

Test Booklet Code & Serial No.

प्रश्नपत्रिका कोड व क्रमांक

**Paper-II**

**MANAGEMENT**

**B**

**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 - 51220**

**Time Allowed : 2 Hours]**

**[Maximum Marks : 200**

**Number of Pages in this Booklet : 20**

**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 are 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.

**विद्यार्थ्यासाठी 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. **सर्व** प्रश्न सोडविणे अनिवार्य आहे. सदरचे प्रश्न हे या विषयाच्या संपूर्ण अभ्यासक्रमावर आधारित आहेत.
- परीक्षा सुरु झाल्यावर विद्यार्थ्याला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनिटांमध्ये 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 सदीष 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/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 लिहीलेली 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 खुण केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर नैरामार्गाचा अवलंब केल्यास विद्यार्थ्याला परीक्षेस अपात्र ठरविण्यात येईल.
- परीक्षा संपल्यानंतर विद्यार्थ्याने 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.
- कॅल्क्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.
- चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.

**JUN - 51220/II—B**

## Management Paper II

**Time Allowed : 120 Minutes]**

**[Maximum Marks : 200**

**Note :** This Paper contains **Hundred (100)** multiple choice questions. Each question carries **Two (2)** marks. Attempt *All* questions.

<p>1. Examine the following statements about span of control and identify the statements which are <i>true</i> ?</p> <p>(a) More task complexity requires narrower span of control</p> <p>(b) Routine tasks can have greater span of control than exceptional tasks</p> <p>(c) When tasks are dissimilar, then span of control can be larger</p> <p>(d) Spans of control are generally narrower at the top and broader at the bottom of the hierarchy</p> <p>(A) (a) and (b)</p> <p>(B) (a), (c) and (d)</p> <p>(C) (b) and (d)</p> <p>(D) (a), (b) and (d)</p>	<p>2. The conceptual framework of labour welfare is contained in various theories of labour welfare. From the names of the theories given below, pick the <i>wrong</i> ones :</p> <p>(a) The trusteeship theory</p> <p>(b) The placating theory</p> <p>(c) The need theory</p> <p>(d) The friendship theory</p> <p>(e) The public relations theory</p> <p>(f) The functional theory</p> <p>(A) (a) and (b)</p> <p>(B) (e) and (f)</p> <p>(C) (b) and (e)</p> <p>(D) (c) and (d)</p> <p>3. Who has given the meaning of 'Conjunction' in industrial relations as "A state of relationship under which the parties, instead of offering their best, offer the least in the absence of which the relationship will break" ?</p> <p>(A) Selig Perlman</p> <p>(B) Neil W Chamberlain</p> <p>(C) Francis Walker</p> <p>(D) Ian Clegg</p>
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| <p>4. Which of the following strategic initiatives will help employee retention effort of an organization ?</p> <ul style="list-style-type: none"><li>(1) The perception of equity in rewards</li><li>(2) Work-life balance initiatives</li><li>(3) Exit interviews</li><li>(4) Non-poaching agreements</li></ul> <p>(A) (1) and (2)</p> <p>(B) (1), (2) and (3)</p> <p>(C) (1), (2) and (4)</p> <p>(D) (2), (3) and (4)</p> <p>5. What is the <i>correct</i> sequence of the following stages in manpower acquisition process ?</p> <ul style="list-style-type: none"><li>(1) HR need forecast</li><li>(2) Assessing existing manpower</li><li>(3) Net manpower needed</li><li>(4) Organisational objectives and policies</li><li>(5) Recruitment process</li></ul> <p>(A) (4), (1), (2), (3), (5)</p> <p>(B) (2), (1), (4), (3), (5)</p> <p>(C) (4), (1), (3), (2), (5)</p> <p>(D) (1), (2), (3), (5), (4)</p> | <p>6. Robert Hoxie's theory of trade union movement is based on :</p> <ul style="list-style-type: none"><li>(A) Communist perspective</li><li>(B) Socialist perspective</li><li>(C) Concept of trusteeship</li><li>(D) Capitalist perspective</li></ul> <p>7. Organisation confrontation is also known as.....</p> <ul style="list-style-type: none"><li>(A) Confrontation arrangement</li><li>(B) Confrontation discussion</li><li>(C) Confrontation conference</li><li>(D) Confrontation meeting</li></ul> <p>8. In managing International compensation, the approach in which package compensation equalizes cost between home country and International employee is called.....</p> <ul style="list-style-type: none"><li>(A) Headquarters approach</li><li>(B) Cash flow approach</li><li>(C) Balance-sheet approach</li><li>(D) Income statement approach</li></ul> |
