

Test Booklet Code & Serial No.

प्रश्नपत्रिका कोड व क्रमांक

D

Paper-II
MANAGEMENT

Signature and Name of Invigilator

Seat No.

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1. (Signature)

(In figures as in Admit Card)

(Name)

Seat No.

(In words)

2. (Signature)

(Name)

OMR Sheet No.

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(To be filled by the Candidate)

JUN - 51219

Time Allowed : 2 Hours]

[Maximum Marks : 200

Number of Pages in this Booklet : 24

Number of Questions in this Booklet : 100

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 **100** objective type questions. Each question will carry *two* marks. *All* questions of Paper II will be compulsory.
- 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.

<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
A	B	C	D
- 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 **100** बहुपर्यायी प्रश्न आहेत. प्रत्येक प्रश्नास **दोन** गुण आहेत. या प्रश्नपत्रिकेतील **सर्व** प्रश्न सोडविणे अनिवार्य आहे.
- परीक्षा सुरू 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 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 पाहिल्यानंतरच 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/निळ्या करावा.
उदा. : जर (C) हे योग्य उत्तर असेल तर.

<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
A	B	C	D
- या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे **ओ.एम.आर. उत्तरपत्रिकेतच दर्शावावीत**. 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 व्यतिरीक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटेल अशी कोणतीही खूण केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमार्गाचा अवलंब केल्यास विद्यार्थ्यांला परीक्षेस अपात्र ठरविण्यात येईल.
- परीक्षा संपल्यानंतर विद्यार्थ्यांने मूळ ओ.एम.आर. उत्तरपत्रिका पर्यवेक्षकांकडे परत करणे आवश्यक आहे. तथापि, 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.

JUN - 51219/II—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.

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- | | |
|--|---|
| <p>1. Distribution strategy in which company limits its outlets in different regions or buyer can buy in only company's territory is classified as :</p> <p>(A) Intensive territorial agreement</p> <p>(B) Selective territorial agreement</p> <p>(C) Inclusive territorial agreement</p> <p>(D) Exclusive territorial agreement</p> | <p>3. The method of corporate image building handling unfavourable events and stories to get favourable public response is called :</p> <p>(A) Sales Promotion</p> <p>(B) Personal Selling</p> <p>(C) Public Relations</p> <p>(D) Advertising</p> |
| <p>2. Many companies in India are taking up rural marketing because :</p> <p>(A) There is exemption from Sales-Tax</p> <p>(B) There is clean environment</p> <p>(C) It is economic to distribute in rural markets</p> <p>(D) Rural market in India has a tremendous potential that is yet to be tapped</p> | <p>4. The concept of retail organisation in which two or more outlets are controlled and owned commonly is classified as :</p> <p>(A) Chain Stores</p> <p>(B) Voluntary Stores</p> <p>(C) Super Stores</p> <p>(D) Discount Stores</p> |
-

5. Collection of activities used to sell products too directly to end users for non-business use is classified as :
- (A) Inter-modelling
 - (B) Distribution operation
 - (C) Wholesaling
 - (D) Retailing
6. Marketing channel that involves no intermediaries to make their products available to final buyers is classified as :
- (A) Direct Channel
 - (B) Indirect Channel
 - (C) Flexible Channel
 - (D) Static Channel
7. The minor stimuli which determines when and how customers will respond in certain way is called :
- (A) Perception
 - (B) Cues
 - (C) Motives
 - (D) Drives
8. Offering of all brands and brand lines by a particular company is considered as :
- (A) Company portfolio
 - (B) Brand portfolio
 - (C) Corporate portfolio
 - (D) Brand line portfolio
9. Physical evidence in case of services marketing helps :
- (A) To evaluate the services by customers
 - (B) To easily deliver the services
 - (C) To evaluate the services by the service provider
 - (D) To assess the service quality by third party
10. What is referred to the event when a customer's expectations of a service encounter are not met ?
- (A) Service scape
 - (B) Service recovery
 - (C) Service failure
 - (D) Service mix

