

SUBJECT CODE		SUBJECT	
A-11-18		MANAGEMENT	
HALL TICKET NUMBER			
OMR SHEET NUMBER			
DURATION		MAXIMUM MARKS	
2 HOURS		200	
PAPER		NUMBER OF QUESTIONS	
II		100	
NUMBER OF PAGES		24	

QUESTION BOOKLET NUMBER

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 hundred 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 or half circle or semi 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.**

అభ్యర్థికి సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము సంద (100) బహుళఎంపిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా పరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కుర్ర పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. కాగితపు సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కుర్ర పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవు లేదా నిజప్రతి కాకపోవు లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవు లేదా ఏదైనా తేడాలుండటం వంటి దోషప్రకారాలైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇప్పివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్ట స్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయాలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన జవాబును ఎన్నుకొని OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన జవాబు సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.
ఉదాహరణ : (A) (B) (C) (D)
 (C) సరైన ప్రతిస్పందన అయితే.
- ప్రశ్నలకు జవాబును ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రం పై వేరొక చోట గుర్తించిన లేక సగ వృత్తం లేదా అసంపూర్ణ వృత్తాన్ని నింపిన మీ జవాబు మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీ స్థలములో చేయాలి.
- OMR పత్రము పై నిర్దిష్ట స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అసర్దుతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్ళకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని OMR పత్రం యొక్క కార్పీని తీసుకువెళ్ళవచ్చు.
- సీల్/సెల్ రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగిడిఫైడ్ చేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్ష గదిలో ఉపయోగించడం నిషిద్ధం.
- తప్పని సమాధానాలకు మార్కుల తగ్గింపు లేదు.



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MANAGEMENT
PAPER – II

1. Marginal Utility Curve is always

- (A) Rising
- (B) Falling
- (C) Parallel to X-axis
- (D) Parallel to Y-axis

2. The quantity demanded of pepsi has decreased. The best explanation for this is that

- (A) The price of pepsi increased
- (B) Pepsi consumers had an increased income
- (C) Pepsis advertising is not as effective as in the past
- (D) The price of coco-cola has increased

3. Match the following :

List – I

- I. Percentage change in quantity demanded to percentage change in price
- II. Percentage change in demand to percentage change in the price of some other commodity
- III. Homogeneous products
- IV. Relationship between quantity of the product demanded and factors that affect quantity

List – II

- 1. Perfect competition
- 2. Market Demand
- 3. Price elasticity
- 4. Cross elasticity
- 5. Income elasticity

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

4. A firm will shut down in the short run if

- (A) Fixed cost exceed revenues
- (B) Total cost exceed revenues
- (C) It is suffering a loss
- (D) Variable costs exceed revenues

5. One way the government can induce a monopolist to expand his output is by imposing

- (A) A price floor that makes the monopolist raises his price
- (B) A price ceiling that makes the monopolist lowers his price
- (C) A specific tax on the monopolist's output
- (D) A heavy tax on the monopolist's profits

6. The concept of indifference curve analysis was given scientific touch by

- (A) Slutsky in 1915
- (B) F.Y. Edgeworth in 1881
- (C) Irving Fisher in 1982
- (D) Alfred Marshal in 1921



7. If the factors held constant along a supply or demand curve change
- (A) The equilibrium may change
 - (B) The demand and supply equilibrium may be disrupted
 - (C) The supply or demand curve may shift
 - (D) Consumer search out more substitutes
8. Which one is NOT the main objective of fiscal policy in India ?
- (A) To increase liquidity in economy
 - (B) To promote price stability
 - (C) To minimize the inequalities of income and wealth
 - (D) To promote employment opportunities
9. According to Fielder's Contingency Model of Leadership, which one of the following is not a situational variable ?
- (A) Leader – Member relations
 - (B) Task structure
 - (C) Position power
 - (D) Maturity of followers
10. The operant conditioning or learning approach to behaviour is based on
- (A) Law of effect
 - (B) Law of expectations
 - (C) Law of reinforcement
 - (D) Law of recognition
11. Expectancy theory of motivation was propounded by
- (A) Max Weber
 - (B) Brain King
 - (C) McGregor
 - (D) Vroom
12. Beliefs, attitudes, traditions and expectations which are shared by group members is called
- (A) Group norms
 - (B) Group cohesiveness
 - (C) Group communication
 - (D) Group structure