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| <p>9. Affective competence, intellectual competence and action oriented competence as components of key competencies of managers was proposed by :</p> <p>(A) Rabi Kanungo and Sahi B. Mishra</p> <p>(B) Robert Katz</p> <p>(C) Henry Mintzberg</p> <p>(D) Thomas Durand</p> <p>10. Which one of the following does <i>not</i> constitute to be a direct source of industrial jurisprudence in India ?</p> <p>(A) The Constitution of India</p> <p>(B) Legislative Enactments</p> <p>(C) Judicial Decisions</p> <p>(D) International Obligations</p> <p>11. Recording expenses and revenues in the same period in which they occur is related to.....</p> <p>(A) Objectivity principle</p> <p>(B) Matching principle</p> <p>(C) Historical cost principle</p> <p>(D) Industry practices principle</p> | <p>12. Interest received on long-term investments is shown under.....</p> <p>(A) Operating activities</p> <p>(B) Financing activities</p> <p>(C) Investing activities</p> <p>(D) Interesting activities</p> <p>13. Fixed cost per unit increases when :</p> <p>(A) Production increases</p> <p>(B) Production decreases</p> <p>(C) Variable cost per unit decreases</p> <p>(D) Prime cost per unit decreases</p> <p>14. What will be the amount of profit if fixed cost is Rs. 20,000, sales is Rs. 1,60,000 and P/V ratio is 25% ?</p> <p>(A) Rs. 40,000</p> <p>(B) Rs. 20,000</p> <p>(C) Rs. 10,000</p> <p>(D) Rs. 1,40,000</p> <p>15. Determine contribution if fixed cost is Rs. 50,000 and loss is Rs. 20,000 :</p> <p>(A) Rs. 70,000</p> <p>(B) Rs. 50,000</p> <p>(C) Rs. 30,000</p> <p>(D) Rs. 20,000</p> |
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| <p>16. ....are costs borne by shareholders to prevent/minimise agency problems as to contribute to maximise owner's wealth.</p> <p>(A) Fixed costs</p> <p>(B) Direct costs</p> <p>(C) Agency costs</p> <p>(D) Variable costs</p> <p>17. According to traditional approach, what is the effect of increase in degree of leverage on the valuation of the firm ?</p> <p>(A) Increases</p> <p>(B) Decreases</p> <p>(C) Remains unchanged</p> <p>(D) Increases first and then decreases</p> <p>18. ....is a method of budgeting in which all expenses must be justified and approved for each new period.</p> <p>(A) Flexible budgeting</p> <p>(B) Mix budgeting</p> <p>(C) Zero-based budgeting</p> <p>(D) Activity-based budgeting</p> | <p>19. ....variance occurs when workers are not able to do the work due to some reason during the hours for which they are paid.</p> <p>(A) Labour efficiency</p> <p>(B) Labour mix</p> <p>(C) Labour yield</p> <p>(D) Idle time</p> <p>20. If a firm has a DOL of 5 at Q units, this tells us that :</p> <p>(A) If sales rise by 5%, EBIT will rise by 5%</p> <p>(B) If sales rise by 1%, EBIT will rise by 1%</p> <p>(C) If sales rise by 5%, EBIT will fall by 25%</p> <p>(D) If sales rise by 1%, EBIT will rise by 5%</p> <p>21. Quarterly compounding refers to an arrangement where interest is paid every.....</p> <p>(A) Four months</p> <p>(B) Three months</p> <p>(C) Six months</p> <p>(D) Twelve months</p> |
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| <p>22. An INR 100 FV perpetual bond is currently selling for Rs. 95. The coupon rate is 13.5 percent and the appropriate discount rate is 15 percent. The value of bond is.....</p> <p>(A) INR 100</p> <p>(B) INR 95</p> <p>(C) INR 90</p> <p>(D) INR 135</p> <p>23. Which of the following is <i>not</i> a risk evaluation approach ?</p> <p>(A) Risk-adjusted discount rate approach</p> <p>(B) Certainty-equivalent approach</p> <p>(C) Decision tree approach</p> <p>(D) Straight path approach</p> <p>24. X company earns INR 5 per share and is capitalised at a rate of 10 percent. If the rate of return on investments is 18 percent, the optimum pay out ratio according to Gordon is :</p> <p>(A) 5%</p> <p>(B) 10%</p> <p>(C) 100%</p> <p>(D) 0%</p> | <p>25. According to Walter, the market price per share is maximum in the situation of <math>r &lt; k_e</math> when :</p> <p>(A) <math>D = \text{Zero}</math></p> <p>(B) <math>D = \text{EPS}</math></p> <p>(C) <math>D = 50\% \text{ of EPS}</math></p> <p>(D) <math>D = 75\% \text{ of EPS}</math></p> <p>26. Which of the following is <i>not</i> an economic advantage of merger ?</p> <p>(A) Economies of scale</p> <p>(B) Synergy</p> <p>(C) Diversification</p> <p>(D) Pac-man defence</p> <p>27. CAPM accounts for.....</p> <p>(A) Systematic risk</p> <p>(B) Unsystematic risk</p> <p>(C) Frontier risk</p> <p>(D) Accounting risk</p> <p>28. Fair value of an option represents .....</p> <p>(A) Intrinsic value of the option only</p> <p>(B) Time value of the option only</p> <p>(C) Intrinsic value + Time value of the option</p> <p>(D) Intrinsic value – Time value of the option</p> |
