



MANAGEMENT

Question Booklet Sl. No.

Name & Signature of the Invigilator

PAPER – II

OMR Answer Sheet No. :

--	--	--	--	--	--

CODE-18

Roll No. :

--	--	--	--	--	--

180313

(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 બહુવૈકલ્પિક ઉત્તરો ધરાવતા સો (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 છપાવેલ નિર્દેશાનુસાર પ્રશ્નપુસ્તિકાના પ્રશ્નો, પૃષ્ઠો અને સંખ્યાને બરાબર ચકાસી લો. ખામીયુક્ત પ્રશ્નપુસ્તિકા કે જેમાં પ્રશ્નો/ પૃષ્ઠો ઓછાં 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-II લખેલ 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, ફોન નંબર અથવા એવું કોઈ ચિહ્ન કે જનાથી તમારી ઓળખ થઈ શકે, અંકિત કરશો અથવા અલગ ભાષાનો 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 કુલિકેટ કોપી પોતાની સાથે લઈ જઈ શકે છે.
- માત્ર કાળી / ભૂરી બોલ પોઈન્ટ પેન વાપરવી.
- કેલ્ક્યુલેટર, લોગ ટેબલ અને અન્ય ઇલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
- ખોટા જવાબ માટે નકારાત્મક ગુણાંકન પ્રથમ નથી.



MANAGEMENT



280513

0000-18

Time : 2 Hours

Time : 2 Hours

DO NOT WRITE HERE

1. When you fill in the answer sheet, you must write your Roll Number and the name of the paper in the space provided.
2. This paper consists of 100 questions. The questions are divided into two parts: Part A and Part B. Part A contains 20 questions and Part B contains 80 questions.
3. At the commencement of the examination, you will be given a booklet containing the questions and a separate sheet for writing answers.
4. (i) To have access to the questions, you must first open the booklet and check the number of questions. If the number of questions is not 100, you must report it to the invigilator immediately.
5. (ii) To fill in the answers, you must use a black ballpoint pen. Do not use pencil or any other writing instrument.
6. (iii) After filling in the answers, you must check the number of questions again. If the number of questions is not 100, you must report it to the invigilator immediately.
7. Each item has a number and a question. The questions are divided into two parts: Part A and Part B. Part A contains 20 questions and Part B contains 80 questions.
8. Example: (i) (a) When (b) is the correct answer, you must write (b) in the space provided.
9. If you write your answer (b) in the space provided, you will be awarded 1 mark.
10. If you write your answer (a) in the space provided, you will be awarded 0 marks.
11. If you write your answer (c) in the space provided, you will be awarded 0 marks.
12. If you write your answer (d) in the space provided, you will be awarded 0 marks.
13. If you write your answer (e) in the space provided, you will be awarded 0 marks.
14. If you write your answer (f) in the space provided, you will be awarded 0 marks.
15. If you write your answer (g) in the space provided, you will be awarded 0 marks.
16. If you write your answer (h) in the space provided, you will be awarded 0 marks.
17. If you write your answer (i) in the space provided, you will be awarded 0 marks.
18. If you write your answer (j) in the space provided, you will be awarded 0 marks.
19. If you write your answer (k) in the space provided, you will be awarded 0 marks.
20. If you write your answer (l) in the space provided, you will be awarded 0 marks.



MANAGEMENT

Paper – II

1. An individual who works with and through other people by coordinating their work activities in order to accomplish organizational goals is
(A) An assembly line worker
(B) A laborer
(C) A manager
(D) A salesperson
2. _____ are responsible for making organization-wide decisions and establishing the plans and goals that affect the entire organization.
(A) Middle managers
(B) Top managers
(C) Production managers
(D) Research managers
3. In Mintzberg's roles, a manager acting as spokesperson performs
(A) Interpersonal role
(B) Informational role
(C) Decisional role
(D) Functional role
4. The "Hawthorne Studies" emphasized the importance of
(A) Work standardization
(B) Informal groups and social relations
(C) Authority and discipline
(D) Incentive-based pay systems



