

Test Booklet Code &amp; No.

प्रश्नपत्रिका कोड व क्र.

A

## Paper-III 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)

**MAY - 51316****Time Allowed : 2½ Hours]****[Maximum Marks : 150****Number of Pages in this Booklet : 24****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.**

**MAY - 51316/III—A**

**Management  
Paper III**

**Time Allowed : 2½ Hours]**

**[Maximum Marks : 150**

**Note :** This Paper contains **Seventy Five (75)** multiple choice questions, each question carrying **Two (2)** marks. Attempt *All* questions.

<p>1. AIOE stands for :</p> <p>(A) All India Organisation of Employees</p> <p>(B) All India Organisation of Entrepreneurs</p> <p>(C) All India Organisation of Entity</p> <p>(D) All India Organisation of Employers</p> <p>2. Choose the <i>correct</i> option :</p> <p>United Nations Global compact principles are not related to :</p> <p>(A) Human Rights</p> <p>(B) Environment</p> <p>(C) Stock Market</p> <p>(D) Labour standards</p>	<p>3. A set of formalized rules and standards that describe what a company expects of its employees is called as :</p> <p>(A) Strategic plan</p> <p>(B) Moral philosophy</p> <p>(C) Code of ethics</p> <p>(D) Corporate citizenship plan</p> <p>4. Choose the <i>correct</i> option :</p> <p>LEED is :</p> <p>(A) A business school</p> <p>(B) Green building rating system</p> <p>(C) Rating system for corporate Governance</p> <p>(D) A committee to oversee the moral and ethical conduct of companies</p>
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5. Impasses means :
- (A) A court order forcing a party or parties either to resume or to desist from certain action
  - (B) Collective bargaining situation that occurs when the parties are not able to move further towards settlement, usually because one party is demanding more than the other will offer
  - (C) Specific actions taken in the bargaining sessions
  - (D) The combined refusal by employees and other interested parties to buy or use the employer's products
6. When an employee thinks that his/her firm is resorting to some act that is unethical, he/she reports the misconduct to the public or top executives. This is called :
- (A) Whistle blowing
  - (B) Good Governnace
  - (C) Organisational Transformation
  - (D) Conflict Management
7. Choose the *correct* option :
- Utilitarian criterion for decision making states that :
- (1) Decisions should result into greatest good for greatest number
  - (2) Laying off 10% employees to increase efficiency and productivity is ethically correct
  - (3) One should have caring relationship with others
- (A) All (1), (2) and (3) are correct
  - (B) Only option (1) is correct
  - (C) Only option (2) is correct
  - (D) Only option (1) and (2) are correct
8. The "Red Hot Stove Rule" does not include :
- (A) Burns Immediately
  - (B) Provides warning
  - (C) Burns impersonally
  - (D) Domestic Enquiry

9. BOT (Build-Operate-Transfer) process has helped in providing a boost to activities of :
- (A) Serial Entrepreneurs
  - (B) Social Entrepreneurs
  - (C) Women Entrepreneurs
  - (D) Corporate Entrepreneurs
10. Organise the following in the *correct* sequence :
- (1) Customer satisfaction
  - (2) Need recognition
  - (3) Purchase decision
  - (4) Information search
  - (5) Evaluation of alternatives
- Choose the *right* option :
- (A) (1), (2), (3), (4), (5)
  - (B) (5), (4), (2), (3), (1)
  - (C) (1), (3), (2), (4), (5)
  - (D) (2), (4), (5), (3), (1)
11. State Level Inter Institutional Committee (SLIIC) is formed with the primary purpose of :
- (A) Identifying business opportunities for entrepreneurs
  - (B) Providing consultation of marketing aspects
  - (C) Provide support for commercialization of products
  - (D) Timely identification and rehabilitation of sick units
12. According to which theory, will differences in nominal interest rates be eliminated in the exchange rate ?
- (A) The Fisher effect
  - (B) The Leontief Paradox
  - (C) Purchasing Power Parity (PPP)
  - (D) Comparative cost advantage theory

13. Select the *correct* option :

Segmentation on the basis of attitudes, interests, opinions and personality is called :

- (A) Demographic segmentation
- (B) Behavioural segmentation
- (C) Geographic segmentation
- (D) Psychographic segmentation

14. A company is practising ..... if it focuses on sub segments with distinctive traits that may seek a special combination of benefits.

