

PAPER-II MANAGEMENT

Signature and Name of Invigilator

1. (Signature) _____

(Name) _____

2. (Signature) _____

(Name) _____

OMR Sheet No. :
(To be filled by the Candidate)

Roll No.

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

(In figures as per admission card)

Roll No. _____
(In words)

D 1 7 1 1

Time : 1 ¼ hours]

[Maximum Marks : 100

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 50

Instructions for the Candidates

1. Write your roll number in the space provided on the top of this page.
2. This paper consists of fifty multiple-choice type of questions.
3. 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 :
 - (i) 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.
 - (ii) **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.**
 - (iii) After this verification is over, the OMR Sheet Number should be entered on this Test Booklet.
4. 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 (C) is the correct response.
5. Your responses to the items are to be indicated in the **Answer Sheet given inside the Paper I Booklet only**. If you mark at any place other than in the ovals in the Answer Sheet, it will not be evaluated.
6. Read instructions given inside carefully.
7. Rough Work is to be done in the end of this booklet.
8. If you write your Name, Roll Number, Phone Number or put any mark on any part of the 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, you will render yourself liable to disqualification.
9. You have to return the test question booklet and OMR Answer sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.
10. Use only Blue/Black Ball point pen.
11. Use of any calculator or log table etc., is prohibited.
12. There is no negative marks for incorrect answers.

परीक्षार्थियों के लिए निर्देश

1. पहले पृष्ठ के ऊपर नियत स्थान पर अपना रोल नम्बर लिखिए ।
2. इस प्रश्न-पत्र में पचास बहुविकल्पीय प्रश्न हैं ।
3. परीक्षा प्रारम्भ होने पर, प्रश्न-पुस्तिका आपको दे दी जायेगी । पहले पाँच मिनट आपको प्रश्न-पुस्तिका खोलने तथा उसकी निम्नलिखित जाँच के लिए दिये जायेंगे, जिसकी जाँच आपको अवश्य करनी है :
 - (i) प्रश्न-पुस्तिका खोलने के लिए उसके कवर पेज पर लगी कागज की सील को फाड़ लें । खुली हुई या बिना स्टीकर-सील की पुस्तिका स्वीकार न करें ।
 - (ii) **कवर पृष्ठ पर छपे निर्देशानुसार प्रश्न-पुस्तिका के पृष्ठ तथा प्रश्नों की संख्या को अच्छी तरह चेक कर लें कि ये पूरे हैं । दोषपूर्ण पुस्तिका जिनमें पृष्ठ/प्रश्न कम हों या दुबारा आ गये हों या सीरियल में न हों अर्थात् किसी भी प्रकार की त्रुटिपूर्ण पुस्तिका स्वीकार न करें तथा उसी समय उसे लौटाकर उसके स्थान पर दूसरी सही प्रश्न-पुस्तिका ले लें । इसके लिए आपको पाँच मिनट दिये जायेंगे । उसके बाद न तो आपकी प्रश्न-पुस्तिका वापस ली जायेगी और न ही आपको अतिरिक्त समय दिया जायेगा ।**
 - (iii) इस जाँच के बाद OMR पत्रक की क्रम संख्या इस प्रश्न-पुस्तिका पर अंकित कर दें ।
4. प्रत्येक प्रश्न के लिए चार उत्तर विकल्प (A), (B), (C) तथा (D) दिये गये हैं । आपको सही उत्तर के दीर्घवृत्त को पेन से भरकर काला करना है जैसा कि नीचे दिखाया गया है ।
उदाहरण :

