

# OCET-2010

**Code No.: 210101**

**Important :** Please consult your Admit Card / Roll No. Slip before filling your Roll Number on the Test Booklet and Answer Sheet

**Roll No.**

*In Figures*

*In Words*

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**O.M.R. Answer Sheet Serial No.**

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Signature of the Candidate : \_\_\_\_\_

**Subject : M.E.F.B.(Master of Entrepreneurship and Family Business)**

**Time : 90 minutes**

**Number of Questions : 75**

**Maximum Marks : 75**

**DO NOT OPEN THE SEAL ON THE BOOKLET UNTIL ASKED TO DO SO**

## INSTRUCTIONS

1. Write your Roll No. on the Question Booklet and also on the OMR Answer Sheet in the space provided and nowhere else.
2. Enter the Subject and Code No. of Question Booklet on the OMR Answer Sheet. Darken the corresponding bubbles with **Black Ball Point / Black Gel pen**.
3. Do not make any identification mark on the Answer Sheet or Question Booklet.
4. To open the Question Booklet remove the paper seal(s) gently when asked to do so.
5. Please check that this Question Booklet contains **75** questions. In case of any discrepancy, inform the Assistant Superintendent within 10 minutes of the start of test.
6. Each question has four alternative answers (A, B, C, D) of which only one is correct. For each question, darken only one bubble (A or B or C or D), whichever you think is the correct answer, on the Answer Sheet with **Black Ball Point / Black Gel pen**.
7. If you do not want to answer a question, leave all the bubbles corresponding to that question blank in the Answer Sheet. No marks will be deducted in such cases.
8. Darken the bubbles in the OMR Answer Sheet according to the Serial No. of the questions given in the Question Booklet.
9. Negative marking will be adopted for evaluation i.e., 1/4th of the marks of the question will be deducted for each wrong answer. A wrong answer means incorrect answer or wrong filling of bubble.
10. For calculations, use of simple log tables is permitted. Borrowing of log tables and any other material is not allowed.
11. For rough work only the sheets marked "Rough Work" at the end of the Question Booklet be used.
12. The Answer Sheet is designed for **computer evaluation**. Therefore, if you do not follow the instructions given on the Answer Sheet, it may make evaluation by the computer difficult. **Any resultant loss to the candidate on the above account, i.e., not following the instructions completely, shall be of the candidate only.**
13. After the test, hand over the Question Booklet and the Answer Sheet to the Assistant Superintendent on duty.
14. In no case the Answer Sheet, the Question Booklet, or its part or any material copied/noted from this Booklet is to be taken out of the examination hall. Any candidate found doing so would be expelled from the examination.
15. A candidate who creates disturbance of any kind or changes his/her seat or is found in possession of any paper possibly of any assistance or found giving or receiving assistance or found using any other unfair means during the examination will be expelled from the examination by the Centre Superintendent/Observer whose decision shall be final.
16. **Telecommunication equipment such as pager, cellular phone, wireless, scanner, etc., is not permitted inside the examination hall. Use of calculators is not allowed.**

**M.E.F.B. (Master of Entrepreneurship and Family Business)/210101**

**Directions : Find the odd word for Q. 1 to Q. 3.**

1. (A) Zeal (B) Seal (C) Kneel (D) Meal
2. (A) India Today (B) Tribune  
(C) The Hindu (D) The Hindustan Times
3. (A) Quality (B) Qualify (C) Beauty (D) Educated

**Directions : Supply the right letters for Q. 4 to Q. 7.**

4. **AU BY CZ ??**  
(A) BC (B) KL (C) MN (D) DX
5. **CEIKOQ ?**  
(A) R (B) S (C) T (D) U
6. **ZXV zxv U**  
(A) Ust UST (B) SQ usq (C) USQO (D) UST rs
7. **aB bB cD dD ?**  
(A) e (B) f (C) g (D) G

**Directions for Q. 8 to Q. 10 : Determine the pattern and find the correct answer.**

8. **6 11 18 27 38 ? 66**  
(A) 58 (B) 57 (C) 51 (D) 59
9. **5 8 12 17 23 ? 38**  
(A) 26 (B) 28 (C) 30 (D) 29
10. **1, 2, 3, 4, 5, 7, ?, ?**  
(A) 11, 13 (B) 10, 11 (C) 8, 9 (D) 9, 11