5. Diffusion of routine information takes place through
- (A) Downward Communication
 - (B) Upward Communication
 - (C) Horizontal Communication
 - (D) External Communication
6. The span of control in management refers to
- (A) Number of subordinates reporting directly to one manager
 - (B) Number of levels in an organization
 - (C) Extent of authority a manager has
 - (D) Delegation of power across departments
7. What is the term used to describe breaking down jobs into narrow repetitive tasks ?
- (A) Management separation
 - (B) Division of labor
 - (C) Job tasking
 - (D) The classical approach
8. Changes in population characteristics such as age, gender, race, marital status, income and education are examples of change
- (A) Demographic
 - (B) Cultural
 - (C) Geographic
 - (D) Diversity
9. The sum of the value of all final goods and services produced within a country and net factor income from abroad is termed as
- (A) GNP
 - (B) Nominal GDP
 - (C) NNP
 - (D) Real GDP



10. Which of the following is NOT the act of Corporate Governance ?
- (A) Protecting the interest of shareholders
 - (B) Protecting the interest of employees
 - (C) Fudging of accounts
 - (D) Paying taxes to the Government
11. Rise in general price level along with declining output in the economy is called
- (A) Inflation
 - (B) Deflation
 - (C) Stagflation
 - (D) Demand-pull inflation
12. The demand curve in pricing normally slopes
- (A) Upward, left to right
 - (B) Downward, left to right
 - (C) Straight line
 - (D) Vertical line
13. In demand forecasting, the "Delphi method" is based on
- (A) Time series analysis
 - (B) Expert opinions and iterative consensus
 - (C) Regression modeling
 - (D) Random sampling surveys
14. The hypothesis that 'consumption in one period would be a function of income in that period and the returns on savings of the previous period' is given by
- (A) Irving Fisher
 - (B) Franco Modigliani
 - (C) Duesenberry
 - (D) Robert Hall



15. Lewin's three stage model of change includes
- (A) Planning, implementing, controlling
 - (B) Unfreezing, changing, refreezing
 - (C) Recruitment, training, retention
 - (D) Strategy, structure, system
16. Most companies begin the process of establishing organizational ethics by developing
- (A) Ethics training programme
 - (B) Code of conduct
 - (C) Ethical enforcement mechanism
 - (D) Hidden agenda
17. The extent to which employee's work meets his professional needs is called as
- (A) Quality circle
 - (B) Quality of work life
 - (C) Quality programme
 - (D) Quality cycle
18. Transformational leadership differs from transactional leadership by
- (A) Focusing only on reward and punishment
 - (B) Inspiring followers through vision, charisma and empowerment
 - (C) Monitoring tasks strictly
 - (D) Avoiding employee involvement
19. Name the Author of Equity Theory of Motivation.
- (A) Blake and Mouton
 - (B) Strube and Garcia
 - (C) Stancy Adams
 - (D) Albert Bandura



20. Values and ethics shape the
- (A) Corporate unity
 - (B) Corporate discipline
 - (C) Corporate culture
 - (D) Corporate differences
21. The "Contingency Approach" argues that
- (A) One best way to manage
 - (B) Effectiveness depends on adapting to situations
 - (C) Motivation is constant
 - (D) Principles universally applicable
22. Which of the following is a factor present in a target which may affect a person's perception ?
- (A) attitude
 - (B) motive
 - (C) interest
 - (D) novelty
23. Which of the following represents the second stage in the five stage group development model ?
- (A) Adjourning
 - (B) Performing
 - (C) Storming
 - (D) Forming
24. When two people witness something at the same time and in the same situation yet interpret it differently, factors that operate to shape their perceptions reside in the
- (A) Perceivers
 - (B) Target
 - (C) Timing
 - (D) Context



25. Golden handcuffs are used to
- (A) Penalize under performers
 - (B) Retain key employees with long-term incentives
 - (C) Reduce pay disparities
 - (D) Encourage early retirement
26. Family issues, economic problems and personality characteristics are examples of the _____ factor of potential stress.
- (A) Social
 - (B) Environmental
 - (C) Structural
 - (D) Personal
27. Which of the following is NOT a core function of HRM ?
- (A) Procurement
 - (B) Development
 - (C) Manufacturing
 - (D) Maintenance
28. Which HR forecasting technique uses Delphi method ?
- (A) Managerial judgment
 - (B) Trend analysis
 - (C) Expert consensus forecasting
 - (D) Time series modeling
29. Kirkpatrick's model of training evaluation does NOT include
- (A) Reaction
 - (B) Learning
 - (C) Behaviour
 - (D) Cost-benefit ratio



