

Test Booklet No.

प्रश्नपत्रिका क्र.

F

Paper-II MANAGEMENT

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)

Signature and Name of Invigilator

1. (Signature)

(Name)

2. (Signature)

(Name)

DEC -51213**Time Allowed : 1¼ Hours]****[Maximum Marks : 100****Number of Pages in this Booklet : 12****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

- परिक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
- सदर प्रश्नपत्रिकेत 50 बहुपर्याय 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 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 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 टिकाणी 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 टिकाणा व्यतिरिक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटेल अशी कोणतीही खूप केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमार्गांचा 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 निळ्या किंवा काळ्या बॉल पेनचाच वापर करावा.**
- कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.**
- चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.**

DEC-51213/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. If the demand for a good is unit elastic, the coefficient of elasticity of demand would be</p> <p>(A) Zero
(B) One
(C) Infinity
(D) Less than zero</p> <p>2. The effect of imports on the circular flow of income depends on :</p> <p>(A) Outflow of income
(B) Inflow of income
(C) Composition of imports
(D) Quality of imports</p> <p>3. The NNP is defined as :</p> <p>(A) GNP + taxes
(B) GNP + depreciation
(C) GNP – depreciation
(D) GNP + taxes – subsidies</p> | <p>4. Which parameters are important in Phillips curve analysis ?</p> <p>(A) Inflation and money supply
(B) Inflation and unemployment
(C) Consumption and savings
(D) Saving and investment</p> <p>5. (i) Agricultural income tax in India is levied by the Union Government.
(ii) Entertainment tax is levied by the State Governments</p> <p>What can you say about these statements ?</p> <p>(A) Both the statements are correct
(B) Both the statements are incorrect
(C) Statement No (i) is correct and Statement No (ii) is incorrect
(D) Statement No (i) is incorrect and statement No. (ii) is correct</p> |
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6. Which of the following has overlooked the significance of interpersonal behaviour in work settings ?
- (A) Industrial Psychology
 - (B) Human Relations
 - (C) Scientific Management
 - (D) Modern Management
7. Perceptual organisation is determined by :
- (A) Functional factors
 - (B) Mental set
 - (C) Physiological factors
 - (D) Attitudinal factors
8. Job involvement is a type of :
- (A) Belief
 - (B) Value
 - (C) Attachment
 - (D) Attitude
9. Managerial Grid theory was advocated by :
- (A) Robert House
 - (B) Blake and Mouton
 - (C) Hersey Blanchard
 - (D) Fielder
10. Which of the following assumes that effective communication forms an intrinsic factor of effective work and efficient problem solving ?
- (A) Persuasion approach
 - (B) Innovative and creative approach
 - (C) Problem solving approach
 - (D) Communication event approach
11. Which of the following is *not* usually a group incentive plan ?
- (A) Halsey incentive plan
 - (B) Priestman bonus plan
 - (C) Rucker incentive plan
 - (D) Towre's incentive plan

12. Subsistence allowance is paid to employee when he/she is :
- (A) Suspended pending enquiry
 - (B) Retrenched
 - (C) Dismissed
 - (D) Superannuated
13. TAT stands for :
- (A) Training Analysis Test
 - (B) Thematic Appreciation Test
 - (C) Thematic Application Test
 - (D) Thematic Apperception Test
14. Appointment of welfare officer under Factories Act, 1948 is compulsory where employees are employed.
- (A) 50
 - (B) 500
 - (C) 1000
 - (D) 100
15. The advantages of employing various methods of job analysis is :
- (A) Cost
 - (B) Accuracy
 - (C) Complexity
 - (D) Participation by job incumbents and managers
16. Conflicts of interest among stockholders, bondholders and managers is known as :
- (A) Stockholder problem
 - (B) Bondholder problem
 - (C) Managerial problem
 - (D) Agency problem
17. When one divides "Riskless cash flows" by "Risky cash flows", the result is :
- (A) Risk adjusted discount rate
 - (B) Certainty equivalent coefficient
 - (C) Coefficient of variation
 - (D) Sensitivity coefficient

18. 15% Rs. 200 face value debenture is currently selling for Rs. 220, the annual current yield would be
- (A) 15%
 - (B) 13.64%
 - (C) 14.63%
 - (D) 16%
19. CAPM is used to calculate
- (A) Cost of debt capital
 - (B) Cost of index capital
 - (C) Cost of equity capital
 - (D) Cost of preference capital
20. Restructuring which refers to the changes in ownership, business mix, assets mix and alliances with a view to enhance the shareholder's value is
- (A) Business Restructuring
 - (B) Asset Restructuring
 - (C) Ownership Restructuring
 - (D) Corporate Restructuring
21. Which of the following statements reflect the "Marketing Concept" Philosophy ?
- (A) "You will not find a better deal anywhere else"
 - (B) "Our organization does not have a marketing department, we have a customer department"
 - (C) "We are in the business of making and selling superior products"
 - (D) "In case of choice between profits and customer needs, profits will always win out"
22. 'Circle,' 'wedge', 'clover leaf' in sales are :
- (A) General shapes of sales territories
 - (B) Types of sales quota
 - (C) Awards given to sales people to motivate them
 - (D) Control techniques used in sales

23. Bundling has proliferated in the services sector primarily because of :

- (i) High fixed to variable cost ratio
- (ii) Low fixed to variable cost ratio
- (iii) High level of interdependent demand

The answer is :

- (A) (i) and (ii) are correct
- (B) (i), (ii) and (iii) are correct
- (C) (i) and (iii) are correct
- (D) (ii) and (iii) are correct

24. When we are seeking opinion from experienced executive members for forecasting demand we are using

- (A) Delphi techniques
- (B) Time series analysis
- (C) Extrapolation method
- (D) Retail simulation