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| <p>29. Higher net working capital leads to..... liquidity and..... profitability.</p> <p>(A) Higher, higher</p> <p>(B) Higher, lower</p> <p>(C) Lower, higher</p> <p>(D) Lower, lower</p> <p>30. When the option can be exercised only on the maturity date, it is called :</p> <p>(A) American option</p> <p>(B) European option</p> <p>(C) African option</p> <p>(D) Greek option</p> <p>31. The phases of strategic management process are :</p> <p>(A) Formulation, Implementation, Evaluation</p> <p>(B) Implementation, Formulation, Evaluation</p> <p>(C) Evaluation, Implementation, Formulation</p> <p>(D) Formulation, Evaluation, Implementation</p> | <p>32. Threat of substitutes is one of the forces of :</p> <p>(A) PEST analysis</p> <p>(B) SWOT analysis</p> <p>(C) Porter's model</p> <p>(D) BCG matrix</p> <p>33. SWOT analysis has two internal factors and two external factors. The <i>correct</i> combination is :</p> <p>(A) Internal : Strengths and Opportunities<br/>External : Weaknesses and Threats</p> <p>(B) Internal : Strengths and Weaknesses<br/>External : Opportunities and Threats</p> <p>(C) Internal : Strengths and Threats<br/>External : Weaknesses and Opportunities</p> <p>(D) Internal : Opportunities and Threats<br/>External : Strengths and Weaknesses</p> |
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| <p>34. According to BCG matrix, if relative market share as well as market growth rate both are high, then the product is termed as :</p> <p>(A) Star</p> <p>(B) Question mark</p> <p>(C) Cash cow</p> <p>(D) Dog</p> <p>35. GE a cell matrix underlines the strategies for business leaders as follows :</p> <p>(A) Grow and build</p> <p>(B) Invest to maintain position</p> <p>(C) Divestment</p> <p>(D) Turnaround</p> <p>36. What is the term used in Ansoff's matrix for increasing market share with existing markets ?</p> <p>(A) Product development</p> <p>(B) Market penetration</p> <p>(C) Diversification</p> <p>(D) Market development</p> | <p>37. The soft element of Mckinsey's model is :</p> <p>(A) Structure</p> <p>(B) Shared values</p> <p>(C) Strategy</p> <p>(D) Systems</p> <p>38. The segmentation of the market and pricing differences based on price elasticity of these segments is referred to as.....pricing.</p> <p>(A) Competitive</p> <p>(B) Variable</p> <p>(C) Discriminative</p> <p>(D) Judgemental</p> <p>39. The advertising strategy in maturity stage of PLC is :</p> <p>(A) Intermittent advertising</p> <p>(B) Heavy advertising</p> <p>(C) Stop advertising</p> <p>(D) More budget for advertising</p> |
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| <p>40. One firm owns other firm in channel or the entire channel. This situation is described as :</p> <p>(A) Coordinated VMS</p> <p>(B) Administered VMS</p> <p>(C) Contractual VMS</p> <p>(D) Corporate VMS</p> <p>41. The R chart monitors :</p> <p>(A) Proportion of defects</p> <p>(B) Changes in the dispersion or variability</p> <p>(C) Actual number of defects</p> <p>(D) Subgroup average</p> <p>42. Which is <i>not</i> a significant challenge of project scheduling ?</p> <p>(A) Deadlines exist</p> <p>(B) Activities are interdependent</p> <p>(C) Delays are costly</p> <p>(D) Cost by employees involved is high</p> | <p>43. What is at the heart of any ERP system ?</p> <p>(A) Information</p> <p>(B) Employees</p> <p>(C) Customers</p> <p>(D) Database</p> <p>44. The mode has all of the following disadvantages <i>except</i> :</p> <p>(A) A data set may have no modal value</p> <p>(B) Every value in a data set may be a mode</p> <p>(C) A multimodal data set is difficult to analyze</p> <p>(D) The mode is unduly affected by extreme values</p> <p>45. Open ended questions produce :</p> <p>(A) Quantitative data only</p> <p>(B) Qualitative data</p> <p>(C) No data</p> <p>(D) Easy data</p> |
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| <p>46. When the population is divided into subsets such that the units within the subset are as homogeneous as possible and are heterogeneous among themselves, the sampling method is called as.....</p> <p>(A) Quota sampling</p> <p>(B) Systematic sampling</p> <p>(C) Stratified sampling</p> <p>(D) Cluster sampling</p>   | <p>48. The covariance of two random variables :</p> <p>(A) Does not have an upper or lower bound</p> <p>(B) Does not provide an indication of the direction of the relationship between the variables</p> <p>(C) Is a positive number</p> <p>(D) Has no measurement unit</p>   |
| <p>47. The main difference between Z and <math>t</math>-tests is :</p> <p>(A) For <math>t</math>-test, the population mean and standard deviation are needed</p> <p>(B) For Z-test the population mean and standard deviation are needed</p> <p>(C) For <math>t</math>-test only sample mean is needed</p> <p>(D) The <math>t</math>-test and Z-test are identical except of sample size used</p> | <p>49. The critical path of a project network diagram has :</p> <p>(A) Shortest duration</p> <p>(B) Odd number of nodes</p> <p>(C) Longest duration</p> <p>(D) Even number of nodes</p> <p>50. The chart used to monitor the number of non-conforming units of a process is :</p> <p>(A) C chart</p> <p>(B) <math>\bar{X}</math> chart</p> <p>(C) R chart</p> <p>(D) <math>np</math> chart</p> |