30. _____ is a dynamic condition in which an individual is confronted with an opportunity, demand or resource related to what the individual desires and for which the outcome is perceived to be both uncertain and important.
- (A) Change
 - (B) Stress
 - (C) Innovation
 - (D) Stimulation
31. Which of the following is NOT part of Ulrich's HR model ?
- (A) Strategic partner
 - (B) Administrative expert
 - (C) Employee champion
 - (D) External regulator
32. Which of the following refers to a procedure designed to obtain information from a person through oral responses to oral inquiries ?
- (A) Work sample simulation
 - (B) Written test
 - (C) Interview
 - (D) Reference check
33. Which of the following is most likely NOT one of the goals of a firm's employee orientation program ?
- (A) Making new employees feel like part of a team
 - (B) Helping new employees become socialized into the firm
 - (C) Assisting new employees in selecting the best labor union
 - (D) Teaching new employees about the firm's history and strategies



34. Trainees should be provided adequate practice and be allowed to work at their own pace during a training session in order to
- (A) Screen applicants based on ability
 - (B) Transfer skills more easily to the job
 - (C) Provide employers with feedback
 - (D) Determine appropriate pay scales
35. _____ are formal, employee-elected groups of worker representatives that meet monthly with managers to discuss topics affecting the employees.
- (A) Bargaining units
 - (B) Work councils
 - (C) Mediation groups
 - (D) Employee boards
36. The "Resource-Based View" (RBV) of Strategic Human Resource Management (SHRM) emphasizes
- (A) Industry conditions as key to competitive advantage
 - (B) HR practices that are valuable, rare, inimitable and non-substitutable
 - (C) Benchmarking with competitors
 - (D) Downsizing strategies
37. Of the types of international workers that multinational companies can employ locals are best described as
- (A) Citizens of the countries where they are working
 - (B) Noncitizens of the countries in which they are working
 - (C) Citizens of a country other than the parent or the host country
 - (D) Citizens of the country in which the multinational company has its headquarters
38. The Balanced Scorecard measures performance across
- (A) Only financial perspective
 - (B) Financial, customer, internal processes, learning and growth
 - (C) Profit and loss accounts
 - (D) Market share only



39. Talent management differs from traditional HRM by
- (A) Exclusively focusing on senior executives
 - (B) Continuous identification, development and retention of high-potential employees
 - (C) Ignoring succession planning
 - (D) Limiting learning opportunities
40. Forced distribution method of appraisal is criticized for
- (A) Encouraging teamwork
 - (B) Creating unhealthy competition among employees
 - (C) Reducing rating errors
 - (D) Aligning with performance-based pay
41. Collective bargaining primarily functions at the level of
- (A) Individual employee and employer
 - (B) Employees collectively negotiating with employer
 - (C) Government intervention only
 - (D) Arbitration courts
42. Global talent mobility in HRM involves
- (A) Restricting expatriation
 - (B) Managing movement of skilled employees across borders
 - (C) Avoiding diversity practices
 - (D) Only focusing on parent-country staffing
43. Net Profit Ratio Signifies
- (A) Operational Profitability
 - (B) Liquidity Position
 - (C) Big-term Solvency
 - (D) Profit for Lenders



44. The term opportunity cost refers to
- (A) Variable cost
 - (B) Short-run cost
 - (C) The cost forgone in favour of production of another product
 - (D) Cost related to an optimum level of production
45. ABC Ltd. has a Current Ratio of 1.5:1 and Net Current Assets of Rs. 5,00,000. What are the Current Assets ?
- (A) Rs. 5,00,000
 - (B) Rs. 10,00,000
 - (C) Rs. 15,00,000
 - (D) Rs. 25,00,000
46. Which of the following may NOT be a part of projected Financial Statements ?
- (A) Projected Income Statement
 - (B) Projected Trial Balance
 - (C) Projected Cash Flow Statement
 - (D) Projected Balance Sheet
47. The term 'EVA' is used for
- (A) Extra Value Analysis
 - (B) Economic Value Added
 - (C) Expected Value Analysis
 - (D) Engineering Value Analysis
48. If the activity level is reduced from 80% to 70%, the fixed cost
- (A) Will increase by 10%
 - (B) Per unit will decrease
 - (C) Will decrease by 10%
 - (D) Per unit will increase



