



# MANAGEMENT

Question Booklet Sl. No.

Name & Signature of the Invigilator

PAPER – II OMR Answer Sheet No. :


180257

CODE-18 Roll No. :

(in figures as in Hall Ticket)

Roll Number in words : .....

Time : 2 Hours]

No. of Printed Pages : 24

[Maximum Marks : 200

## Instructions for the Candidates

- Write your Roll Number in the space provided on the top of this page.
- This paper consists of **one hundred (100)** multiple choice type of questions. **All** questions are compulsory.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as below :
  - 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 and do not accept an 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 pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
  - After this verification is over, the Test Booklet Number should be entered on the OMR Answer Sheet and the OMR Answer Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the oval as indicated below on the correct response against each item.
 

**Example:** (A) (B) (C) (D) where (B) is the correct response.
- Your responses to the items are to be indicated on the OMR Answer Sheet under Paper – II only. If you mark your response at any place other than in the oval in the OMR Answer Sheet, it will not be evaluated.
- Rough Work is to be done in the end of this booklet.
- If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Answer 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, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
- You have to return the original OMR Answer 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 original question booklet and duplicate copy of OMR Answer Sheet on conclusion of examination.
- Use only Blue/Black Ball point pen.
- Use of any calculator or any electronic devices or log table etc., are prohibited.
- There shall be no negative marking.

### પરીક્ષાર્થીઓ માટે સૂચનાઓ

- આ પાનાની ટોચ પર દર્શાવેલી જગ્યામાં તમારો રોલ નંબર લખો.
- આ પ્રશ્નપત્રમાં બહુવિકલ્પિક ઉત્તરો ધરાવતા સૌ (૧૦૦) પ્રશ્નો આપેલા છે. બધા જ પ્રશ્નો ફરજિયાત છે.
- પરીક્ષાની શરૂઆતમાં આપને પ્રશ્નપુસ્તિકા આપવામાં આવશે. પ્રથમ પાંચ (૫) મિનિટ દરમિયાન તમારે પ્રશ્નપુસ્તિકા ખોલી અને ફરજિયાતપણે નીચે મુજબ પરીક્ષણ કરવું :
  - પ્રશ્નપુસ્તિકાનો વપરાશ કરવા માટે આ કવર પૃષ્ઠની ધાર પર આપેલ સીલ સ્ટીકર ફાડી નાખો. કોઈપણ સંજોગોમાં સીલ સ્ટીકર વગરની કે ખુલ્લી પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં.
  - કવર પૃષ્ઠ પર છપાયેલ નિર્દેશાનુસાર પ્રશ્નપુસ્તિકાના પ્રશ્નો, પૃષ્ઠો અને સંખ્યાને બરાબર ચકાસી લો. ખામીયુક્ત પ્રશ્નપુસ્તિકા કે જેમાં પ્રશ્નો/ પૃષ્ઠો ઓછા હોય, બે વાર છપાયા હોય, અનુક્રમમાં અથવા અન્ય કોઈ ફરક હોય અર્થાત કોઈપણ સંજોગોમાં ખામીયુક્ત પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં. અને જો ખામીયુક્ત પ્રશ્નપુસ્તિકા મળી હોય તો નિરીક્ષક પાસેથી તુરંત જ બીજી સારી પ્રશ્નપુસ્તિકા મેળવી લેવી. આ માટે ઉમેદવારને પાંચ (૫) મિનિટનો સમયગાળો આપવામાં આવશે. પછીથી, પ્રશ્નપુસ્તિકા બદલવામાં આવશે નહીં કે કોઈ વધારાનો સમયગાળો આપવામાં આવશે નહીં.
  - આ ચકાસણી સમાપ્ત થાય પછી, પ્રશ્નપુસ્તિકાનો નંબર OMR જવાબ પત્રક પર લખવો અને OMR જવાબ પત્રકનો નંબર પ્રશ્નપુસ્તિકા પર લખવો.
- પ્રત્યેક પ્રશ્ન માટે ચાર જવાબ વિકલ્પ (A), (B), (C) અને (D) આપવામાં આવેલ છે. તમારે સાચા જવાબના ઓવલ (oval)ને નીચે આપેલ ઉદાહરણ મુજબ પેનથી ભરીને સંપૂર્ણ કાળું કરવાનું રહેશે.
 

