



MANAGEMENT

Name & Signature of the Invigilator

PAPER – II

OMR Answer Sheet No. :

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

DEC-21/18

Roll No. :

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

(in figures as in Hall Ticket)

Roll Number in words :

.....

180417

Question Booklet Sl. No.

Time : 2 Hours]

No. of Printed Pages : 16

[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 દરમ્યાન 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 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, ક્લોન નંબર અથવા એવું કોઈ ચિહ્નકે જેનાથી 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 થઈ શકો છો.
- પરીક્ષા સમય પૂરો થઈ ગયા બાદ ઓરીજીનલ OMR જવાબ પત્રક જે તે નિરીક્ષકને ફરજિયાત સોપી દેવું અને કોઈ પણ સંજોગોમાં તે પરીક્ષા ખંડની બહાર લઈ જવું નહીં. પરીક્ષા પૂર્ણ થયા બાદ ઉમેદવાર ઓરીજીનલ પ્રશ્નપુસ્તિકા અને OMR જવાબ પત્રકની ડુપ્લિકેટ કોપી પોતાની સાથે લઈ જઈ શકે છે.
- માત્ર કાળી / ભૂરી બોલ પોઈન્ટ પેન વાપરવી.
- કેલ્ક્યુલેટર, લોગ ટેબલ અને અન્ય ઈલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
- ખોટા જવાબ માટે નકારાત્મક ગુણાંકન પ્રથા નથી.

SEAL



180031

DO NOT WRITE HERE





**MANAGEMENT
Paper – II**

1. What is T-group training ?
 - (A) A group whose aim is transformational change
 - (B) A group brought together to deliver training programmes
 - (C) Team training for the purposes of advancing technology
 - (D) Team building activities involving learning
2. The glass ceiling is a term referring to
 - (A) Advancement of women
 - (B) Advancement of an employee is limited due to discrimination
 - (C) Advancement of man
 - (D) Good promotion prospects
3. Who is well-known for first advocating a dynamic theory of entrepreneurship ?
 - (A) Schumpeter
 - (B) Leibenstein
 - (C) Herbert and Link
 - (D) Mark Casson
4. Who is the author of the well-known book 'Innovation and Entrepreneurship' ?
 - (A) Robert Tannenbaum
 - (B) Peter F. Drucker
 - (C) Tom Peters
 - (D) David Silverman
5. Which of the following is not a past-oriented method of performance appraisal ?
 - (A) Rating Scales
 - (B) Checklist
 - (C) Forced choice method
 - (D) Management by objectives
6. Who are known for suggested the Normative Leadership Model ?
 - (A) Vroom and Yetton
 - (B) March and Simon
 - (C) Blake and Mouton
 - (D) Hamel and Prahalad
7. Which of the following would not be counted as part of incremental cash flow ?
 - (A) Opportunity cost
 - (B) Sunk cost
 - (C) External cost
 - (D) External benefit
8. The person most responsible for popularizing interchangeable parts in manufacturing was
 - (A) Eli Whitney
 - (B) Whitney Houston
 - (C) Sergio Farmerson
 - (D) Lillian Gilbreth



9. A _____ has been defined as a coordinated collection of data, systems, tools and techniques with supporting software and hardware by which an organisation gathers and interprets relevant information from business and environment and turns into a basis for marketing action.
- (A) Marketing Metric (B) Marketing Research System
(C) Marketing Decision Support System (D) Database Management System
10. The process of selecting one or more market segments to enter is called
- (A) Market targeting (B) Market dominance
(C) Market positioning (D) Market segmentation
11. How do you describe a work group that comprises workers with demarcated tasks and distant line managers ?
- (A) Independent (B) Dependent
(C) Interdependent (D) Collaborative
12. The market demand curve for a perfectly competitive industry is $QD = 12 - 2P$. The market supply curve is $QS = 3 + P$. The market will be in equilibrium if
- (A) $P = 6$ and $Q = 9$ (B) $P = 5$ and $Q = 2$
(C) $P = 4$ and $Q = 4$ (D) $P = 3$ and $Q = 6$
13. When is Profitability Index used ?
- (A) When capital is rationed
(B) When IRR can not be used
(C) When IRR and NPV conflict
(D) When payback is deemed to have insufficiently taken into account the time value of money
14. What do rational processes to recruitment and selection typically ignore ?
- (A) The use of power and micropolitics by managers
(B) Labour market demand
(C) Wages
(D) The time it takes to get to work
15. According to the Motivation-Hygiene Theory, which is not a Motivator ?
- (A) Achievement (B) Challenging work
(C) Increased responsibility (D) Interpersonal relations