13. F.W. Taylor has done the following studies for improving the production process
- (A) Time study, Motion study and Fatigue study
 - (B) Motion study, Method study and Evaluation study
 - (C) Fatigue study, Time study and Scientific study
 - (D) Method study, Motion study and Fatal study

14. Match the following :

List – I

a. Needs hierarchy theory

b. Transactional Analysis

c. Theory X & Theory Y

d. Managerial Grid

List – II

i. F.W. Taylor

ii. Blake & Mounon

iii. Abraham Maslows

iv. McGregore

v. Eric Berne

a b c d

- (A) ii iv iii i
- (B) iii v iv ii
- (C) v iii i iv
- (D) ii iv iii v

15. The stage which relates to development of decision making abilities, interpersonal and technical competencies is known as
- (A) Storming
 - (B) Norming
 - (C) Forming
 - (D) Worming

16. A organization structure is effective if it enables individuals to contribute to the objectives of the enterprise. This is known as

- (A) Principle of unity of command
- (B) Principle of functional definition
- (C) Scalar principle
- (D) Principle of unity of objectives

17. Time value of money supports the comparison of cash flows recorded at different time periods by

- (A) Discounting all cash flows to a common point of time
- (B) Compounding all cash flows to a common point of time
- (C) Using either (A) or (B)
- (D) None of the above

18. The common stock of a company must provide a higher expected return than the debt of the same company because

- (A) Less demand for stock than for bonds
- (B) Greater demand for stock than for bonds
- (C) More systematic risk involved for the common stock
- (D) Market premium required for bonds



19. Which of the following statements about the Just In Time (JIT) inventory control system is / are true ?

- a. A strong and dependable relationship with suppliers
- b. A reliable transportation system
- c. Maintenance of maximum level of inventory

Codes :

- (A) All are true
- (B) Only a) and b) are true
- (C) Only a) and c) are true
- (D) Only b) and c) are true

20. Which of the following statements about arbitrage process assumed by Miller and Modigliani in his proposition – I is / are true ?

- a. Securities are traded in perfect capital market situation
- b. Presence of minimum transaction costs
- c. Investors can borrow without restrictions on the same terms as firms do

Codes :

- (A) a) and b) are true
- (B) a) and c) are true
- (C) b) and c) are true
- (D) all are true

21. A firm's Inventory Turnover (IT) is 5 times on a cost of goods sold of Rs. 8,00,000. If the IT is improved to 8 times while the cost of goods sold remains the same, a substantial amount of funds is released from or additionally invested in inventory. In fact

- (A) Rs. 1,60,000 is released
- (B) Rs. 1,00,000 is additionally invested
- (C) Rs. 60,000 is released
- (D) Rs. 60,000 is additionally invested

22. A portfolio comprises two securities and the expected return on them is 12% and 16% respectively. Determine the return of portfolio if first security constitutes 40% of total portfolio

- (A) 12.4%
- (B) 13.4%
- (C) 14.4%
- (D) 15.4%

23. To compute the required rate of return for equity in a company using the CAPM, it is necessary to know all of the following, EXCEPT

- (A) The risk-free rate
- (B) The beta for the firm
- (C) The earnings for the next time period
- (D) The market return for the time period

24. Which of the following is best described as selling a synthetic asset and buying the actual asset ?

- (A) Arbitrage
- (B) Hedge
- (C) Diversification
- (D) Speculation



25. If EOQ = 360 units, order costs are Rs. 5 per order and carrying costs are Rs. 0.20 per unit. What is the usage in units ?

- (A) 1,29,600 units
- (B) 25,920 units
- (C) 18,720 units
- (D) 2,592 units

26. If a MNC expects cash inflows of equal amounts in two currencies and the two currencies are _____ correlated, the MNC's transaction exposure is relatively _____

- (A) negatively ; high
- (B) negatively ; low
- (C) positively ; low
- (D) none of the above

27. Match the following :

List – I

- a. Net Asset Value
- b. Time interest earned
- c. Price - Earnings ratio
- d. Earnings yield

List – II

- i. EPS / MPS
- ii. MPS / EPS
- iii. EBT / Interest
- iv. EBIT / Interest
- v. Market value of assets / No. of shares outstanding

Codes :

- | | a | b | c | d |
|-----|----------|----------|----------|----------|
| (A) | v | iv | ii | i |
| (B) | v | iv | ii | iii |
| (C) | v | iv | iii | ii |
| (D) | v | iv | i | ii |

28. Which of the following is not a recognized element of corporate strategy ?

- (A) Acquisition
- (B) Competitive advantage
- (C) Divestment
- (D) Closure

29. Distribution strategy of a company will be influenced by

- (A) Nature of product
- (B) Target segment of consumers
- (C) Pricing policy
- (D) All of the above

30. What is the term used if a market is divided into distinct groups of buyers who might require separate products or marketing mixes ?