ઉદાહરણ : (A) (B) (C) (D) કે જ્યાં (B) સાચો જવાબ છે.
- આ પ્રશ્નપુસ્તિકાના પ્રશ્નોના જવાબ અલગથી આપવામાં આવેલ OMR જવાબ પત્રકમાં પેપર-IIલખેલ વિભાગમાં જ અંકિત કરવા. જો આપ OMR જવાબ પત્રકમાં આપેલ ઓવલ (oval)સિવાય અન્ય સ્થાને જવાબ અંકિત કરશો તો તે જવાબનું મૂલ્યાંકન કરવામાં આવશે નહીં.
- કાચું કામ (Rough work) પ્રશ્નપુસ્તિકાના અંતિમ પૃષ્ઠ પર કરવું.
- જો આપ OMR જવાબ પત્રક નિયત જગ્યા સિવાય અન્ય કોઈપણ સ્થાને, આપનું નામ, રોલ નંબર, કોન નંબર અથવા એવું કોઈ ચિહ્ન કે જેનાથી તમારી ઓળખ થઈ શકે, અંકિત કરશો અથવા અબક્ર લાઘાનો પ્રયોગ કરો, અથવા અન્ય કોઈ અનુચિત સાધનોનો ઉપયોગ કરો, જેમકે અંકિત કરી દીધેલ જવાબ ભૂંસી નાખવો કે સફેદ શાહીનો ઉપયોગ કરી બદલશો તો આપને પરીક્ષા માટે અયોગ્ય જાહેર કરવામાં આવશે.
- પરીક્ષા સમય પૂરો થઈ ગયા બાદ ઓરીજનલ OMR જવાબ પત્રક જે તે નિરીક્ષકને ફરજિયાત સોંપી દેવું અને કોઈ પણ સંજોગોમાં તે પરીક્ષા ખંડની બહાર લઈ જવું નહીં. પરીક્ષા પૂર્ણ થયા બાદ ઉમેદવાર ઓરીજનલ પ્રશ્નપુસ્તિકા અને OMR જવાબ પત્રકની ડુપ્લિકેટ કોપી પોતાની સાથે લઈ જઈ શકે છે.
- માત્ર કાળી / ભૂરી બોલ પોઈન્ટ પેન વાપરવી.
- કેલક્યુલેટર, લોગ ટેબલ અને અન્ય ઇલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
- ખોટા જવાબ માટે નકારાત્મક ગુણાંકન પ્રથા નથી.

SEAL




**DO NOT WRITE HERE**





## **MANAGEMENT**

### **Paper - II**

1. What assumption is the garbage can model of decision making based on ?
    - (A) Limited knowledge and great insight
    - (B) Limited knowledge but high level of experience
    - (C) Limited knowledge and uncertainty
    - (D) Limited knowledge and high risk
  
  2. Under imperfect conditions, which amongst the following is true ?
    - (A) Total Revenue will be lower when Marginal Revenue is zero
    - (B) Total Revenue falls when Marginal Revenue becomes negative
    - (C) Average Revenue and Marginal Revenue both decline but, fall in Average Revenue will be greater than the fall in Marginal Revenue
    - (D) The relationship between Average Revenue and Marginal Revenue is determined by the gradient of the curve
  
  3. Which of the following problems would an OB study be least likely to focus on ?
    - (A) an increase in absenteeism at a certain company
    - (B) a fall in productivity in one shift of a manufacturing plant
    - (C) a decrease in sales due to growing foreign competition
    - (D) an increase in theft by employees at a retail store
  