(A)	(B)	(C)	(D)
-----	-----	-----	-----

जबकि (C) सही उत्तर है ।
5. प्रश्नों के उत्तर केवल प्रश्न पत्र I के अन्दर दिये गये उत्तर-पत्रक पर ही अंकित करने हैं । यदि आप उत्तर पत्रक पर दिये गये दीर्घवृत्त के अलावा किसी अन्य स्थान पर उत्तर चिह्नानंकित करते हैं, तो उसका मूल्यांकन नहीं होगा ।
6. अन्दर दिये गये निर्देशों को ध्यानपूर्वक पढ़ें ।
7. कच्चा काम (Rough Work) इस पुस्तिका के अन्तिम पृष्ठ पर करें ।
8. यदि आप उत्तर-पुस्तिका पर नियत स्थान के अलावा अपना नाम, रोल नम्बर, फोन नम्बर या कोई भी ऐसा चिह्न जिससे आपकी पहचान हो सके, अंकित करते हैं अथवा अभद्र भाषा का प्रयोग करते हैं, या कोई अन्य अनुचित साधन का प्रयोग करते हैं, तो परीक्षा के लिये अयोग्य घोषित किये जा सकते हैं ।
9. आपको परीक्षा समाप्त होने पर प्रश्न-पुस्तिका एवं OMR उत्तर-पत्रक निरीक्षक महोदय को लौटाना आवश्यक है और परीक्षा समाप्ति के बाद उसे अपने साथ परीक्षा भवन से बाहर न लेकर जायें ।
10. केवल नीले/काले बाल प्वाइंट पेन का ही इस्तेमाल करें ।
11. किसी भी प्रकार का संगणक (कैलकुलेटर) या लाग टेबल आदि का प्रयोग वर्जित है ।
12. गलत उत्तरों के लिए कोई अंक काटे नहीं जाएँगे ।

MANAGEMENT
Paper – II

Note : This paper contains **fifty (50)** objective type questions, each question carrying **two (2)** marks. Attempt **all** the questions.

1. Consider a demand curve which takes the form of a straight-line cutting both axes. Elasticity at the mid-point of the line would be
 - (A) 0
 - (B) 1.0
 - (C) 1.5
 - (D) 2.0

2. Price taker firms
 - (A) Advertise to increase the demand for their product
 - (B) Do not advertise, because most advertising is wasteful.
 - (C) Do not advertise because they can sell as much as they want at the current price.
 - (D) Who advertise will get more profits than those who do not.

3. OPEC is an example of the type of producer's organisation known as a
 - (A) Marketing Board
 - (B) Producer's Co-operative
 - (C) Trust
 - (D) Cartel

4. Match the following :

List – I	List – II
I. Responsiveness of demand to change in price	1. Income elasticity of demand
II. Responsiveness of demand to change in tastes	2. Price elasticity of demand
III. Responsiveness of demand to change in income	3. Cross elasticity of demand
IV. Responsiveness of demand to change in price of related goods	4. Taste elasticity of demand

Codes :

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

5. Opportunity costs are also known as
 - (A) Spill-over costs
 - (B) Money costs
 - (C) Alternative costs
 - (D) Sunk costs

6. Employees with high self-esteem set
- (A) higher goals for others
 - (B) higher goals for themselves and lower goals for others
 - (C) higher goals for themselves
 - (D) None of the above
7. Need for achievement goes with
- (A) F.W. Taylor
 - (B) Herzberg
 - (C) McGregor
 - (D) McClelland
8. An organizational memory includes the following except
- (A) Information that employees possess
 - (B) Knowledge embedded in the organisation's systems and structures
 - (C) Documents
 - (D) Knowledge that is not documented
9. People should be held accountable for their own behaviour, and if holding people accountable for their own behaviour entails capital punishment, then so be it. However, no person should be held accountable for behaviour of others over which he or she had no control. Which of the following is the most logical conclusion of the argument above ?
- (A) People should not be held accountable for the behaviour of other people.
 - (B) People have control over their behaviour.
 - (C) People cannot control the behaviour of other people.
 - (D) Behaviour that cannot be controlled should not be punished.
10. Nominal group technique is
- (A) a consensus planning tool, generally used by groups to discuss, debate and decide on issues of strength-identification, problems and solutions.
 - (B) a consensus planning tool to arrive at decisions on issues, for instance man-power requirement, by involving group of experts through blind rounds of communication
 - (C) a majority based decision making tool
 - (D) None of the above
11. Which pattern reflects a pure executive form of management ?
- (A) Functional
 - (B) Line
 - (C) Line and Staff
 - (D) Committee
12. "A place for everything, everything in its place" is
- (A) American Management
 - (B) 5s Practice
 - (C) Peter Principle
 - (D) A Chinese Practice
13. 'Appreciative Enquiry' is
- (A) Psychological Theory
 - (B) Training Method
 - (C) Business etiquette
 - (D) HR Quality