11. Brand equity generally means :
- (A) Brand Attitude
 - (B) Brand Positioning
 - (C) Brand Value
 - (D) Brand Sales
12. modules enable a company to learn more about customers and their needs with each interaction.
- (A) ERP
 - (B) EDI
 - (C) CRM
 - (D) EFT
13. Which of the following is *not* a measure of dispersion ?
- (A) Mean Deviation
 - (B) Normal Deviation
 - (C) Standard Deviation
 - (D) Range
14. A type II error is :
- (A) Accepting H_0 when it is false
 - (B) Accepting H_0 when it is true
 - (C) Rejecting H_0 when it is false
 - (D) Rejecting H_0 when it is true
15. Sampling error can be reduced by :
- (A) Non-probability sampling
 - (B) Increasing the sample size
 - (C) Increasing the population
 - (D) Reducing the sample size
16. Which value of correlation coefficient (r) suggests strongest correlation amongst the following ?
- (A) $r = 0$
 - (B) $r = 0.25$
 - (C) $r = 0.75$
 - (D) $r = -1$

17. The assumption that the variance of the residuals about the predicated dependent variable scores should be same for all predicted scores reflects :
- (A) Homogeneity
 - (B) Normality
 - (C) Multicollinearity
 - (D) Homoscedasticity
18. If the optimum solution table of a transportation problem has more than one empty cell having their opportunity cost as zero, then it indicates that :
- (A) The solution is not feasible
 - (B) Something is wrong in the solution
 - (C) A case of degeneracy
 - (D) The problem has multiple solutions
19. For the same volume of production, process layout needs space as compared to product layout.
- (A) less
 - (B) equal
 - (C) more
 - (D) cannot be determined
20. The purpose of transportation approach to locational analysis is to minimise :
- (A) Total Costs
 - (B) Total Shipping Costs
 - (C) Total Variable Costs
 - (D) Total Fixed Costs
21. In PERT/CPM network, a dummy activity is necessary when :
- (A) Two activities have the same starting node
 - (B) Two activities have the same ending node
 - (C) A node actually does not connect to another node
 - (D) When two activities share the same starting and ending node

22. Which of the following is *not* the advantage of Special Economic Zone (SEZ) ?
- (A) Single window clearance
 - (B) 100% income tax exemption
 - (C) Ready market for products
 - (D) Central/State taxes exemptions
23. Batch processing involves :
- (A) Processing of data much after the transaction has completed
 - (B) Processing of data as the transaction is happening
 - (C) Both (A) and (B)
 - (D) Processing of data as the transaction is happening, but form a batch storage
24. Facebook Tackles Big data with based on Hadoop.
- (A) Project Prism
 - (B) Prism
 - (C) Project Data
 - (D) Project Bid
25. As per the principle of comparative advantage, a country shall benefit in foreign trade if it :
- (A) has better technology
 - (B) has better management and techniques
 - (C) specializes in goods which could be produced at comparatively lower costs
 - (D) dumps goods in other countries
26. Transaction processing systems are also called online system because :
- (A) They record all transactions as they happen in real time.
 - (B) They record all activities of various lines and functions in an organisation.
 - (C) They record and aggregate activities to report them online.
 - (D) They record only online transactions of an organisation.

27. What is Artificial Intelligence ?

- (A) Putting your intelligence into computer
- (B) Programming with your own intelligence
- (C) Making a machine intelligent
- (D) Putting more memory into computer

28. If a country experiences deficit in the balance of payments accounts, it can be corrected through :

- (i) demonetization
- (ii) nationalization of industries
- (iii) exchange control
- (iv) import quotas

Choose the *correct* alternative :

- (A) (i) and (ii)
- (B) (iii) and (iv)
- (C) (i) and (iii)
- (D) (i) and (iv)

29. Investors from all over the world prefer investing in India through Mauritius because :

- (A) It involves minimum paper work
- (B) It is cheap and convenient
- (C) It is profitable in the long-run
- (D) Investors can take advantage of double tax avoidance treaty