49. The Internal Rate of Return (IRR) is determined where
- (A) The Net Present Value is positive
 - (B) The Net Present Value is negative
 - (C) The Net Present Value is zero
 - (D) The Net Present Value is less than zero
50. Which of the following is NOT a part of Master Budget ?
- (A) Projected Balance Sheet
 - (B) Capital Expenditure Budget
 - (C) Operating Budgets
 - (D) Budget Manual
51. An implicit cost of increasing proportion of debt is
- (A) Tax should would not be available on new debt
 - (B) P.E. Ratio would increase
 - (C) Equity shareholders would demand higher return
 - (D) Rate of Return of the company would decrease
52. Which of the following is NOT regulated by SEBI ?
- (A) Foreign Institutional Investors
 - (B) Foreign Direct Investment
 - (C) Mutual Funds
 - (D) Depositories
53. Combined Leverage is obtained from Operational Leverage and Financial Leverage by their
- (A) Addition
 - (B) Subtraction
 - (C) Multiplication
 - (D) Division



54. The capital budgeting appraisal criterion that is most appropriate in the situation of capital rationing will be
- (A) Pay back period
 - (B) Internal Rate of Return
 - (C) Net present value
 - (D) Profitability index
55. The appropriate method to derive the growth rate according to Dividend Growth Model for equity valuation is
- (A) Growth rate of sales over a period of time
 - (B) Retention ratio multiplied with return-on-equity
 - (C) Retention ratio multiplied with net profit margin
 - (D) Growth rate of fixed assets over a period of time
56. 'Trading on equity' refers to
- (A) Optimum capital structure
 - (B) Appropriate capitalization
 - (C) Capital gearing
 - (D) Watered capital
57. Which of the following is NOT used in Capital Budgeting ?
- (A) Time value of Money
 - (B) Sensitivity Analysis
 - (C) Net Assets Method
 - (D) Cash Flows
58. In ABC inventory management system, class A items may require
- (A) Higher Safety Stock
 - (B) Frequent Deliveries
 - (C) Periodic Inventory System
 - (D) Updating of inventory records



59. The excess payment by the new company to the amalgamating companies for the appraised value of the assets and liabilities taken over is accounted as
- (A) Capital Reserve
 - (B) Bonus Share Capital
 - (C) Goodwill
 - (D) Amount paid for the acquisition of the brand
60. An acquirer offer to buy shares directly from the shareholders is known as
- (A) Poison Pill
 - (B) White Knight
 - (C) Tender offer
 - (D) Takeover
61. Cost of issuing new shares to the public is known as
- (A) Cost of Equity
 - (B) Cost of Capital
 - (C) Flotation Cost
 - (D) Marginal Cost of Capital
62. The amount in unpaid dividend accounts of companies shall be transferred to the
- (A) Dividend Equalisation Reserve of the company
 - (B) Investor Education and Protection fund
 - (C) Investor Protection Fund
 - (D) General Revenue Account of the Central Government
63. According to Michael Porter, a strategy aims at producing products and services considered unique industry wide and directed at consumers who are relatively price-insensitive is known as
- (A) Cost Leadership-Best Value
 - (B) Differentiation
 - (C) Focus-Low Cost
 - (D) Focus-Best Value