- (A) Market targeting
- (B) Market positioning
- (C) Market segmentation
- (D) Market coordination



31. Two statements are given below :

Statement I : Product concept of marketing holds that consumers would favour those products that are available and highly affordable.

Statement II : Production concept of marketing holds that consumers would not buy enough of the company's product unless the company undertakes a substantial promotional effort.

Choose the correct option from the four options given below :

- (A) Statement I is correct and II is wrong
- (B) Statement II is correct and I is wrong
- (C) Both statements are correct
- (D) Both statements are wrong

32. Out of the following, identify the key constituents for relationship marketing of holistic marketing dimensions

- i. Senior management
- ii. Environment
- iii. Customers
- iv. Employees
- v. Partners
- vi. Financial community
- vii. Channels

Codes :

- (A) i ii iii and v
- (B) iii iv v and vi
- (C) iv v vi and vii
- (D) i iii iv and vi

33. **Assertion (A) :** Selling is important not merely for increasing the profits of businessmen, but also for making goods and services available to the consumers in society.

Reason (R) : It is the process whereby goods and services finally flow to the consumers who need them and the firm performs its functions of distributing its products among consumers.

- (A) Assertion (A) and Reason (R) both are true
- (B) Assertion (A) is true but Reason (R) is not true
- (C) Assertion (A) is not true but Reason (R) is true
- (D) Assertion (A) and Reason (R) are true and Reason (R) is the Reason of Assertion (A)

34. **Assertion (A) :** Vertical integration is considered as growth strategy because the firms operations are expanded beyond primary business.

Reasoning (R) : Vertical integration is the mixed empirical result to ascertain whether the strategy helps or hinders the performances.

Codes :

- (A) Both (A) and (R) are correct and (R) is the right explanation of (A)
- (B) Both (A) and (R) are correct, but (R) is not the right explanation of (A)
- (C) (A) is correct, but (R) is not correct
- (D) (R) is correct, but (A) is not correct



35. Six levels of the product hierarchy are given below. Select the code of their correct sequence.

- i. Product class
- ii. Need family
- iii. Item
- iv. Product family
- v. Product type
- vi. Product line

Codes :

- (A) iv ii v i iii and vi
- (B) i iv ii iii vi and v
- (C) ii iv i vi v and iii
- (D) ii iv vi i v and iii

36. This consists of two Lists of statements or terms and the candidate has to match an item one List with an item in the other.

List – I

(Statement)

- i. Brands which are evaluated for the purchased decision
- ii. Brands which are considered by the buyer for evaluation
- iii. Brands which are disliked and awarded
- iv. Brands which buyer is aware but is indifferent towards it

List – II

(Terms)

- 1. Consideration set
- 2. Evoked set
- 3. Inept set
- 4. Inert set

Codes :

- | | i | ii | iii | iv |
|-----|----------|-----------|------------|-----------|
| (A) | 2 | 3 | 1 | 4 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 2 | 1 | 3 | 4 |
| (D) | 2 | 1 | 4 | 3 |

37. Paints, nails and brooms are classic examples of

- (A) unsought speciality products
- (B) business services
- (C) accessory equipment
- (D) business advisory services

38. Gillete offers two twin blades free with its razor to make the buyer purchases its blades, is an example of

- (A) Captive pricing strategy
- (B) Two-part pricing strategy
- (C) Loss leader strategy
- (D) None of the above

Paraphrasing

Unilever has found a new way to make ice creams by using an ingredient called “Ice structuring protein” which is widely found in nature especially in fishes, that allows them to survive in freezing arctic waters. Combing ISP with stabilizer technology allows to make



ice creams that don't melt so easily thereby making it more convenient for small children and consumer in hot countries.