  4. Which financial statement provides a snapshot of a company's financial position at a specific point in time ?
    - (A) Income statement
    - (B) Cash flow statement
    - (C) Balance sheet
    - (D) Statement of retained earnings
- 



5. Which financial statement reports the changes in a company's equity over a period of time ?
- (A) Cash flow statement
  - (B) Balance sheet
  - (C) Income statement
  - (D) Statement of retained earnings
6. Strategic management differs from business policy through its heavier emphasis on
- (A) formulating general guidelines
  - (B) scanning the internal environment
  - (C) efficient utilization of assets
  - (D) scanning the external environment
7. The company's marketing information system should be a mix of what managers think they need, what managers really need and
- (A) what marketing research department is able to do
  - (B) what consumers are willing to consume
  - (C) what the government policies allow
  - (D) what is economically feasible
8. The Exponential distribution is often used to model the time between occurrences of rare events. What happens to the shape of the distribution as the rate parameter ( $\lambda$ ) increases ?
- (A) The distribution becomes more symmetric
  - (B) The distribution becomes more negatively skewed
  - (C) The distribution becomes more positively skewed
  - (D) The distribution becomes more peaked



9. Which theory suggests that a country should export products for which it has a comparative advantage due to differences in factor endowments ?
- (A) Mercantilism
  - (B) Factor Proportions Theory
  - (C) New Trade Theory
  - (D) Product Life Cycle Theory
10. Entrepreneurial firms : \_\_\_\_\_
- (A) are small firms that yield a level of income for their owner(s) that is similar to what they would earn when working for an employer
  - (B) bring to market new products and services that are not particularly innovative
  - (C) offer to customers common products that are not particularly innovative, and provide their owner(s) the opportunity to pursue a particular lifestyle and earn a living while doing so
  - (D) bring new products and services to market by creating and seizing opportunities
11. \_\_\_\_\_ is the process of creating something new, which is central to the entrepreneurial process.
- (A) Creative destruction
  - (B) Modernism
  - (C) Execution
  - (D) Innovation
12. According to the product life cycle theory, a product is most likely to be initially produced in the country of
- (A) Highest labour cost
  - (B) Lowest labour cost
  - (C) Greatest market potential
  - (D) Highest inflation rate



- 13.** In the context of questionnaire design, what is the “order effect” ?
- (A) The impact of the questions’ sequence on the respondents’ answers
  - (B) The impact of the questionnaire’s length on the completion rate
  - (C) The effect of the interviewer’s tone on the respondents’ mood
  - (D) The effect of the sampling method on response rates
- 14.** The sales goal set for a Product line, Company division or sales representative of an organisation is called
- (A) Sales budget
  - (B) Company sales forecast
  - (C) Sales quota
  - (D) Company sales potential
- 15.** Top-down planning that emphasizes formal strategy formulation and leaves the implementation issues to lower management levels is known as
- (A) forecast-based planning
  - (B) externally-oriented planning
  - (C) strategic management
  - (D) basic financial planning
- 16.** Which of the following is a non-current asset ?
- (A) Accounts receivable
  - (B) Prepaid expenses
  - (C) Land
  - (D) Inventory
- 17.** What is the formula for calculating Return On Investment (ROI) ?
- (A)  $\text{Net Profit} / \text{Total Assets}$
  - (B)  $\text{Net Profit} / \text{Shareholder Equity}$
  - (C)  $\text{Net Profit} / \text{Total Revenue}$
  - (D)  $(\text{Net Profit} - \text{Dividends}) / \text{Shareholder Equity}$



