

Test Booklet Code & Serial No.

प्रश्नपत्रिका कोड व क्रमांक
Paper-III

MANAGEMENT

B

Signature and Name of Invigilator

1. (Signature)

(Name)

2. (Signature)

(Name)

Seat No.

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(In figures as in Admit Card)

Seat No.

(In words)

OMR Sheet No.

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(To be filled by the Candidate)

JAN - 51318

Time Allowed : 2½ Hours]

[Maximum Marks : 150

Number of Pages in this Booklet : 20

Number of Questions in this Booklet : 75

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 **75** objective type questions. Each question will carry *two* marks. *All* questions of Paper-III will be compulsory, covering entire syllabus (including all electives, without options).
- 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)	(C)	(D)
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- 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 महत्त्वाच्या सूचना

- परिक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
- सदर प्रश्नपत्रिकेत **75** बहुपर्यायी प्रश्न आहेत. प्रत्येक प्रश्नास **दोन** गुण आहेत. या प्रश्नपत्रिकेतील **सर्व** प्रश्न सोडविणे अनिवार्य आहे. सदरचे प्रश्न हे या विषयाच्या संपूर्ण अभ्यासक्रमावर आधारित आहेत.
- परीक्षा सुरु झाल्यावर विद्यार्थ्यांला 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 चूकीचा क्रम असलेली किंवा इतर त्रुटी असलेली सदोष प्रश्नपत्रिका सुरुवातीच्या 5 मिनिटातच पर्यवेक्षकाला परत देऊन दुसरी प्रश्नपत्रिका मागवून घ्यावी. त्यानंतर प्रश्नपत्रिका बदलून मिळणार नाही तसेच वेळही वाढवून मिळणार नाही याची कृपया विद्यार्थ्यांनी नोंद घ्यावी.
 - वरीलप्रमाणे सर्व पडताळून पहिल्यानंतरच 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)	(C)	(D)
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- 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 ठिकाणा व्यतिरिक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटेल अशी कोणतीही खूप केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमागाचा अवलंब केल्यास विद्यार्थ्यांला परीक्षेस अपात्र ठरविण्यात येईल.
- परीक्षा संपल्यानंतर विद्यार्थ्यांने मूळ ओ.एम.आर. उत्तरपत्रिका पर्यवेक्षकांकडे परत करणे आवश्यक आहे. तथापी, प्रश्नपत्रिका व ओ.एम.आर. उत्तरपत्रिकेची द्वितीय प्रत आपल्याबरोबर नेण्यास विद्यार्थ्यांना परवानगी आहे.
- फक्त निळा किंवा काळा बॉल पेनचाच वापर करावा.**
- कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.**
- चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.**

JAN - 51318/III—B

**Management
Paper III**

Time Allowed : 2½ Hours]

[Maximum Marks : 150

Note : This paper contains **Seventy Five (75)** multiple choice questions. Each question carries **Two (2)** marks. Attempt *All* questions.

<p>1. The objective of “defensive switching’ is to :</p> <p>(A) Retain the customer by encouraging him/her to buy the same brand as was bought on earlier occasion instead of switching to a different brand on this purchase occasion.</p> <p>(B) Encourage store switching.</p> <p>(C) Encourage consumers to buy a different brand than the one that they bought on earlier purchase occasion or had the intention of buying now.</p> <p>(D) Encourage the customers to buy high margin products.</p>	<p>2. These are a group of people in the process of diffusion who enjoy being at the leading edge of innovation and buy into new products at an early stage :</p> <p>(A) Late majority</p> <p>(B) Early adopters</p> <p>(C) Early majority</p> <p>(D) Laggards</p> <p>3. Delivery services offered by restaurants and other food chains in our market on phone calls are examples of :</p> <p>(A) Sales promotion</p> <p>(B) Direct marketing</p> <p>(C) Publicity</p> <p>(D) Personal selling</p>
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4. In Consumer Buying Behaviour, initiator is :
- (A) A person who first suggests the idea of buying the product or service
 - (B) A person who makes the actual purchase
 - (C) A person who first uses the product or service
 - (D) A person whose advice influences the decision
5. “Intel Inside” is a classic example of which one of the following ?
- (A) Bundling
 - (B) Ingredient co-branding
 - (C) Joint venture
 - (D) Effective packaging
6. Setting prices as low as possible typically supports which of the following marketing objectives ?
- (A) Survival
 - (B) Current profit maximization
 - (C) Market-share leadership
 - (D) Product-quality leadership
7. Selective Retention means that :
- (A) People will twist information into personal meanings.
 - (B) People are likely to notice stimuli whose deviations are large in relation to the normal size of the stimuli.
 - (C) People will forget much that they learn but will tend to retain information that supports their attitudes and beliefs.
 - (D) People are more likely to notice stimuli that they anticipate.