In the context of the above case

39. Using "Ice structuring protein" as a new method of make ice creams is an example related to

- (A) Product Innovation
- (B) Product Invention
- (C) Product Extension
- (D) Product Customization

40. Identify the primary function of marketing being highlighted in the above case

- (A) Product designing and development
- (B) Standardisation and grading
- (C) Storage and warehousing
- (D) Both A) and C)

41. Services differ from products in four ways. They are intangibility, inseparability, perishability and

- (A) Homogeneity
- (B) Heterogeneity
- (C) Intractability
- (D) Invisibility

42. Match the following :

List – I

- I. \bar{X} chart
- II. R Chart
- III. P Chart
- IV. C Chart

List – II

- 1. Poisson Distribution
- 2. Binomial Distribution
- 3. D_3, D_4
- 4. A_2, A_3
- 5. B_3, B_4

I II III IV

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

43. The ordering cost per order of an inventory is Rs. 400 with annual carrying cost of Rs. 10 per unit. The Economic Order Quantity for an annual demand of 2000 units is

- (A) 350
- (B) 400
- (C) 450
- (D) 480

44. A project has three paths : A – B – C has a length of 25 days, A – D – C has a length of 15 days. A – E – C has a length of 20 days. Which of the following statements is correct ?

- (A) A – D – C is a critical path
- (B) A – B – C has the most slack
- (C) The expected duration of the project is 25 days
- (D) The expected duration of the project is 60 days



45. In work measurement terms “ Standard performance” is defined as

- (A) The rate of output that qualified workers will achieve without over-variation as an average over a working day provided they are motivated to apply themselves to their work
- (B) The rate of output that average workers will achieve without over-variation as an average over a working day
- (C) The rate of output that qualified workers will achieve as an average over a working day provided they are motivated to apply themselves fully during the whole day
- (D) The rate of output that trained workers will achieve as an average over a working day provided they are motivated to apply themselves to their work

46. The degeneracy in the transportation problem indicates that

- 1. dummy allocations needs to be added
 - 2. the problem has no feasible solution
 - 3. the multiple optimal solution exist
 - 4. the problem has feasible solution
- (A) 1 and 2
 - (B) 2 and 3
 - (C) 3 and 4
 - (D) 1 and 4

47. Match the following :

List – I	List – II
(Japanese words)	(Translation)
I. Kaizen	1. Visual control
II. Poka-yoke	2. Automation
III. Andon	3. Continuous improvement
IV. Jidoka	4. Sorting
	5. Mistake proofing

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

48. Match the following :

List – I	List – II
I. Linear programming	1. Expected monetary value
II. Transportation model	2. Saddle point
III. Decision theory	3. Simplex method
IV. PERT	4. North west corner Method
	5. Optimistic time

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



49. A bag contains 12 red balls, 8 blue balls, 4 green balls. What is the probability of drawing a green ball ?

- (A) $\frac{1}{2}$
- (B) $\frac{1}{3}$
- (C) $\frac{1}{6}$
- (D) $\frac{1}{4}$

50. In a binomial distribution mean is 2 and variance is $\frac{4}{9}$. What is the value of p ?

- (A) $\frac{5}{9}$
- (B) $\frac{2}{9}$
- (C) $\frac{8}{9}$
- (D) $\frac{7}{9}$

51. The following consists of two Lists of statements. Match an item in one List with an item in the other.

List – I

- I. Binomial distribution
- II. Normal distribution
- III. Correlation
- IV. t-test

List – II

- 1. Fisher
- 2. Gosset
- 3. Bernouli
- 4. Gauss
- 5. Karl Pearson

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

52. In a 't' test, calculated 't' value is 2.45 and corresponding p value is 0.02. Which of the following is true ?

- (A) Null hypothesis is rejected at 5% level of significance
- (B) Null hypothesis is not rejected at 5% level of significance
- (C) Null hypothesis is rejected at 1% level of significance
- (D) Data is inadequate

53. Which of the following would most likely cause the confidence interval to become smaller ?

- (A) Decreasing the sample size
- (B) Increasing the mean
- (C) Increasing the level of significance
- (D) Decreasing the standard error

54. A computer based information system is needed because

- i. The size of organization have become large and data is massive
- ii. Timely decisions are to be taken based on available data
- iii. Computers are available
- iv. Difficult to get clerks to process data

- (A) ii and iii
- (B) i and ii
- (C) i and iv
- (D) iii and iv



55. Decision trees can be represented in different ways

- i. Top to bottom
- ii. Bottom to top
- iii. Left to right
- iv. Right to left

- (A) ii iii and iv
- (B) i iii and iv
- (C) i ii and iii
- (D) i ii iii and iv

56. **Statement I** : HTML code should be compiled before it get executed.