- 18.** What are the three primary determinants of behavior in organizations ?
- (A) profit structure, organizational complexity and job satisfaction
  - (B) individuals, groups and job satisfaction
  - (C) groups, structure and profit structure
  - (D) individuals, groups and structure
- 19.** An individual's utility is maximized at a point where
- (A) The budget constraint is steeper than the highest attainable indifference curve
  - (B) The budget constraint is tangent to the lowest attainable indifference curve
  - (C) The marginal utility of one good is equal to the price of that good
  - (D) The consumer spends all their income on a single good
- 20.** Control ensures that the \_\_\_\_\_ is achieved despite obstacles, variations and uncertainties in both organisation and environment.
- (A) Mission
  - (B) Proposal
  - (C) Plan
  - (D) Strategy
- 21.** The income elasticity of demand for a good is  $-0.3$ . What type of good is this ?
- (A) A normal good
  - (B) An inferior good
  - (C) A luxury good
  - (D) A Giffen good
- 22.** According to authors French and Raven, which of the following is NOT a type of power ?
- (A) Coercive power
  - (B) Expert power
  - (C) Economic power
  - (D) Reward power



- 23.** The time value of money principle states that
- (A) Money's value remains constant over time
  - (B) A dollar today is worth more than a dollar in the future
  - (C) A dollar today is worth less than a dollar in the future
  - (D) Money is irrelevant in financial decision-making
- 24.** Which of the following explains the usefulness of the systematic approach to the study of organizational behavior ?
- (A) Human behavior does not vary a great deal between individuals and situations
  - (B) Human behavior is not random
  - (C) Human behavior is not consistent
  - (D) Human behavior is rarely predictable
- 25.** What is the primary purpose of the FASB (Financial Accounting Standards Board) ?
- (A) To regulate financial markets
  - (B) To set accounting standards in the United States
  - (C) To provide investment advice
  - (D) To enforce tax laws
- 26.** When an organization is evaluating its strategic position, which is NOT one of the strategic questions that an organization must ask itself ?
- (A) Where is the organization now ?
  - (B) How can functional and operational areas be improved ?
  - (C) If no changes are made, where will the organization be in one year ?
  - (D) If the evaluation is negative, what specific actions should management take ?
- 27.** \_\_\_\_\_ requires people to create a collage from magazine photos or drawings to depict their perceptions.
- (A) Brand personification
  - (B) Projective technique
  - (C) Visualization
  - (D) Laddering





- 28.** What is the relationship between the current account and the capital account in a balanced balance of payments ?
- (A) They are equal in value
  - (B) The current account is always in surplus when the capital account is in deficit
  - (C) The capital account is always in surplus when the current account is in deficit
  - (D) There is no specific relationship between the two
- 29.** What is the primary purpose of a "Margin of Error" in survey sampling ?
- (A) To account for nonresponse bias
  - (B) To estimate the proportion of the population included in the sample
  - (C) To quantify the potential sampling error in survey results
  - (D) To determine the confidence level of the survey
- 30.** A(n) \_\_\_\_\_ is a written document that describes all the aspects of a business venture in a concise manner.
- (A) business plan
  - (B) business model
  - (C) operations plan
  - (D) corporate plan
- 31.** The internationalization of markets and corporations is called
- (A) normalization
  - (B) economic integration
  - (C) globalization
  - (D) nationalization
- 32.** In the context of FDI, what does the term "spill-over effects" refer to ?
- (A) Negative consequences of FDI on the host country's economy
  - (B) The transfer of knowledge and skills from foreign firms to local firms
  - (C) The sudden outflow of capital from the host country
  - (D) The government's efforts to restrict foreign investment



- 33.** Which of the following measures of dispersion is robust to outliers ?
- (A) Range
  - (B) Variance
  - (C) Standard Deviation
  - (D) Interquartile Range
- 34.** \_\_\_\_\_ is the process of determining whether a business idea is viable.
- (A) Feasibility analysis
  - (B) Opportunity recognition
  - (C) Viability analysis
  - (D) Achievability analysis
- 35.** The aim of customer relationship management is to produce high customer
- (A) integrity
  - (B) loyalty
  - (C) innovation
  - (D) liability
- 36.** Analyzing relationships, determining causes and effects and basing conclusions on scientific evidence, all constitute aspects of \_\_\_\_\_ study.
- (A) organizational
  - (B) intuitive
  - (C) theoretical
  - (D) systematic
- 37.** Which of the following is NOT a component of the income statement ?
- (A) Cost of Goods Sold
  - (B) Gross Profit
  - (C) Accounts Receivable
  - (D) Operating Income



