

Test Paper : **II**
 Test Subject : **MANAGEMENT**
 Test Subject Code : **A-11-02**

Test Booklet Serial No. : _____
 OMR Sheet No. : _____
 Hall Ticket No.

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 (Figures as per admission card)

Name & Signature of Invigilator

Name : _____ Signature : _____

Paper : II
Subject : MANAGEMENT

Time : 1 Hour 15 Minutes Maximum Marks : 100

Number of Pages in this Booklet : 8

Number of Questions in this Booklet : **50**

Instructions for the Candidates

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- 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 :
 - 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.
 - 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.**
 - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- 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)	●	(D)
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 where (C) is the correct response.
- Your responses to the items are to be indicated in the **OMR Sheet given to you**. If you mark at any place other than in the circle in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name 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, you will render yourself liable to disqualification.
- 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.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- సరికై ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కుర్చీపేజి అంచున ఉన్న కాగితపు సీలును చించండి. స్టికర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజి పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండుట వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరిష్కార వ్యవస్థకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతిప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.
ఉదాహరణ :

(A)	(B)	●	(D)
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 (C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పై ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్ణీత స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- సరికై పూర్తయిన తర్వాత మీ ప్రశ్నపత్రాన్ని మరియు OMR పత్రాన్ని తప్పనిసరిగా సరిక్షణవ్యవస్థకుడికి ఇవ్వాలి. వాటిని సరికై గది బయటకు తీసుకువెళ్లకూడదు.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ సరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.





MANAGEMENT

Paper – II

1. Product differentiation is a common feature of
 - (A) Perfect Competition
 - (B) Monopoly
 - (C) Monopolistic Competition
 - (D) Oligopoly
2. In Growth Share Matrix Question Mark indicates
 - (A) High Business Growth-High Market Share
 - (B) High Business Growth-Low Market Share
 - (C) Low Business Growth-High Market Share
 - (D) Low Business Growth-Low Market Share
3. The Basic objective of Financial Management is
 - (A) Maximisation of Profit
 - (B) Maximisation of Shareholders Wealth
 - (C) Ensuring Financial discipline in the organisation
 - (D) None of the above
4. The EOQ inventory model attempts to minimize
 - (A) The number of items ordered
 - (B) The number of orders placed
 - (C) The total inventory costs
 - (D) The safety stock
5. Select the correct chronological arrangement of the following 'Acts'
 1. Minimum Wages Act
 2. Workmen's Compensation Act
 3. Employee Provident Fund Act
 4. Payment of Wages Act

(A) 4,3,2,1 (B) 1,4,3,2
(C) 2,4,1,3 (D) 2,4,3,1
6. Who is a Merchant Middleman?
 - (A) Stock Broker
 - (B) Commission Agent
 - (C) Retailer
 - (D) Selling Agent of a Company
7. Which of the following is alternatively called Corporate Venturing?
 - (A) Entrepreneurship
 - (B) Intrapreneurship
 - (C) A new product start-up
 - (D) Venture Capital
8. The following Company is in the news for violation of Corporate Governance through fraudulent practices
 - (A) Tata Chemicals Ltd.
 - (B) Reliance Industries Ltd.
 - (C) Hindustan Unilever Ltd.
 - (D) Satyam Computers Ltd.
9. Different types of Probability Distribution include
 1. Binomial distribution
 2. Poisson distribution
 3. Normal distribution
 4. Exponential distribution

