

Test Booklet No.

प्रश्नपत्रिका क्र.

F

Paper-II MANAGEMENT

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)

AUG - 51215

Time Allowed : 1¼ Hours]

[Maximum Marks : 100

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 50

Instructions for the Candidates

- Write your Seat No. and OMR Sheet No. in the space provided on the top of this page.
- This paper consists of 50 objective type questions. Each question will carry two marks. All questions of Paper-II will be compulsory, covering entire syllabus (including all electives, without options).
- 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 महत्वाच्या सूचना

- परिक्षार्थीनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
- सदर प्रश्नपत्रिकेत 50 बहुपर्यायी प्रश्न आहेत. प्रत्येक प्रश्नास दोन गुण आहेत. या प्रश्नपत्रिकेतील सर्व प्रश्न सोडविणे अनिवार्य आहे. सदरचे प्रश्न हे या विषयाच्या संपूर्ण अभ्यासक्रमावर आधारित आहेत.
- परीक्षा सुरु झाल्यावर विद्यार्थ्यांला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनीटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी अवश्य तपासून पहाव्यात.
 - 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 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 वेळी 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 काळ/निळ्या 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 को-या पानावरच कच्चे काम करावे.
- जर आपण ओ.एम.आर. वर नमूद केलेल्या ठिकाणा व्यतिरीक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटले अशी कोणतीही खूप केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमागाचा अवलंब केल्यास विद्यार्थ्यांला परीक्षेस अपात्र ठरविण्यात येईल.
- परीक्षा संपल्यानंतर विद्यार्थ्यांनि 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 निळ्या किंवा काळ्या बॉल पेनचाच वापर करावा.**
- कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.**
- चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.**

AUG - 51215/II

Management
Paper II

Time Allowed : 75 Minutes]

[Maximum Marks : 100

Note : This Paper contains **Fifty (50)** multiple choice questions. Each question carries **Two (2)** marks. Attempt *All* questions.

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- | | |
|---|---|
| <p>1. The term administered price was first introduced by :</p> <p>(A) Adam Smith</p> <p>(B) Amartya Sen</p> <p>(C) Keynes</p> <p>(D) Alfred Marshal</p> <p>2. When the initial price of a product is high it is called :</p> <p>(A) Skimming Price</p> <p>(B) Penetration Price</p> <p>(C) Transfer Price</p> <p>(D) Predatory Price</p> | <p>3. Huge Advertisement expenses are called :</p> <p>(A) Revenue Expenditure</p> <p>(B) Capital Expenditure</p> <p>(C) Deferred Revenue Expenditure</p> <p>(D) Variable Expenditure</p> <p>4. Gross National Products less depreciation is called :</p> <p>(A) Net National Product</p> <p>(B) Gross Domestic Product</p> <p>(C) Net Domestic Product</p> <p>(D) Gross National Income</p> |
|---|---|
-

5. The price is fixed by intersection of demand and supply curves in :
- (A) Monopoly
 - (B) Perfect competition
 - (C) Cartel
 - (D) Oligopoly
6. Exchange theory of Reward and Outcome of group formation is profounded by :
- (A) Homans
 - (B) Thaibunt and Kelly
 - (C) Newcomb
 - (D) Taylor
7. The tendency of individuals is to take less efforts when working collectively than when working individually is termed as :
- (A) Team Failure
 - (B) Individual Stigma
 - (C) Social Failure
 - (D) Social Loafing

8. Match the following theories of attitude with its profounder and choose the *correct* answer from the codes given below :

Theories	Profounders
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- | | |
|---------------------------------|---------------|
| (A) Cognitive Dissonance Theory | (1) Festinger |
| (B) Reinforcement Theory | (2) Hovland |
| (C) Balance Theory | (3) Heider |
| (D) Comprehensive Theory | (4) McGuire |

Codes :

