

PAPER-II MANAGEMENT

Signature and Name of Invigilator

1. (Signature) _____

(Name) _____

2. (Signature) _____

(Name) _____

J 1712

Time : 1 ¹/₄ hours]

OMR Sheet No. :

(To be filled by the Candidate)

Roll No.

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(In figures as per admission card)

Roll No. _____

(In words)

[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 circle 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 **OMR Sheet given inside the Paper I Booklet only**. If you mark at any place other than in the circle in the OMR 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 OMR 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 Original OMR Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry duplicate copy of OMR Sheet on conclusion of examination.
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 वृत्त 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 OMR पत्रक पर ही अंकित करने हैं । यदि आप OMR पत्रक पर दिये गये वृत्त के अलावा किसी अन्य स्थान पर उत्तर चिह्नांकित 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 OMR पत्रक 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 मूल OMR पत्रक निरीक्षक महोदय को लौटाना आवश्यक है और परीक्षा समाप्ति के बाद उसे अपने साथ परीक्षा भवन से बाहर न लेकर जायें । हालाँकि आप परीक्षा समाप्ति पर OMR पत्रक की डुप्लीकेट प्रति अपने साथ ले जा सकते हैं ।
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. Cardinal measure of utility is required in
 - (A) Utility Theory
 - (B) Indifference Curve Analysis
 - (C) Revealed Preference
 - (D) Inferior Goods

2. A Right-ward shift in Demand Curve indicates
 - (A) A decrease in supply
 - (B) An increase in quantity supplied
 - (C) An increase in supply over the previous year
 - (D) Law of Variable Proportions

3. Which of the following is the condition for equilibrium for Monopolist ?
 - (A) $MR = MC$
 - (B) $MC = AR$
 - (C) $MR = MC = \text{Price}$
 - (D) $AC = AR$

4. Giffen goods are those goods
 - (A) for which demand increases as price decreases
 - (B) which are in short supply
 - (C) which have high elasticity of demand
 - (D) which gives rise to a Cob-Web situation.

5. Match List-I with List-II and select the correct answer using the codes given below the lists.

List – I (Demand Estimation Method)	List – II (Steps involved)
(a) Customer Interview Method	1. Consumers Interview
(b) Market Experiment Method	2. Time series or Cross Section Data
(c) Regression Method	3. Market Stimulation
(d) Demand Forecasts	4. Market Experiments' Survey

Codes :

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

6. Who divided all activities of the organisations into six groups ; Technical, Commercial, Financial, Security, Accounting and Managerial ?
 - (A) Peter Drucker
 - (B) D. E. Mc Forland
 - (C) Henry Fayol
 - (D) George R. Terry

7. What are the elements that a Mission Statement of an Organisation should include ?

- (A) Self guidelines for Business Operations
- (B) Identifies the reasons for existence of a company and its responsibilities to the stakeholders.
- (C) Identifies the firms' customers and their needs and matches them to the products and services.
- (D) All of the above (A), (B) and (C).

8. Changes in population characteristics such as age, gender, race, marital status, income and education are examples of change :

- (A) Demographic
- (B) Cultural
- (C) Geographic
- (D) Diversity

9. Which of the following is not included as Micro-Environmental Variables ?

- (A) Prevailing economic and political conditions.
- (B) Emerging new technologies
- (C) Financial conditions and culture
- (D) None of the above

10. During his days at Midvale Steel Company F.W. Taylor saw that employees soldiering – deliberately working at a pace slower than their capabilities. He identified that, worker indulge in soldiering primarily for the following reasons :

- (A) Fear of losing jobs if they increase their output.
- (B) Faulty wage systems.
- (C) Out-dated methods of working
- (D) All of the above

11. Among the best known trait approaches to personality measurement – column A gives Traits and column B states the name of authority defining them. Match the correct combination

	Traits	Author
(A)	20 + needs	Murray
(B)	16 traits	Eysenck
(C)	3 traits	Cattell
(D)	5 traits	Costa & Merree

12. “Third Party intervention” as “Conflict Resolution” is

- (A) often required
- (B) seldom required
- (C) required as a mandate, when conflict remains unresolved
- (D) not at all considered as an option

13. The policy of introducing “New Blood” is
- Steriotypic
 - Bureacratic as well as redtapic
 - Innovative and challenging, making the corporate dynamic
 - Innovative, challenging, but often resisted
14. An “Assessment Centre” is
- A place
 - A technique
 - Both (A) and (B)
 - None of the above
15. “Organizational learning” and “Learning organization” are
- Same
 - Different
 - Reverse to each other
 - Complementary to each other
16. The value of the firm is maximized when the
- Market price of equity share is maximum
 - Market price of equity share is minimum
 - Market value of debt is maximum
 - None of the above
17. Which of the following is the main assumption of Waltar Valuation Model ?
- All financing is done through Retained earnings and external sources of funds.
 - With additional investment the firms business risk will change.
 - There is a change in the key variables such as EPS and DPS
 - None of the above
18. Which of the following is an important money market instrument ?
- Debentures
 - Commercial Paper
 - Public Deposits
 - None of the above
19. The method of payment in Mergers and Acquisitions may include
- Cash
 - Loan stock
 - Ordinary shares
 - Convertible loan stock
- (i) & (iii) only
 - (i) & (ii) only
 - (i), (ii), (iii) and (iv)
 - (ii) & (iv) only
20. Working capital refers to the capital mobilised for meeting
- Long-term financial needs of the company
 - To meet day-to-day financial obligations of the company
 - To meet the future financial requirements of the company
 - None of the above

