

MANAGEMENT

Name & Signature of the Invigilator

PAPER-II OMR Answer Sheet No. :

DEC-19/18

Roll No. :

(in figures as in Hall Ticket)

Roll Number in words :

Time : 2 Hours]

No. of Printed Pages : 26

[Maximum Marks : 200

Instructions for the Candidates

1. Write your Roll Number in the space provided on the top of this page.
2. This paper consists of one hundred (100) multiple choice type of questions. All questions are compulsory.
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 Test Booklet Number should be entered on the OMR Answer Sheet and the OMR Answer 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 (B) is the correct response.
5. Your responses to the items are to be indicated on the OMR Answer Sheet under Paper – II only. If you mark your response at any place other than in the oval in the OMR 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 OMR 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, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
9. You have to return the original OMR Answer 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 original question booklet and duplicate copy of OMR Answer Sheet on conclusion of examination.
10. Use only Blue/Black Ball point pen.
11. Use of any calculator or any electronic devices or log table etc., are prohibited.
12. There shall be no negative marking.
13. In case of any discrepancy in the English and Gujarati versions of questions, English version will be taken as final.

પરીક્ષાર્થીઓ માટે સૂચનાઓ :

1. આ પાનાની ટોચ પર દર્શાવેલી જગ્યામાં તમારો રોલ નંબર લખો.
2. આ પ્રશ્નપત્રમાં બહુવૈકલ્પિક ઉત્તરો ધરાવતા સો (૧૦૦) પ્રશ્નો આપેલા છે. બધા જ પ્રશ્નો ફરજિયાત છે.
3. પરીક્ષાની શરૂઆતમાં આપને પ્રશ્નપુસ્તિકા આપવામાં આવશે. પ્રથમ પાંચ (૫) મિનિટ દરમિયાન તમારે પ્રશ્નપુસ્તિકા ખોલી અને ફરજિયાતપણે નીચે મુજબ પરીક્ષા કરવું :
 - (i) પ્રશ્નપુસ્તિકાનો વપરાશ કરવા માટે આ કવર પૂઠની ઘાર પર આપેલ સીલ સ્ટીકર ફાડી નાખો. કોઈપણ સંજોગોમાં સીલ સ્ટીકર વગરની કે ખુલ્લી પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં.
 - (ii) કવર પૂઠ પર છપાયેલ નિર્દેશનુસાર પ્રશ્નપુસ્તિકાના પ્રશ્નો, પૂઠો અને સંખ્યાને બરાબર ચકાસી લો. ખામીયુક્ત પ્રશ્નપુસ્તિકા કે જેમાં પ્રશ્નો/પૂઠો ઓછાં હોય, બે વાર છપાયા હોય, અનુક્રમમાં અથવા અન્ય કોઈ ફરક હોય અર્થાત કોઈપણ સંજોગોમાં ખામીયુક્ત પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં. અને જો ખામીયુક્ત પ્રશ્નપુસ્તિકા મળી હોય તો નિરીક્ષક પાસેથી તુરંત જ બીજી સારી પ્રશ્નપુસ્તિકા મેળવી લેવી. આ માટે ઉમેદવારને પાંચ (૫) મિનિટનો સમયગાળો આપવામાં આવશે. યાદ રાખો, પ્રશ્નપુસ્તિકા બદલવામાં આવશે નહીં કે કોઈ વધારાનો સમયગાળો આપવામાં આવશે નહીં.
 - (iii) આ ચકાસણી સમાપ્ત થાય પછી, પ્રશ્નપુસ્તિકાનો નંબર OMR જવાબ પત્રક પર લખવો અને OMR જવાબ પત્રકનો નંબર પ્રશ્નપુસ્તિકા પર લખવો.
4. પ્રત્યેક પ્રશ્ન માટે ચાર જવાબ વિકલ્પ (A), (B), (C) અને (D) આપવામાં આવેલ છે. તમારે સાચા જવાબના ઓવલ (oval) ને નીચે આપેલ ઉદાહરણ મુજબ પેનથી ભરીને સંપૂર્ણ કાર્ય કરવાનું રહેશે.