Statement II : HTML is a programming language.

- (A) Both the statements are true
- (B) Statement I is true and statement II is false
- (C) Statement I is false and statement II is true
- (D) Both the statements are false

57. Which of the following is the best technique to manage the existing products ?

- (A) Ansoff matrix
- (B) BCG matrix
- (C) McKinsey's 7s framework
- (D) Five forces of competition

58. Consider the following statements with reference to Porter's five forces model of competitive analysis

- a. As rivalry among competing firm intensifies, generally industry profits decline or in few cases industry becomes inherently unattractive
- b. Whenever new firms are allowed to enter a particular industry, the intensity of competitiveness among firms becomes haphazard
- c. Generally competitive pressures arising from the substitute products decrease as the relative price of substitute products decline
- d. Bargaining power of suppliers affects the intensity of competition

Codes :

- (A) Statements a) and b) are false others are true
- (B) Statements a) and d) are true, others are false
- (C) Statements b), c) and d) are true but a) is false
- (D) All the statements are true



59. Consider the following statements and identify the correct code of true statements

- i. When an organisation survival is threatened and it is not competing effectively, retrenchment strategies are often needed
- ii. Turnaround strategy is used when an organisation is performing well but has not yet reached a critical stage
- iii. Divestment strategy involves selling the business or setting it up as a separate cooperation
- iv. Liquidation strategy involves closure of business which is no longer profitable

Codes :

- (A) Only i ii and iii are correct
- (B) Only ii iii and iv are correct
- (C) Only i iii and iv are correct
- (D) Only i and iv are correct

60. **Assertion (A)** : In an industrial structure the acquisition of an existing firm in the industry might be a better move than starting-up a new venture.

Reasoning (R) : There is evidence that internal development might be preferable to acquisition because of differences between culture and shared values.

Codes :

- (A) Both (A) and (R) are correct and (R) is the correct explanation of (A)
- (B) Both (A) and (R) are correct, but (R) is not the right explanation of (A)
- (C) (A) is correct but (R) is not correct
- (D) (R) is correct but (A) is not correct

61. A typical business firm considers different types of strategies, which form a hierarchy.

Those strategies are as follows

1. Functional strategies
2. Operational strategies
3. Corporate strategies
4. Business strategies

Indicate correct sequence from bottom level :

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

62. Depending on the position of business based on the BCG matrix, four basic strategies can be formulated

1. Hold market share
2. Build market share
3. Harvest
4. Divest

Identify the correct sequence :

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



63. Match the following :

List – I

- i. Stability
- ii. Growth
- iii. Retrenchment
- iv. Combination

List – II

- 1. Sustainable growth
- 2. Horizontal integration
- 3. Liquidation
- 4. Restructuring

Codes :

	i	ii	iii	iv
(A)	1	3	2	4
(B)	1	2	3	4
(C)	1	4	3	2
(D)	4	3	2	1

64. Match the following :

Table – I

- 1. Horizontal diversification
- 2. Vertical diversification
- 3. Concentric diversification
- 4. Conglomerate diversification

Table – II

- i. New product in new market
- ii. New product, current market
- iii. More firms suppliers or customers business
- iv. New product closely related to current product in new market

Codes :

	1	2	3	4
(A)	i	ii	iii	iv
(B)	ii	iii	i	iv
(C)	iii	iv	ii	i
(D)	ii	iii	iv	i

65. The entrepreneurial process consists of the following steps

- i. Management of the resulting enterprise
- ii. Determination of the required resources
- iii. Identification and evaluation of the opportunities
- iv. Development of the business plan