38. What is a characteristic feature of a “collusive oligopoly” in contrast to a “non-collusive oligopoly” ?
- (A) Firms compete aggressively through price wars
  - (B) Firms secretly cooperate to fix prices and restrict output
  - (C) Firms independently set their prices without any coordination
  - (D) Firms are not allowed to operate in a collusive oligopoly
39. What is the formula for calculating the Price-to-Book (P/B) ratio ?
- (A) Share Price/Earnings Per Share
  - (B) Earnings Per Share/Share Price
  - (C) Share Price/Book value per Share
  - (D) Market Cap/Earnings
40. According to the Path-goal theory given by Robert House and others, what do leaders assume ?
- (A) It does not matter how difficult the work objectives are
  - (B) Leaders cannot influence subordinates through the latter’s expectations
  - (C) Leaders should smooth the path towards a fixed goal
  - (D) Subordinates are motivated by believing that more effort improves job performance
41. \_\_\_\_\_ feasibility is an assessment of the overall appeal of the product or service being proposed.
- (A) Consumer
  - (B) Industry/market segment
  - (C) Industry/market
  - (D) Product/service
42. What does the WTO’s “Aid for Trade” initiative primarily focus on ?
- (A) Providing direct financial aid to developing countries
  - (B) Promoting trade facilitation and capacity-building in developing countries
  - (C) Establishing preferential trade agreements between developed and developing nations
  - (D) Facilitating agricultural subsidies in developing countries



43. The chi-square test for independence is used to determine if there is a significant association between two categorical variables. What does a large chi-square statistic in this test suggest ?
- (A) Strong association between variables
  - (B) Weak association between variables
  - (C) No association between variables
  - (D) The test is invalid
44. The total demand for many business goods and services is NOT much affected by price changes. Thus, this demand is
- (A) derived
  - (B) fluctuating
  - (C) accelerated
  - (D) inelastic
45. A computer falls into the \_\_\_\_\_ category of service mix.
- (A) pure tangible good
  - (B) hybrid
  - (C) pure service
  - (D) tangible good with accompanying services
46. Which financial statement provides an overview of a company's financial performance for a specific period, including revenues and expenses ?
- (A) Balance Sheet
  - (B) Cash flow statement
  - (C) Income statement
  - (D) Statement of retained earnings
47. Which of the following is an example of an intangible asset ?
- (A) Buildings
  - (B) Inventory
  - (C) Patents
  - (D) Land



48. You should expect that the \_\_\_\_\_ will probably contribute information about large-scale group behavior.
- (A) Sociology
  - (B) Psychology
  - (C) Social psychology
  - (D) Anthropology
49. Which of the following is NOT included when calculating Gross National Product (GNP) ?
- (A) Profits earned by domestic firms in foreign countries
  - (B) Wages paid to foreign workers in the domestic country
  - (C) Government expenditure on national defence
  - (D) Household consumption of domestically produced goods
50. According to Buckley and Chapman, how does the notion that management ideas are obvious arise ?
- (A) Humans are content to leave much to chance, without admitting it
  - (B) Humans have a habit of attributing successes to prior forethought
  - (C) Everyone's 'common sense' is different
  - (D) Most managers have little formal training
51. A company's ability to meet its short-term financial obligations is measured by which of the following ?
- (A) liquidity ratios
  - (B) profitability ratios
  - (C) activity ratios
  - (D) leverage ratios