ઉદાહરણ : (A) (B) (C) (D) કે જ્યાં (B) સાચો જવાબ છે.
5. આ પ્રશ્નપુસ્તિકાના પ્રશ્નો ના જવાબ અલગથી આપવામાં આવેલ OMR જવાબ પત્રકમાં પેપર-II લખેલ વિભાગમાં જ અંકિત કરવા. જો આપ OMR જવાબ પત્રકમાં આપેલ ઓવલ (oval) સિવાય અન્ય સ્થાને જવાબ અંકિત કરશો તો તે જવાબનું મૂલ્યાંકન કરવામાં આવશે નહીં.
6. અંદર આપેલ સૂચનાઓ ધ્યાનપૂર્વક વાંચો.
7. કાર્યુ કામ (Rough Work) પ્રશ્નપુસ્તિકાના અન્તિમ પૂઠ પર કરવું.
8. જો આપ OMR જવાબ પત્રક નિયત જગ્યા સિવાય અન્ય કોઈપણ સ્થાને, આપનું નામ, રોલ નંબર, ફોન નંબર અથવા એવું કોઈ ચિહ્ન કે જેનાથી તમારી ઓળખ થઈ શકે, અંકિત કરશો અથવા અભદ્ર લાખાનો પ્રયોગ કરો, અથવા અન્ય કોઈ અનુચિત સાધનોનો ઉપયોગ કરો, જેમ કે અંકિત કરી દીધેલ જવાબ ભૂંસી નાખવો કે સફેદ શાદીનો ઉપયોગ કરી બદલશો તો આપને પરીક્ષા માટે અયોગ્ય જાહેર થઈ શકો છો.
9. પરીક્ષા સમય પૂરો થઈ ગયા બાદ ઓરીજનલ OMR જવાબ પત્રક જે તે નિરીક્ષકને ફરજિયાત સોંપી દેવું અને કોઈ પણ સંજોગોમાં તે પરીક્ષાખંડની બહાર લઈ જવું નહીં. પરીક્ષા પૂર્ણ થયા બાદ ઉમેદવાર ઓરીજનલ પ્રશ્નપુસ્તિકા અને OMR જવાબ પત્રકની દુરિચકેટ કોપી પોતાની સાથે લઈ જઈ શકે છે.
10. માત્ર કાળી/ભૂરી બોલ પોઈન્ટ પેન વાપરવી.
11. કેલ્ક્યુલેટર, લોગ ટેબલ અને અન્ય ઈલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
12. ખોટા જવાબ માટે નકારાત્મક ગુણાંકન પ્રથા નથી.
13. પ્રશ્નપુસ્તિકાના કોઈ પ્રશ્નમાં અનુવાદ અંગે કોઈ વિવાદ/મતભેદ જણાય તો અંગ્રેજી વર્ઝન યોગ્ય ગણાશે.

SEAL

MANAGEMENT

PAPER-II

Note : This paper contains **ONE HUNDRED (100)** multiple-choice, matching questions, each question carrying **TWO (2)** marks. Attempt **All** the questions.

1. Which of the following statement about employee grievance is *not* correct ?
 - (A) The employer is not obliged to allow you to have witnesses at a grievance meeting
 - (B) It is illegal to fire an employee for filing a grievance
 - (C) Grievance is not a complaint
 - (D) Employees can file grievance when they feel that their contract has been violated by the employer

2. Sensitivity training is known as

 - (A) T group training
 - (B) Operative training
 - (C) Problem solving training
 - (D) In basket exercise

3. A very rapid growth in prices in which money loses its value to the point where even barter may be preferable is known as

 - (A) inflation
 - (B) hyper-inflation
 - (C) deflation
 - (D) disinflation

4. A is a specialized firm that finances young, startup companies.
 - (A) Venture capital firm
 - (B) Finance company
 - (C) Small business finance co.
 - (D) Capital creation co.