**Directions for Q. 11 to Q. 12 : Find out the correct letter pair from the alternatives given in answer choices.**

11. **ACE : EDG :: IEH : \_\_\_\_\_**  
(A) OFI (B) GHI (C) LMN (D) EIJ
12. **POLITE : ETILOP :: \_\_\_\_\_ : \_\_\_\_\_**  
(A) ELPMS : SIMPLE (B) SINGLE : ELGNIS  
(C) DRAOB : BOARD (D) WOMEN : WOMAN

**Directions for Q. 13 to Q. 15 : Find odd one out.**

13. (A) 63852 (B) 85362 (C) 28365 (D) 28751
14. (A) 37037X6 (B) 37037X12 (C) 37037X9 (D) 37037X4
15. (A) 115 (B) 98 (C) 78 (D) 89

16. A Tourist drives 10 km towards east and turns to the right hand and drives 3 kms. Then he drives towards west (turning to his right) 3 kms. He turns to his left and drives 2 kms. Finally he turns to his right and travels 7 kms. How far is he from his starting point and in which direction would he be ?
- (A) 10 km, East (B) 9 km, North  
(C) 8 km, West (D) 5 km, West
17. After running for 5 kms in the east direction, a man turns left and starts walking for 3 kms, again he turns left and starts running for 3 kms. Then he turns left and walks again for 3 kms. How far has he reached from his starting point ?
- (A) 2 kms (B) 5 kms (C) 14 kms (D) 3 kms

**Directions for Q. 18 and Q. 19 :** If the first three letters of the word 'C O M P R E H E N S I O N' are reversed, then last three letters are added and then the remaining letters are reversed and added, then,

18. Which letter will be exactly in the middle ?
- (A) H (B) R (C) S (D) N
19. Which letter will be fifth from the end ?
- (A) S (B) R (C) N (D) E

**Directions for Q. 20 and Q. 21 :** If first six letters of the word 'T H O U G H T F U L E S S N E S S' are reversed, next six letters are written as they are and then the remaining letters are reversed then,

20. Which letter will be exactly in the middle ?
- (A) F (B) U (C) L (D) T
21. Which two letters will be sandwiched between double T and single L ?
- (A) NS (B) FE (C) FU (D) HT
22. The famous book 'Anandmath' was authored by
- (A) Rabindranath Tagore (B) Bankim Chandra Chattopadhyaya  
(C) Sarojini Naidu (D) Sri Aurobindo
23. "Our sweetest songs are those that tell of saddest thoughts". Whose words are these ?
- (A) Morley (B) Keats  
(C) Shelly (D) Wordsworth
24. What is unique about the film 'Adi Shankaracharya' ?
- (A) It is the first Sanskrit film. (B) It has no female actress  
(C) It is the first film of director G.V. Iyer (D) It has won the national award
25. The oldest Hindu epic is
- (A) Ramayana (B) Mahabharata  
(C) Mahabhasya (D) Ashtadhyayi
26. After the breakup of the USSR the largest country in the world in terms of area is :
- (A) U.S.A. (B) Russia  
(C) China (D) Canada

- 27. The first test tube baby of the world was born in**
- (A) U.S.A. (B) India  
(C) Britain (D) France
- 28. Asia's largest telescope is located at**
- (A) Kavalur (B) Manilla  
(C) New Delhi (D) Tokyo
- 29. The first satellite to be sent into space was**
- (A) Pioneer (B) Luna I  
(C) Sputnik (D) Apollo II
- 30. The world's highest hydel power project 'Rongtong' is located in**
- (A) Kathmandu (B) Himachal Pradesh  
(C) Beijing (D) Rangoon
- 31. Which day of the year is observed as World Food Day ?**
- (A) August 16 (B) September 10  
(C) October 16 (D) November 4
- 32. January 15 is celebrated as the :**
- (A) Army Day (B) Makar Sakranti  
(C) Republic Day (D) Ugadhi
- 33. Which of the following days is celebrated as International Ozone Day ?**
- (A) September 14 (B) September 16  
(C) September 28 (D) October 5
- 34. The words 'Satyameva Jayate' inscribed below the base plate of the emblem of India are taken from :**
- (A) Ramayana (B) Mundak Upanishad  
(C) Rigveda (D) Satpath Brahmana
- 35. Which dance was revived by Rabindranath Tagore ?**
- (A) Bharatnatyam (B) Kathakali  
(C) Manipuri (D) Odissi
- 36. Which country, besides India, celebrates its independence day on 15<sup>th</sup> August every year ?**
- (A) Pakistan (B) Bangladesh  
(C) North Korea (D) South Korea
- 37. According to a World Information Technology & Services Alliance Report, which of the following countries is the fastest growing IT spender ?**
- (A) India (B) China  
(C) Japan (D) USA
- 38. Which of the following countries has only a two-party government ?**
- (A) Australia (B) France  
(C) India (D) Great Britain