8. Psychographic segmentation divides customers based on the :

- (A) Actual behaviour of customers towards services
- (B) Difference in demographic factors
- (C) Location
- (D) Lifestyle and personality

9.means inviting the Internet community to help create content or software, often with prize money or a moment of glory involved.

- (A) Stage-gating
- (B) Co-creation
- (C) Microstocking
- (D) Crowd sourcing

10.is a strategy that emphasises making an organization more competitive by targeting a specific regional market, product line or buyer group.

- (A) Focus strategy
- (B) Cost leadership
- (C) Differentiation strategy
- (D) Portfolio strategy

11. Responding to competitive pressure, innovator opens fancier stores, expands product lines and raises both prices and profits. This is known as :

- (A) Innovation
- (B) Trading up
- (C) Vulnerability
- (D) Trading down

12. State which one of the following statements is *wrong* ?
- (A) Dividend decisions relate to appropriation of profit
 - (B) Finance decisions relate to Procurement of funds
 - (C) Investment decisions relate to selection of viable and profitable investment alternatives and allocation of funds.
 - (D) Strategic Financial Management focus on long range financial planning to achieve corporate objectives.
13. In CAPM, the prices of securities are determined by :
- (A) Risk Premium Proportional to Unsystematic Risk
 - (B) Excess Return
 - (C) Systematic Risk
 - (D) Risk Premium Proportional to Systematic Risk
14. The financial risk of a concern is *not* determined by :
- (A) Capital Gearing
 - (B) Operating Leverage
 - (C) Cost of Capital
 - (D) Unrestrictive Covenants of Debt Finance
15. Which one of the factors is *not* relevant determinant factor in capital structure ?
- (A) Flotation Costs
 - (B) Cost of Capital
 - (C) Market Conditions
 - (D) Market Share
16. A Firm's Credit Policy will be considered optimum at the point where :
- (A) Incremental Rate of Return equals the Cost of Funds
 - (B) Incremental Rate of Return is more than the Cost of Funds
 - (C) Incremental Rate of Return is less than the Cost of Funds
 - (D) Rate of Return is less than the Cost of Funds

17. Derivatives include :

- (A) Options
- (B) Options and Futures
- (C) Swaps and Options
- (D) Options, Forward Contracts, Future Contracts and Swaps

18. Foreign Currency Risk Exposure consists :

- (A) Transaction Risk
- (B) Translation Risk
- (C) Economic Risk
- (D) Transaction Risk, Translation Risk and Economic Risk

19. Which *one* of the following does *not* constitute merger benefits ?

- (A) Economies of Scale
- (B) Increased Efficiency
- (C) Tax Shields or Shared Resources
- (D) Capital Rationing

20. The smallest price increment a currency can make against another currency in foreign exchange trading is called as :

- (A) Lot
- (B) Pip
- (C) Quote
- (D) Forex

21. 'Forward Market Contracts' and 'Futures and Options' are :

- (A) tools to measure risk
- (B) tools to deal with the foreign exchange risk
- (C) tools to measure exchange rate
- (D) tools to take decisions

22. Which one of the following statements is *incorrect* ?
- (A) When a Company Issues 'Stock Dividends' it effects Debt Equity Ratio.
 - (B) When a Company Issues 'Bonus Shares' it effects Debt Equity Ratio.
 - (C) When a Company Issues 'Stock Dividends' it does not effect Debt Equity Ratio.
 - (D) When a Company Issues 'Stock Dividends' it does not effect 'Cash Dividends'.
23. Which one of the following methods is consistent with wealth maximisation objective ?
- (A) IRR and ARR
 - (B) IRR and NPV
 - (C) IRR and Pay Back Period
 - (D) ARR and Pay Back Period
24. Price of an option is *not* determined by :
- (A) Market Index
 - (B) Future Price and Strike Price
 - (C) Interest Rates
 - (D) Time of Option
25. Which one of the following is *not* part of calculation of EOQ ?
- (A) Annual Requirement (A)
 - (B) Per Order Cost (O)
 - (C) Carrying Cost Per Unit (C)
 - (D) Number of Orders (N)
26. A merger which takes place upon the combination of two companies operating in the same industry but at different stages of production or distribution system is called asmerger.
- (A) Horizontal
 - (B) Vertical
 - (C) Reverse
 - (D) Conglomerate