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

9. In the Managerial Grid Theory of leadership 9.1 grid represents :
- (A) Country Club Management
- (B) Organizational Man Management
- (C) Improvised Management
- (D) Authority-Obedience Management
10. Under the span of control concept Mr. V.A. Graicuna has given the formula to calculate the number of relationship is :
- (A) $N = n^2[2^n - 1 + (n + 1)]$
- (B) $N = 2n[(n + 1) + (n - 1)]$
- (C) $N = n[2^n - 1 + (n - 1)]$
- (D) $N = n/2[2^n - 1 + (n - 1)]$
11. This is *not* the element of The Red Hot Stove Rule :
- (A) Burns Immediately
- (B) Provides Warning
- (C) Burns Impersonally
- (D) Dismissal
12. Under the Workmen's Compensation Act an employee who met with an accident or had injury will be paid compensation according to principle of :
- (A) Higher the age higher will be the compensation
- (B) Lower the age higher will be the compensation
- (C) Age has no relation with compensation
- (D) Compensation will be based on place of accident or injury

13. Central tendency and Hallow effect errors occur while doing :

- (A) Job evaluation
- (B) Motivation
- (C) Performance appraisal
- (D) Negotiation

14. The registrar of Unions can cancel the registration of the union when :

- (A) Union does not have any movable or immovable property
- (B) Union has rescinded any rule providing any matter, provision for which is required by sec. 6
- (C) Union is not having any political connection
- (D) Union does not experience trade union leader

15. Social Insurance and Vocational Training are types of welfare facilities.

- (A) Intramural facilities
- (B) Extramural facilities
- (C) Basic facilities
- (D) Not required facilities

16. Cost of issuing new shares to the public is known as :

- (A) Cost of Equity
- (B) Cost of Capital
- (C) Floatation Cost
- (D) Marginal Cost of Capital

17. Working Capital Turnover Ratio may be classified as :
- (A) Activity ratio
 - (B) Solvency ratio
 - (C) Profitability ratio
 - (D) GP ratio
18. Which of the following is *not* used in Capital Budgeting ?
- (A) Time Value of Money
 - (B) Sensitivity Analysis
 - (C) Net Assets Method
 - (D) Cash Flows
19. Marginal cost of capital is the cost of :
- (A) Additional Sales
 - (B) Additional Funds
 - (C) Additional Interests
 - (D) Additional Revenues
20. Business risk can be measured by :
- (A) Financial Leverage
 - (B) Operating Leverage
 - (C) Combined Leverage
 - (D) Both (A) and (B)
21. Which of the following is *not* a valid Experimental Research Design ?
- (A) Before and After Research Design
 - (B) Before and After with Control Group Research Design
 - (C) After only with Control Group Research Design
 - (D) Before only Research Design

22. The process of evaluating the attractiveness of different market segments and selecting segments to enter is :

- (A) Differentiation
- (B) Mass marketing
- (C) Market targetting
- (D) Market segmentation

23. When a marketer expresses his or her vision of what the brand must be and do for consumers, they are expressing what is called :

- (A) A brand mission
- (B) A brand promise
- (C) A brand equity
- (D) A brand position

24. If a questionnaire designer decides to use a scale that connects two bipolar words wherein the respondent selects the point that represents his or her opinion, the designer is most likely using what is called :

- (A) A dichotomous question
- (B) A multiple choice question
- (C) A Likert scale
- (D) The semantic differential

25. DAGMAR approach in advertising is concerned with which of the following :

- (A) It is an approach for identifying the target buyers for company's products
- (B) It is an approach for establishing advertising budgets under competitive situation
- (C) It is a systematic approach for measuring consumer satisfaction
- (D) It is an approach to target the advertising effort at a level in consumer communication hierarchy

26. Frank and Lilian Gilbreth

contributed in :

- (A) Work Study
- (B) Time Study
- (C) Motion Study
- (D) Project Study

27. Which of the following Quality

Control Charts is based on Poisson

Distribution ?

- (A) \bar{X} Mean Chart
- (B) p Chart
- (C) np Chart
- (D) c Chart

28. Which of the following is *not* a

method/technique of Demand

Forecasting ?

- (A) Moving Averages Method
- (B) Delphi Technique
- (C) Trend Analysis Technique
- (D) Simulation Method

29. Which of the following concerns

making sound decisions under

conditions of certainty, risk and

uncertainty ?

- (A) Decision Theory
- (B) Network Analysis
- (C) Game Theory
- (D) Blind Theory

30. Which technique is used in finding solution for optimizing a given objective, such as profit maximization or cost minimization under certain constraints ?