- 39. Headquarters of the World Health Organization is located at :**  
 (A) Rome (B) New York  
 (C) Geneva (D) Washington D.C.
- 40. Which of the following countries is not a member of the G-8 Group ?**  
 (A) France (B) Italy  
 (C) Spain (D) Germany
- 41. SAARC was founded in :**  
 (A) New Delhi (B) Dhaka  
 (C) Geneva (D) Thimpu
- 42. The number of permanent members of Security Council is :**  
 (A) 15 (B) 11  
 (C) 7 (D) 5
- 43. Which one of the following is essentially a solo dance ?**  
 (A) Kuchipudi (B) Kathak  
 (C) Manipuri (D) Mohiniattam
- 44. Meenakshi Temple is in :**  
 (A) Puri (B) Trivandrum  
 (C) Chennai (D) Madurai
- 45. In which group of places the Kumbha Mela is held every twelve years ?**  
 (A) Ujjain, Puri, Prayag, Haridwar  
 (B) Prayag, Haridwar, Ujjain, Nasik  
 (C) Rameshwaram, Puri, Badrinath, Dwarika  
 (D) Chitrakoot, Ujjain, Prayag, Haridwar

**Q. 46 to Q. 49.**

**Answer Q. 46 to Q. 49 on the basis of the following tables A and B :**

**Table A**  
**Production of Inorganic Chemicals**

Description	2008 – 09 (Production in tonnes)	2009 – 10 (Producti in tonne
Bleaching powder	60043	51434
Aluminium chloride	31908	31176
Sodium Tripoly Phosphate	60639	60041
Sodium Bi - carbonate	61615	72895
Calcium Carbonate	143980	142125
Chlorine and Liquid Chlorine	717220	718530
Calcium Carbide	83445	83388
Titanium Oxide	30422	19624

**Table B**  
**Production of Organic Chemicals**

Description	2008 – 09 (Production in tonnes)	2009 – 10 (Production in tonnes)
Ethylene Glycol	327387	454371
Formaldehyde	140384	145590
Fatty Acids	99320	113851
Aniline	44273	39340
Acetone	45657	44500
Acetic Acid	208921	212319
Pthalic Anhydride	127318	125959
Benzene	329000	373000
Xylenes	147288	156000
Phenol	69281	66210

46. Of all the chemicals shown in Table-A, the highest percentage increase in production has been exhibited for :
- (A) Fatty acids (B) Ethylene glycol  
(C) Aniline (D) Sodium bicarbonate
47. Which one of the chemical shows an approximate change of 18% in both the tables :
- (A) Fatty acids (B) Ethylene glycol  
(C) Aniline (D) Sodium bicarbonate
48. If productive volatility is defined as the percentage change in production, and it is known that any chemical whose productive volatility is greater than 5% is classified as highly volatile, then how many chemicals are not highly volatile (amongst organic chemicals) ?
- (A) 4 (B) 5  
(C) 6 (D) 7
49. The percentage change in total production of chemicals between the two years is closest to :
- (A) 5.4% (B) 6.8%  
(C) 9.2% (D) 10.4%

Refer the following table and answer Q. 50 to Q. 53.

**Market Share in Metros**

	Mumbai	Mumbai	Kolkata	Kolkata	Del
Product	2004	2005	2004	2005	200
HD	15	20	30	35	20
CO	25	20	40	45	15
BN	40	45	5	10	30
MT	20	15	25	10	5

50. Which product's market share did not deteriorate between 2004 and 2005 in any city ?  
 (A) HD (B) CO  
 (C) BN (D) MT
51. The number of products which doubled their market share in one or more cities between 2004 and 2005 was :  
 (A) 4 (B) 1  
 (C) 2 (D) 3
52. The largest percentage drop in market share in any city between 2004 and 2005 was :  
 (A) 60 (B) 33.3  
 (C) 50 (D) 20
53. The city where the number of products losing market share between 2004 and 2005 was minimum was  
 (A) Mumbai (B) Kolkata  
 (C) Delhi (D) Chennai

Study the following table and answer the Q. 54 and Q. 55.