- 52.** If the government increases government spending and lowers taxes during an inflationary gap, what impact will this likely have on the economy ?
- (A) It will exacerbate the inflationary gap
  - (B) It will have no effect on the inflationary gap
  - (C) It will close the inflationary gap
  - (D) It will lead to stagflation
- 53.** \_\_\_\_\_ blends concepts from psychology and sociology and focuses on the influence people have on one another.
- (A) Corporate strategy
  - (B) Anthropology
  - (C) Political science
  - (D) Social psychology
- 54.** What is the formula for calculating the Debt-to-Asset ratio ?
- (A) Total Debt/Total Assets
  - (B) Total Debt/Total Equity
  - (C) Net Income/Total Assets
  - (D) Total Equity/Total Assets
- 55.** \_\_\_\_\_ price refers to what the consumers feel the product should cost.
- (A) Typical
  - (B) Fair
  - (C) Usual discounted
  - (D) Maximum retail
- 56.** In a \_\_\_\_\_ purchasing situation, the buyer wants to make some changes to existing product specifications, prices, delivery requirements or other terms.
- (A) new rebuy
  - (B) regular buy
  - (C) straight rebuy
  - (D) modified rebuy



- 57.** In the context of international trade, what is a “bill of lading” ?
- (A) A document issued by customs authorities for import purposes
  - (B) A document specifying the terms of sale between the buyer and seller
  - (C) A receipt issued by a carrier acknowledging the receipt of goods for shipment
  - (D) A certificate of origin required for customs clearance
- 58.** In a one-sample Z-test, what is the formula for calculating the test statistic ?
- (A)  $Z = (\text{sample mean} - \text{population mean}) / \text{standard error}$
  - (B)  $Z = (\text{sample mean} - \text{population mean}) / \text{sample standard deviation}$
  - (C)  $Z = (\text{sample mean} - \text{null hypothesis mean}) / \text{sample standard error}$
  - (D)  $Z = (\text{sample mean} - \text{population mean}) / \text{sample size}$
- 59.** The two components of product/service feasibility analysis are product/service \_\_\_\_\_ and product/service \_\_\_\_\_.
- (A) value; affordability
  - (B) demand; timeliness
  - (C) timeliness; value
  - (D) desirability; demand
- 60.** An organization skilled at creating, acquiring and transferring knowledge and at modifying its behavior to reflect new knowledge and insights is a(an)
- (A) learning organization
  - (B) strategically managed corporation
  - (C) educational institution
  - (D) hypercompetitive competitor
- 61.** The process of selecting one or more market segments to enter is called
- (A) Market dominance
  - (B) Market positioning
  - (C) Market targeting
  - (D) Market segmentation



- 62.** Which of the following correlation techniques is appropriate for assessing the strength of a monotonic relationship between two variables ?
- (A) Pearson's correlation coefficient
  - (B) Spearman's rank correlation coefficient
  - (C) Kendall's Tau rank correlation coefficient
  - (D) Point-biserial correlation coefficient
- 63.** What is the primary purpose of the IFRS (International Financial Reporting Standards) ?
- (A) To regulate financial markets
  - (B) To set accounting standards in the United States
  - (C) To provide investment advice
  - (D) To promote global consistency in financial reporting
- 64.** What is the double-entry accounting system based on ?
- (A) The exchange of goods and services
  - (B) The principle of revenue recognition
  - (C) The idea that for every debit, there must be a credit
  - (D) The principle of asset valuation
- 65.** Key elements of organizational behaviour are
- (A) Leadership – Strategy – Management
  - (B) Organizational – Employee – Employer
  - (C) Performance – Manager – Labour
  - (D) People – Structure – Technology
- 66.** Which capital budgeting method is most suitable for ranking mutually exclusive projects when budgets are constrained ?
- (A) Net Present Value (NPV)
  - (B) Payback period
  - (C) Internal Rate of Return (IRR)
  - (D) Profitability Index (PI)