30. The approach emphasizes the human element of necessary change within organisations.

- (A) OLAP
- (B) Data Mining
- (C) Data Warehousing
- (D) BPR

31. is a specialised firm that finances young, startup companies.
- (A) Finance Company
(B) Small Business Finance Co.
(C) Venture Capital Firm
(D) Capital Creation Co.
32. The concept of Small Scale Industries (SSIs) was brought to the fore by the :
- (A) Industrial Policy Resolution 1948
(B) Industrial Policy Resolution 1956
(C) Industrial Policy Statement 1977
(D) Industrial Policy Statement 2016
33. Which bank is called lender of last resort ?
- (A) Commercial Bank
(B) Agricultural Bank
(C) Industrial Bank
(D) Central Bank
34. If the investment in fixed assets or plant and machinery does not exceed five crore rupees then that particular firm comes under the category of :
- (A) Medium Scale Industry
(B) Small Scale Industry
(C) Cottage Industry
(D) Village Industry
35. The primary purpose of the five forces model is to :
- (A) List the five forces in rank order
(B) Provide a graphic model
(C) Assess the five forces as compared to the standard value
(D) Strategic analysis

36. Innovation can help to provide a temporary competitive advantage when :
- (A) Barriers to entry are high
 - (B) Barriers to imitation are low and intellectual property rights are difficult to enforce
 - (C) Barriers to entry are low
 - (D) There are few other competitors
37. Which of the following is *not* a significant reason for becoming a woman entrepreneur ?
- (A) Self image as it relates to status
 - (B) Flexibility in working hours
 - (C) Keeping oneself gainfully occupied
 - (D) Earning extra money for family
38. Factors supporting establishing climate for Intrapreneurship in an organization :
- (A) Experimentation trial and error is encouraged
 - (B) Failures not allowed
 - (C) Barriers to new product creation and development
 - (D) Limited resources with short-term goals
39. Entrepreneurship can be best described as :
- (A) a process involving innovation, new products or services, and value creation
 - (B) having a strong vision
 - (C) taking significant risk in a business context
 - (D) a process that requires setting up a business
40. Which of the following gives the owners a negative right, preventing anyone from making, using, or selling the invention ?
- (A) Copyright
 - (B) Trade mark
 - (C) Patent
 - (D) Trade Secret

41. In a juice making company sales manager has set the goal of increasing the sales by 20% in summer season. At the end of summer, Manager will check either goal has been achieved or not. This function is known as :
- (A) Planning
(B) Organizing
(C) Leading
(D) Controlling
42. Which is *not* a characteristic of corporate social responsibility ?
- (A) Product Safety
(B) Consumer Rights
(C) Environmental Policies
(D) Price-Fixing
43. Which of the following is the accountability for the achievement of objectives, the use of resources, and the adherence to organizational policy ?
- (A) Power
(B) Responsibility
(C) Authority
(D) Planning
44. What is the term for the 'rule of thumb' type of bias in decision-making ?
- (A) Framing bias
(B) Hindsight bias
(C) Over-confidence bias
(D) Heuristics
45. "Natural resources determine the course of development and constitute the challenge which may not be accepted by the human mind", who has said it ?
- (A) W. Arthur Lewis
(B) J.I. Fisher
(C) Jan Tinbergen
(D) W.W. Rostow
46. To eradicate the problem of poverty Twenty Point Economic Programme was launched for the first time in India on :
- (A) 7th July, 1971
(B) 7th July, 1975
(C) 26th January, 1951
(D) 15th August, 1983

47. Assume that consumer's income and the number of sellers in the market for good X both falls. Based on this information we can conclude with certainty that the equilibrium :
- (A) Price will decrease
 - (B) Price will increase
 - (C) Quantity will increase
 - (D) Quantity will decrease
48. Which of the following is a characteristic of capital as factor of production ?
- (A) It never depreciates
 - (B) It is fixed in supply
 - (C) It is an active factor of production
 - (D) It is a passive factor of production
49. Dividing a task in number of steps, each of which is completed by an individual is essence of :
- (A) Information sharing perspective
 - (B) Departmentalization
 - (C) Work specialization
 - (D) Collectiveness
50. What are the barriers to effective communication ?
- (A) Moralising being judgemental and comments of consolation
 - (B) Dialogue, summary and self-review
 - (C) Use of simple words, cool reaction and defensive attitude
 - (D) Personal statements, eye contact and simple narration
51. On the basis of function of Human Resource Management, the coverage of personnel policies has been classified by Michael Armstrong not include the following :
- (A) Adjudication Policies
 - (B) Employment Policies
 - (C) Promotion Policies
 - (D) Relation Policies
52. Training need assessment should consider all *except* :
- (A) Changes in external environment
 - (B) Training objectives
 - (C) Key changes in the technology
 - (D) The person