5. Globalization is beneficial for firms because :
- (A) It protects them against foreign competition
 - (B) It cushions them from the effects of events in other countries
 - (C) It opens up new market opportunities
 - (D) It increases the risk and uncertainty of operating in a globalizing world economy.
6. Which one is called Bretton Woods Twin's ?
- (A) IBRD and IDA
 - (B) IMF and IFL
 - (C) IMF and IBRD
 - (D) IDA and IFL
7. A student produces a correlation of +1.3. This is :
- (A) a high positive correlation
 - (B) a significant correlation
 - (C) an impossible correlation
 - (D) only possible if N is large
8. Which of the following is *not* a problem associated with performance appraisals ?
- (A) Compare error
 - (B) Stereotyping
 - (C) Attribution error
 - (D) Inarticulation
9. Which of the following statistical methods is appropriate to test whether or not there is sufficient evidence of a difference between the proportions of two related samples ?
- (A) Chi-Square test of independence
 - (B) Wilcoxon Rank Sum Test
 - (C) McNemar Test
 - (D) Kruskal-Wallis rank test

10. Another way to describe a supply chain, where companies partner with specific suppliers and distributors to ensure a smooth functioning of the system, is to call it a
- (A) teamwork group (B) horizontal integration
(C) domestic power center (D) value delivery network
11. In the purchasing decision process, the are those who have the power to prevent sellers or information from reaching members of the buying center.
- (A) approvers (B) buyers
(C) initiators (D) gatekeepers
12. Which of the following is a challenge in which business marketers differ from the consumer marketers ?
- (A) understanding deep customer needs in new ways
(B) identifying new opportunities for organic business growth
(C) geographically concentrated buyers
(D) calculating better marketing performance and accountability metrics
13. The first step in the strategic brand management process is
- (A) measuring consumer brand loyalty
(B) identifying and establishing brand positioning
(C) planning and implementing brand marketing
(D) measuring and interpreting brand performance

14. Which of the following holds that consumers prefer products that are widely available and inexpensive ?
- (A) the product concept (B) the production concept
(C) the selling concept (D) the performance concept
15. "Leadership is the activity of influencing people to strive willingly for group objectives."
- This statement is given by :
- (A) George R. Terry (B) Harris Thomas A.
(C) Davis, Keith (D) Rensis Likert
16. The Basket Training Method means :
- (A) Development of decision skills (B) Development of Institute
(C) Development of Resources (D) Development of Production
17. Which of these approaches argues that there is no single best way to manage behavior ?
- (A) Hawthorne studies (B) Scientific Management
(C) Systems approach (D) Contingency approach
18. A clear, thoughtful mission statement provides employees with a shared sense of purpose, direction, and
- (A) profitability (B) target market feasibility
(C) opportunity (D) continuous improvement

19. A company that seeks to increase its sales and profits through backward, forward or horizontal integration within the industry is said to be employing a(n) strategy.
- (A) diversification growth (B) intensive growth
(C) target growth (D) integrative growth
20. The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests and behavior constitute
- (A) a culture (B) a subculture
(C) a social class (D) a family
21. The first step in the business unit strategic-planning process deals with which of the following ?
- (A) formulate goals (B) define business mission
(C) implement strategies (D) execute programs
22. Which of the following statements is *not* correct ?
- (A) Both the IMF & IBRD have headquarters in Washington
(B) ICSID is the constituent organisation of the World Bank Group
(C) IBRD is known as World Bank also
(D) India's vote share in the International Monetary Fund is 10%
23. Which of the following forms of FDI is a co-operative agreement between firms ?
- (A) joint venture (B) strategic alliance
(C) merger (D) acquisition

24. Interest payments on loans borrowed abroad are recorded in :
- (A) Capital Account
 - (B) Current Accounts
 - (C) Errors and Omission Section
 - (D) Official Reserve Account
25. Since α = probability of type I error then $1 - \alpha$:
- (A) Probability of not rejecting H_0 when H_0 is true
 - (B) Probability of not rejecting H_0 when H_1 is true
 - (C) Probability of rejecting H_0 when H_0 is true
 - (D) Probability of rejecting H_0 when H_1 is true
26. Total float of an activity is the
- (A) Maximum available time over activity
 - (B) The excess of the available time over activity time
 - (C) The excess of the minimum available time over activity time
 - (D) Latest finish time of the activity–Earliest start time of the activity
27. What is *not* a mechanism that contributes to the success of micro-credits ?
- (A) Collaterals
 - (B) Dynamic incentives
 - (C) Peer monitoring
 - (D) Regular repayment schedules
28. The key to utilizing organizational core competencies is to that make up the essence of the business.
- (A) force organizational departments to justify the budgetary components
 - (B) vertically integrate and own all intermediaries
 - (C) own and nurture the resources and competencies
 - (D) emphasize global promotions

