

Roll No.

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(Write Roll Number from left side exactly as in the Admit Card)

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Signature of Invigilator

Question Booklet Series

X

PAPER-II

Question Booklet No.

(Identical with OMR
Answer Sheet Number)

Subject Code : 31

MANAGEMENT

Time : 2 Hours

Maximum Marks: 200

Instructions for the Candidates

- Write your Roll Number in the space provided on the top of this page as well as on the OMR Sheet provided.
- At the commencement of the examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and verify it:
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page.
 - Faulty booklet, if detected, should be got replaced immediately by a correct booklet from the invigilator within the period of 5 (five) minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
 - Verify whether the Question Booklet No. is identical with OMR Answer Sheet No.; if not, the full set is to be replaced.
 - After this verification is over, the Question Booklet Series and Question Booklet Number should be entered on the OMR Sheet.
- This paper consists of One hundred (100) multiple-choice type questions. All the questions are compulsory. Each question carries *two* marks.
- Each Question has four alternative responses marked: (A) (B) (C) (D). You have to darken the circle as indicated below on the correct response against each question.

Example: (A) (B) (C) (D), where (C) is the correct response.
- Your responses to the questions are to be indicated correctly in the OMR Sheet. If you mark your response at any place other than in the circle in the OMR Sheet, it will not be evaluated.
- Rough work is to be done at the end of this booklet.
- If you write your Name, Phone Number or put any mark on any part of the OMR Sheet, except in the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
- Do not tamper or fold the OMR Sheet in any way. If you do so, your OMR Sheet will not be evaluated.
- You have to return the Original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry question booklet and duplicate copy of OMR Sheet after completion of examination.
- Use only Black Ball point pen.
- Use of any calculator, mobile phone, electronic devices/gadgets etc. is strictly prohibited.
- There is no negative marks for incorrect answer.

1. Competencies do not include
 - (A) Knowledge
 - (B) Skill
 - (C) Behaviour
 - (D) Character

2. Use of social capital by entrepreneurs to gather information is known as
 - (A) Secondary Research
 - (B) Networking
 - (C) Informal Parameters
 - (D) Pilot testing

3. A system in which accounting entries are made on the basis of amounts having become due for payment or receipt is called
 - (A) Cash Concept
 - (B) Accrual Concept
 - (C) Matching Concept
 - (D) On-going Concept

4. Which of the following best describes the context for entrepreneurship?
 - (A) Entrepreneurship takes place in small business.
 - (B) Entrepreneurship takes place in large business.
 - (C) Entrepreneurship takes place in wide variety of contexts.
 - (D) Entrepreneurship does not take place in social ventures.

5. An entrepreneur who owns more than one business at a time is called
 - (A) Intrapreneur
 - (B) Serial Entrepreneur
 - (C) Portfolio Entrepreneur
 - (D) Social Entrepreneur

6. _____ is a form of financing especially for funding high technology, high risk and perceived high growth firms.
 - (A) Fixed Capital
 - (B) Current Capital
 - (C) Seed Capital
 - (D) Venture Capital

7. Which of the following is called Corporate Entrepreneurship?
 - (A) Intrapreneurship
 - (B) Entrepreneurship
 - (C) Venture
 - (D) Angel financing

8. When a person from one culture communicates with a person from another culture, they are engaging in
 - (A) Cross cultural communication.
 - (B) Two way communication.
 - (C) Multi focus communication.
 - (D) Verbal communication.

9. Marginal cost is taken as equal to
 - (A) Prime cost plus all variable overheads.
 - (B) Prime cost minus all variable overheads.
 - (C) Variable overheads.
 - (D) Fixed overhead less variable cost.

10. Someone who lives and works in a foreign country is
 - (A) Expatriate
 - (B) Tourist
 - (C) Globe trotter
 - (D) Immigrant

11. _____ dividend promises to pay shareholders at future date.