21. Which of the following statement is true ?

- (A) The essence of marketing is a transaction of an exchange.
- (B) Marketing-orientation is philosophy, which has to pervade the organisation structure
- (C) Marketing is also a managerial function involving analysis, planning and control marketing activities in an organisation
- (D) All of the above

22. A marketing plan is composed of three basic components, namely

- 1. Objectives 2. Policies
- 3. Program 4. Procedure
- 5. Hints 6. Decision
- 7. Command 8. Periodic
- 9. Diversity

- (A) 1, 2 and 3 only
- (B) 6, 7 and 8 only
- (C) 5, 7 and 9 only
- (D) 2, 3 and 9 only

23. Which of the following is not the stage of new product development ?

- (A) Idea Generation
- (B) Business Analysis
- (C) Test Marketing
- (D) Market Segmentation

24. Marketing research does not normally

- (A) Gather environmental information
- (B) Provide a continuous source of information
- (C) Relate to all aspects of marketing operations
- (D) Describe the current situation

25. Which of the following is not included in 7 P's of services marketing ?

- (A) Physical evidence
- (B) People
- (C) Process
- (D) Marketing plan

26. Which of the following is not the type of Plant Layout ?

- (A) Product Layout
- (B) Process Layout
- (C) Fixed Position Layout
- (D) Residential Layout

27. Which of the following factor is considered in the selection of a plant location ?

- (A) Source of Raw-materials
- (B) Availability of water
- (C) Marketing facilities
- (D) All the above

28. Work measurement refers to
- the length of time it takes to complete a work task assigned to a specific job
 - improving work methods
 - arrangement of machines according to sequence of operations
 - planning the work and working the plans
29. The Graphical method can be used to solve
- A linear programming problem with all integer data base.
 - A linear programming problem with two decision variables.
 - Any linear programming problem.
 - A transportation problem with two origins and two destinations.
30. If two dice are thrown, the probability that the sum of their points is greater than 10 is
- 1/9
 - 1/12
 - 1/3
 - 1/18
31. A Binomial distribution is characterized as $\beta (16,0.5)$ i.e. sample size is 16 and the probability of success is 0.5. The mean and variance of this distribution will be respectively
- 8, 4
 - 8, 8
 - 4, 8
 - 4, 4
32. Two variables are said to be perfectly negatively correlated if
- Covariance between them is positive
 - Coefficient of correlation between them is -1
 - Covariance between them is negative
 - None of the above
33. Which type of sampling is appropriate when the population consists of well defined groups such that the elements within each group are homogeneous and between each group they are heterogeneous ?
- Cluster Sampling
 - Simple Random Sampling
 - Stratified Sampling
 - Judgement Sampling
34. Which of the following is not a type of internet connection ?
- ISDN
 - Dial-up
 - Leased-Line
 - ISP

35. Match the following :

	List – I	List – II
(I)	Poisson distribution has the property that	1. Its mean is greater than Variance
(II)	Normal distribution is a	2. Symmetric distribution
(III)	Chi-square distribution is	3. Positively skewed distribution
(IV)	Binomial distribution has the property that	4. Its mean and variance are equal.

Codes :

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

36. WTO come into being in the year

- (A) 1975
- (B) 1985
- (C) 1995
- (D) 2001

37. Which of the following is not Porter's generic strategy ?

- (A) Focus
- (B) Cost Leadership
- (C) Differentiation
- (D) Market segmentation

38. Globalization involves

- (A) Free flow of technology from one country to another
- (B) Free flow of investment from one country to the other
- (C) Free flow of people from one country to the other
- (D) All the above

39. Which is a short-term strategy for a firm ?

- (A) Corporate strategy
- (B) Business strategy
- (C) Company mission
- (D) Functional strategy

40. Which is not a global entry strategy ?

- (A) Exporting
- (B) Joint venture
- (C) Merger and Acquisition
- (D) Blue ocean strategy

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

- (A) Vision
- (B) Risk Bearing
- (C) Initiative and Drive
- (D) Disloyalty

42. Which of the following organisations is meant for promoting small scale industries at district level ?
- (A) SIDBI
 - (B) DIC
 - (C) SFCs
 - (D) NABARD
43. The reason for sickness of small scale industry is
- (A) Lack of capital
 - (B) Lack of market
 - (C) Severe competition
 - (D) All the above
44. The measure taken by Government to promote small scale industry.
- (A) Provision of land
 - (B) Provision of marketing facilities
 - (C) Arrangement of credit and raw materials
 - (D) All the above
45. Small and medium enterprises are
- (A) Labour intensive
 - (B) Capital intensive
 - (C) Market leader
 - (D) Industry price determiner
46. Business propositions are to be selected by making an analysis that, how much the local resources will be depleted in the commencement and the course of Business. This is known as
- (A) Sensitivity Analysis
 - (B) Common Property Resource use
 - (C) Environmental Impact Assessment
 - (D) None of the above
47. Whistle-Blowers are
- (A) to be removed from the jobs
 - (B) to be promoted
 - (C) to be rewarded for the organisational enrichment
 - (D) to be protected since they intend to bring out truth
48. Funding through Micro finance to Small and Micro Enterprises is not successful due to
- (A) High rate of interest
 - (B) Out sourcing of method of providing Micro Finance
 - (C) (A) & (B)
 - (D) None of the above
49. "Work-Diversity" by nature, does not go against Ethics. But an executive assistant while getting transferred from "stores" to "despatch" section created turmoil in the office. He is
- (A) Most ethical in his deal
 - (B) Fully against work ethics
 - (C) He is workoholic
 - (D) A Rigid employer, hard nut to crack
50. Ethical Management is
- (A) A Compromise
 - (B) A Compulsion
 - (C) A Judgement
 - (D) (A) and (B)