29. Investment in equipments service sector in Micro scale industry should be :
- (A) Up to 10 Lacs (B) 10 Lacs – 2 Crores
(C) 2 Crores – 5 Crores (D) > 5 Crores
30. The answers why the organisation exists. It identifies the needs the firm aspires to solve for others.
- (A) Vision (B) Mission
(C) Strategy (D) Tactics
31. What would be the probability of an event 'G' if H denotes its complement, according to the axioms of probability ?
- (A) $P(G) = 1/P(H)$ (B) $P(G) = 1 - P(H)$
(C) $P(G) = 1 + P(H)$ (D) $P(G) = P(H)$
32. A(n) is when a company might seek new businesses that have no relationship to its current technology, products or markets.
- (A) concentric strategy (B) conglomerate strategy
(C) horizontal strategy (D) intensive growth strategy
33. Developing a new idea through inquiry and testing is called :
- (A) Heuristics (B) Forced relationship
(C) Scientific method (D) Value analysis
34. According to the governing bodies of common laws, the life of trade secret is :
- (A) 12 years (B) 15 years
(C) 17 years (D) 20 years

35. The Present value of total cash inflows should be compared with Present value of :
- (A) Income (B) Cash Outflows
(C) Investment (D) Cash Inflows
36. Accounting is also defined as an 'information system' because :
- (A) The function of accounting is to provide quantitative information, primarily financial in nature, about economic entities
(B) Every system is 'information system'
(C) Anyone can get required information from accounting
(D) Keeping systematic records
37. Which of the following statements is correct ?
- (A) Capital redemption reserve account cannot be utilised for issuing fully paid bonus shares
(B) Redemption of preference shares cannot be made out of the fresh issue of debentures
(C) An amount equal to redemption of preference shares out of the profits must be transferred to general reserve
(D) A company can issue irredeemable preference shares
38. Income and Expenditure Account is prepared in non-trading concerns in lieu of :
- (A) Manufacturing Account (B) Profit and Loss Account
(C) Trading Account (D) Cash book

39. Factoring agency is a service provider to a firm that extends the services of :
- (A) Fixation of economic ordering quantity
 - (B) Fixation of minimum cash requirement level
 - (C) Sales ledger administration and credit management
 - (D) Managing client's logistic and sales management
40. Degree of financial leverage is defined as :
- (A) The percentage change in the earnings before interest and taxes relative to a given percentage change in sales
 - (B) The percentage change in EPS due to a given percentage change in EBIT
 - (C) The percentage change in interest rate in relation to the changes in quantum of debt
 - (D) The percentage sales in relation to percentage change in EBIT
41. The nominal interest rate equals the real interest rate the inflation rate.
- (A) Times
 - (B) Divided by
 - (C) Plus
 - (D) Minus
42. The labour is factor of production.
- (A) Passive
 - (B) Active
 - (C) Attractive
 - (D) Semi-active

43. The public sale of common stock in a subsidiary in which the parent usually retains majority control is called :
- (A) a pure play (B) a spin-off
(C) a partial sell-off (D) an equity carve-out
44. Process of turning a non-revenue generating assets into cash is known as :
- (A) Liquidation (B) Disinvestment
(C) Monetisation (D) Diversification
45. Which of the following recognizes risk in capital budgeting analysis by adjusting estimated cash flows and employs risk-free rate to discount the adjusted cash flows ?
- (A) Cash (B) Certainty Equivalent Approach
(C) Pay-back Period (D) Inventory
46. Cost of depreciation fund is computed as :
- (A) Long-term loan capital (B) Dividend
(C) Short-term loan capital (D) Profit
47. The call-option value of a callable bond is likely to be high when :
- (A) interest rates are volatile
(B) interest rates are low and expected to remain low
(C) interest rates are high and expected to remain high
(D) markets are inefficient

