitors

(A) a, c, d, e, f

(B) a, b, d, e, f

(C) a, b, c, e, f

(D) a, b, c, d, e

39. The Coca Cola Company markets a wide range of different beverage products including bottled water, soft-drinks, juices and sports drinks. Each product appeals to a different segment. This is an example of which type of marketing offering ?

(A) Differentiated marketing

(B) Target marketing

(C) Undifferentiated marketing

(D) Intensified marketing

40. The firm may go for defensive advertising as per which one of the following approaches ?

(A) Percentage to sales approach

(B) Return on investment approach

(C) Competitive parity approach

(D) Objective and task approach

41. The theories which describe how managers can use knowledge of subordinates' needs and desires to direct subordinate behaviour appropriately is known as

(A) Content Theories of Motivation

(B) Social Theories of Motivation

(C) Process Theories of Motivation

(D) Psychological Theories of Motivation

42. Mechanism used to train people to detect and control stress related symptoms is known as

(A) Biofeedback

(B) Role ambiguity

(C) Burnout

(D) Cognitive restructuring

43. Who stated that four P's "Purpose, Process, Person and Place" are the basis of organisation ?

(A) Max Weber

(B) Henri Fayol

(C) Luther Gulick

(D) Dimock

44. The phenomenon, where all group members end up doing what none of the members individually would have liked to do because each member has expectations about what the rest of the members might expect out of group activity, is known as

(A) Mind Guards Paradox

(B) Rationalization Paradox

(C) Abilene Paradox

(D) Invulnerability Paradox

45. _____ refers to the barrier that keeps women away from reaching the highest levels in the organizations.

(A) Social Ceiling Barrier

(B) Family Barrier

(C) Glass Ceiling

(D) Glass Stigma Barrier

46. Which of the following is *not* one of the four principles of positioning according to Jack Trout ?

(A) A company must maintain a strong labor base

(B) A company must establish a position in the minds of its targeted customers

(C) The position should be singular, providing one simple and consistent message

(D) The position must set a company apart from its competitors

47. Which of the following is *not* a risk that firms must consider prior to expanding into another country ?

(A) Not understanding the nuances of the other country's business culture

(B) Not understanding the nuances of the other country's business regulations

(C) Lacking skilled managers with international experience

(D) Choosing countries too similar to their home market

48. In which stage of Product Life Cycle, does a company experience a rapid increase in sales and entry of competitors rapidly ?

(A) Decline Stage

(B) Introduction Stage

(C) Maturity Stage

(D) Growth Stage

49. Read Assertion (A) and Reason (R) carefully and select the correct option.

**Assertion (A) :** To attract customers, service providers should attach physical evidence to their service offerings.

**Reason (R) :** The physical evidence or a tangible element, serves as a promotional tool for the organizations to market their services.

(A) Both (A) and (R) are correct and (R) is the correct explanation of (A)

(B) Both (A) and (R) are correct but (R) is not the correct explanation of (A)

(C) (A) is correct but (R) is not correct

(D) (A) is wrong and (R) is correct

50. _____ is a cost effective strategy of entering the international market, for reducing cost through allotting a portion of work to outsiders rather than doing it completely internally.

(A) Outsourcing

(B) Franchising

(C) Joint venture

(D) Acquisition

51. _____ is the multiplier used to calculate at a specified discount rate the present value of an amount to be received in a future period.

(A) Present value interest factor

(B) Present value annuity factor

(C) Effective rate of interest

(D) Effective rate of discount

52. _____ is an equilibrium model of the trade-off between expected portfolio return and unavoidable risk.

(A) CAPM

(B) CML

(C) SML

(D) IRR

53. _____ is a graphic depiction of CAPM-the expected return beta relationship- and describes the market price of risk capital markets.

(A) Security Market Line

(B) Capital Market Line

(C) Optimum Portfolio

(D) Extended CAPM

54. _____ is the rate of return an investor earns on a bond held till maturity.

(A) Coupon rate

(B) Liquidation rate

(C) Yield to Maturity

(D) Investor rate

55. _____ is the common name for the constant growth model widely cited in dividend valuation.
(A) Zero Growth Model
(B) Gordon Model
(C) ConGro Model
(D) M-M Model

56. Who is considered as the father of Human Relations Approach ?
(A) F. W. Taylor
(B) Elton Mayo
(C) Fred Luthans
(D) P. F. Drucker

57. Which of the following is *not* the component of ethical climate ?
(A) Egoism
(B) Principle
(C) Benevolence
(D) Relational

58. Which theory provided an insight into the human relations aspect of the organisational structure and attributed the organisations' success to organisational goals and personal needs of human resource ?
(A) Behavioural Theory
(B) Pre-Scientific Management Theory
(C) Classical Theory
(D) Modern Management Theory

59. _____ is an independent process which aims at pointing out the inefficiency in the performance of management functions for improvements.
(A) Internal Audit
(B) Management Audit
(C) Statistical Control
(D) Breakeven Analysis

60. Ethical value are derived from
(A) Corporate Objectives
(B) Organizational Culture
(C) The Bible, the Kuran, the Gita
(D) Corporate Philosophy

61. Which of the following statement is *not* true of internationalization of organizations ?
(A) To reach organizational objectives, management may extend its activities to include an emphasis on organizations in foreign countries
(B) In general – the larger the organization, the greater the likelihood that it participates in international activities of some sort
(C) A manager's failure to understand different national sovereignties, national conditions and national values and institutions can lead to poor investment decisions
(D) Generally speaking a multinational organization transcends any home country, whereas a transnational organization does not

62. Which of the following management information systems is an interactive computer system that provides managers with the necessary information for making intelligent decisions ?