14. Robert Keplan is associated with
 (A) A Benchmark Practice
 (B) Balanced Score Card
 (C) Kaizen
 (D) Quality of Life
15. Strategic Intent of an Organization should clearly spell out
 (A) Who we are
 (B) Where are we going in the long term
 (C) How will we measure the performance
 (D) All of the above
16. In an endeavour to maximize corporate value, a finance manager has to factor in the following
 (A) Optimization Principle
 (B) Risk-return Principle
 (C) Marginal Principle
 (D) All the above
17. The term financial engineering is related to
 (A) Cost of production
 (B) Financial restructuring
 (C) Product planning
 (D) Capital issue
18. Value of the merged firm shall be
 (A) Less than the acquired firm
 (B) More than the acquirer
 (C) Greater than the target and the acquirer
 (D) None of the above

19. When borrowing is less than equity, the company is said to be
 (A) Trading on equity
 (B) Trading on thick equity
 (C) Trading on thin equity
 (D) None of these

20. Match the following :

List – I	List – II
(Types of Debt)	(Elements)
I. Secured debt	1. Mortgage on Assets
II. Unsecured debt	2. Non-mortgage on Assets
III. Convertible debt	3. Option
IV. Redeemable debt	4. Payment

Codes :

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

21. It is a set of procedures and sources used by managers to obtain everyday information about developments in the marketing environment. It is known as
 (A) Internal Records System
 (B) Marketing Intelligence System
 (C) Marketing Research System
 (D) Marketing Decision Support System

22. Match the List – I with List – II :

List – I	List – II
(Stage of the product life cycle)	(Marketing strategy applied in the stage of the product life cycle)
I. Introduction Stage	1. Market Modification
II. Growth Stage	2. Rapid Skimming Strategy
III. Maturity Stage	3. Enter New Market Segments
IV. Decline Stage	4. Continuation Strategy

Codes :

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

23. It has been described as a cluster of complementary goods and services that are closely related in the minds of consumers but are spread across a diverse set of industries. It is known as
- (A) Market Place
 - (B) Market Space
 - (C) Meta-Market
 - (D) Marketing Mix

24. Company's ability to provide individually differentiated product for each consumer is called as

- (A) Digitalization
- (B) Disintermediation
- (C) Customerization
- (D) Connectivity

25. The qualitative value of an exposure through a given medium is related to

- (A) Reach
- (B) Frequency
- (C) Impact
- (D) All of the above

26. When work stations are arranged according to the progressive steps by which the product is produced, it is called a

- (A) Functional layout
- (B) Process layout
- (C) Job shop layout
- (D) Product layout

27. If for a demand process suited to a = 0.1 we try to fit a forecasting procedure with a = 0.3, the forecast will

- (A) Show large swings up and down
- (B) Follow the demand better, consequently reducing forecast errors
- (C) Show a pronounced behaviour
- (D) None of the above