16. Real GDP is a measure of country's _____
(A) wealth (B) money
(C) economic transactions (D) physical output
17. The multi-fiber arrangement was an agreement in the area of
(A) Textiles (B) Bananas (C) Petroleum (D) Coffee
18. Match the following :
- | | |
|---------------------------------|----------------------------------|
| (a) Quality Assurance | (1) Process Oriented |
| (b) Quality Control | (2) National Physical Laboratory |
| (c) Quality Management | (3) Product Oriented |
| (d) National Measurement System | (4) Overall programmer of QA |
- (A) a – 3, b – 4, c – 2, d – 1 (B) a – 2, b – 3, c – 1, d – 4
(C) a – 1, b – 3, c – 4, d – 2 (D) a – 4, b – 1, c – 3, d – 2
19. The studies which aimed to link organisational structure and functioning, group composition and interaction, individual personality and behaviour and contextual factors and structural factors in organisations are known as
(A) Hawthorne Studies (B) Aston-Group Studies
(C) Midvale Experiments (D) Bethlehem Experiments
20. A vertical merger is
(A) the combination of two firms that specialize in different stages of the same supply chain
(B) the combination of two firms from completely unrelated industries
(C) a combination of two firms that were previously in competition with each other
(D) a combination of two firms that are not corporations
21. Which of the following categories of goods and services is most likely to require an aggressive use of the selling concept ?
(A) Shopping goods (B) Unsought goods
(C) Necessary goods (D) Luxury goods
22. Which of the following statement is not one of the bases of Activity Based Costing (ABC) ?
(A) Product consume activities (B) Activities can be managed
(C) Activities causes costs (D) Products causes costs
23. The qualitative value of an exposure through a given medium is known as _____
(A) frequency (B) reach (C) impact (D) range



24. These are stores designed to kill off the competition and are characterised by narrow but very deep product assortment, low prices and few to moderate services
- (A) Speciality stores (B) Limited line retailers
(C) Category-killer stores (D) Superstores
25. Which of the following forms of FDI is a co-operative agreement between firms ?
- (A) Merger (B) Joint Venture (C) Strategic Alliance (D) Acquisition
26. In case of make-to-order items, the ERP systems save time by integrating with _____ systems.
- (A) Engineering change control (B) Engineering change order
(C) Cad and Cam (D) Cad
27. Which of the following refers to the unauthorized sale of new, branded products diverted from authorized distribution channels or imported into a country for sale without the consent or knowledge of the manufacturer ?
- (A) Stealth marketing (B) Grey marketing
(C) Niche distribution (D) Authorized distribution
28. A company has a financial structure where equity is 70% of its total debt plus equity. Its cost of equity is 10% and gross loan interest is 5%. Corporate tax is paid at 30%. What is the company's weighted average cost of capital ?
- (A) 8.50% (B) 7.45% (C) 8.05% (D) 7.50%
29. Accounting of National Income at constant prices is known as
- (A) Money Income (B) Real Income
(C) Current Income (D) Domestic Income
30. Which of the following relates to performance appraisal ?
- (A) Task method (B) MBO (C) Price method (D) Link method
31. According to Blake and Mouton, which is the first phase among the six phases in the Grid Organisation Development Programme ?
- (A) Laboratory Seminar Training (B) Team Development
(C) Intergroup Development (D) Stabilisation
32. A consumer will start buying less of good-X and more of good-Y, when :
- (A) $MU_x/P_x = MU_m$ (B) $MU_x/P_x < MU_y/P_y$
(C) $MU_y/P_y = MU_m$ (D) $MU_x/P_x > MU_y/P_y$




