

SUBJECT CODE	SUBJECT	PAPER																				
A-11-02	MANAGEMENT	II																				
HALL TICKET NUMBER		QUESTION BOOKLET NUMBER																				
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DURATION	MAXIMUM MARKS	NUMBER OF PAGES	NUMBER OF QUESTIONS																			
1 HOUR 15 MINUTES	100	16	50																			

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidates Signature

Name and Signature of Invigilator

Instructions for the Candidates

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- 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 in the OMR Sheet and the OMR 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 circle as indicated below on the correct response against each item.

Example : (A) (B) (C) (D)

where (C) is the correct response.
- Your responses to the items are to be indicated in the **OMR Answer Sheet given to you**. If you mark at any place other than in the circle in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name 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, you will render yourself liable to disqualification.
- The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.** The candidate is allowed to take away the carbon copy of OMR Sheet and used Question paper booklet at the end of the examination.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కేంద్ర తెలిపిన అంశాలను తప్పనిసరిగా **సరిచూసుకోండి.**
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచును ఉన్న కాగితపు సీలును చించండి. స్టిక్కర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండుట వంటి దోషప్రారంభమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదుపరితరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కేంద్ర తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కేంద్ర తెలిపిన విధంగా పూరించాలి.

ఉదాహరణ : (A) (B) (C) (D)

(C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైని ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోనల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దిష్ట స్థలంలో సూచించవలసిన వివరాలను తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అసర్వతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.



DO NOT WRITE HERE



MANAGEMENT

Paper – II

1. Identify the right administrative skills proposed by Robert L. Katz
 - (A) Technical, human and design skills
 - (B) Human, design and conceptual skills
 - (C) Technical, human and conceptual skills
 - (D) Technical and conceptual
2. Which of the following is an outcome of Job satisfaction ?
 - (A) High employee turnover
 - (B) High productivity
 - (C) Absenteeism
 - (D) All the above
3. Which of the following investment criteria consider time value of money ?
 - (A) Pay back period method
 - (B) Benefit cost ratio
 - (C) Accounting rate of return
 - (D) None of the above
4. Hypothesis testing can be done through
 - (A) Exploratory and descriptive research
 - (B) Exploratory and experimental research
 - (C) Descriptive and experimental research
 - (D) Experimental research only
5. The Economic Order Quantity minimises
 - (A) Ordering costs of inventory
 - (B) Carrying costs of inventory
 - (C) Ordering and carrying costs of inventory
 - (D) None of the above
6. In a multiple regression problem, the presence of multicollinearity would show
 - (A) Low standard errors for the coefficients
 - (B) A sharp increase in 't' value for one of the variables when another variable is dropped from the model
 - (C) Significant 't' values for the coefficients
 - (D) All of the above
7. Group thinking is
 - (A) Rational decisions by teams
 - (B) Decisions by individuals
 - (C) Strategic decisions by groups
 - (D) None of the above



8. NSIC stands for

- (A) National Systems Industries Corporation
- (B) National Social Industries Corporation
- (C) National Small Industries Corporation
- (D) National Small Investment Corporation

9. Culture refers to

- (A) Ethics
- (B) Code
- (C) System
- (D) Values and Rules

10. Identify the right set of creativity skills

- 1. Expertise
 - 2. Task motivation
 - 3. Control
 - 4. Skill
- (A) 3, 4 and 2
 - (B) 1, 2 and 4
 - (C) 2, 3 and 1
 - (D) 4, 2 and 3

11. **Assertion (A)** : Intra-Mural and Extra-Mural Welfare measures complement each other.

Reason (R) : Work life balance is to be ensured to derive best yield from employees.