64. Relationship between Spot and Forward Exchange Rate is referred to as
- (A) Interest Rate Parity
 - (B) Purchasing Power Parity
 - (C) Exchange Power Parity
 - (D) One-price rule
65. Diversification is to a new business area that has no obvious connection with any of the company's existing areas refer to
- (A) Forward integration
 - (B) Backward integration
 - (C) Conglomerate diversification
 - (D) Concentric diversification
66. A contract which gives the holder a right to buy a particular asset at a particular rate on or before a specified date is known as
- (A) European Option
 - (B) Straddle
 - (C) American Option
 - (D) Strangle
67. Core Competence (Prahalad and Hamel) means
- (A) Financial superiority
 - (B) Outsourcing non-core
 - (C) Collective learning of diverse skills
 - (D) Core products over capabilities
68. The Boston Consulting Group (BCG) Matrix uses which two dimensions ?
- (A) Profitability and competition
 - (B) Market growth rate and relative market share
 - (C) Customer satisfaction and loyalty
 - (D) Product life cycle and innovation



69. According to Kotler, Customer Lifetime Value (CLV) refers to
- (A) Revenue from a single purchase
 - (B) Total Profits a firm expects from a customer over their lifetime
 - (C) Annual sales volume from a customer
 - (D) Retention costs of a customer
70. Which concept emphasizes achieving organizational goals through knowing the needs of target markets and delivering satisfaction better than competitors ?
- (A) Selling concept
 - (B) Production concept
 - (C) Marketing concept
 - (D) Product concept
71. "Perceptual mapping" is used for
- (A) Pricing optimization
 - (B) Visualizing consumer perceptions of brands in relation to competitors
 - (C) Analyzing employee performance
 - (D) Sales forecasting
72. The "Four As" of marketing introduced as an update to the 4Ps include
- (A) Acceptability, Affordability, Accessibility, Awareness
 - (B) Attention, Attraction, Action, Affection
 - (C) Awareness, Affinity, Alignment, Assurance
 - (D) Adaptability, Advancement, Alliance, Authenticity
73. Which pricing method sets different prices for different segments, even when cost remains the same ?
- (A) Cost-plus pricing
 - (B) Dynamic pricing
 - (C) Discriminatory (or segmented) pricing
 - (D) Value-based pricing



74. In diffusion of innovation theory, early adopters are

- (A) Venturesome and first to try innovations
- (B) Respectable opinion leaders adopting after innovators
- (C) Skeptical late majority
- (D) Highly resistant laggards

75. _____ offer(s) order, direction and guidance for problem solving by providing tried and true methods of satisfying physiological, personal and social needs.

- (A) Beliefs
- (B) Values
- (C) Self-concept
- (D) Culture

76. The first step in the strategic brand management process is

- (A) measuring consumer brand loyalty
- (B) identifying and establishing brand positioning
- (C) planning and implementing brand marketing
- (D) measuring and interpreting brand performance

77. Which of the following is a marketing advantage of strong brands ?

- (A) No vulnerability to marketing crises
- (B) More elastic consumer response to price increases
- (C) Guaranteed profits
- (D) Additional brand extension opportunities

78. A "channel conflict" between two retailers selling the same brand at different prices is called as

- (A) Vertical conflict
- (B) Horizontal conflict
- (C) Multichannel conflict
- (D) Internal conflict



79. A salesperson who is contacting possible buyers by mail or phone to assess their level of interest and financial capacity is in the _____ step of the selling process.

- (A) Pre-approach
- (B) Prospecting
- (C) Qualifying
- (D) Following up

80. In services marketing, the “service blueprint” helps in

- (A) Visualizing service processes, touchpoints and evidence
- (B) Reducing raw material costs
- (C) Mapping only employee training schedules
- (D) Creating mass advertising campaigns

81. The _____ phase reflects the fact that although customers might become aware of multiple offerings, they do not actively consider all of them.

- (A) awareness
- (B) appeal
- (C) ask
- (D) act

82. Which of these is NOT one of the levels at which integrated marketing communication works ?

- (A) Horizontal integration
- (B) Vertical integration
- (C) Internal integration
- (D) Virtual Integration