(in million US \$)

Year	Exports	Imports
2000	7613	8214
2001	9715	8000
2002	11022	12000
2003	12000	13584

54. What was the difference between the average imports and average exports of the given years ?  
 (A) US\$ 252 million (B) US\$ 162 million  
 (C) US\$ 362 million (D) US\$ 360.8 million
55. Approximately what was the percentage increase in imports from 2002 to 2003 ?  
 (A) 8 (B) 20  
 (C) 16 (D) 13

Study the following table and answer Q. 56 and Q. 57.

Circulation of some newspapers per day in a city (in thousand)

Newspapers	2000	2001	2002	2003	2004
Times of India	75	78	81	85	96
Hindusthan Times	64	75	80	78	90
The Hindu	32	48	64	60	80
The Pioneer	30	22	25	32	37
Deccan Herald	25	31	33	41	44

56. In 2005, if 30% of the total population of the city reads Times of India and the population density of the city is 1250 square KM, then find the total area of that city in square KM.

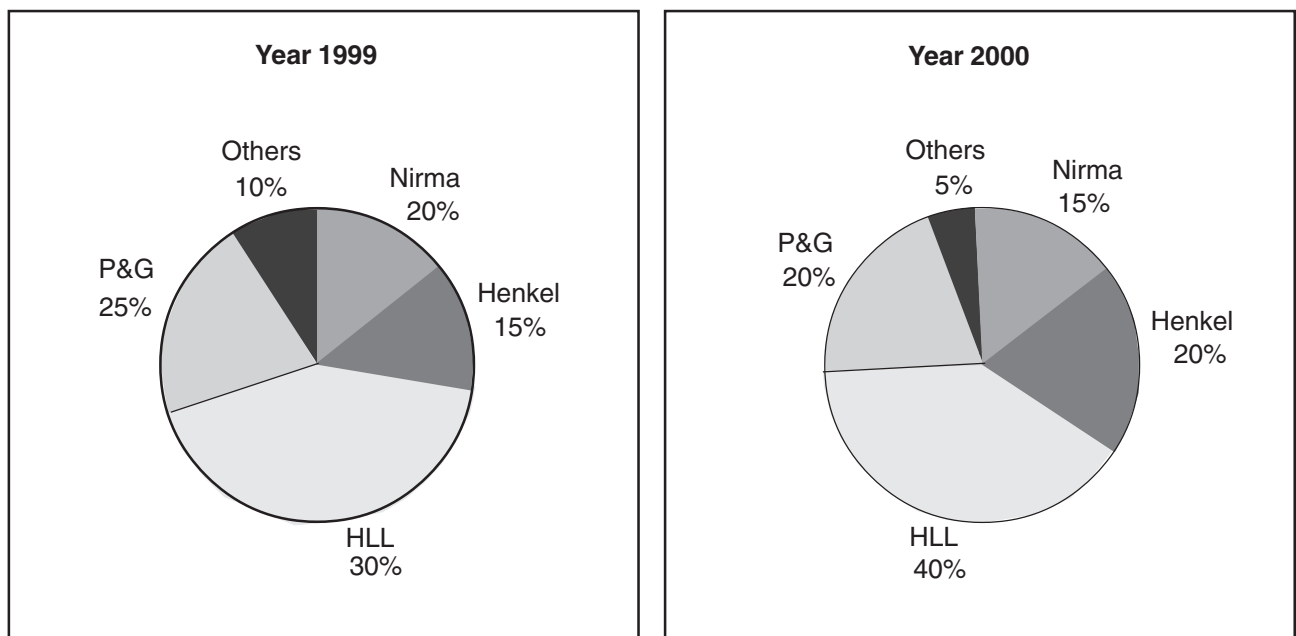
- (A) 320 (B) 32  
(C) 3·2 (D) 160

57. In 2003, the circulation of The Hindu is how many times the circulation of the rest of the given newspapers ?

- (A) 59/15 (B) 3/20  
(C) 15/74 (D) 15/59

From the following pie charts, answer Q. 58 to Q. 60.

The percentage market share on value basis of the companies in the detergent market for 1999 and 2000 is given below :



The total size of the market is increased from Rs. 150 crore in 1999 to Rs. 375 crore in the year 2000.