- (A) Micro marketing
- (B) Mass marketing
- (C) Niche marketing
- (D) Segment marketing

15. Which of the following sources of financing is most readily available to a first generation entrepreneur starting a new venture ?

- (A) Loans from family or friends
- (B) External loans through venture capitalists
- (C) Owner's loans
- (D) External loans from commercial banks

16. People use products, brand and services endorsed by celebrities. This is an expression of :

- (A) looking glass self image
- (B) aspirational self image
- (C) real self image
- (D) perceived self image

17. What refers to a country's trade in visible items with other countries ?
- (A) Capital account
  - (B) BOP
  - (C) BOT
  - (D) Current Account
18. Identify the incorrect "Store format-Definition" set :
- (A) Speciality store—Carries a limited number of complementary merchandise and low level of services
  - (B) Departmental store—Carries a broad variety and deep assortment and are organised into separate departments
  - (C) Closeout retailers—off price retailers that sell a broad but inconsistent assortment of merchandise
  - (D) Category specialist—A discount store that offers low variety but deep assortment of merchandise
19. Which of the following types of exchange rate system is determined by the market forces ?
- (A) Fixed
  - (B) Floating
  - (C) Pegged
  - (D) Administered
20. Deflation will have a negative impact on the economy when the elasticity of demand for imports and exports is .....
- (A) greater than unity
  - (B) less than unity
  - (C) equal to unity
  - (D) equal to zero
21. Under IRR method, the intermediate cash in flows are assumed to have been reinvested at .....
- (A) Cost of capital
  - (B) Rate of inflation
  - (C) IRR
  - (D) ARR

22. How do you measure a country's openness to international trade ?
- (A) Based on the country's national income
  - (B) Based on the GDP
  - (C) Based on the ratio of a country's export or import to GDP
  - (D) Based on the ratio of country's export with the country's GNP
23. A two-months debtor collection period implies that debtors turnover ratio is :
- (A) 2 times
  - (B) 4 times
  - (C) 6 times
  - (D) 3 times
24. GATT has been replaced by .....
- (A) OPEC
  - (B) EU
  - (C) SAARC
  - (D) WTO
25. A company's current ratio is 2.0. If it uses cash to pay creditors, the transaction would cause current ratio to :
- (A) double
  - (B) increase more than double
  - (C) decrease
  - (D) remain unchanged
26. Getting the willing co-operation of the employees in voluntarily observing in the discipline code of an organisation is the essence of :
- (A) Negative discipline
  - (B) Positive discipline
  - (C) Progressive discipline
  - (D) Neutral discipline



27. The contribution margin ratio (C/V ratio) is 25%. The fixed costs are Rs. 30,00,000. The break even point is :

- (A) Rs. 1,20,00,000
- (B) Rs. 60,00,000
- (C) Rs. 30,00,000
- (D) Rs. 15,00,000

28. The X-cel corporation is preparing to 'distil' a large data set into a smaller, more manageable member of subsets. The firms researchers are most likely to employ ..... analysis for this purpose.

- (A) Regression
- (B) Correlaton
- (C) Factor
- (D) Ordinal

29. Human Resource Professionals :

- (A) Should follow a business : Like approach
- (B) Try to get more authority over line managers
- (C) Should concentrate on developing expertise in the field of human resource management
- (D) Insist on the primacy of HR policies

30. Current ratio and acid-test ratio are virtually the same, this implies that the firms has :

- (A) low investment in inventory
- (B) high investment in inventory
- (C) borrowed huge sum through over draft
- (D) invested high sums in under draft

31. Job analysis questionnaire should include all but the following :
- (A) Working conditions
  - (B) Job status
  - (C) Job duties
  - (D) Job evaluation
32. Given the coupon rate to be constant, the value of the bond, as it approaches to maturing, will converge to its :
- (A) par value
  - (B) redemption value
  - (C) issued value
  - (D) constant value
33. “New Entrepreneurs often do not have sufficient monetary resources available to cover short falls in sales or profits.” Such situation is termed as :
- (A) Boot strapping
  - (B) Equity imbalance
  - (C) Micro-financing
  - (D) Under capitalization
34. Performance management is believed to have originated from which country :
- (A) U.S.A.
  - (B) France
  - (C) Japan
  - (D) Germany
35. For entrepreneurs “Departure Point” represents :
- (A) Activities occurring when a new venture is started
  - (B) Activities leading to closure of a venture
  - (C) Activities undertaken for diversification of the business
  - (D) Activities undertaken for creating differentiation from the competitors