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| <p>51. ....are set of rules and procedures to control the data transmission over the internet.</p> <p>(A) IP address</p> <p>(B) Domains</p> <p>(C) Protocol</p> <p>(D) Gateway</p> <p>52. IRC stands for :</p> <p>(A) Internet Resource Channel</p> <p>(B) Internet Routing Channel</p> <p>(C) Internet Rights Council</p> <p>(D) Internet Rely Chat</p> <p>53. Whether an information system implemented for an organisation is successful depends upon :</p> <p>(A) The culture and the competitive environment of the organisation</p> <p>(B) The competitive environment and the competitive strategy of the organisation</p> <p>(C) The culture, the competitive environment and the competitive strategy of the organisation</p> <p>(D) The culture, the competitive environment, the competitive strategy and the structure of the organisation</p> | <p>54. Computer device which is able to capture image of any type including solid objects is known as :</p> <p>(A) Web cam</p> <p>(B) Video cam</p> <p>(C) Scanner</p> <p>(D) Image viewer</p> <p>55. The major drawbacks in decision-making by MIS is difficult due to changing ..... for business problems.</p> <p>(A) Structure</p> <p>(B) Rules</p> <p>(C) Strategy</p> <p>(D) Conditions</p> <p>56. The World Bank has mainly financed.....sector and it normally gives.....loans.</p> <p>(A) Agriculture, Short term</p> <p>(B) Industry, Long term</p> <p>(C) Energy, Medium &amp; long term</p> <p>(D) Transport, Long term</p> |
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57. If a country experiences deficit in the balance of payments account, it can be corrected by the policy of.....