- (A) Quailing Theory
- (B) Waiting Line
- (C) Both (A) and (B)
- (D) Linear Programming

31. In systematic sampling after a random start 'K', every item is selected.

- (A) $K + 1$
- (B) Kth
- (C) $K - 1$
- (D) $K + 2$

32. If H_0 (Null Hypothesis) is rejected when it is in fact true, we have :

- (A) A Standard Error
- (B) A Type I Error
- (C) A Type II Error
- (D) Is not a Type of Error

33. In Chi-square test for independence of variables, the degrees of freedom are, where 'm' is the number of rows and 'n' is the number of columns.

- (A) $(m \times n)$
- (B) $(m \times n) + 1$
- (C) $(m \times n) - n$
- (D) $(m \times n) - 1$

34. In MS project, task information is entered in which view ?

- (A) Resource Sheet
- (B) PERT Chart
- (C) Gantt Chart
- (D) Task Sheet

35. Railway Reservation System is an example of :

- (A) MIS
- (B) TPS
- (C) DSS
- (D) ESS

36. In the case of Horizontal Integration Strategy, the firm does which one of the following :

- (A) The firm buys out its own competitors at different levels of value addition but in non-complementary product lines
- (B) The firm buys out its own competitors at different levels of value chain but in complementary product lines
- (C) The firm adds products which are towards the source of raw materials of production
- (D) The firm buys out its own competitors at the same level of value chain as its original business

37. Which of the following shows the highest level of internationalization ?
- (A) Internationalization at the level of product
 - (B) Internationalization at the level of production
 - (C) Internationalization at the level of marketing
 - (D) Internationalization at the level of consumer needs
38. Which of the following *cannot* be the dimensions of strategy ?
- (A) Product Domain
 - (B) Market Domain
 - (C) Supplier Domain
 - (D) Function Domain
39. Which one of the following reflects the strategy of adding new, unrelated products/services than provided in present business definition ?
- (A) Concentric Diversification
 - (B) Horizontal Diversification
 - (C) Conglomerate Diversification
 - (D) Product Development
40. Which one of the following is *not* a force in Porter's 5-forces Model ?
- (A) Threat of Substitute Products
 - (B) Threat of Bargaining Power of Buyers
 - (C) Segment Rivalry
 - (D) Political forces

41. The Micro-small and Medium Enterprise Development Act came into existence in the year :
- (A) 2006
(B) 2007
(C) 2008
(D) 2009
42. The source "Unexpected" :
- (A) can be source of "Innovation"
(B) can be problem in "Innovation"
(C) can be source of "Entrepreneurship"
(D) can be source of "Managing Business"
43. The management leadership theory having :
- (a) Exploitative autocratic style
(b) Benevolent autocratic style
(c) Participative style
- were advocated by :
- (A) Rober House
(B) Fideler
(C) Blake and Mouton
(D) Rensis Likert
44. SIDO, which is a nodal agency stands for :
- (A) Small and Medium Industries Dept. of Government of Maharashtra
(B) Small Industries Development Organisation
(C) Silk Industries Development Organisation
(D) Sugar Industries Development Organisation
45. Intrapreneurship is referred to as :
- (A) Entrapreneurship within the organisation
(B) Entrapreneurship by individual on his own
(C) Entrapreneurship promoted by Govt. agencies
(D) Entrapreneurship promoted by Private Industry

46. When McDonald's opposes an increase in the minimum wages, which stakeholders are they trying to influence ?
- (A) Employees
 - (B) Government
 - (C) Community
 - (D) Social activist group
47. The duty, a company has to conduct its affairs ethically in a manner that benefits both employees and larger society is known as :
- (A) Ethics
 - (B) A value statement
 - (C) Profit maximisation
 - (D) Social responsibility
48. When companies use the courts or lobby against legislation, which approach are they using to deal with a stakeholder ?
- (A) Confrontation strategy
 - (B) Damage control strategy
 - (C) Accommodation strategy
 - (D) Proactive strategy
49. Which of the following is *not* one of the key ethical approaches to making business decisions ?
- (A) Utilitarianism
 - (B) Democratic approach
 - (C) Individualism
 - (D) Rights approach
50. The Rainforest Action Network (RAN) and People for Ethical Treatment of Animals (PETA) are examples of which type of stakeholder group ?
- (A) Employees
 - (B) Government
 - (C) Community
 - (D) Social Activist Groups

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ROUGH WORK

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