53. When the most recent information dominates someone's perception about others then there is :

- (A) Primary effect
- (B) Recency effect
- (C) Halo effect
- (D) Projection bias

54. A process by which an individual learns voluntary behaviour is :

- (A) Classical Conditioning
- (B) Voluntary Conditioning
- (C) Social Conditioning
- (D) Operant Conditioning

55. The behaviour we learn from observing and imitating others explain through :

- (A) Social Learning
- (B) Cognitive Learning
- (C) Programmed Learning
- (D) Linear Learning

56. Common core set of values amongst team members for cooperative and collaborative effort is an essentiality for :

- (A) Reinforcing transferability
- (B) Reinforcing team role perception
- (C) Reinforcing accountability
- (D) Reinforcing team workability

57. Match the following and select the *correct* answer from the codes given below :

List-I	List-II
(Theories)	(Propagators)
(1) POSDCORB	(I) Henry Fayol
(2) Espirit De Corps	(II) George A Pennock
(3) Integration Theory	(III) Mary Parker Follette
(4) The illumination experiment	(IV) Luther Gulick

Codes :

(1)	(2)	(3)	(4)
(A) (IV)	(I)	(II)	(III)
(B) (IV)	(I)	(III)	(II)
(C) (III)	(I)	(II)	(IV)
(D) (IV)	(II)	(III)	(I)

58. MBTI is the most widely used instrument for personality analysis. Which of the following statements about MBTI is/are *true* ?
- (a) MBTI has 108 items.
- (b) Sixteen personality types are generated by the instrument.
- (c) MBTI has 100 items.
- (d) Sixteen personality types are based on a combination of four basic elements of psyche.
- (e) MBTI was developed by a father-daughter team.
- (f) MBTI was developed by a mother-daughter team.
- (A) (a), (d) and (e) are true
- (B) (b), (c), (d) and (f) are true
- (C) (a), (b), (e) and (f) are true
- (D) (f), (d) and (e) are true
59. Match the following (selection errors List I with their descriptions List II) and select the *correct* answer from the codes given below :
- | List-I | List-II |
|--------------------|---|
| (1) True Negative | (I) Selection score is high; performance is low |
| (2) True Positive | (II) Both selection score and performance is low |
| (3) False Negative | (III) Selection score is low; performance is high |
| (4) False Positive | (IV) Both selection score and performance is high |
- Codes :**
- | | | | |
|-----------|-------|-------|-------|
| (1) | (2) | (3) | (4) |
| (A) (II) | (III) | (IV) | (I) |
| (B) (II) | (IV) | (III) | (I) |
| (C) (IV) | (I) | (II) | (III) |
| (D) (III) | (II) | (IV) | (I) |
60. Which of the following may be termed as a scientific and systematic effort to modify the characteristics of an employee's job ?
- (A) Job redesign
- (B) Job enlargement
- (C) Job enrichment
- (D) Job description

61. Which of the following aspect of job cannot be considered under quality of work life ?

- (A) Freedom and autonomy to make decisions on the job
- (B) Satisfactory physical surroundings at workplace
- (C) Job satisfaction and job safety
- (D) Freedom and autonomy to leave workplace without taking permission from the superiors

62. Members of the Trade Union are required to pay a subscription per annum as per the provisions of Trade Union Act, 1926. For workers working in other unorganised sectors, excepting rural workers, the annual rate of subscription should not be less than :

- (A) Re. 1 per annum
- (B) Rs. 3 per annum
- (C) Rs. 12 per annum
- (D) Rs. 24 per annum

63. Which of the following features characterise the Balance Score Card Method ?

- (1) The score cards are cascading in nature and as such are all pervasive in an organisation.
- (2) It is supported by effective communication system.
- (3) Standardization of goal is not rigid.
- (4) Customer focus is an integral part of balance score cards.