- (A) A is right but R is wrong
- (B) R is right but A is wrong
- (C) Both A and R are right
- (D) Both A and R are wrong

12. The financial leverage does not arise due to the presence of

- 1. Fixed operating costs
 - 2. Fixed interest expenses
 - 3. Irregular profits
 - 4. High operating and Non-operating expenses
- (A) 1 and 3
 - (B) 1, 3 and 4
 - (C) 1 and 4
 - (D) None of the above



13. The advertising manager has to make the five major decisions known as “the five Ms” and they are

1. Money
2. Machine
3. Mission
4. Material
5. Message
6. Media
7. Measurement

- (A) 1, 2, 3, 4, 5
(B) 3, 4, 5, 6, 7
(C) 1, 3, 5, 6, 7
(D) 1, 3, 4, 5, 6

14. Which of the following decision criteria can be employed with pay-off tables ?

1. Laplace principle
2. Maximum principle
3. Hurwicz principle
4. Minimax principle

- (A) 1, 2 and 4 but not 3
(B) 1, 2 and 3 but not 4
(C) 1, 3 and 4 but not 1
(D) 1, 3 and 4 but not 2

15. While performing Chi-square analysis, we find that several cells have too small expected frequencies. What will be its impact ?

1. The degrees of freedom are considerably reduced
2. The rejection of null-hypothesis will be more frequent
3. The value of Chi-square will be over-estimated

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

16. Important entry barriers are

1. Economies of scale benefits
2. Brand loyalty
3. Absolute cost advantage
4. Domestic competition

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



17. The important factors taken into account in the selection of site for new enterprises are

1. Raw material
2. Social problems
3. Skilled and unskilled labour
4. Nearness to the market

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

18. Social responsibility is

1. Firm's efforts addressing Public Welfare
2. Promoting social interest
3. Protecting ecology
4. Accumulation of social wealth

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

19. **Assertion (A)** : Trade Unions claim that they work for the development of the organisation.

Reason (R) : Trade Union actions do not always help in developing the organization.

- (A) (A) and (R) are wrong
(B) (A) is right and (R) is wrong
(C) (R) is right and (A) is wrong
(D) Both (A) and (R) are right

20. Modern methods of performance appraisal methods are

1. MBO
2. 360° appraisal
3. Psychological appraisal
4. Check list

- (A) 1 and 2 only
(B) 2 and 3 only
(C) 1, 2 and 3 only
(D) All the above

21. **Assertion (A)** : According to net income approach, the capital structure decision is relevant to the valuation of the firm

Reason (R) : It is relevant because, with the increase of debt proportion in capital structure, there will be a corresponding decrease in the cost of capital and increase in the value of firm

- (A) (A) is incorrect but (R) is correct
(B) (A) is correct but (R) is incorrect
(C) (A) is correct and (R) is correct
(D) (A) is incorrect and (R) is incorrect



22. Assertion (A) : Marketing concept emerged in the mid-1950s, so there is a shift from product centered approach.

Reason (R) : Customer is the king.

- (A) (A) is wrong but (R) is right
- (B) Both (R) and (A) are right
- (C) Both (R) and (A) are wrong
- (D) (A) is right but (R) is wrong

23. Assertion : The work study results in increased productivity and reduced manufacturing costs due to improved work place layout.

Reasoning : Work study examines human work systematically to effect and improve the efficiency of economy.

- (A) Assertion is correct, but Reasoning is incorrect
- (B) Both Assertion and Reasoning are correct
- (C) Both Assertion and Reasoning are incorrect
- (D) Assertion is incorrect, but Reasoning is correct

24. Assertion : The sampling methods are extensively used in social science research.

Reasoning : Sampling provide information about each and every unit in the population.

- (A) Assertion is incorrect, but Reasoning is correct
- (B) Assertion and Reasoning are correct
- (C) Assertion is correct, but Reasoning is incorrect
- (D) Assertion and Reasoning are incorrect

25. Assertion : Success of organisation is a result of appropriate fit between strategy and business units environment.

Reasoning : Perfect fit between strategy and business units environment need not ensure projected profits.

- (A) Assertion is right and Reasoning is wrong
- (B) Reasoning is right and Assertion is wrong
- (C) Assertion and Reasoning are right
- (D) Assertion and Reasoning are wrong



26. Assertion : Subsidies and incentives are offered by the Govt. for developing the small and medium scale industries.

Reasoning : Small and medium scale industries are not successful, though support is provided by Govt.

- (A) Assertion is right and Reasoning is wrong
- (B) Assertion is wrong, reasoning is right
- (C) Both assertion and reasoning are wrong
- (D) Both assertion and reasoning are right

27. Assertion : Corporate Governance consists of direction, administrative control of a firm.

Reasoning : Purpose of corporate governance is protection of Stakeholders' interests by operating within the rules and regulations.