- (A) Cash
- (B) Stock
- (C) Property
- (D) Scrip

12. Suppose a company experiences declining profits and it wants to redefine business, makes divestment of some product lines, abandons some markets and reduces its functions. It indicates

- (A) Growth Strategy
- (B) Stability Strategy
- (C) Retrenchment Strategy
- (D) Combination Strategy

13. On which ground can a trade union refuse to admit a person or expel a member?

- (A) Goodwill damage
- (B) Misconduct
- (C) Change in job
- (D) Relation with manager

14. Which of the following is not an indicator of brand asset (equity)?

- (A) Brand preference
- (B) Aided brand awareness
- (C) Spontaneous brand awareness
- (D) Evoked set

15. Which of the following is not an organisational development intervention program?

- (A) Team building
- (B) Survey feedback
- (C) Leadership development
- (D) Sensitivity training

16. The term entrepreneur is derived from the term “entreprendre” which means

- (A) To give
- (B) To undertake
- (C) To choose
- (D) To decide

17. A high capital gearing ratio indicates

- (A) Over capitalisation
- (B) Borrowed capital
- (C) Long-term funds
- (D) Under capitalisation

18. Who is known as the Father of Scientific Management?

- (A) Max Weber
- (B) F.W. Taylor
- (C) D. Mc. Gregor
- (D) E. Mayo

19. Organisational development as an _____ program is a top down approach.

- (A) Intervention
- (B) Innovative
- (C) Imitative
- (D) Orderly

20. _____ gives an opportunity to an employee to showcase his talent to the fullest and make his reach to other department also.

- (A) Job rotation
- (B) Vestibule training
- (C) Coaching
- (D) Mentoring

21. Dismissal certainly means

- (A) Promotion
- (B) Punishment
- (C) Demotion
- (D) Transfer

22. A contract that requires the investor to buy securities on a future date is called as

- (A) Short contract
- (B) Long contract
- (C) Hedge
- (D) Cross contract

23. A monopolistic firm earns _____ in the long run.

- (A) Super normal profit
- (B) Normal profit
- (C) Economic profit
- (D) Maximum profit

24. Ability or capacity to influence behaviour and attitude of other individuals is known as

- (A) Authority
- (B) Accountability
- (C) Responsibility
- (D) Power

25. 'Independent production and distribution firms integrate their efforts on a contractual basis to obtain greater functional economies and marketing impact than they could achieve alone'— which kind of distribution mechanism are we talking about?

- (A) Wholesaler-sponsored voluntary chains
- (B) Contractual-vertical marketing system
- (C) Retailer-sponsored cooperatives
- (D) Service-sponsored retail franchisee system

26. All revenue incomes are credited to

- (A) Trading account
- (B) Manufacturing account
- (C) Profit and Loss account
- (D) Profit and Loss Appropriation account

27. Which of the following statement is true?

- (A) $NNP \text{ at market price} = GNP \text{ at cost price} + \text{Cost of depreciation of stock of capital}$
- (B) $NNP \text{ at market price} = GNP \text{ at market price} - \text{Cost of depreciation of stock of capital}$
- (C) $NNP \text{ at market price} = GNP \text{ at market price} - \text{Transfer earnings}$
- (D) $NNP \text{ at market price} = GNP \text{ at cost price} + \text{Transfer earnings}$

28. The increase in the value of foreign exchange rate which is done intentionally by the government is called

- (A) Appreciation
- (B) Depreciation
- (C) Revaluation
- (D) Devaluation

29. Grievances affect the employees—

- (A) Promotion
- (B) Wages
- (C) Training
- (D) Morale

30. On the basis of _____, working capital may be classified as: (1) Permanent or Fixed Working Capital, (2) Temporary or Variable Working Capital.

- (A) Concept
- (B) Time
- (C) Future
- (D) Work

31. A researcher asked 933 people about what their favourite type of TV programme was: News, Documentary or Sports. They could only choose one answer. As such the researcher had the number of people who choose each category of programmes. With which test the researcher needs to analyse the data?

- (A) T test
- (B) Z test
- (C) F test
- (D) Chi-square test

32. Helpline set up by the Ministry of Micro, Small, Medium Enterprises, Government of India in 2010 to work as a single point facility for MSME, is known as

- (A) Udyamita
- (B) Udyami
- (C) Udyog
- (D) Shram Shilp

33. Discounted cash flow criteria for investment appraisal does not include

- (A) Net Present Value
- (B) Benefit Cost Ratio
- (C) Accounting Rate of Return
- (D) Interval Rate of Return

34. A company manufacturing a product but selling them under the brand name of a wholesaler or retailer is known as

- (A) Co-branding
- (B) Mixed branding
- (C) Private branding
- (D) Multi-branding

35. The Capital Asset Pricing Model (CAPM) establishes the relationship between

- (A) Risk and value of the firm.
- (B) Risk and EPS.
- (C) Risk and average rate of return.
- (D) Risk and the required rate of return.

36. Which of these performance appraisal methods is subjective and time consuming?

- (A) Essay method
- (B) Rating scales
- (C) Critical incident method
- (D) Tests and observations

37. A behaviour which has rewarding experience is likely to be repeated, is postulated by

- (A) Agency Theory
- (B) Reinforcement and Expectancy Theory
- (C) Equity Theory
- (D) Social Goal Setting Theory

38. _____ is called “payments by results”.