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

64. What is a “Wild Cat Strike” ?
- (A) A strike perpetrated by workers with the support of the relevant union without giving notice to the employer.
 - (B) Strike called by the union after resorting to a strike ballot.
 - (C) Strike called by a union with a formal notice to the employer just a few minutes before the commencement of the strike.
 - (D) Strike called by a group of workers on the spur of the moment without any formal notice to the employer or any consent from the relevant union.
65. Who is associated with the approaches to disciplinary action such as judicial approach, human relations approach, human resource approach, group discipline approach and leadership approach ?
- (A) Mirza S. Saiddain
 - (B) N.N. Chatterjee
 - (C) Arun Monappa
 - (D) C.B. Mamoria
66. Which of the following is *not* a career stage ?
- (A) Growth
 - (B) Decline
 - (C) Exploration
 - (D) Late Career

67. Key factors in skills development and talent management are :

- (A) A broad definition of talent to ensure inclusivity
- (B) Finding a balance between staff development and making staff more employable
- (C) Compliance with the EE Act
- (D) Both (A) and (B)

68. Performance management is a system that :

- (1) Ensures that Employee's performance is supporting company's aim.
- (2) Starts with fixing performance standards and ends with comparing results with those standards.
- (3) Includes daily or weekly interactions to ensure continuous improvement in employee's performance.
- (4) Ensures that employee has requisite training to perform the job.

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

69. Alpha, Beta, Gamma A and Gamma B changes are related to which change ?

- (1) Structural change
- (2) Process change
- (3) System change
- (4) Cognitive change

Select the *correct* answer from the following key :

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

70. Which of the following is the *correct* formula for calculating the direct group relations of 'Span of Control' as given by V.A. Garicuna ?

(A) $r = n \left[\frac{2^n}{n} + (n - 1) \right]$

(B) $r = n \left[\frac{2^n}{n} - (n + 1) \right]$

(C) $r = n \left[\frac{2^n}{n} - 1 \right]$

(D) $r = n \left[\frac{2^n}{n} + 1 \right]$

71. Which of the following equations properly represents a derivation of the fundamental accounting equation ?

- (A) $\text{Assets} + \text{Liabilities} = \text{Owner's equity}$
- (B) $\text{Assets} = \text{Owner's Equity}$
- (C) $\text{Cash} = \text{Assets}$
- (D) $\text{Assets} - \text{Liabilities} = \text{Owner's equity}$

72. is the likelihood that managers may place personal goals ahead of corporate goals.

- (A) EPS maximisation
- (B) Profit maximisation
- (C) EVA problem
- (D) Agency problem

73. Which of the following will *not* be included in a balance sheet ?

- (A) Accounts receivable
- (B) Accounts payable
- (C) Sales
- (D) Cash

74. Which of the following transactions will result in inflow of funds ?

- (1) Issue of debentures
- (2) Conversion of debentures into equity shares
- (3) Redemption of long-term loan
- (4) Creation of general reserve

- (A) Only (1)
- (B) Only (4)
- (C) Both (1) and (4)
- (D) Both (2) and (3)

75. In budgetary control is used whereas in standard costing is used.
- (A) Unit concept, Total concept
(B) Total concept, Unit concept
(C) Marginal concept, Gross concept
(D) Gross concept, Marginal concept
76. Cost accounting concepts include all of the following, *except* :
- (A) Planning
(B) Controlling
(C) Profit sharing
(D) Product costing
77. is also known as subsidiary budget.
- (A) Master budget
(B) Cost budget
(C) Standard budget
(D) Functional budget
78. Contribution per unit is Rs. 100. Fixed costs are Rs. 6,00,000. Production and sales are 8,000 units. Total contribution is :
- (A) Rs. 6,00,000
(B) Rs. 4,00,000
(C) Rs. 2,00,000
(D) Rs. 8,00,000
79. Which of the following is *not* a major decision taken by a finance manager ?
- (A) The investment decision
(B) The financing decision
(C) The dividend policy decision
(D) The VMO decision
80. represents the level of EBIT necessary for the firm to break even on its fixed financial charges i.e. interest and preference dividend.
- (A) Financial leverage
(B) Financial BEP
(C) Indifference point
(D) Operating leverage