36. Which of the following statements are true ?

- (1) CPM is probabilistic in nature, whereas PERT is deterministic in nature
- (2) PERT is probabilistic in nature, whereas CPM is deterministic in nature
- (3) A dummy activity requires zero performance time
- (4) The total slack for an activity is the difference between the computed late start and early start times

Choose the *right* option :

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

37. While drawing the demand curve, the change takes place in which of the following factors ?

- (A) Supply of the product
- (B) Quality of the product
- (C) Price of the product
- (D) Advertising

38. Marginal costing of a product presumes that :

- (A) Fixed costs need not be covered
- (B) Price based on marginal cost shall maximise profits
- (C) Fixed cost are negligible
- (D) Fixed costs are to be covered only in the long run

39. Member within a group that share similar experiences and feelings are

known to have :

- (A) Process
- (B) Universality
- (C) Dynamism
- (D) Conflict

40. 9.9 Plot of Blake and Mountain's leadership model is :

- (A) Task Management
- (B) Management Grid
- (C) Team Management
- (D) Impoverish Management

41. During a recession, organizations should not :

- (A) Lay off workers immediately
- (B) Consult the HR department
- (C) Consider cutting wages
- (D) Change their strategy and loose sight of their objectives

42. 360-degree appraisal is :

- (A) Rating in behavioural terms
- (B) Evaluation based on key incidents
- (C) Evaluation by boss, peers and subordinates
- (D) Assessment based on response to a battery of test

43. Carefully read the statements given below :

- (1) The exponential smoothening method weighs the past data in an unequal fashion while estimating the future periods forecast
- (2) The exponential smoothening method uses the forecast for the current period and the actual demand during the current period to forecast demand for the next period
- (3) In the exponential smoothing method, a lower value of ' $\alpha$ ' (alpha) indicates that the forecast is responsive to the demand.
- (4) The exponential smoothing method is an example of extrapolative forecasting.

Which of the above statements are true ?

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

44. From the perspective of lessor, leasing is a .....

- (A) Financing decision
- (B) Capital budgeting decision
- (C) Dividend decision
- (D) Operating decision

45. Solving a decision theory problem using maximin criterion involves :

- (A) Minimisation of Maximum Opportunity Losses
- (B) Maximisation of Minimum Opportunity Losses
- (C) Maximisation of Minimum profit
- (D) Minimisation of Maximum profit

46. Choose the correct option : Flanker brand is :
- (A) A new brand in an already existing category
  - (B) An established brand name of goods and services not related to core brand
  - (C) A joint venture of two brands into a new brand
  - (D) A brand placed within another brand
47. Which of the following is not included as a basic idea in the definition of marketing concepts ?
- (A) Total company effort
  - (B) Profit
  - (C) Productivity
  - (D) Customer satisfaction
48. Which of the following set of generic strategies have been proposed by Michael Porter :
- (A) Vertical integration, horizontal integration, conglomerate diversification
  - (B) Concentric diversification, conglomerate diversification, integration strategy
  - (C) Cost leadership, differentiation, focus
  - (D) Cost leadership, differentiation, integration strategy
49. Which of the following is *not* an example of a binomial experiment ?
- (A) Determining the average number of vehicles passing through an intersection during a particular hour of the day
  - (B) Determining if the average percentage of marks scored by students in an examination will be greater or not greater than their previous attempt
  - (C) Determining whether or not a certain task can be completed in 7 minutes
  - (D) Determining whether or not a part manufactured will meet quality standards

50. The General Electric matrix is  
(select appropriate) :

- (A)  $2 \times 2$  Matrix
- (B)  $3 \times 3$  Matrix
- (C)  $4 \times 4$  Matrix
- (D)  $5 \times 5$  Matrix

51. If a system is functioning in isolation from the environment, then the system does not have any exchange with the environment nor is it influenced by the environmental changes. Such a system is called as :