Arrange them sequential order

- (A) iii iv i ii
- (B) iv i iii ii
- (C) iii iv ii i
- (D) iv i ii iii

66. Which one is not the characteristic feature of Entrepreneurship ?

- (A) Vision
- (B) Creative
- (C) Disloyalty
- (D) Risk Bearing



67. The book 'Innovation and Entrepreneurship' is written by
- (A) Harold Koontz
 - (B) Peter F. Drucker
 - (C) Blake and Mounon
 - (D) Stoner
68. A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and brand of directors can be regarded as
- (A) Ecopreneur
 - (B) Technopreneur
 - (C) Intrapreneur
 - (D) Social entrepreneur
69. A performance and credit rating scheme has been launched by the MSME Ministry to assess credit worthiness and capabilities of industries in the sector. What is it called ?
- (A) Zero defect zero effect certification
 - (B) Performance and credit rating scheme
 - (C) Performance and economy rating scheme
 - (D) Zero defect certification
70. The creative process for problem solving that involves making the strange familiar in first step and then making the familiar stranger through personal, direct or symbolic analogy is called
- (A) Saynectics
 - (B) Gordon method
 - (C) Checklist method
 - (D) Scientific method
71. When the multiplicity of environments become too complex to handle, the international entrepreneur often
- (A) Go for merger
 - (B) Diversity
 - (C) Decentralize operations
 - (D) Sale at the foreign business
72. The under-developed or lesser developed countries need manufacturing technology and infrastructure aid , yet do not want to turn over sustainable portion of their economy to foreign ownership. Which of the following is a solution to their dilemma ?
- (A) Management contract
 - (B) Indirect-Exporting
 - (C) Licensing
 - (D) Turn-key project



73. Why is 'Procedural justice' important in the context of the management of misconduct ?

- (A) It reflects on the integrity of HR professionals
- (B) It ensures that individuals have a sense that they have been treated fairly
- (C) It reflects on the values and attitudes of the top management
- (D) It protects the interest of daily wage earners

74. Too much reliance as internal recruitment can result in

- (A) Reduced job performance
- (B) High labour turnover
- (C) Internal conflict
- (D) Poor group dynamics

75. _____ is the simple act of comparison and learning for organisational improvement.

- (A) Organisational learning
- (B) Feedback analysis
- (C) Benchmarking
- (D) HR auditing

76. When efforts to earn additional income through a second job does not bear fruit, such type of efforts and consequences results is called as

- (A) Red moon lighting
- (B) Blue moon lighting
- (C) Yellow moon lighting
- (D) Silver moon lighting

77. Exit policy primarily emphasises in the broad sense, for policy makers as

- (A) Removing employees
- (B) Down sizing organisation
- (C) Bringing new blood to the corporate
- (D) Retiring people and rehabilitating them

78. Match the items given in List – I, with those in List – II :

- | List – I | List – II |
|-----------------------|---|
| a. Job description | i. Change in job duties and responsibilities |
| b. Job rotation | ii. Job duties and responsibilities |
| c. Job specification | iii. Grouping similar kind of jobs under one category |
| d. Job classification | iv. Statement of qualifications and experience |
| | v. Transfer from one job profile to another job profile |

- | | a | b | c | d |
|-----|----------|----------|----------|----------|
| (A) | iv | iii | ii | v |
| (B) | ii | v | iv | iii |
| (C) | v | iii | ii | i |
| (D) | ii | iv | iii | v |



79. The problem of industrial discipline was debated by the Indian Labour Conference (ILC) held in India

- (A) 1949
- (B) 1953
- (C) 1957
- (D) 1961

80. Negotiation of labour contract by union and management is referred to as

- (A) Trade union
- (B) Collective bargaining
- (C) Industrial relations
- (D) Trade relations

81. The following factor would be relatively low if supply of labour is higher than the demand

- (A) Production
- (B) Sales
- (C) Wages
- (D) Bonus

82. The characteristics of human resources are _____ in nature.

- (A) Homogeneous
- (B) Heterogeneous
- (C) Dutility
- (D) Oneness

Paraphrasing

In the late decade of 1980, the organisations realized the significance of their employees as a capital asset or human resources and by adopting and implementing a set of HR practices (such as recruitment, training and developing people etc.) aimed to succeed a sustainable competitive advantage based on a business strategic view by making employees involvement the main key point of the new human resource management into the business process and by establishing organisational culture that they are part of the organisation (Kanfman 2001 : 506). During this period, the HRM is transformed into a



strategic HRM approach in order to sustain in these modern business challenges.

Human resources as a crucial element in an organisation means accepting the HR functions as a strategic partner in the formulation of the company's strategies as well as in the implementation of those strategies. In particular, HR functions such as recruiting, selecting, training and rewarding have become very vital to increase the capacity of a business to execute its strategies. HR executive needs to understand on knowing how to measure the monetary impact of their actions, so they can be able to demonstrate the value added contribution of their functions. Primary actions of strategic HR all to convert business strategies into HR priorities. In any business setting environment, whether it's a corporate, functional, business unit, or product line, a strategy is always there either clearly in the formal process or document or completely through a shared agenda on priorities. HR as a strategic business partner identifies the HR practices that makes the strategies implementation. This whole process of identifying HR priorities is called organisational diagnosis through which an organisation is able to determine its strengths and weaknesses.