- (A) Allowances
- (B) Claims
- (C) Fringe Benefits
- (D) Incentives

39. Which is an example of a positive stress?

- (A) New job
- (B) Legal problems
- (C) Divorce
- (D) Economic depression

40. Which one of the following is *not* a probabilistic sampling technique?

- (A) Simple random sampling
- (B) Snowball sampling
- (C) Stratified sampling
- (D) Systematic sampling

41. To measure the overall strength of the model in regression analysis, we use

- (A) Factor analysis
- (B) Coefficient of Partial correlation
- (C) Coefficient of Partial regression
- (D) Coefficient of Determination

42. Which HR function uses the tools of skills inventory, replacement chart, Markov analysis?

- (A) Human Resource Planning
- (B) Training and Development
- (C) Attrition Management
- (D) Redundancy Planning

43. If the central line of the C-chart is 6.15, the upper control limit is

- (A) 0
- (B) 13.59
- (C) 12.30
- (D) 10.23

44. An organisation's culture is deemed to be strong if

- (A) It is intense but short lived
- (B) It is deeply held by most employees across the organisation
- (C) It is strongly pursued by all in top management
- (D) It consists of many sub values

45. In 2 years you are to receive ₹ 20,000. If the interest rate were to suddenly decrease, the present value of that future amount due to you would:

- (A) Fall.
- (B) Remain unchanged.
- (C) Rise.
- (D) Cannot be determined.

46. The _____ leadership style is an expression of the leader's trust in the abilities of his subordinates.

- (A) Participative
- (B) Delegative
- (C) Authoritarian
- (D) Bureaucratic

47. The five personality traits as per Big Five Model are

- (A) Extroversion, Agreeableness, Conscientious, Emotional Stability, Openness to Experience
- (B) Extroversion, Agreeableness, Companionship, Emotional Stability, Openness to Experience
- (C) Extroversion, Agreeableness, Conscientious, Empathy, Openness to Experience
- (D) Extroversion, Agreeableness, Conscientious, Empathy, Easy-going Experience

48. Desire for a product turns into demand when _____ exists.

- (A) Advertisement
- (B) Attachment
- (C) Availability
- (D) Affordability

49. Which of the following is not a part of the Balanced Score Card approach as suggested by David Norton and Robert Kaplan?

- (A) Internal Perspective
- (B) Vendors' Perspective
- (C) Innovative and Learning Perspective
- (D) Financial Perspective

50. 'Platue' a restaurant offers pizza and coffee together as a combo offer and priced it at ₹ 200, where as the individual price of coffee and pizza are ₹ 100 and ₹ 135 respectively. The price policy applied for the combo offer is an example of

- (A) Product bundle pricing
- (B) Captive pricing
- (C) Cost plus pricing
- (D) Going rate pricing

- 51.** Blue revolution in India is related with
 (A) Fish production
 (B) Milk production
 (C) Oil seed production
 (D) Rice production
- 52.** When market is large, intensive competition is ahead, customers are mostly unaware and they are not price sensitive, which strategy will a company apply at the introductory stage of the product life cycle?
 (A) Slow penetration
 (B) Rapid skimming
 (C) Rapid penetration
 (D) Slow skimming
- 53.** “Amul” is considered a success story because
 (A) It made women cooperatives to supply milk to the nation
 (B) It was started by Mr. Curien
 (C) It was started in Gujarat with highest number of cows
 (D) It has contemporary advertising strategy
- 54.** Which of the following is known as prescriptive ethics?
 (A) Positive ethics
 (B) Transitional ethics
 (C) Normative ethics
 (D) Applied ethics
- 55.** Giving rewards to dealers who participate in advertising campaign and other support programmes of the company can be termed as
 (A) Bonus
 (B) Rebate
 (C) Sweepstakes
 (D) Promotional allowances
- 56.** Which of the following is a strategy of job design that increases depth in the job and involves qualitative change in job profile?
 (A) Job Rotation
 (B) Job Enrichment
 (C) Job Engagement
 (D) Job Enlargement
- 57.** A company's product mix has certain width, length, depth and _____.
 (A) Quality
 (B) Style
 (C) Repairability
 (D) Consistency
- 58.** To find the present value of ₹ 5,000 to be received at the end of each year for the next 10 years at 15% rate, we use
 (A) Present value of single cash flow table
 (B) Present value of annuity table
 (C) Future value of a single cash flow table
 (D) Future value of annuity table
- 59.** How much variance is explained by a correlation of 0.9?
 (A) 81%
 (B) 18%
 (C) 9%
 (D) 99%
- 60.** Which of the following is not a force in the Porter Five Forces model?
 (A) Buyers
 (B) Suppliers
 (C) Industry rivalry
 (D) Complementary products