(A) Transaction Processing System

(B) Decision Support System

(C) Office Automation System

(D) Executive Support System

63. In which of the following organizations toward international business, does a firm analyse the needs of customers worldwide and then adopts standardized practices for all the markets it serves ?

(A) Ethnocentric

(B) Polycentric

(C) Geocentric

(D) Regiocentric

64. In Artificial Intelligence, _____ is involved.

(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

65. Suppose you want to develop a machine learning algorithm that predicts the number of views on the articles in a blog.

Your data analysis is based on features like author name, number of articles written by the same author, etc. Which of the following evaluation metrics would you choose in that case ?

1. Mean Square Error
2. Accuracy
3. F1 Score

(A) Only 1

(B) Only 2

(C) Only 3

(D) 2 and 3

66. While measuring cost of capital, the _____ cost arises when funds are raised whereas the _____ costs arise when funds are used.

(A) Explicit, Implicit

(B) Implicit, Explicit

(C) Pre-tax, Post-tax

(D) Post-tax, Pre-tax

67. If the current market price per share is Rs. 25, the dividend per share is expected to be Re. 1 next year and it is expected to grow at 6% per year perpetually, the cost of equity capital will be

(A) 10%

(B) 16.66%

(C) 7%

(D) 25%

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68. Percentage Change in EPS/ Percentage Change in Sales =

(A) Degree of Operating Leverage

(B) Degree of Combined Leverage

(C) Degree of Financial Leverage

(D) Operating Risk

69. Which one of the following is *not* a theory of capital structure ?

(A) Net Interest Approach

(B) Net Operating Income Approach

(C) Modigliani and Miller Approach

(D) Traditional Approach

70. Traditional Approach to financial management is similar to

(A) Outsider-looking-in approach

(B) Insider-looking-out approach

(C) Modern approach

(D) Net Interest approach

71. Visible Competencies and Hidden Competencies are elements of

(A) Balance Scorecard Model

(B) Iceberg Model

(C) Two Factor Model

(D) PDCA Model

72. The process of developing practices, programmes and policies that help to achieve organizational objectives is known as

(A) Human Capital Management

(B) Strategy Centric Management

(C) General Management

(D) Strategic Human Resource Management

73. "Employees are greatest assets in an organization, believes that they can be developed to an unlimited extent with proper incentives, atmosphere and treatment" is recognised by

(A) Giri Approach

(B) Gandhian Approach

(C) The HRD Approach

(D) Psychological Approach

74. Participative management practices such as stock options, board level association and job enrichment is also termed as

(A) Employee enrichment

(B) Employee empowerment

(C) MBO

(D) Employee well being

75. _____ is the degree to which work in an organization contributes to material and psychological well being of its members.

(A) Quality of work life

(B) Job satisfaction

(C) Job involvement

(D) Job enrichment

76. "The process of defining the essential relationships among people, tasks and activities in such a way that all of the organizations resources are integrated and coordinated to accomplish its objectives efficiently and effectively" is termed as

(A) Organising

(B) Planning

(C) Coordinating

(D) Controlling

77. An intellectual process thinking resorted to decide a course of action which helps to achieve the pre-determined objectives of the organisation in the future is called

(A) Planning

(B) Organising

(C) Directing

(D) Coordinating

78. Who formulated the concept of price elasticity of demand ?

(A) Alfred Marshall

(B) Robert Giffen

(C) Thorstein Veblen

(D) A. C. Pigou

79. Unofficial communication that takes place in an organisation is called

(A) Grapevine Communication

(B) Upward Communication

(C) Downward Communication

(D) Vertical Communication

80. Which is the largest component of GDP ?

(A) Consumption

(B) Investment

(C) Government Expenditure

(D) Net Exports

81. The term Entrepreneur was first defined by Irish-French economist

(A) Richard William

(B) Richard Cantillon

(C) James Bernard

(D) W. B. Gartner

82. "The best way to predict the future is to create it", was said by

(A) F. W. Taylor

(B) Edwin Flippo

(C) Ruskin Bond

(D) Peter F. Drucker

83. _____ has helped to set up twelve State-level exclusive entrepreneurship development centres and institutes.