25. The total combined customer life-time values of all company's current and potential customers is known as :

- (A) Customer value
- (B) Customer equity
- (C) Customer lifetime value
- (D) Customer gross value

26. Moving from the aggregate plan to a master production schedule requires :

- (A) Rough cut capacity planning
- (B) Sub-optimization
- (C) Disaggregation
- (D) Strategy formulation

27. What type of control chart is used to monitor the number of defects per unit ?

- (A) P-chart
- (B) R-chart
- (C) C-chart
- (D) X-bar chart

28. While solving LPP through simplex method, if an artificial variable remains in the solution with a positive value after the optimal solution has been obtained, the problem :
- (A) is infeasible
 - (B) is optimal
 - (C) needs a new basis
 - (D) has more than one solution
29. A project has three paths :
- A-B-C has a length of 25 days
- A-D-C has a length of 15 days
- A-E-C has a length of 20 days
- Which of the following statements is *correct* ?
- (A) A-D-C is the critical path
 - (B) A-B-C has the most slack
 - (C) The project duration is 25 days
 - (D) The project duration is 20 days
30. Which of the following is a decision making criterion that is used for decision-making under risk ?
- (A) Expected monetary value criterion
 - (B) Hurwicz criterion (of realism)
 - (C) Optimistic (maximax) criterion
 - (D) Equally likely criterion
31. What is the probability value of having 4 heads in 10 tosses of a fair coin ?
- (A) 0.621
 - (B) 0.205
 - (C) 0.815
 - (D) 0.935
32. In cluster sampling, clusters are :
- (A) Heterogeneous among themselves
 - (B) Homogeneous within themselves
 - (C) Heterogeneous within themselves and Homogeneous among themselves
 - (D) Homogeneous within themselves and Heterogeneous among themselves

33. Z-test is used as a hypothesis testing technique when :
- (A) Sample size is small
 - (B) Standard deviation is unknown
 - (C) Sample size is large but standard deviation is unknown
 - (D) Both (A) and (B)
34. A network uses a star topology if :
- (A) Computers are arranged in a closed loop
 - (B) All computers are connected to a central point
 - (C) All computers are attached to a single long cable
 - (D) All computers are attached to multiple hierarchical cables
35. Which of the following is an example of Transaction Processing System (TPS) ?
- (A) Business Forecasting System
 - (B) Railway Reservation System
 - (C) Office Automation System
 - (D) Executive Information System
36. In BCG matrix what is the label of the horizontal axis ?
- (A) Relative market share
 - (B) Business strength
 - (C) Industry growth rate
 - (D) Market growth rate
37. The strategy that involves concentrating on consumer or end use applications that major firms have neglected refers to
- (A) Vacant niche strategy
 - (B) Specialist strategy
 - (C) Content follow strategy
 - (D) Distinctive image strategy
38. The three hardware areas in the McKinsey's 7S framework are :
- (A) Staff, skills and style
 - (B) Strategy, structure and systems
 - (C) Staff, skills and systems
 - (D) Skills, strategy and shared values

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| <p>39. Environmental and organisational appraisal are carried out in the stage of :</p> <p>(A) Strategy evaluation</p> <p>(B) Strategy formulation</p> <p>(C) Strategy implementation</p> <p>(D) Strategy control</p> | <p>41. An important pitfall encountered in the process of selecting a new venture is :</p> <p>(A) Awareness of legal issues</p> <p>(B) Real insight into the market</p> <p>(C) Non-real insight into the market</p> <p>(D) Adequate understanding of technical requirements</p> |
| <p>40. The sequence of activities representing the strategy process is :</p> <p>(A) Strategic analysis, strategy selection, strategy implementation strategic control</p> <p>(B) Select strategy, generate options, analyse strategy, implement strategy</p> <p>(C) Deliberate strategy, analyse, choose, implement</p> <p>(D) Appraisal of strength and weakness, choice of strategy, implementation, feedback</p> | <p>42. is a mental image of a possible and desirable future state of an organization.</p> <p>(A) Vision</p> <p>(B) Traits</p> <p>(C) Power</p> <p>(D) Leadership</p> <p>43. According to RBI, a small scale unit is considered sick, if it has incurred cash loss in the previous accounting year and is likely to continue to incur cash loss to the extent of of its net worth.</p> <p>(A) 100%</p> <p>(B) 75%</p> <p>(C) 60%</p> <p>(D) 50%</p> |

44. In entrepreneurial training programmes Japanese industrialists lay emphasis on
(A) Technological upgradation
(B) Formal training
(C) On the job training
(D) Informal training
45. A desire to affect the behaviour of other individuals and to control and manipulate the surroundings refers to :
(A) nAch
(B) nPow
(C) nAff
(D) nAct
46. Most companies begin the process of establishing organisational ethics programmes by developing :
(A) Ethics training programmes
(B) Ethics enforcement mechanisms
(C) Code of conduct
(D) Mandatory disclosure
47. OECD is :
(A) Organisation for Economic Cooperation and Development
(B) Organised Economic and Corporate Development
(C) Organisation for Ecological Cooperation and Development
(D) Organised Ethical and Corporate Discussion
48. What occurs when an employee exposes an employer's wrong doing to outsiders ?
(A) Fraud
(B) Whistle blowing
(C) Plagiarism
(D) Mayhem
49. 'Desirable corporate governance : A code' was released in :
(A) March 1982
(B) April 1995
(C) March 1980
(D) April 1998
50. The word 'Triple Bottom line' involves :
(A) Revenue, legal, ethical reporting
(B) Financial, Social, Environmental Corporate reporting
(C) Environmental, Moral, Profit reporting
(D) Financial, Social, Ethical Corporate reporting

DEC-51213/II

ROUGH WORK