81. Which of the following is *not* an example of systematic risk ?

- (A) The government changes the interest rates and the corporate tax rate is increased
- (B) The inflation rate increases
- (C) The company workers declare strike
- (D) The government withdraws tax on dividend payments by companies

82. If the value of NPV for a project is zero, its PI will be :

- (A) Zero
- (B) One
- (C) More than one
- (D) Less than one

83. Which of the following is *not* a form of takeover ?

- (A) Friendly
- (B) Hostile
- (C) Backflip
- (D) Divestiture

84. The share valuation model which states :

$$P = \frac{D}{K_e - g}$$

where

P = Price of equity shares

D = Initial dividend

K_e = Cost of equity capital and

g = Expected growth rate in earnings

is related to

- (A) Walter's Model
- (B) Gordon's Model
- (C) M-M Model
- (D) Porter's Model

85. is a sale of the existing firm to the management.
- (A) Leveraged buyout
 - (B) Management buyout
 - (C) Spin-off
 - (D) Split-up
86. APT as a model of security pricing is based on the concept of :
- (A) Arbitrage
 - (B) Equilibrium
 - (C) Allocation
 - (D) Amalgamation
87. A portfolio consists of two securities with expected returns of 12% and 16% respectively. If the first security accounts for 40% of portfolio, the return of portfolio will be :
- (A) 14%
 - (B) 14.4%
 - (C) 16%
 - (D) 12%
88. Which of the following statements is *false* ?
- (A) An option writer is one who sells an option contract.
 - (B) Expiration date is the date beyond which the option has no value.
 - (C) Writing a call option and a put option will result in the same payoffs to writer when spot falls.
 - (D) A holder of a call option can incur losses at the most upto the premium amount he pays.
89. As per factoring agreement the becomes responsible for all credit control, sales accounting and debt collection from the buyers.
- (A) Control officer
 - (B) Debtor
 - (C) Factor
 - (D) Sales Accountant

90. A rate of Rs. 73 per U.S. dollar is an example of quotation.
- (A) American
 - (B) Indiana
 - (C) Direct
 - (D) Indirect
91. In strategic management, important decisions are made by Board of Directors. This level of strategic management is known as :
- (A) Corporate Level
 - (B) Business Level
 - (C) Functional Level
 - (D) Managerial Level
92. Performance analysis of the organization is described as :
- (A) SWOT analysis
 - (B) External analysis
 - (C) Internal analysis
 - (D) Economic analysis
93. Major reason for accepting stability strategy is :
- (A) Environment demands rapid activities
 - (B) It is highly risky
 - (C) Requires additional resources
 - (D) Potential opportunities are non-existent
94. If a company makes related diversification, it will be known as :
- (A) Concentric Diversification
 - (B) Conglomerate Diversification
 - (C) Controlled Diversification
 - (D) Rapid Diversification
95. In case of GE 9 cell matrix, if industry attractiveness is low but business unit strength is high, the product strategy should be :
- (A) Invest
 - (B) Protect
 - (C) Harvest
 - (D) Divest

96. Core competencies are described as in McKinsey's 7S framework.
- (A) Strategies
 - (B) Systems
 - (C) Skills
 - (D) Staff
97. Establishing an image of the product or service in the mind of consumer is described as :
- (A) New product development
 - (B) Positioning
 - (C) Product life cycle
 - (D) Sales promotion
98. First step of new product development is :
- (A) Product Launch
 - (B) Idea Screening
 - (C) Idea Generation
 - (D) Market Survey
99. Any paid form of non-personal presentation by an identified sponsor is popularly known as :
- (A) Advertising
 - (B) Personal Selling
 - (C) Direct Marketing
 - (D) Sales Promotion
100. The total assortment of products and services marketed by a firm are called as :
- (A) Product line
 - (B) Individual product
 - (C) Product mix
 - (D) Product strategy

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ROUGH WORK