83. The phenomenon of small manufacturers being crowded out of market sectors because they can't deliver enough quantity to satisfy retailers' demands is a consequence of
- (A) mobile commerce
 - (B) retailer consolidation
 - (C) online commerce
 - (D) growing customer affluence
84. Taking a more active, strategic role in corporate social responsibility is thought to benefit everyone of these groups EXCEPT
- (A) customers
 - (B) competitors
 - (C) employees
 - (D) shareholders
85. When first-mover advantage is crucial and a high degree of competitive intensity prevails, the _____ approach is better.
- (A) waterfall
 - (B) born global
 - (C) rifle
 - (D) sprinkler
86. Which type of sampling is appropriate when the population consists of well defined groups such that the elements within each group are homogeneous and between each group they are heterogeneous ?
- (A) Cluster Sampling
 - (B) Simple Random Sampling
 - (C) Stratified Sampling
 - (D) Judgement Sampling



87. From the following, identify the test which can be used both as parametric and non-parametric.

- (A) 't' test
- (B) 'F' test
- (C) 'Chi-square' test
- (D) 'Wilcoxon' test

88. Which one of the following is NOT the function of Production Management ?

- (A) Production Planning and Control
- (B) Procurement of Raw materials
- (C) Market Intelligence and Survey
- (D) Plant Location and Layout

89. The critical path of a network is

- (A) For which earliest start time and latest start time are same
- (B) The shortest time path through a network
- (C) For which earliest finish time and latest finish time are same
- (D) The longest time path through a network

90. Deming's 4 step cycle for improvement is

- (A) plan, do, check, act
- (B) schedule, do, act, check
- (C) do, act, check, monitor
- (D) plan, control, act, sustain

91. Which entry strategy gives the highest degree of control in foreign markets ?

- (A) Licensing
- (B) Joint ventures
- (C) Wholly-owned subsidiary
- (D) Franchising



92. A Multinational Enterprise (MNE) differs from a transnational enterprise mainly in
- (A) Ownership
 - (B) Geographic spread
 - (C) Decision-making structure
 - (D) Industry sector
93. When a company grants another firm the right to use its trademark for a fee, it is
- (A) Licensing
 - (B) Franchising
 - (C) Joint venture
 - (D) Strategic alliance
94. A company outsourcing IT services to India is engaging in
- (A) Licensing
 - (B) Offshoring
 - (C) Franchising
 - (D) Strategic divestment
95. Which theory suggests firms internationalize to exploit monopolistic advantages ?
- (A) Internalization theory
 - (B) Monopolistic advantage theory
 - (C) Absolute advantage theory
 - (D) Eclectic paradigm
96. A hardware device that is capable of executing a sequence of instruction is called as
- (A) CU
 - (B) Processor
 - (C) CPU
 - (D) ALU



97. Error detection at data link level is achieved by the following
- (A) Equalization
 - (B) Bit stuffing
 - (C) Hamming code
 - (D) Cyclic redundancy codes
98. An Entrepreneur who is dominated more by customs, religions, traditions and past practices and he is not ready to take any risk is called as
- (A) Drone Entrepreneur
 - (B) Adoptive Entrepreneur
 - (C) Fabian Entrepreneur
 - (D) Innovative Entrepreneur
99. Entrepreneurs have more control over more aspects of their working lives than employees of which aspect of their working lives do employees have more control ?
- (A) Financial uncertainty
 - (B) Working conditions
 - (C) Time
 - (D) Encroachment on personal time
100. Start-up investment is the one-time expense of opening a business. It is also called as
- (A) Entry cost
 - (B) Seed capital
 - (C) Down payment
 - (D) Beginning capital
-



97. Error detection of odd link following

Space for Rough Work

- (A) Equalization
- (B) Bit stuffing
- (C) Hamming code
- (D) Cyclic redundancy codes

98. An Entrepreneur who is dominated more by culture, religion, tradition and past

practices and he is not ready to take any risk is called as

- (A) Drop Entrepreneur
- (B) Adaptive Entrepreneur
- (C) Fabian Entrepreneur
- (D) Innovative Entrepreneur

99. Entrepreneurs have more control over the aspects of their work, as the employees

of which aspect of their working lives do employees not have control over?

- (A) Financial uncertainty
- (B) Working conditions
- (C) Time
- (D) Encroachment on personal time

100. Start-up investment is the one-time expense of opening a business. It is also called as

- (A) Entry cost
- (B) Seed capital
- (C) Down payment
- (D) Beginning capital