- (A) Demonetization of currency
- (B) Lower bank rate
- (C) More subsidies to producers
- (D) Exchange controls and import quotas

58. (1) This international institution was set up in 1956.

- (2) It is a part of World Bank group of institutions
- (3) It gives loans and guarantees to member countries

The institution referred to above is :

- (A) International Monetary Fund
- (B) International Bank for Reconstruction and Development
- (C) International Finance Corporation
- (D) International Development Association

59. Duty drawback scheme in the context of foreign trade policy of India was aimed at.....

- (A) Raising tax revenue
- (B) Simplifying the tax administration
- (C) Reaching out to more countries for exports
- (D) Enhancing the competitiveness of export goods

60. (i) The share of OECD countries in India's foreign trade is consistently rising.

(ii) The share of developing countries in India's foreign trade is consistently rising.

What can you say about these statements ?

- (A) Both statement (i) and statement (ii) are incorrect
- (B) Both statement (i) and statement (ii) are correct
- (C) Statement (i) is correct and statement (ii) is incorrect
- (D) Statement (i) is incorrect and statement (ii) is correct

61. The MUDRA Banks were set up under the.....scheme. It will provide its services to small entrepreneurs outside the service area of regular banks, by using last miles agents.

- (A) Jan-Dhan Yojana
- (B) Atal Bihari Mudra Yojana
- (C) Pradhan Mantri Mudra Yojana
- (D) Pradhan Mantri Employment Yojana