48. The expected rate of return on a bond if bought at its current market price and held to maturity is known as :
- (A) yield to maturity (B) current yield
(C) coupon yield (D) capital gains yield
49. Price Ratio Method is :
- (A) Earning Yield Method (B) Growth Method
(C) Dividend Yield Method (D) Asset Method
50. On the basis of the size and composition of external debt, World Bank has classified India as :
- (A) Heavily indebted country
(B) Moderately indebted country
(C) Less indebted country
(D) Severely indebted country
51. Das Kapital, published in German language in 1867 was authored by :
- (A) Karl Marx (B) John Maynard
(C) F. Hayek (D) P. Samuelson
52. A program that asks managers to reconsider how work would be done and their organization structured if they were starting to develop the company from the beginning is called :
- (A) re-engineering (B) MBO
(C) TQM (D) Diversity training

53. What is artificial intelligence ?
- (A) Putting your intelligence into computer
 - (B) Programming with your own intelligence
 - (C) Making a machine intelligent
 - (D) Putting more memory into computer
54. An upward sloping demand curve is called
- (A) Uniformly Elastic Demand Curve
 - (B) Exceptional demand curve
 - (C) ISO-elastic demand curve
 - (D) ISO-inelastic demand curve
55. An accounting approach, in which expected benefits exceed expected cost is classified as :
- (A) benefit approach
 - (B) cost approach
 - (C) cost-benefit approach
 - (D) accounting approach
56. Dupont system is :
- (A) A financial planning and control system focusing on effective asset management and cost control to generate return on investment
 - (B) It is a cost control system
 - (C) It is a dividend pay-out formula
 - (D) It analyses the cost behaviour

57. In Vroom's Expectancy Theory, Valence means :
- (A) Strength of an individual's preference for a particular outcome
 - (B) Salary
 - (C) Supervision
 - (D) Knowledge of planning
58. Micro credit or micro finance is a novel approach to bank with the poor. In this approach bank credit is extended to the poor through which of the following ?
- (A) Self Help Groups
 - (B) *Anganwadees*
 - (C) Co-operative credit societies
 - (D) Reserve Bank of India
59. Critical information for top management is provided by information system.
- (A) expert
 - (B) executive
 - (C) decision
 - (D) managerial
60. According to Hecksher and Ohlin basic cause of International Trade is :
- (A) Difference in factor endowments
 - (B) Difference in markets
 - (C) Difference in political systems
 - (D) Difference in ideology
61. A process that is repeated, evaluated and refined is called :
- (A) Diagnostic
 - (B) Descriptive
 - (C) Iterative
 - (D) Interpretive

62. Inflationary Gap is a situation characterized by :
- (A) excess of aggregate demand over aggregate supply at the full employment level
 - (B) gap between galloping inflation and runaway inflation
 - (C) inflation coupled with recession
 - (D) inflation that usually prevails in a developing country

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

List I	List II
(a) World Bank	(I) 1944
(b) International Financial Corporation	(II) 1956
(c) International Development Agency	(III) 1960
(d) Asian Development Bank	(IV) 1966
(a) (b) (c) (d)	
(A) (I) (II) (III) (IV)	
(B) (I) (III) (IV) (II)	
(C) (II) (I) (IV) (III)	
(D) (III) (I) (II) (IV)	

64. If the investment in fixed assets or plant and machinery does not exceed one crore rupees, then that particular firm comes under the category of :
- (A) Tiny industry
 - (B) Small scale industry
 - (C) Village industry
 - (D) Cottage industry

65. Which of the following does *not* increase span of control ?
- (A) Trust others
 - (B) Self-development
 - (C) Delegation of authority
 - (D) Formal communication only
66. In the equation of a straight line, $Y = mX + c$, if c is equal to zero, then :
- (A) The line of best fit cuts the X axis to the left of the Y axis
 - (B) The line of best fit passes through the origin
 - (C) Does not cross the X axis
 - (D) The line of best fit cuts the X axis to the right of the Y axis
67. Which of the following is not a controlling technique ?
- (A) Management by exception
 - (B) Management by objectives
 - (C) Financial statements
 - (B) Management information system
68. Establishing and communicating the distinctive benefit(s) of the company's market offering, for each target segment is called
- (A) market research
 - (B) market positioning
 - (C) marketing effectiveness
 - (D) market segmentation
69. Scientific management, administrative management and bureaucratic management belong to the management viewpoint known as the :
- (A) classical perspective
 - (B) behavioural perspective
 - (C) quantitative perspective
 - (D) systems perspective

70. A company can learn a great deal by analyzing the degrees of brand loyalty. For example, can show the firm which brands are most competitive with its own.