27. Permission to move the goods physically inside to port required :
- (A) Shipping Bill
 - (B) Export Licence
 - (C) GR-I Form
 - (D) Carting Order
28. One of the following is *not* the Marine Cargo Insurance policy :
- (A) Open Cover
 - (B) Specific Voyage
 - (C) Annual Turnover Policy
 - (D) Inland Insure Policy
29. The exchange rate quotation system when quoted as ₹ 45/US \$, then it is :
- (A) Indirect quote
 - (B) Direct quote
 - (C) Spread quote
 - (D) Bid quote
30. Improvising the aquired technologies for one's home need, when capital is limited is which phase of technology cycle :
- (A) Awariness phase
 - (B) Adaptation phase
 - (C) Advancement phase
 - (D) Aquisition phase
31. Real operating exposure *not* includes :
- (A) Exchange rate adjusted for inflation
 - (B) Operating cash flow
 - (C) Exposure emerge on accounts of export and import of commodities
 - (D) Companies future revenue and cost stream

32. United Kingdom has move out from which of the following organisation recently ?
- (A) European Union (EU)
 - (B) WTO
 - (C) SAARC
 - (D) ASEAN
33. A regional trading block is known as Economic Community when member countries :
- (A) Allow only factor of production
 - (B) Implement identical monetary policies only
 - (C) Eliminate all trade barriers among themselves
 - (D) Remove the tariff restriction only
34. Which framework enables an international financial manager to make decision on long-term investment ?
- (A) Capital Budgeting
 - (B) Investment Decision
 - (C) Cross-border mergers
 - (D) Financing decision framework
35. Trade Integration among the member countries not lead to :
- (A) Trade creation and diversion
 - (B) Price and competition
 - (C) Static effects
 - (D) Economies of scale
36. Which is *not* a method for an exporter to get a contract ?
- (A) Import licence
 - (B) Pro forma Invoice
 - (C) Purchase Order
 - (D) Sales Contract

37. Mode-1 of General Agreement on Trade in Services comprises of :
- (A) Consumption Abroad
 - (B) Commercial Presence
 - (C) Cross-border Trade
 - (D) Temporary movement of natural person
38. Analyses of railroad investments, which added analytical information about value of securities :
- (A) Moody's Investor Service
 - (B) Standard & Poor's
 - (C) Fitch
 - (D) CARE
39. Which among the following is *not* the function of WTO ?
- (A) Acting as a forum for multilateral trade negotiation
 - (B) Seeking to resolve trade negotiation
 - (C) Overseeing national trade policies
 - (D) Cooperating with other International Institution involve in local economic policy making
40. Accelerating or advancing the timings of receipts or payment of foreign currency in foreign exchange risk is :
- (A) Lag
 - (B) Pip
 - (C) LOT
 - (D) Leads
41.not the stage in import procedure.
- (A) Placing the indent
 - (B) Obtaining the foreign exchange
 - (C) Payment of custom duty
 - (D) Endorsement for payment
42. The concept of kinky oligopoly demand curve was put forward by :
- (A) Paul Baran
 - (B) Alfred Marshall
 - (C) George Stigler
 - (D) Paul Sweezy

43. The statement that “advertisement expenditure and sales change in the same direction” is :
- (A) always true
 - (B) never true
 - (C) sometimes true
 - (D) rarely true
44. The performance appraisal method that channelizes employee efforts with organizational goals is :
- (A) BARS
 - (B) 360 degree appraisal
 - (C) Balance scorecard
 - (D) Management by objectives
45.as a training method helps the trainee gain cross functional knowledge :
- (A) Apprenticeship
 - (B) Simulation
 - (C) Job rotation
 - (D) Job enlargement
46. By convention, which type of error is considered to be more serious ?
- (A) Type II
 - (B) Type I
 - (C) Neither Type I nor Type II
 - (D) Both Type I and Type II
47. Unity is strength, equal pay for equal work and security of service are principles of :
- (A) Trade Unionism
 - (B) Compensation Management
 - (C) Social Security and Welfare
 - (D) Job Evaluation

48. Psychological Approach to Industrial Relations describes :

- (A) That the industry is a social world and relations among participants are like social relations.
- (B) That the main participants of industry are human beings and therefore human relations should exist among them.
- (C) That the problems of industrial relations are deeply rooted in the perception and the attitude of focal participants.
- (D) That the employees and management should maintain relations among them based on ethical principles and moral values.

49. Which of the following statements are *false* ?

- I. Money has no time value.
 - II. The present value of future amount remains same irrespective of the time of occurrence.
 - III. The discounting techniques help in finding out the future value of a present amount.
- (A) I and II
 - (B) I and III
 - (C) II and III
 - (D) I, II and III

50. Modigliani Miller Approach
(MM Approach) to capital structure
is proved based on.....process.
- (A) Leverage
 - (B) Arbitrage
 - (C) Profitability
 - (D) Balancing

51. Net profits divided by net sales
equals :
- (A) Asset turnover
 - (B) Profit margin
 - (C) Return on assets
 - (D) Financial leverage

52. The customer satisfaction is
measured based on the relationship
of.....
- (A) anticipated and real
performance
 - (B) perceived performance and
expectation
 - (C) advertised outcomes and real
outcomes
 - (D) past experience and present
experience
53. Which of the following is *not* true
of the IT project implementation
plan ?
- (A) It enables to client to have
sufficient control over the
project.
 - (B) It enables stakeholders to know
exactly at what point the
software professionals would be
working on with regard to the
developers infrastructure.
 - (C) It provides a common platform
for the developers and the client
to come together and take the
project ahead.
 - (D) It determines the scope of the
project.