- 67.** In the context of EXIM policies, what is an “export credit guarantee” designed to do ?
- (A) Subsidize the production of exports
  - (B) Insure exporters against non-payment by foreign buyers
  - (C) Regulate the import of sensitive goods
  - (D) Promote foreign direct investment
- 68.** In the context of big data, what does the “3Vs” stand for ?
- (A) Volume, Velocity, Verification
  - (B) Value, Variety, Velocity
  - (C) Value, Volume, Veracity
  - (D) Volume, Velocity, Variety
- 69.** As per Boston Consulting Group (BCG) matrix, a business that has a low market share in an industry set apart by high market growth is termed as
- (A) Star
  - (B) Cash cow
  - (C) Question mark
  - (D) Dog
- 70.** \_\_\_\_\_ means presenting the product concept to target consumers, symbolically or physically and getting their reactions.
- (A) Perceptual mapping
  - (B) Concept development
  - (C) Concept testing
  - (D) Brand positioning mapping
- 71.** What does the VIF (Variance Inflation Factor) assess in regression analysis ?
- (A) The influence of outliers on the model
  - (B) The strength of the relationship between the dependent and independent variables
  - (C) The presence of multicollinearity among the independent variables
  - (D) The linearity of the regression model



- 72.** \_\_\_\_\_ defense involves occupying the most desirable market space in the minds of the consumers and making the brand almost impregnable.
- (A) Flank
  - (B) Position
  - (C) Pre-emptive
  - (D) Mobile
- 73.** What is the IMF's "Special Drawing Rights" (SDRs) intended for ?
- (A) Subsidizing agricultural exports in developing countries
  - (B) Providing emergency humanitarian aid
  - (C) Acting as a supplementary international reserve asset
  - (D) Regulating international labour markets
- 74.** Which financial statement reports the company's earnings available for distribution to shareholders ?
- (A) Balance sheet
  - (B) Cash flow statement
  - (C) Income statement
  - (D) Statement of retained earnings
- 75.** The monitoring, evaluating and disseminating of information from the external and internal environments to key people within the corporation is referred to as
- (A) environmental scanning
  - (B) external scanning
  - (C) internal scanning
  - (D) environmental opportunity scanning
- 76.** Hofstede's dimensions of culture were based on a study conducted at
- (A) Intel Ltd.
  - (B) IBM
  - (C) Pepsi Co.
  - (D) Microsoft



- 77.** Given the climate of “temporariness” in modern organizations, employees must
- (A) continually update their knowledge and skills
  - (B) be prepared to stay in the same position for longer periods of time
  - (C) have closer connections with their peers
  - (D) foster friendship within the work environment
- 78.** Who is noted for developing the expectancy theory of motivation ?
- (A) Max Weber
  - (B) Victor Vroom
  - (C) Abraham Maslow
  - (D) David McClelland
- 79.** Which of the following is NOT a component of a company’s capital structure ?
- (A) Common stock
  - (B) Retained earnings
  - (C) Preferred stock
  - (D) Accounts receivable
- 80.** In the context of data warehousing, what does “data cleansing” involve ?
- (A) Storing data in a central repository
  - (B) Transforming data into a specific format
  - (C) Ensuring data quality by identifying and correcting errors and inconsistencies
  - (D) Extracting data for reporting purposes
- 81.** What role does “systems integration” play in the context of MIS ?
- (A) It involves developing software applications
  - (B) It ensures that different software and hardware components work together seamlessly
  - (C) It primarily focuses on data storage and backup
  - (D) It automates human resource management
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- 82.** In the cycle of complete strategic planning, taking corrective action is a part of
- (A) Planning
  - (B) Implementation
  - (C) Controlling
  - (D) Organizing
- 83.** Which of the following is NOT a primary focus area within Operations Management ?
- (A) Process design and improvement
  - (B) Supply chain management
  - (C) Marketing strategy development
  - (D) Quality management
- 84.** The Strategic Management Model presents the following process of strategy formulation
- (A) Objectives – Policies – Strategies – Mission
  - (B) Mission – Policies – Strategies – Objectives
  - (C) Policies – Mission – Strategies – Objectives
  - (D) Mission – Objectives – Strategies – Policies
- 85.** The emotional or feeling component of a person's attitude is called
- (A) complex understanding
  - (B) the cognitive component
  - (C) the affective component
  - (D) a complex attitude
- 86.** A statement describing an organisation's commitment to particular standards of ethical behaviour is a
- (A) Role model
  - (B) Corporate credo
  - (C) Control system
  - (D) Reward structure