- (A) Assertion is right, Reasoning is wrong
- (B) Reasoning is right, Assertion is wrong
- (C) Both Assertion and Reasoning are right
- (D) Both Assertion and Reasoning are wrong

28. What does the pay out ratio refer ?

- (A) Ratio of profits distributed to profits retained
- (B) Ratio of earnings that are distributed through dividends
- (C) Ratio of debtors to creditors
- (D) Ratio of wages to profits

29. Arrange the following HR planning activities in the order of occurrence

1. HRP implementation
2. Organizational objectives and policies
3. Control and evaluation
4. HR needs and supply forecast
5. HR programming

- (A) 4, 5, 2, 3 and 1
- (B) 2, 4, 5, 1 and 3
- (C) 3, 1, 2, 4 and 5
- (D) 5, 3, 1, 2 and 4



30. Arrange the following in a sequence

1. Evaluation of proposed alternatives
2. Decision making
3. Identification of potential investment proposals
4. Implementation and review of performance
5. Assembling of proposed investments

- (A) 3, 5, 2, 4 and 1
(B) 5, 2, 3, 1 and 4
(C) 2, 1, 3, 5 and 4
(D) 3, 5, 1, 2 and 4

31. Market segmentation levels can be sequenced

1. Niche marketing
2. Local marketing
3. Segment marketing
4. Individual marketing

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

32. Following are the steps involved in dual problem and arrange them in order.

1. Identifying the variables to be used
2. Writing down the dual of the given LPP
3. Writing down the objective function of the dual problem
4. Identifying the constraints for dual problem
5. Putting the given LPP into its standard form

- (A) 5, 2, 3, 4 and 1
(B) 5, 3, 2, 1 and 4
(C) 5, 4, 3, 2 and 1
(D) 5, 1, 3, 4 and 2

33. Arrange the following in sequential manner

1. Searching for alternatives
2. Selecting the best alternative
3. Problem formulation
4. Evaluation of alternatives
5. Implementation and feed back

- (A) 2, 3, 4, 1 and 5
(B) 3, 2, 4, 1 and 5
(C) 3, 1, 4, 2 and 5
(D) 2, 3, 1, 4 and 5



34. Arrange the following in the right sequence

1. Major goals
2. Values
3. Vision
4. Mission

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

35. Arrange the stages of process of innovation in their order of occurrence.

1. Opening of new product
2. Conquest of new source of raw material
3. New form of organisation
4. Introduction of new products
5. New method of production

- (A) 1, 4, 5, 3, 2
(B) 3, 1, 2, 4, 5
(C) 2, 4, 1, 3, 5
(D) 4, 5, 1, 2, 3

36. Match the following sets :

Set – I

- a. Ethics
- b. Personal ethics
- c. Accounting ethics
- d. Morality

Set – II

1. Code guiding accounts
2. Standard right or wrong for individuals and groups
3. Principles of personal life
4. Principles of conduct for individuals and groups

	a	b	c	d
(A)	4	3	1	2
(B)	1	4	2	3
(C)	3	2	4	1
(D)	4	3	2	1

37. Cost oriented prices are

1. Cost plus pricing and marginal cost pricing
2. Target pricing and mark up pricing
3. Cost plus pricing and going rate pricing
4. Marginal cost pricing and turnover pricing

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



38. Match the following sets :

Set – I

Set – II

- | | |
|--------------------------|---------------------|
| a. Need hierarchy theory | 1. F.W. Taylor |
| b. MBO | 2. Abraham Maslow |
| c. Scientific Management | 3. Herzberg |
| d. Hygiene theory | 4. Peter F. Drucker |

	a	b	c	d
(A)	2	4	3	1
(B)	2	4	1	3
(C)	4	2	3	1
(D)	1	4	2	3

39. Match the following Acts with their years of Enactment :

- | | |
|----------------------------|---------|
| a. Factories Act | 1. 1947 |
| b. Industrial Disputes Act | 2. 1926 |
| c. Trade Union Act | 3. 1952 |
| d. Mines Act | 4. 1948 |