- (A) hard-core loyals
- (B) split loyals
- (C) shifting loyals
- (D) switchers

71. David Ricardo presented the theory of international trade called :

- (A) Theory of absolute advantage
- (B) Theory of comparative advantage
- (C) Theory of equal advantage
- (D) Theory of total advantage

72. The following table shows cost per unit of production of two countries X and Y with no transportation cost and free trade.

	A (Rs.)	B (Rs.)
Sugar	350	650
Cloth	700	800

Which one of the following will take place ?

- (A) No trade will take place
- (B) X will export sugar and import cloth
- (C) X will export cloth and import wheat
- (D) There is no enough information to comment

73. What is contributing to organizations taking a look at employee groups that had previously been overlooked, ignored or shutout ?
- (A) Current discrimination laws
 - (B) Government monetary incentives
 - (C) New behavior management theories
 - (D) Economic pressures
74. Which research strategy is described here ?
- The researcher is involved in the acts under study; s/he causes changes and monitors the outcomes.
- (A) Case study
 - (B) Action research
 - (C) Survey
 - (D) Grounded theory
75. T-Group training method was developed by :
- (A) Leland P, Bradford and Kenneth
 - (B) Getterman
 - (C) Bradford
 - (D) Bennis
76. Which of the following is *not* the function of the World Bank ?
- (A) To provide long term loan to the member countries
 - (B) To provide loan to private investors belonging to member countries on its own guarantee
 - (C) To ensure exchange rate stability
 - (D) To provide loan mainly for productive activities

77. Internal information for MIS may come from which of the following departments ?
- (A) Customers care department (B) HR department
(C) Marketing department (D) Production department
78. Which of the following is *not* a major cause of sickness in small industries ?
- (A) Non-availability of credit (B) Financial inclusion
(C) Erratic power supply (D) Obsolete technology
79. When a firm looks for new users in groups that might use the product but do not, the firm is using the strategy.
- (A) new-market segment (B) market-penetration
(C) geographical-expansion (D) product development
80. refers to the products or sets of products with which a brand competes and which function as close substitutes.
- (A) Consumer profitability analysis (B) Competitive frame of reference
(C) Category membership (D) Value membership
81. Contingency theory suggests which of the following as a limitation of classical management theory ?
- (A) Management approaches need to take into account the informal social life of workers at work.
(B) Management approaches need to take into account complexity and instability in the environment.
(C) Everything is contingent upon the workers in an organization.
(D) Management practices need to recognize stability in the environment.

82. refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.
- (A) Image (B) Personality
(C) Psychological transformation (D) Lifestyle
83. Imagine an indifference map diagram with 'good y' on the vertical axis and 'good x' on the horizontal. If the producer of 'good x' now embarks upon a successful advertising campaign, then :
- (A) the indifference curves will become relatively shallower.
(B) the slope of the indifference curves will not be effected.
(C) the value MRS_{xy} will increase for any value of X.
(D) the consumer would be willing to sacrifice additional units of 'good x' to obtain 'good y'.
84. has three characteristics : (1) it is a source of competitive advantage in that it makes a significant contribution to perceived customer benefits; (2) it has applications in a wide variety of markets; and (3) it is difficult for competitors to imitate.
- (A) Core competency
(B) Market sensing process
(C) Corporate social responsibility
(D) Strategic business unit