28. CRAFT considers exchanges of locations for those departments which
- have the same area
 - have a common border
 - either (A) or (B)
 - have same costs per unit of distance
29. If the ordering costs are over-estimated by 50 percent and carrying costs are under-estimated by 50 percent, the total annual cost will exceed the optimum cost by
- 73.2 per cent
 - 50 per cent
 - 0 per cent
 - 150 per cent
30. PERT/CPM network analysis can be used for
- Project appraisal
 - Project implementation
 - Project monitoring and control
 - All of the above
31. If $P(A) = \frac{2}{3}$, $P(B) = \frac{1}{2}$, $P(A/B) = \frac{1}{3}$, then the value of $P(B/A)$ is
- $\frac{1}{2}$
 - $\frac{1}{3}$
 - $\frac{1}{4}$
 - $\frac{1}{5}$
32. The level of significance is the probability of committing the
- Type I error
 - Type II error
 - Standard error
 - Probable error
33. The two lines of regression are $3x + 2y = 26$ and $6x + y = 31$ then the mean of x is
- 3
 - 4
 - 6
 - 7
34. For which distribution(s) Mean and Median are equal ?
- Binomial Distribution;
 - Poisson Distribution;
 - Exponential Distribution; or
 - Normal Distribution
- Codes :**
- (i)
 - (ii)
 - (i) & (iii)
 - (ii) & (iv)
35. The type of transmission channel which can transmit data in one direction only is known as
- Simplex
 - Half Duplex
 - Full Duplex
 - Half Simplex
36. Eliminate – reduce – raise – create grid is germane to
- Competitive Strategy
 - Blue Ocean Strategy
 - Red Ocean Strategy
 - None of the above

37. Match the following :

List – I	List – II
I. Ansoff	1. Case competency
II. C.K. Prahlad	2. Management by Objectives
III. Peter F. Drucker	3. Cascade Approach
IV. Alfred Chandler	4. Structure follows Strategy

Codes :

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

38. Growth strategy requires that a firm should

- (A) realign its product market environment
- (B) acquire new firm
- (C) go for new product development
- (D) expand the market

39. Michael Porter's five forces model belongs to

- (A) Planning School
- (B) Positioning School
- (C) Cognitive School
- (D) Competitive Strategy School

40. The theory of business of an organization is embodied in

- (A) Vision
- (B) Mission Statement
- (C) Objectives
- (D) Policies

41. Service Sector is also called

- (A) Primary Sector
- (B) Secondary Sector
- (C) Tertiary Sector
- (D) None of the above

42. The definition of Micro, Small and Medium Enterprises (MSMEs) in India is based on

- (A) Total Sales of the Unit
- (B) Investment in machines and equipments
- (C) Market coverage
- (D) Export capacity

43. Which one of the following agencies has the power to declare any industrial unit as a potentially sick unit ?

- (A) BIFR
- (B) SIDBI
- (C) IRCI
- (D) FICCI

44. The headquarters of the SIDBI is in

- (A) Mumbai
- (B) Lucknow
- (C) New Delhi
- (D) Hyderabad

45. In MSMED Act, 2006, the investment limit for Micro, Small and Medium Enterprises have been prescribed as

- (A) ₹ 10 lakhs, ₹ 5 crores and ₹ 10 crores
- (B) ₹ 5 lakhs, ₹ 1 crore and ₹ 10 crores
- (C) ₹ 5 lakhs, ₹ 1 crore and ₹ 5 crores
- (D) ₹ 10 lakhs, ₹ 10 crores and ₹ 15 crores

46. The study of moral principles or values that determine whether actions are right or wrong and outcomes are good or bad refers to following :
- (A) Quality (B) Ethics
(C) Opinions (D) Controls

47. Match List – I with List – II :

List – I (Terms relating to Ethics)	List – II (Conceptual description of terms relating to Ethics)
I. Ethical Climate	1. Each society's view of ethics must be considered legitimate and ethical
II. Ethical Relativism	2. There are basic moral principles that transcend cultural and political boundaries
III. Ethical Universalism	3. People pick-up subtle hints and clues that tell them what behaviour is approved and what is forbidden.
IV. Ethical Convergence	4. There are growing pressures on international business to follow the same rules in managing ethical behaviour and social responsibility

Codes :

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

48. An organization's moral obligation toward all of its stakeholders is referred as following :

- (A) Value in workplace
(B) Corporate social responsibility
(C) Ethical behaviour
(D) Professionalism

49. _____ is the manager's dilemma when he has to decide on the commercial proposal submitted by his son.

- (A) Favouritism
(B) Moral Dilemma
(C) Conflict of Interest
(D) None of the above

50. "Make use of paper bags instead of plastic bags." It is related to

- (A) Environmental Ethics
(B) Green Marketing
(C) Socially Responsible Marketing
(D) Social Marketing