61. _____ explains how and why people react when they feel unfairly treated.
- (A) Equity Theory
 - (B) Expectancy Theory
 - (C) Goal Attainment Theory
 - (D) Goal Setting Theory
62. As per IMF balance of payment manual, import and export of goods should be presented on
- (A) FOR basis
 - (B) CIF basis
 - (C) FOB basis
 - (D) Ex. Works basis
63. At the norming stage the team is involved in defining
- (A) Goals
 - (B) Roles
 - (C) Relationships
 - (D) Targets
64. In case of Net Income Approach the cost of equity is
- (A) Constant
 - (B) Fixed
 - (C) Decreasing
 - (D) Increasing
65. Which of the following is not a contributing discipline of Organisational Behaviour?
- (A) Anthropology
 - (B) Psychology
 - (C) Physiology
 - (D) Sociology
66. Organisational Behaviour focusses at 3 levels—
- (A) Individuals, Organisation, Society
 - (B) Society, Organisation, Country
 - (C) Worker, Employer, Management
 - (D) Individuals, Groups, Organisation
67. The value of EBIT at which EPS is equal to zero is known as
- (A) Break even point
 - (B) Operating break even point
 - (C) Overall break even point
 - (D) Financial break even point
68. Which is *not* a component of 4C?
- (A) Customer
 - (B) Communication
 - (C) Cost
 - (D) Control
69. The value of Special Drawing Right (SDR) is determined by the basket of how many currencies?
- (A) 4
 - (B) 5
 - (C) 6
 - (D) 7
70. Which of the following are incorrect Big Data Technologies?
- (A) Apache Hadoop
 - (B) Apache Spark
 - (C) Apache Kafka
 - (D) Apache Pytarch

71. Brand genealogy is a managerial mindset introduced in the cultural branding model (Holt, 2004) where the brand manager uncovers

- (A) The brand's history
- (B) The brand's vision
- (C) The brand's architecture
- (D) The brand's relevance

72. A firm that sells goods to foreign countries on a regular basis can avoid exchange rate risk by

- (A) Buying stock options
- (B) Selling puts on financial futures
- (C) Selling a foreign exchange swap
- (D) Buying swaptions

73. An option that can be exercised at any time up to maturity is called

- (A) Swap
- (B) Stock option
- (C) European option
- (D) American option

74. An individual who initiates a venture with a social mission alongside making profits is funded mainly by

- (A) Government funds
- (B) Impact investors
- (C) Venture capitalists
- (D) Family funds

75. The order cost per order of an inventory is ₹ 400 with an annual carrying cost of ₹ 10 per unit. The Economic Order Quantity (EOQ) for an annual demand of 2000 units is

- (A) 400
- (B) 440
- (C) 480
- (D) 500

76. The MSME start-up policy, 2016 of the Government of West Bengal allows incentive to universities in the state to create a Central Entrepreneurship Development Centre and at the Pre-idea stage supports funding for capital expenditure up to

- (A) 25 lakhs
- (B) 15 lakhs
- (C) 10 lakhs
- (D) 05 lakhs

77. Which of the following is not a Customer-Oriented Solution, a spun-off from the traditional marketing-mix elements, in designing an appropriate marketing strategy for rural markets?

- (A) Affordability
- (B) Acceptability
- (C) Adaptability
- (D) Availability

78. What is the difference between a merger and acquisition?

- (A) No real difference—the terms are synonymous.
- (B) An acquisition is a merger involving a friendly or hostile takeover.
- (C) In a merger, there is never any acquirer or target—two companies simply fuse together.
- (D) A merger is a type of acquisition in which the acquirer and the target combine to become one legal entity.

79. Which of the following is not a component of the referral markets?

- (A) Advocacy referrals
- (B) Influencer referrals
- (C) Reciprocal referrals
- (D) Incentive based referrals

80. As per VALS framework developed by Arnold Mitchell, which of the following is not a part of the developmental stage of segmentation process?

- (A) Need-driven
- (B) Nirvana
- (C) Outer-directed
- (D) Motivational

81.

Assertion (A) : Rural customers are “Brand sticky” rather than “Brand loyal”.