54. Resource reallocation from non-critical to critical activities is an example of :

- (A) Critical path method
- (B) Program evaluation and review technique
- (C) Resource allocation
- (D) Resource levelling

55. Which of the following is the most common queue discipline ?

- (A) First come first served
- (B) Shortest processing route
- (C) Longest processing route
- (D) Minimum black time

56.helps organizations identify employee strengths and weaknesses to determine a venue for their career development.

- (A) Gap Analysis
- (B) Individual assessment
- (C) Organisational assessment
- (D) Opportunity analysis

57. Performance bonus is an example of :

- (A) Intrinsic reward
- (B) Extrinsic reward
- (C) Intrinsic wage payment
- (D) Extrinsic wage payment

58. Which of the following best defines recruitment in an organisation ?

- (A) Forecast the supply of outside candidates
- (B) Develop an appropriate applicant pool
- (C) Determine the importance of Job applicants
- (D) Preparing job profile as per post requirement

59. What describes in detail, the various aspects of a job like the tasks involved the responsibilities of the job and deliverables ?

- (A) Job Description
- (B) Job Specification
- (C) Job Evaluation
- (D) Job Enlargement

60.is the process by which the knowledge of an employee, his skills, his abilities and motives to perform a job match the requirement of the job.

- (A) Recruitment
- (B) Job Analysis
- (C) Selection
- (D) Placement

61. The development function of human resources has three dimensions. Which of the following does *not* fall under the development function of human resources ?

- (A) Employee training
- (B) Management development
- (C) Career development
- (D) Identifying ways to motivate employees

62. Who started the publication of English weekly called “socialist” 1923 ?
- (A) Muzaffar Ahmad
(B) V.B. Karnik
(C) Lala Lajpat Rai
(D) S.A. Dange
63. Accidents are described in terms of :
- (A) Fatal, Minor, Partial
(B) Total, Major, Disability
(C) Internal, Temporary, Permanent
(D) Frequency, Severity, Incidence
64. As per Schedule 49 of Factories Act, organization should appoint Labour Welfare Officer if employees are more than :
- (A) 250
(B) 750
(C) 500
(D) 1000
65. It is *not* the example of workers’ Participation Forum :
- (A) Works Committees
(B) Joint Councils
(C) Plant Councils
(D) Trade Union Councils
66. This is *not* a Tripartite Committee :
- (A) Steering Committee on Wage
(B) Works Committees
(C) Central Boards of Workers’ Education
(D) National Productivity Council
67. 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) Easy Bargaining
(C) Distributive Bargaining
(D) Tough Bargaining

68. Providing housing accommodation, amusement and sports, educational facilities for adults and children are :

- (A) Extra Mural facilities
- (B) Intra Mural facilities
- (C) Inclusive Mural facilities
- (D) Exclusive Mural facilities

69. When organizations as coalitions of competing interests, where the management's role is to mediate amongst the different interest groups display :

- (A) Marxist Approach
- (B) Unitary Approach
- (C) Dualistic Approach
- (D) Pluralistic Approach

70. The primary method used to ensure external equity in an organization's wage and salary system is :

- (A) Wage survey
- (B) Wage rate analysis
- (C) Money survey
- (D) Items survey

71. Nike lets consumers customize athletic shoes for \$ 10 more. A shopper with two different size feet can even get a non-matching pair. This would be example of which of following ?

- (A) Mass Marketing
- (B) Mass Customization
- (C) Individualization
- (D) Niche Marketing

72. The.....of the product mix refers to how closely related the various product lines are in end use, production requirements, distribution channels, or some other way.

- (A) consistency
- (B) depth
- (C) width
- (D) length

73.for a product is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing program.

- (A) Market share
- (B) Market supply
- (C) Market demand
- (D) Market potential

74. One set of consumers, during a focus group session, indicated that Dell computers reminded them of a Surfer, Apple computer was equated to a mad scientists and IBM computers to scrooge from the Dicken's tale. Which of the following qualitative research approaches matches to the approaches described above :

- (A) Projective techniques
- (B) Visualisation
- (C) Brand personification
- (D) Laddering

75. Which of the following is *not* a factor in the Kano's Model ?

- (A) Competitive factors
- (B) Excitement factors
- (C) Performance factors
- (D) Basic factors

JAN - 51318/III—B

ROUGH WORK