33. The forward market is especially well-suited to offer hedging protection against :
- (A) Translation risk exposure (B) Transactions risk exposure
(C) Political risk exposure (D) Taxation
34. _____ is not a data mining functionality ?
- (A) Clustering and Analysis (B) Selection and Interpretation
(C) Classification and regression (D) Characterization and Discrimination
35. Which of the following is the marketing communication objective for a new-to-the -world product, such as electric cars ?
- (A) Enhancing brand awareness (B) Developing brand attitude
(C) Increasing brand purchase intention (D) Establishing category need
36. When a marketer expresses his or her vision of what the brand must be and do for consumers, they are expressing what is called _____
- (A) A Brand Personality (B) A Brand Promise
(C) A Brand Identity (D) A Brand Position
37. _____ analyze(s) data from a variety of sources, such as retailers, company shipment data, pricing media and promotion spending data to understand more precisely the effects of specific marketing activities.
- (A) Marketing metrics (B) Marketing mix models
(C) Marketing intelligence databases (D) Marketing decision system
38. Match the following :
- | Writer | Title of the Book |
|----------------------------------|--|
| (a) Douglas M. McGregor | (1) In Search of Excellence |
| (b) Tom Peters and R.H. Waterman | (2) A Theory of Leadership Effectiveness |
| (c) Fred E. Fiedler | (3) Work and Motivation |
| (d) Victor H.Vroom | (4) The Human Side of Enterprise |
- (A) a – 4, b – 1, c – 2, d – 3 (B) a – 3, b – 1, c – 2, d – 4
(C) a – 4, b – 1, c – 3, d – 2 (D) a – 1, b – 2, c – 3, d – 4
39. Transactional Analysis was the brainchild of
- (A) Eric Berne (B) Thomas A. Harris
(C) Muriel James (D) Dorothy Jangeward



40. Which theory of profit holds that profit will be higher in industries characterised by a high degree of variability in their revenues of their costs ?
- (A) Risk-bearing theory (B) Frictional theory
(C) Monopoly theory (D) Innovation theory
41. What does Unitarism as a human resource management approach assume ?
- (A) People are individuals and should be treated as such
(B) People are individuals but should be part of a group
(C) People in an organisation share the same aims and objectives
(D) People in an organisation engage in internal competition
42. Which of the following derivative instruments tend to have small to medium companies as both counterparties ?
- (A) A traditional currency forward contract
(B) A non-deliverable forward contract
(C) A currency futures contract
(D) A currency swap
43. A(n) _____ include the producer, wholesaler (s) and retailer (s) acting as a Unified system.
- (A) Parallel Marketing Channel (B) Vertical Marketing Systems
(C) Extensive Marketing Channel (D) Internal Marketing System
44. Which of the following approach believes that BOP disequilibrium is a monetary and not structural phenomenon ?
- (A) The elasticity approach (B) The absorption approach
(C) The monetary approach (D) The Keynesian approach
45. _____ gives products the appearance of being more environmentally friendly without living upto that promise.
- (A) Ambush marketing (B) Greenwashing
(C) Viral marketing (D) Green politics
46. The balance of payments account must always balance because
- (A) It is based on the double-entry principle
(B) It records international transactions
(C) It is a cash-flow statement
(D) It is a record of flow of foreign exchange between countries