- (A) Closed system
- (B) Closed-loop system
- (C) Open system
- (D) Open-loop system

52. Match the *correct* option :

Increase in all inputs leading to less than proportionate increase in output :

- (A) Increasing returns to scale
- (B) Decreasing returns to scale
- (C) Constant returns to scale
- (D) Negative returns to scale

53. In imperfect competition, the average revenue and marginal revenue curves are :

- (A) different
- (B) same
- (C) horizontal
- (D) perpendicular

54. Which term is used for the extent to that an individual displays different behaviours in different situations ?

- (A) Continuity
- (B) Integrity
- (C) Flexibility
- (D) Distinctiveness

55. Another term of vestibule training is :

- (A) Apprenticeship training
- (B) Computer based training
- (C) Cubicle training
- (D) Simulated training

56. Study the following table about location planning methods and answer the questions at the end of the table :

**Location Planning Methods**

- (1) Location factor rating
- (2) Centre of gravity method
- (3) Load distance method
- (4) Transportation model

**Underlying Concept**

- (a) Managing network flows to satisfy a set of demand points using a combination of supply points
- (b) Enables a location planner to evaluate two or more potential candidates for locating a proposed facility vis-a-vis demand.
- (c) Simple methodology to assess the attractiveness of each potential location
- (d) Indicates the ideal location in the grid map that would ensure that the weighted distances travelled on the whole is minimum

Which of the following indicates the correct match of the methods and the concept ?

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



57. What is indifference level of EBIT ?

(A) Level at which the EPS remains same irrespective of financing mix

(B) Level at which the EBIT remains same irrespective of financing mix

(C) Level at which P/E ratio remains same irrespective of debt-equity mix

(D) level at which ROI remains same irrespective of Debt-Equity mix

58. The concept of optimum capital structure is put forward in :

(A) NI approach

(B) NOI approach

(C) Modigliani-Miller approach

(D) Traditional approach

59. In transportation model, degeneracy occurs at the subsequent stage, when :

(A) One of the cells become unoccupied

(B) Two of the cells become unoccupied in order to fill an unoccupied cell

(C) Three of the cells become unoccupied

(D) Both (B) and (C)

60. Identify the correct sequence of advertising planning process :

- (i) Creative brief
  - (ii) Target market/communication market analysis
  - (iii) Setting advertising goals
  - (iv) Preparing communication budget
  - (v) Media selection
  - (vi) Evaluating the campaign
- (A) (i), (ii), (iii), (iv), (v), (vi)
- (B) (ii), (iii), (iv), (v), (i), (vi)
- (C) (iii), (iv), (v), (vi), (i), (ii)
- (D) (i), (ii), (iv), (iii), (v), (vi)

61. When brands are difficult to categorize or evaluate and significance effort is required to analyse purchase alternatives, the type of consumer problem solving that typically results is :

- (A) Research analysis
- (B) Extensive analysis buying
- (C) Limited Problem solving
- (D) Extensive problem solving

62. If sampling is from a normal population, the mean of the sampling distribution of the sampled means is equal to :

- (A)  $\sigma$  (the standard deviation of the population sampled)
- (B)  $\frac{\sigma}{\sqrt{n}}$   $n$  = sample size
- (C)  $\frac{S}{(n - 1)}$   $S$  = s.d. of the sample
- (D)  $\frac{S}{\sqrt{(n - 1)}}$

63. The BCY model helps in :

- (A) Identify the broad strategies and resource deployment focus
- (B) Making joint-venture decisions
- (C) Making technical collaboration
- (D) Making profitability analysis

64. According to Herbert Simon, a decision in a given situation is said to be ..... rational, if it maximises the attainment of value within limitation of the knowledge and awareness of the subject.