85. If an imperfectly competitive firm is producing a level of output where marginal cost is equal to marginal revenue, marginal revenue is below average variable cost, and price is equal to average total cost, then the firm is :
- (A) in long-run equilibrium.
 - (B) in short-run equilibrium.
 - (C) minimizing short-run average total cost.
 - (D) breaking even.
86. allows the company to discover who its target markets are, how they behave, and what they need or want. It also enables the company to respond appropriately, coherently, and quickly to different customer opportunities.
- (A) Network management
 - (B) Supply chain management
 - (C) Marketing management
 - (D) Customer relationship management
87. Which of the following is not one the underlying principles of the corporate governance Combined Code of Practice ?
- (A) Acceptability
 - (B) Integrity
 - (C) Openness
 - (D) Accountability
88. In the case of make-to-order items, the ERP systems save time by integrating with systems.
- (A) engineering change control
 - (B) engineering change order
 - (C) CAD and CAM
 - (D) CAD

89. A monopolist produces 14,000 units of output and charges Rs. 14 per unit. Its marginal revenue is Rs. 8, its marginal cost is Rs. 7 and rising, its average total cost is Rs. 10, and its average variable cost is Rs. 9. The monopolist should :
- (A) increase output, which will result in an increase in the firm's positive economic profit.
 - (B) increase output, which will reduce the firm's economic losses.
 - (C) shut down, which will reduce the firm's economic losses.
 - (D) decrease output, which will result in an increase in the firm's positive economic profit.
90. Investment in equipments service sector in Medium scale industry should be
- (A) Up to 10 Lacs
 - (B) 10 Lacs – 2 Crores
 - (C) 2 Crores – 5 Crores
 - (D) > 5 Crores
91. Match the following approaches with the relevant components :
- | | |
|--------------------------|-------------------------------|
| 1. Classical approach | (a) Operations management |
| 2. Behavioural approach | (b) Hawthorne studies |
| 3. Quantitative approach | (c) Administrative management |
| 4. Modern approach | (d) Quality management |
- (A) 1-(c), 2-(d), 3-(b), 4-(a)
 - (B) 1-(c), 2-(a), 3-(b), 4-(d)
 - (C) 1-(c), 2-(b), 3-(a), 4-(d)
 - (D) 1-(c), 2-(d), 3-(a), 4-(b)

92. Normal distribution is also classified as :
- (A) Gaussian distribution (B) Poisson distribution
(C) Bernoulli's distribution (D) Weighted average distribution
93. According to the concept of moral intensity, a worker is most likely to behave ethically and legally when :
- (A) a manager observes his or her behavior closely
(B) the worker has intense morals
(C) the consequences of the act are minor
(D) the consequences of the act are substantial
94. Small scale industries (SSIs) also known as MSMEs are defined and categorized by the Micro, Small & Medium Enterprises Development Act :
- (A) 2006 (B) 2007
(C) 2008 (D) 2009
95. The market demand curve for a perfectly competitive industry is $QD = 12 - 2P$. The market supply curve is $QS = 3 + P$. The market will be in equilibrium if :
- (A) $P = 6$ and $Q = 9$
(B) $P = 5$ and $Q = 2$
(C) $P = 4$ and $Q = 4$
(D) $P = 3$ and $Q = 6$
96. The Balance of Payments equals :
- (A) The difference between household spending and income
(B) The difference between government spending and income
(C) A measure of the value of economic transactions between residents of a country and the rest of the world
(D) The difference between inflation and unemployment

97. When a firm aims to underprice competitors and win market share, it is using a(n) strategy that requires relatively less marketing skills as compared to other strategies.
- (A) product differentiation
 - (B) overall cost leadership
 - (C) focus
 - (D) domestic customer relationship
98. What is the area under a conditional Cumulative density function ?
- (A) 0
 - (B) Infinity
 - (C) 1
 - (D) Changes with CDF
99. Which of the following is *not* true about factoring ?
- (A) It is a financial transaction
 - (B) Account receivables are sold
 - (C) It helps in meeting present and future cash needs
 - (D) Accounts payable are sold
100. Which of the following is an example of growth by diversification ?
- (A) a company introducing its existing products in a new market
 - (B) a company introducing new product category in a new market
 - (C) a company increases its product line in an existing market
 - (D) a company introducing a new product category in an existing market

ROUGH WORK