(A) 1 and 2 only (B) 1, 2 and 3 only
(C) 3 and 4 only (D) 1, 2, 3 and 4



10. Organisational Behaviour is a
(A) Function of its consequences
(B) Study of character of people
(C) Study of team behavior
(D) Study of management behavior
11. Usually the demand for necessities is
(A) Highly elastic
(B) Highly inelastic
(C) Slightly elastic
(D) Slightly inelastic
12. Match the following :
- | List – A | | List – B | |
|--|---|------------------------|---|
| a. How do we succeed in this business? | | 1. Functional Strategy | |
| b. What Business should we be in? | | 2. Business Strategy | |
| c. How does this unit contribute ? | | 3. Corporate Strategy | |
| | a | b | c |
| (A) | 1 | 2 | 3 |
| (B) | 3 | 2 | 1 |
| (C) | 1 | 3 | 2 |
| (D) | 2 | 3 | 1 |
13. A Bond can be issued at a premium, if
(A) Coupon rate is greater than required return
(B) Coupon rate is less than required return
(C) Coupon rate is equal to required return
(D) None of the above
14. The objective of Operations Management is to enhance the performance of an organization in terms of its
(A) Productivity
(B) Product quality
(C) Competitiveness
(D) Overall performance
15. Which of the following is not the principle of Trade Unionism ?
(A) Unity is Strength
(B) Equal Pay for equal work
(C) Security of service
(D) Right to lock out
16. Hypothesis is tested in the following research design
(A) Exploratory and Descriptive
(B) Descriptive and Causal
(C) Causal and Exploratory
(D) Experimental and Exploratory
17. Which one of the following is not the reason for the sickness of Small Enterprise?
(A) Lack of Working Capital
(B) Lack of Market Demand
(C) Lack of Competition
(D) Lack of Raw Material
18. The Social Responsibility of a Business is important to
(A) Owners and Investors
(B) Employees
(C) Government
(D) All the above
19. Read the following statements and select the correct combination given thereunder:
Statement – 1 : Linear Programming is a mathematical function.
Statement – 2 : Transportation model is one of the part of Linear Programming.
(A) Statement 1 is true but 2 is not true
(B) Statements 1 and 2, both are true
(C) Statement 1 is not true but 2 is true
(D) Both the statements 1 and 2 are not true
20. Personality is determined by:
(A) Heredity
(B) Environment
(C) Situation
(D) All the three above.



21. If total cost function of a firm :
 $TC=1050+10Q^2+8Q$, find the marginal cost of the firm when the quantity produced is 15 units

- (A) 105 (B) 225
(C) 308 (D) 247

22. Match the following :

List – 1

(Types of Strategies)

- a. Retrenchment strategy
b. Combination strategy
c. Stability strategy
d. Growth strategy

- | | a | b |
|-----|---|---|
| (A) | 1 | 2 |
| (B) | 4 | 2 |
| (C) | 1 | 4 |
| (D) | 3 | 1 |

List – 2

(Examples)

1. Reduction
2. Filled / used
3. Maintain present course
4. PLC

- | | c | d |
|-----|---|---|
| (A) | 3 | 4 |
| (B) | 1 | 3 |
| (C) | 3 | 2 |
| (D) | 2 | 4 |

23. Match the following :

List – 1

- a. Number of years required to recover the initial outlay is determined by
b. A method which uses accounting information for evaluating proposed capital expenditure is
c. Theoretically correct technique for selection of Investment project is
d. A technique which ascertains a discount rate that equates the aggregate present values of net cash inflows with that of the aggregate present values of net cash outflows is

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

List – 2

1. NPV
2. Pay Back period
3. IRR
4. ARR

24. The following is used for identifying the total resources required for meeting customers' requirements

- (A) Capacity Planning
(B) Process Planning
(C) Inventory Management
(D) Master Production Schedule

25. What describes the tasks, duties and responsibilities of a Job?

- (A) Job Analysis
(B) Job Enrichment
(C) Job Description
(D) Job Empowerment

26. Who defined Advertising as 'Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor' ?

- (A) Philip Kotler
(B) Peter F. Drucker
(C) Mc Carthy
(D) American Marketing Association

27. Dynamic process of creating incremental wealth by individuals who assume the risks of equity, time and careers, to infuse resources with value for society is referred as

- (A) Business Plan
(B) Venture Capital
(C) Business Opportunity
(D) Entrepreneurship

28. 'Ethics' is derived from 'Ethos', a Latin word, which means

- (A) Character (B) Responsibility
(C) Integrity (D) Morality

29. The regression lines cut each other at the point of

- (A) Average of X and Y
(B) Average of X only
(C) Average of Y only
(D) Median of X and Y