Reason (R) : Low levels of literacy and awareness make rural people less likely to switch brands as they do not have required knowledge or information to exercise a choice and hence stick to tried-and-tested-brands.

- (A) Both (A) and (R) are true but (R) is not the correct explanation of (A)
- (B) (A) is true but (R) is false
- (C) (A) is false but (R) is true
- (D) Both (A) and (R) are true & (R) is the correct explanation of (A)

82. The marketing concept which assumes that ‘consumer is proactive in seeking out information for their needs and interactions with brands are attracted through content in social media’ is known as

- (A) Inbound marketing
- (B) Content marketing
- (C) Ambush marketing
- (D) Outbound marketing

83. By hedging a portfolio, a bank manager

- (A) Reduces interest rate risk
- (B) Increases reinvestment risk
- (C) Increases exchange rate risk
- (D) Increases the probability of gains

84. Using a ‘goodness of fit’ test, we can assess whether a set of obtained frequencies differ from a set of _____.

- (A) Actual frequencies
- (B) Expected frequencies
- (C) Normal frequencies
- (D) Ideal frequencies

85. Other than Price effect and Income effect, the economic model of consumer behaviour is based on

- (A) Demand effect
- (B) Supply effect
- (C) Substitution effect
- (D) Product effect

86. An experimenter measured 30 children’s IQ. He then rank ordered the children and assigned them a score from 30 (most intelligent) to 1 (least intelligent) to create a new variable. This new variable consists of

- (A) Nominal Data
- (B) Ordinal Data
- (C) Interval Data
- (D) Ratio Data

87. The Ricardian theory of comparative advantage relies on which one of the following assumptions?

- (A) Production technologies in both countries exhibit diminishing return to scale
- (B) Factors of production can be easily and costlessly moved from one sector to the other as the country specialises through trade and there is a fixed supply of the factors of production
- (C) The underlying market structure driving production is based on imperfect competition
- (D) There is technical innovation and there are technological spillover

88. A perfectly competitive firm incurring loss in the short run decides to stop production when

- (A) Price < Average Variable Cost
- (B) Price > Average Variable Cost
- (C) Price > Average Cost
- (D) Price < Average Cost

89. Debt instruments that have a maturity period of more than one year are called as

- (A) Equity Shares
- (B) Dividend Warrants
- (C) Debentures
- (D) Bonds

90. In the context of Foreign Direct Investment which of the statements is not correct?

- (A) Foreign direct investment from a country could be either a substitute or a complement for its exports
- (B) Foreign direct investment have no sensitivity to international differences in production costs
- (C) Foreign direct investment occurs when the residents of one country acquire control over a business enterprise in another country
- (D) The influence of a potential host country's tariff makes foreign investment a substitute for trade

91. Out of the following institutions, which provides the importer-exporter code essential for doing trade internationally

- (A) EXIM Bank
- (B) RBI
- (C) DGFT
- (D) ECGC

92. The extent to which results in an experiment are caused by the treatment variables as distinct from extraneous variables is known as

- (A) Internal reliability
- (B) Internal validity
- (C) External reliability
- (D) External validity

93. Brent Index is associated with

- (A) Crude oil prices
- (B) Copper future prices
- (C) Gold future prices
- (D) Shipping rate index

94.

Statement I : The extent of association between x and y after eliminating the influence of z is measured by the Partial Correlation Coefficient between x and y

Statement II : In the analysis of Partial Correlation Coefficient x and y are the dependent variables and z is the independent variable.

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

95. Control functions of management can be performed effectively and efficiently only when there is

- (A) Planning
- (B) Organising
- (C) Leading
- (D) Staffing

96. Which of the following is a generic strategy as propounded by Micheal Porter?

- (A) Growth Strategy
- (B) Diversification Strategy
- (C) Turnaround Strategy
- (D) Differentiation Strategy

97. The quadrant of BCG matrix classified by high relative market share in a fast growing market indicates

- (A) Star
- (B) Cash cow
- (C) Question mark
- (D) Dog

98. Expertise and experience of organisational members that has not been formally documented is known as

- (A) Knowledge Sharing
- (B) Tacit Knowledge
- (C) Organisational Learning
- (D) Organisational Memory

99. Which of the following demand curve is faced by an oligopolist?

- (A) Kinked
- (B) Straight line
- (C) Vertical
- (D) Convex

100. Which of the following can be drawn from Income Consumption Curve (ICC)?

- (A) Demand Curve
 - (B) Engel Curve
 - (C) Indifference Curve
 - (D) Budget Curve
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Space for Rough Work

Space for Rough Work