- 83.** In strategic human resources management, HR strategies are generally aligned with
- (A) Marketing strategies
 - (B) Financial strategies
 - (C) Business strategies
 - (D) Economic strategies
- 84.** Human Resource Professionals can give the CEO and CFO a powerful understanding of the role _____ plays in the organisation and the way it combines with business processes to expand or shrink shareholder value.
- (A) Laws
 - (B) Executive order
 - (C) Human capital
 - (D) Management



85. If a manager chooses to act so that he/she benefits financially or otherwise at the expense of his/her firm, then the manager

- (A) is bullying
- (B) is engaging in bribery
- (C) has a conflict of interest
- (D) has broken the law

86. _____ is the extent to which businesses meet the legal, ethical, economic and voluntary responsibilities placed on them by their stakeholders.

- (A) Code of ethics
- (B) Fairness
- (C) Corporate citizenship
- (D) Whistle blowing

87. "Work diversity" by nature, does not go against ethics. But an executive assistant while getting transferred from 'stores' to 'dispatch' section created turmoil in the office. He is

- (A) Most ethical in his deal
- (B) Fully against work ethics
- (C) He is workaholic
- (D) He is committed at work

88. Company seeking ethical standards must purport to

- (A) Good employee relations
- (B) Economy of scale
- (C) Public disclosure and publishing
- (D) Better product portfolio



89. Match the items of two lists, giving the correct code :

List – I

a. Ethical relativism

b. Ethical subjectivism

c. Cultural relativism

d. Utilitarianism

List – II

i. An ethical theory that is used to maximize the happiness and minimize the points for a greatest number

ii. The belief that nothing is absolutely true

iii. The truth a matter of my cultures

iv. The truth is a matter of personal opinions

a b c d

- (A) ii iv iii i
- (B) iv ii i iii
- (C) i iii iv ii
- (D) ii iv i iii

90. If an employee learned of a significant cost. Saving idea from a co-warder and then informed management of the idea without revealing its true source, then the employee would be involving in

- (A) Bullying
- (B) Favoratism
- (C) Bribery
- (D) Plagiarism

91. The warning as cigarette packages about the health implications of smoking is an example of which of the following ethical issues ?

- (A) Environmental issue
- (B) Health issue
- (C) Communication issue
- (D) Content issue



- 92.** If Sony was investigated for allegedly raising prices of its playstation excessively during the Christmas buying season and thereby manipulating the supply of games available at that time, this would be an ethical issues concerned primarily with
- (A) Conflict of Interest
 - (B) Communication
 - (C) Fairness and Honesty
 - (D) Cost control
- 93.** Using futures contracts to transfer price risk is called
- (A) Speculating
 - (B) Hedging
 - (C) Diversifying
 - (D) Arbitrage
- 94.** Which is full service credit rating agency exclusively set up for micro, small and medium enterprises ?
- (A) SMERA
 - (B) ICRA
 - (C) ONICRA
 - (D) CRISIL
- 95.** Globalization is the term used to describe the process of removal of restrictions on
- (A) Foreign trade
 - (B) Investment flows
 - (C) Both (A) and (B)
 - (D) None of the above
- 96.** The investment in productive assets and participation in management as stakeholders in business enterprises is
- (A) Foreign Direct Investment
 - (B) Foreign Institutional Investor
 - (C) Balance of Payments
 - (D) Special Drawing Rights



97. In the order of sequence given below, which of the liberalisation measures were officially constituted first ?

1. GATT
2. WTO
3. ASEAN
4. SAARC

Identify the correct sequence based on the year that it was constituted.

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

98. List the foreign exchange market structure in the hierarchical order from the bottom of the pyramid.

1. Exporters, Importers, Tourists, Investors
2. Brokers
3. Central Bank
4. Commercial Banks

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

99. South-South cooperation means

- (A) Rising trade between countries
(B) The flow of resources from one developing country to another
(C) Increasing investment between developing countries
(D) Increasing diplomatic relations among emerging economies

100. Which is the right sequence of a stages of Internationalization ?

- (A) Domestic, Transnational, Global, International, Multinational
(B) Domestic, International, Multinational, Global, Transnational
(C) Domestic, Multinational, International, Transnational, Global
(D) Domestic, International, Transnational, Multinational, Global



Space for Rough Work