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| <p>62. As per Bank's definition, SMEs include :</p> <ul style="list-style-type: none"><li>(A) Manufacturing Units only</li><li>(B) SSI Units only</li><li>(C) Manufacturing Units and Business Units under SBF and C &amp; I units</li><li>(D) Business Units only</li></ul> <p>63. Which one is <i>not</i> the part of migration to new capital adequacy framework, based on the three pillar approach namely ?</p> <ul style="list-style-type: none"><li>(A) Minimum Capital Requirement</li><li>(B) Supervisory Review</li><li>(C) Market Discipline</li><li>(D) Book-keeping</li></ul> <p>64. Which one of the following criteria defined by Kohali Committee as a criteria to identify sick unit in third census ?</p> <ul style="list-style-type: none"><li>(A) Erosion in net worth to the extent of 50%</li><li>(B) Erosion in net worth to the extent of 80%</li><li>(C) Delay by more than 3 months in repayment</li><li>(D) Continuous decline in gross output to previous one financial year</li></ul> | <p>65. ....is an assessment of the overall appeal of the product or service being proposed.</p> <ul style="list-style-type: none"><li>(A) Concept testing</li><li>(B) Product/service feasibility analysis</li><li>(C) Test marketing</li><li>(D) Usability testing</li></ul> <p>66. Which of the following contains large number of new ideas ?</p> <ul style="list-style-type: none"><li>(A) Files of Patent office</li><li>(B) Official Gazette</li><li>(C) Government Patent Board</li><li>(D) All of the above</li></ul> <p>67. "Stree Shakti Package" is a unique scheme run by.....supporting entrepreneurship among women.</p> <ul style="list-style-type: none"><li>(A) HDFC Bank</li><li>(B) Bank of Baroda</li><li>(C) State Bank of India</li><li>(D) Bank of Maharashtra</li></ul> <p>68. Which of the following is <i>not</i> a intrapreneurial leadership characteristics ?</p> <ul style="list-style-type: none"><li>(A) Understanding the environment</li><li>(B) Is visionary and flexible</li><li>(C) Self-centric</li><li>(D) Ability to encourage team work and use multidisciplinary approach</li></ul> |
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| <p>69. In....., the entrepreneur has the right to sell any assets.</p> <p>(A) Proprietorship</p> <p>(B) Partnership</p> <p>(C) Limited liability company</p> <p>(D) Joint venture</p> <p>70. From the following which one is <i>not</i> classification of entrepreneurs according to the types of business ?</p> <p>(A) Wholesale trade</p> <p>(B) Retail trade</p> <p>(C) Exporter</p> <p>(D) Rural Entrepreneur</p> <p>71. An increasing number of retailers and wholesalers have created their own .....also called store brands.</p> <p>(A) Unsought products</p> <p>(B) Private brands</p> <p>(C) Shopping products</p> <p>(D) Speciality products</p> <p>72. Which of the following is <i>not</i> a mode of entry to international marketing ?</p> <p>(A) Licensing</p> <p>(B) Franchising</p> <p>(C) Joint ventures</p> <p>(D) Researching overseas</p> | <p>73. Which one of the following is a model related to understanding consumer behaviour ?</p> <p>(A) BCG Matrix</p> <p>(B) Porter's five forces model</p> <p>(C) Howard Sheth model</p> <p>(D) Argris model</p> <p>74. Which one of the following is <i>not</i> a type of supply chain design ?</p> <p>(A) Cross Docking</p> <p>(B) Reverse distribution</p> <p>(C) Third party logistics</p> <p>(D) Economic logistics</p> <p>75. Brand equity generally means :</p> <p>(A) Brand Attitude</p> <p>(B) Brand Positioning</p> <p>(C) Brand Value</p> <p>(D) Brand Image</p> <p>76. The process of managing information about customers to maximise loyalty is said to be :</p> <p>(A) Company Relationship Management</p> <p>(B) Supplier Management</p> <p>(C) Retailer's Management</p> <p>(D) Customer Relationship Management</p> |
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| <p>77. The strategy of using individual family brand names is referred as :</p> <ul style="list-style-type: none"><li>(A) Strategy House</li><li>(B) House of Brands</li><li>(C) House of Products</li><li>(D) Extended Strategy</li></ul> <p>78. Collection of activities used to sell products too directly to end users for non-business use is classified as :</p> <ul style="list-style-type: none"><li>(A) Inter-modeling</li><li>(B) Distribution operation</li><li>(C) Wholesaling</li><li>(D) Retailing</li></ul> <p>79. Brands are born out of the following strategies :</p> <ul style="list-style-type: none"><li>(A) Promotion strategies</li><li>(B) Supply chain strategies</li><li>(C) Segmentation and differentiation strategies</li><li>(D) Pricing strategies</li></ul> <p>80. Brand image is the measure of :</p> <ul style="list-style-type: none"><li>(A) The current view of the consumers about a brand</li><li>(B) Measure of brand's earnings</li><li>(C) Awareness level of the brand</li><li>(D) Measure of market share of the brand</li></ul> | <p>81. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as :</p> <ul style="list-style-type: none"><li>(A) Planning</li><li>(B) Organizing</li><li>(C) Leading</li><li>(D) Controlling</li></ul> <p>82. What is the term for a process that enables an organisation to assess and demonstrate its social, economic and environmental benefits and limitation ?</p> <ul style="list-style-type: none"><li>(A) Social Plan</li><li>(B) Social Strategy</li><li>(C) Social Audit</li><li>(D) Social Account</li></ul> <p>83. What is Frank Gilbreth work most noted for ?</p> <ul style="list-style-type: none"><li>(A) Working conditions</li><li>(B) Time and motion studies</li><li>(C) Work psychology</li><li>(D) Work as a social setting</li></ul> |
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| <p>84. What is the term for decisions limited by human capacity to absorb and analyse information ?</p> <p>(A) Cognitive rationality</p> <p>(B) Conscious rationality</p> <p>(C) Bounded rationality</p> <p>(D) Restricted rationality</p>  | <p>87. The horizontal demand curve parallel to X-axis implies that the elasticity of demand is :</p> <p>(A) Zero</p> <p>(B) Infinite</p> <p>(C) Equal to one</p> <p>(D) Greater than zero but less than infinity</p>  |
| <p>85. For measuring the change in the price level of the country, which among the following index numbers is used ?</p> <p>(A) Cost of living index number</p> <p>(B) Production index number</p> <p>(C) Security price index number</p> <p>(D) Wholesale price index number</p> | <p>88. In order to control credit, Reserve Bank of India should :</p> <p>(A) Increase CRR and decrease Bank rate</p> <p>(B) Decrease CRR and reduce Bank rate</p> <p>(C) Increase CRR and increase Bank rate</p> <p>(D) Reduce CRR and increase Bank rate</p> |
| <p>86. "Underdeveloped countries are the slums of the world economy." This statement is given by :</p> <p>(A) Ragnar Nurkse</p> <p>(B) A.N. Caimcross</p> <p>(C) Colin Clark</p> <p>(D) Jagdish Bhagwati</p>  | <p>89. How can organisational structures that are characterised by democratic and inclusive styles of management be described ?</p> <p>(A) Hierarchical</p> <p>(B) Bureaucratic</p> <p>(C) Flat</p> <p>(D) Functional</p>                                     |