30. Learning means
(A) Relatively permanent change in the behavior of people
(B) Developing the skills
(C) Improving the knowledge
(D) Changing the habits
31. The average fixed cost curve of a firm is
(A) parallel to the horizontal axis
(B) parallel to the vertical axis.
(C) a 'U' shaped curve
(D) a downward sloping curve from left to right
32. The FOUR functions viz., R & D, Production, Marketing, Sales & Service, through which Value addition occurs, are referred to as
(A) Value added activities
(B) Value addition functions
(C) Primary activities
(D) Secondary activities
33. In terms of relative risk, which of the following is true ?
(A) Debt is risky for investors, while equity is risky for firm
(B) Both debt and equity are risky for investors
(C) Both debt and equity are risky for firm
(D) Debt is risky for the firm, while equity is risky for investors
34. A Floor plan for determination and arranging the desired machinery and equipment of a Plant is referred to as
(A) Plant Location
(B) Plant Lay-Out
(C) Product Design
(D) Process Planning
- (A) 360° Performance Appraisal
(B) Ranking Method
(C) Graphic Rating Scales Method
(D) Man Power Planning
36. From the following, the 4 Ps of marketing coined originally are
1. Product
2. Price
3. Packaging
4. People
5. Promotion
6. Place
(A) 1, 2, 3 and 4 (B) 1,2, 5 and 6
(C) 3,4,6 and 5 (D) 1, 2, 5 and 4
37. Small sample means
(A) Less than 10 (B) Less than 15
(C) Less than 20 (D) Less than 30
38. Which of the following is not Goal Conflict ?
(A) Approach-Approach conflict
(B) Approach-Avoidance conflict
(C) Avoidance-Avoidance conflict
(D) Role ambiguity
39. 'Irrelevance concept of dividend' is proposed by
(A) Walter
(B) Gordon
(C) Modigliani and Miller
(D) Laplace
40. Total Float is
(A) $L_j - E_j - +$ (B) $E_j - E_i - +$
(C) $L_j - E_j$ (D) $E_j - L_i - +$
41. A system in which Unions and Management negotiate with each other to develop the work rules, under which Union members will work for a stipulated period of time, is referred to as
(A) Man Power Planning
(B) Career Planning
(C) Collective Bargaining
(D) Training and Development



42. Developing new products for new markets, is called
(A) Market Penetration
(B) Diversification
(C) Product Development
(D) Market Development
43. The term 'Exchange Ratio' is used in
(A) Profitability Assessment
(B) Capital Structure
(C) Mergers and Acquisitions
(D) Leverages
44. Which of the following is a common cause of Machine Break down ?
(A) Inadequate preventive maintenance
(B) Dirt, Oil and Chemicals accumulation
(C) Incorrect machine set-up
(D) All the above
45. In the process of generating a Pool of qualified candidates for a particular Job, the 1st step, the hiring process, is called
(A) Induction
(B) Selection
(C) Recruitment
(D) Training
46. FOB Pricing is
(A) Price skimming
(B) Penetration pricing
(C) Psychological pricing
(D) Pricing in international trade
47. A transaction, where financial securities are issued against the cash flow generated from a pool of assets is called
(A) Securitization
(B) Credit Default swaps
(C) Credit Linked Notes
(D) Total return swaps

48. Read the following statements and select correct answer

Statement – 1 : Operations Research is useful for optimization of resources.

Statement – 2 : Operations Research does not determine the optimum replacement policies.

- (A) Statements 1 and 2 are true
(B) Statement 1 is true but statement 2 is not true
(C) Statement 1 is not true but statement 2 is true
(D) Both statements 1 and 2 are not true

49. Match the following :

	List – 1 (Marketing Variables)		List – 2 (Qualities)	
	a. Product		1. Shape	
	b. Price		2. Advertising	
	c. Promotion		3. Discounts	
	d. Place		4. Layout of store	
	a	b	c	d
(A)	1	2	3	4
(B)	3	4	1	2
(C)	4	3	2	1
(D)	1	3	2	4

50. The process of providing employees with specific skills or helping them correct deficiencies in their performance is called
(A) Counselling
(B) Motivation
(C) Recruitment and selection
(D) Training



Space for Rough Work