- 87.** Which of the following is true about a high leverage capital structure ?
- (A) It carries lower financial risk
  - (B) It results in higher interest expenses
  - (C) It is favored by investors for its safety
  - (D) It doesn't involve any debt financing
- 88.** What is the primary purpose of a company's annual report ?
- (A) To communicate financial information to the public and shareholders
  - (B) To prepare tax returns
  - (C) To set accounting standards
  - (D) To track historical financial data
- 89.** In the case of \_\_\_\_\_, consumers dislike the product and may even pay a price to avoid it.
- (A) non-existent demand
  - (B) overfull demand
  - (C) irregular demand
  - (D) negative demand
- 90.** In the context of ERP implementation, what is the "Big Bang" approach ?
- (A) A gradual implementation where one module is introduced at a time
  - (B) Simultaneous and complete replacement of all legacy systems with the ERP system
  - (C) Implementing ERP for a small group of users first
  - (D) Implementing only selected modules that are considered high-priority
- 91.** Brand \_\_\_\_\_ is the added value endowed to product and services.
- (A) Loyalty
  - (B) Equity
  - (C) Preference
  - (D) Identity



- 92.** When a consumer expresses thought, feelings, images, experiences and beliefs associated with the brand, the consumer is expressing
- (A) Brand knowledge
  - (B) Ethnocentric bias
  - (C) Brand identity
  - (D) Self-serving bias
- 93.** In Big Data applications, what is the role of a “data lake” as compared to a “data warehouse” ?
- (A) A data lake stores structured data, while a data warehouse stores unstructured data
  - (B) A data lake centralizes data storage, while a data warehouse structures and organizes data for easy analysis
  - (C) A data lake is exclusively used for data backup and recovery
  - (D) A data warehouse is used for data storage and processing, while a data lake focuses on data visualization
- 94.** In the context of technological change, what is the “technology adoption curve” used for ?
- (A) To determine the age of technology within an organization
  - (B) To identify the rate of technological obsolescence
  - (C) To illustrate the adoption patterns of new technologies by different groups
  - (D) To predict the future technological advancements
- 95.** The result of positioning is the successful creation of \_\_\_\_\_, which provides a cogent reason why the target market should buy the product.
- (A) an award winning promotional campaign
  - (B) a customer focused value proposition
  - (C) a demand channel
  - (D) employee value proposition



- 96.** In the context of process layout design, what is the purpose of proximity analysis ?
- (A) To determine the optimal facility location
  - (B) To minimize material handling costs by placing related workstations close together
  - (C) To identify the most suitable equipment for a manufacturing process
  - (D) To calculate the overall production time
- 97.** In the context of MIS, what does the term “Business Intelligence” (BI) refer to ?
- (A) The use of information technology to automate routine tasks
  - (B) The ability to make informed decisions based on data analysis
  - (C) The management of physical assets in a business
  - (D) The implementation of ethical business practices
- 98.** The identification and profiling of distinct group of buyers who might prefer or require varying product and services mixes is known as
- (A) Integration
  - (B) Cross-selling
  - (C) Segmentation
  - (D) Disintermediation
- 99.** According to the Bird-in-hand theory, which of the following dividend policies is preferred by investors ?
- (A) High dividend payouts
  - (B) Low dividend payouts
  - (C) No dividends at all
  - (D) Variable dividend payouts
- 100.** In Six Sigma methodology, what is the role of a “Green Belt” professional ?
- (A) Leading improvement projects and implementing statistical analyses
  - (B) Managing the quality department
  - (C) Performing routine inspections on the production line
  - (D) Developing quality policies and procedures
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**Space for Rough Work**

**SEAL**