	a	b	c	d
(A)	1	3	4	2
(B)	2	4	3	1
(C)	4	1	2	3
(D)	4	3	1	2

40. Match the following sets :

Set – I

Set – II

- | | |
|----------------------|--|
| a. Leveraged buy out | 1. Combining two or more companies into one company |
| b. Divestitures | 2. Relationship between market return and return from an asset |
| c. Merger | 3. Contraction of assets |
| d. Beta | 4. Transfer of ownership with the help of debt finance |

	a	b	c	d
(A)	4	1	2	3
(B)	4	3	1	2
(C)	3	2	4	1
(D)	1	2	3	4

41. Match the following sets :

Set – I

Set – II

- | | |
|------------------------|---|
| a. Quantity discount | 1. Incentive for prompt payment |
| b. Cash discount | 2. Incentive for buying in the non-season |
| c. Functional discount | 3. Incentive for buying large volumes |
| d. Seasonal discount | 4. Incentive to trade channel members |

	a	b	c	d
(A)	1	2	3	4
(B)	4	3	2	1
(C)	3	1	4	2
(D)	2	3	4	1



42. Match the following sets :

Set – I

Set – II

- | | |
|--------------------|---|
| a. P chart | 1. Used for attributes and sample is constant |
| b. \bar{X} chart | 2. Used to monitor process variability based on range |
| c. C chart | 3. Used for attributes and sample is not constant |
| d. R chart | 4. Used for monitoring process means |

	a	b	c	d
(A)	3	2	4	1
(B)	3	4	1	2
(C)	3	1	2	4
(D)	3	2	1	4

43. Match the following sets :

Set – I

Set – II

- | | |
|----------------|----------------------------------|
| a. Correlation | 1. Processed data |
| b. Regression | 2. Raw data |
| c. Data | 3. Cause and effect relationship |
| d. Information | 4. Association between variables |

	a	b	c	d
(A)	4	3	2	1
(B)	1	2	3	4
(C)	3	4	1	2
(D)	2	1	4	3

44. Match the following sets :

Set – I

Set – II

- | | |
|--------------------------|---|
| a. Market penetration | 1. Identifying new segment for entry |
| b. Product development | 2. Market share increasing |
| c. Market development | 3. Aims on higher market share in existing markets |
| d. Product proliferation | 4. Replacing existing products with new and improved products |

- (A) a – 4, b – 3, c – 2, d – 1
(B) a – 3, b – 2, c – 4, d – 1
(C) a – 1, b – 4, c – 2, d – 3
(D) a – 2, b – 4, c – 3, d – 1

45. Arrange the consideration while choosing action in sequence

1. Ability of the action to deliver just distribution of benefits and burden
2. Consistency of action with the moral rights of those affected
3. Ability to minimize the social benefits and minimize social injuries
4. Ability of the action for appropriate care

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



46. Match the following sets :

Set – I	Set – II
a. Direct material + Direct labour	1. Factory cost
b. Prime cost + Factory expenses	2. Selling cost
c. Factory cost + Admin. expenses	3. Sales price
d. Manufacturing cost + Selling expenses	4. Prime cost
e. Selling cost + Desired profit	5. Manufacturing cost

	a	b	c	d	e
(A)	4	1	5	2	3
(B)	2	3	1	4	5
(C)	3	4	2	5	1
(D)	1	2	4	3	5

Read the passage and answer the questions from 47-50

The horizontal dimensions of organisations include division of labour and various forms of departmentalisation. Division of labour breaks an entire job down into a number of steps, with each step being completed by a separate individuals. Departmentalisation is

the process of grouping individuals into separate units or departments to facilitate the accomplishment of organisational goals.

47. Departmentalisation is a component of
- (A) Vertical dimension
 - (B) Horizontal dimension
 - (C) Multi-dimension
 - (D) None
48. Breaking down of a job into a number of steps is called
- (A) Job evaluation
 - (B) Job specification
 - (C) Division of labour
 - (D) None
49. Departmentalisation enables
- (A) Goal accomplishment
 - (B) Target completion
 - (C) Production scheduling
 - (D) None
50. Division of labour results in
- (A) Individual accountability
 - (B) Group accountability
 - (C) Unaccountability
 - (D) None



Space for Rough Work



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