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| <p>90. Which of the international financial institutions provides a 'soft loan window' from which developing countries can borrow in hard currencies ?</p> <p>(A) International Development Authority</p> <p>(B) International Monetary Fund</p> <p>(C) International Finance Corporation</p> <p>(D) International Bank for Reconstruction and Development</p> <p>91. According to Mintzberg a typical manager acts as a :</p> <p>(A) Concealer</p> <p>(B) Withholder</p> <p>(C) Toddler</p> <p>(D) Resource Allocator</p> <p>92. Which of the following is <i>not</i> a method of performance appraisal ?</p> <p>(A) Forced distribution method</p> <p>(B) Factor comparison method</p> <p>(C) Force choice method</p> <p>(D) Critical incidence method</p> | <p>93. Any employees disclosure of an employer's illegal, immoral, or illegitimate practices to persons or organizations that may be able to take corrective action is known as :</p> <p>(A) Risk taking</p> <p>(B) Disclosing</p> <p>(C) Whistleblowing</p> <p>(D) Risk disclosure</p> <p>94. Growth need in Aldrfer's ERG model of motivation akin to which need of hierarchy theory ?</p> <p>(A) Esteem need</p> <p>(B) Physiological need</p> <p>(C) Security need</p> <p>(D) Safety need</p> <p>95. If an organization counts on a culture which rated with high power distance, then such organization is characterised by :</p> <p>(A) Active subordinates</p> <p>(B) High trust between the peoples</p> <p>(C) Balance between seniors and juniors</p> <p>(D) Centralized decision-making</p> |
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96. Which stage of Tuckman model of group development is more apparent in temporary group ?  
 (A) Adjourning  
 (B) Storming  
 (C) Norming  
 (D) Forming
97. What is 'Neotony' as a leadership trait advanced by Bennis and Thomas ?  
 (A) Calm, confident and predictable under stressful condition  
 (B) Youthful, curious playful, fearless, warm and energetic  
 (C) Encouraging dissent, empathy and obsessive communication  
 (D) Ambitions, morally strong and competence
98. Buzz-Sessions helps in :  
 (a) Making workers versatile  
 (b) Making labour more skilled and hardworking  
 (c) Eliminating those employees who sit through the conference session but, do not participate  
 (d) Stimulating discussion and participation from each number of groups  
 (A) (a) and (b)  
 (B) (a), (b) and (c)  
 (C) (c) and (d)  
 (D) (b), (c) and (d)

99. Match the style of leadership with the 'Numbers' as they are denoted by in Managerial Grid :

**List I**

- (1) Task Management  
 (2) Impoverished  
 (3) Team  
 (4) Country club  
 (5) Middle of the Road

**List II**

- (I) 1, 1  
 (II) 1, 9  
 (III) 5, 5  
 (IV) 9, 1  
 (V) 9, 9

**Codes :**

- |     |      |      |      |      |       |
|-----|------|------|------|------|-------|
|     | (1)  | (2)  | (3)  | (4)  | (5)   |
| (A) | (II) | (I)  | (IV) | (V)  | (III) |
| (B) | (II) | (I)  | (V)  | (IV) | (III) |
| (C) | (IV) | (I)  | (II) | (V)  | (III) |
| (D) | (IV) | (II) | (V)  | (I)  | (III) |

100. A pay system that rewards employees for developing knowledge or skill is a :  
 (A) Time motion system  
 (B) Measured hours work system  
 (C) Knowledge based system  
 (D) Profit sharing system

**JUN - 51220/II—B**

**ROUGH WORK**