58. If each company increases its sales value by 10%, then by how much does the detergent market grow in 1999 ?

- (A) Rs. 15 crore (B) Rs. 25 crore  
(C) Rs. 30 crore (D) Rs. 10 crore

59. If the total sale of detergent market is doubled for 1999 and 2000, what would be the ratio of sales of Nirma for 2000 to 1999 ?

- (A) 2 : 1 (B) 3 : 4  
(C) 15 : 8 (D) 4 : 3



**60. If the detergent industries grow at 10% per annum for the next two years from the year 2000, then what would be the value of the detergent market in the year 2002 ?**

- (A) 453.75 crore
- (B) 450 crore
- (C) 451.50 crore
- (D) 452.25 crore

**61. Bear Market is a market in which**

- (A) Prices are increasing
- (B) Prices are falling
- (C) Prices remain constant
- (D) Prices keep on fluctuating

**62. Imputed money is the**

- (A) income in some form other than money, most often in the form of goods and services
- (B) income in the form of cash only
- (C) income earned but not received
- (D) income still to be earned

**63. Inertia selling is**

- (A) A practice in which goods are sent to householders without having been ordered
- (B) A practice in which goods are sold only when ordered on printed forms
- (C) A practice in which goods are held back and not sent to buyer
- (D) A practice in which low price of goods are charged

**64. Prime bill**

- (A) is a bill which is to be paid first
- (B) a bill of exchange having an excellent credit risk
- (C) a bill of exchange which is not to be paid
- (D) is not a bill of exchange

**65. Punter**

- (A) is a person who does not buy or sell security
- (B) is a person who buys and sells quickly, never holding a security for long
- (C) is a person who holds a security for very long
- (D) is a person who purchases securities only to retain it permanently

**66. Transnational firm**

- (A) is a firm whose ownership is on an international basis
- (B) a firm which is not allowed to do business outside country
- (C) a firm whose ownership is local
- (D) a firm which is on the verge of closing down

**67. Green field project is**

- (A) a project which is established in green land only
- (B) a project that is already existing
- (C) a project that starts from scratch
- (D) a project which is environment friendly

**68. Cash Reserve Ratio (CRR) is**

- (A) optional for the banks to be maintained
- (B) not a reserve at all
- (C) variable reserve requirement
- (D) fixed reserve requirement

**69. A public limited company**

- (A) can be started with any number of members
- (B) can be started with minimum two members
- (C) can be started with minimum seven numbers
- (D) can be started with minimum 20 members

**70. The difference between the greatest and the least value of observation is called**

- (A) range
- (B) mean deviation
- (C) standard deviation
- (D) variance

**71. 360 degree feedback is**

- (A) a method of Potential Appraisal
- (B) a method of Performance Appraisal
- (C) a method of Training and Development
- (D) a method of Job Evaluation

**72. The concept of Management by Objectives was given by**

- (A) Henry Fayol
- (B) Peter Drucker
- (C) McGregor
- (D) F W Taylor

**73. On Preference Shares**

- (A) A fixed rate of dividend is payable
- (B) A variable rate of dividend is payable
- (C) Dividend is payable after the dividend to equity shareholders is paid
- (D) No dividend is payable

**74. Balance Sheet is**

- (A) an income statement
- (B) a Profit and Loss statement
- (C) a statement of cost
- (D) a financial statement

**75. Net Present Value Method is a method of**

- (A) Working Capital Management
- (B) Human Resource Accounting
- (C) Inventory Management
- (D) Capital Budgeting

# ROUGH WORK

# ROUGH WORK

**Panjab University, Chandigarh**  
**OCET-2010**  
**FINAL ANSWERS / KEY**  
**Subject: M.E.F.B.**

1	2	3	4	5	6	7	8	9	10
C	A	D	D	D	B	A	C	C	D
11	12	13	14	15	16	17	18	19	20
A	B	D	D	A	X	A	C	D	B
21	22	23	24	25	26	27	28	29	30
C	B	C	A	B	B	C	A	C	B
31	32	33	34	35	36	37	38	39	40
C	A	B	B	B	D	B	D	B	C
41	42	43	44	45	46	47	48	49	50
B	D	D	B	B	B	D	B	B	C
51	52	53	54	55	56	57	58	59	60
C	A	B	C	D	A	D	A	C	A
61	62	63	64	65	66	67	68	69	70
B	A	A	B	B	A	C	C	C	A
71	72	73	74	75					
B	B	A	D	D					

**Note:** An 'X' in the key indicates that either the question is ambiguous or it has printing mistake. All candidates will be given credit for this question