- (A) consciously
- (B) objectively
- (C) subjectively
- (D) organisationally

65. QUEST stands for :

- (A) Quest for Environmental Scanning Tools
- (B) Quick Environmental Scanning Techniques
- (C) Qualitative Environmental Scanning Techniques
- (D) Quantitative Environmental Scanning Techniques

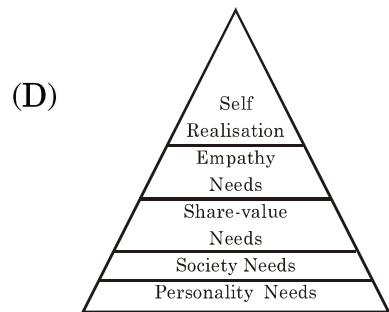
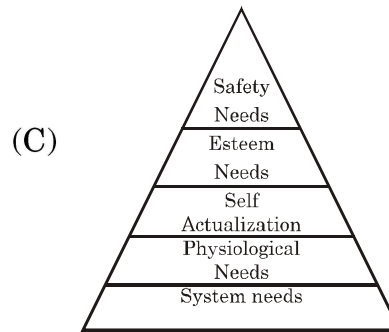
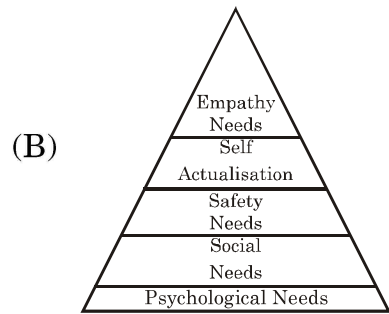
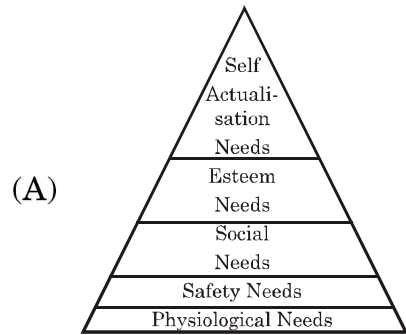
66. The value of the keynesian multiplier inceases with the increase in .....

- (A) MPS
- (B) MPC
- (C) MPI
- (D) Tax rate

67. Which of the following is conflict resolution skill ?

- (A) Accomodating
- (B) Avoiding
- (C) Active listening
- (D) Passive Listening

68. Which of the following represents the correct Maslow’s need Hierarchy theory of motivation :



69. Euro Issue allows Indian companies :

- (A) To raise funds through GDR/FCCB route
- (B) To invest funds in Euro market
- (C) To raise funds through external commercial borrowings
- (D) To invest funds in European countries

70. Which of the following is not a step that the HR department should follow to deal with environment challenges :

- (A) Take proactive measures
- (B) Proceeds carefully until the impact is clear
- (C) Obtain and examine feedback
- (D) Evaluate potential costs and benefits

71. A disadvantage of rating scale is :

- (A) Cost
- (B) Feedback
- (C) Time involved
- (D) Qualification of scores

72. **Assertion (A) :** Redeemable debentures are considered the most appropriate sources of long-term finance for a joint-stock company.

**Reason (R) :** Such debentures provide flexibility in the financial structure of the company because they can be repaid when there is need for them

*Codes :*

- (A) Both (A) and (R) are correct and (R) is a correct explanation of (A)
- (B) Both (A) and (R) are correct but (R) is not a correct explanation of (A)
- (C) (A) is correct but (R) is incorrect
- (D) (A) is incorrect but (R) is correct

73. In order to implement customer relationship management, there must be :
- (A) A certain minimum size for the firm-tiny firms just can't do it
  - (B) Customer selectivity
  - (C) A certain limit to a firm's operational size a company with far flung operations is not in a position to apply this technique
  - (D) The precedence of some other firms in the industry having done so
74. Which of the following pair of events are mutually exclusive :
- (A) Pair 1 : Odd numbers, number 5
  - (B) Pair 2 : Even numbers, numbers greater than 22
  - (C) Pair 3 : Numbers above 100; numbers less than 90
  - (D) Pair 4 : Numbers less than 5; all negative numbers
75. A vertical integration strategy is :
- (I) When a company buys its competitors at the same level of value chain.
  - (II) When a company establishes a joint venture with a foreign company.
  - (III) When a company makes a move towards the source of supply of raw materials
  - (IV) When a company makes a move towards the market.
- (A) (I) only
  - (B) (I) and (II)
  - (C) (III) and (IV)
  - (D) (I) and (IV)

**MAY - 51316/III—A**

**ROUGH WORK**

**MAY - 51316/III—A**

**ROUGH WORK**