(A) Entrepreneurship Development Institute of India

(B) SBI

(C) Reserve Bank

(D) IFCI

84. Which of the following support institution is providing support to SSIs in the form of

i. Supplying indigenous and imported machines on easy hire-purchase and lease term basis and

ii. Enlisting competent units and facilitating their participation in Govt. stores purchase programme

(A) Small Industries Development Organisation

(B) Small Industries Service Institutes

(C) Product-Cum-Process Development Centres

(D) National Small Industries Corporation

85. Setup by all India Financial Institutions, _____ caters to the consultancy needs of small and medium industries and new entrepreneurs.

(A) Technical Consultancy Organisations (TCOs)

(B) State Financial Corporations (SFCs)

(C) National Productivity Council (NPC)

(D) Regional Testing Centres (RTCs)

86. You are working as a senior manager of a company. You are entrusted with the task of putting a strategy in place and see that it is implemented properly. Out of the following, what is the most important thing that you will have to prepare your organization for ?

i. Strategic audit

ii. Business process reengineering

iii. Strategic change

iv. Strategic control

(A) i and iii

(B) iii and ii

(C) i and iv

(D) i and ii

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87. Trekking Poles is a small company based in the Himalayan ranges in India. It is known in the region for its hill walking sticks. Trekking Poles sell specialist walking equipment in their small shop at the foot of the mountains. They do not have a website yet have been able to sell their products at premium prices. Which of the following one of Porter's generic strategies best fits Trekking Poles ?

(A) Cost leadership

(B) Differentiation

(C) Focused cost leadership

(D) Focused differentiation

88. According to BCG matrix which of the following business units do not hold much economic purpose and hence organisation must either not invest in them or should consider selling them as soon as possible

(A) Question Marks

(B) Stars

(C) Cash Cows

(D) Dogs

89. Match List – I with List – II :

| **List – I (Customer Relation Group)** | **List – II (Distinctive Feature)** |
|---|---|
| a. Strangers | 1. High potential profitability and low projected loyalty |
| b. Barnacles | 2. High potential profitability and high projected loyalty |
| c. True Friends | 3. Low potential profitability and low projected loyalty |
| d. Butterflies | 4. Low potential profitability and high projected loyalty |

Choose the correct answer from the options given below :

(A) a – 1, b – 3, c – 2, d – 4
(B) a – 4, b – 3, c – 2, d – 1
(C) a – 3, b – 2, c – 4, d – 1
(D) a – 3, b – 4, c – 2, d – 1

90. In consumer markets, for a market segment to be an effective and viable target, the segment should be :-

a. Identifiable
b. Reachable
c. Transcending International Boundaries
d. Sizeable

Choose the correct answer from the options given below :

(A) a and b only
(B) a, b and d only
(C) b, c and d only
(D) c and d only

91. Read Assertion (A) and Reason (R) carefully and select the correct option.

**Assertion (A) :** Correlation techniques are reliable when a casual relationship has to be established between variables and sales.

**Reason (R) :** Correlation analysis cannot be used to develop demand functions for any kind of products.

(A) Both (A) and (R) are correct and (R) is the correct explanation of (A)

(B) Both (A) and (R) are correct and (R) is not the correct explanation of (A)

(C) (A) is correct but (R) is not correct

(D) (A) is wrong but (R) is correct

92. Which of the following is the correct depiction of the Null Hypothesis under One-Tailed Test ?

a. Ho>u

b. Ho=u

c. Ho<u

d. Ho not =u

Choose the correct option.

(A) a and d only

(B) b and c only

(C) a and c only

(D) b and d only

93. The term "phenomenology" is associated with the process of :

(A) Qualitative research

(B) Analysis of variance

(C) Correlational study

(D) Probability sampling

94. 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

95. The mean, median and variance of a distribution is given by 45, 42 and 25 respectively. Calculate Karl Pearson's coefficient of skewness.

(A) 1.5

(B) 1.8

(C) 2.1

(D) 2.5

96. In which one of the following types of store retailers, large, low cost, low margin, high volume, self-service store attributes are designed to meet total needs for food and household products ?

(A) Supermarket

(B) Superstore

(C) Discount Store

(D) Convenience Store

97. _____ is a method of analysing user needs in which a company works closely with its customers to design products that better meet their needs.

(A) Uncovering

(B) Benchmarking

(C) Broadening

(D) Customer Partnering

98. The extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs is known as

(A) Brand Judgements

(B) Brand Resonance

(C) Brand Imagery

(D) Brand Performance

99. The _____ is the difference between what senior management believes customers expect and customers' actual needs and expectations.

(A) Delivery gap

(B) Standards gap

(C) Knowledge gap

(D) Service quality gap

100. An outlet which starts as general retailer grows into a specialised retailer and in course of time becomes even a bigger general retailer. Above statement corresponds to which of the following theory of Retail ?

(A) Wheel of retailing theory

(B) Retail accordion theory

(C) Theory of naturally selling

(D) Retail lifecycle theory

## ROUGH WORK

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