47. National Small Industries Corporation was founded in
(A) 1955 (B) 1965 (C) 1975 (D) 1985
48. When is a pull strategy appropriate ?
(A) When there is low brand loyalty
(B) When consumers are able to perceive differences between brands
(C) When brand choice is made in the store
(D) When the product is an impulse item
49. Correlation analysis between one dependent variable with one independent variable by keeping the other independent variables as constant is called
(A) Partial correlation (B) Multiple correlation
(C) Nonsense correlation (D) Simple correlation
50. How a consumer shops for organic foods and how he or she uses and disposes of the product is part of the consumers' _____ that is important for marketers to consider.
(A) Value proposition (B) Consumption system
(C) Value system (D) Value chain
51. The philosophy 'Greatest Good for the Greatest Number' is related to which of the following ethical decision criteria ?
(A) Utilitarian criterion (B) Focus on Rights criterion
(C) Focus on Justice criterion (D) Focus on Fairness criterion
52. The role of financial management does not usually include responsibility for
(A) Risk management (B) Treasury management
(C) Corporate finance (D) Compliance with accounting standards
53. Which of the following statements as per two models of behaviour in organisations developed by Argyris and Schon is incorrect ?
(A) Managers, as per Model I design goals unilaterally and try to achieve them
(B) Managers, as per Model I are rational and objective and suppress the voicing of feelings by others
(C) Managers, as per Model I, take action on valid information and are open about obtaining it
(D) Managers, as per Model II, take action after free and informed choice with all who are competent and relevant in taking part
- 



54. _____ for a product is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing program.
- (A) Company demand (B) Area market potential
(C) Market demand (D) Company sales potential
55. A paired t test consists of n pairs of observations. What is the number of degrees of freedom of the test ?
- (A) $2n - 1$ (B) $2n$ (C) $n - 1$ (D) n
56. For the industrial goods, buyers expect products to have high _____, which is the degree to which all the produced units are identical and meet the promised specifications.
- (A) Durability (B) Compatibility
(C) Conformance quality (D) Performance quality
57. This can be described as creating a situation or mechanism through which a marketer and a customer interact, usually in real time _____
- (A) Passive Marketing (B) Interactive Marketing
(C) E-marketing (D) Direct Marketing
58. The Government of India holds _____ of the share capital of the National Skill Development Corporation.
- (A) 49 percent (B) 50 percent
(C) 51 percent (D) 25 percent
59. The KITA concept was used by whom in explaining motivation ?
- (A) A. H. Maslow (B) Peter Drucker
(C) Frederick Herzberg (D) Ernest Dale
60. _____ refer to group of individuals who are born during the same time period and travel through life together.
- (A) Clans (B) Ethnic groups
(C) Cohorts (D) Populations
61. Type I error occurs when
- (A) We reject H_0 if it is true (B) We reject H_0 if it is false
(C) We accept H_0 if it is true (D) We accept H_0 if it is false



62. Prime Costs are comprised of :
- (A) Material costs plus direct labour costs
 - (B) Production overheads plus materials costs plus direct labour costs
 - (C) Materials costs plus production overheads
 - (D) Direct labour costs plus production overheads
63. The fourteen banks that were nationalised in 1969 didn't include
- (A) Allahabad Bank
 - (B) Bank of Baroda
 - (C) Bank of India
 - (D) Reserve Bank of India
64. Which of the following is not an internal method of managing FOREX risk ?
- (A) Leading and lagging
 - (B) Settlement and drawdown
 - (C) Netting
 - (D) Foreign currency borrowing
65. In the Managerial Grid developed by Blake and Mouton, the horizontal axis shows the concern for
- (A) Production
 - (B) People
 - (C) Both people and production
 - (D) Neither people nor production
66. Which is not a future-oriented method of performance appraisal ?
- (A) MBO
 - (B) 360 degree appraisal
 - (C) Assessment centres
 - (D) BARS
67. e-CRM can be defined as
- (A) The efficient handling of all customer relations by web-based methods integrated into bank office systems
 - (B) A marketing philosophy aimed at developing added value experiences via integrated business functions
 - (C) An enterprise-wide system that integrates timely communications for profitable relationships
 - (D) The development of customer relationships through the analysis of web metrics
68. Which of the following is an example of growth by diversification ?
- (A) a company introducing its existing products in a new market
 - (B) a company introducing new product category in a new market
 - (C) a company increases its product line in an existing market
 - (D) a company introducing a new product category in an existing market
- 