

Signature and Name of Invigilator

1. (Signature) _____

(Name) _____

2. (Signature) _____

(Name) _____

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)

D-1709**Test Booklet No.**

Time : 1 ¼ hours]

PAPER-II

[Maximum Marks : 100

MANAGEMENT

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 50

Instructions for the Candidates

- Write your roll 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 oval as indicated below on the correct response against each item.
Example :

A	B	C	D
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where (C) is the correct response.
- 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.
- 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 test booklet, 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.
- Negative Marking :- For each incorrect answer, 0.5 marks shall be deducted.

परीक्षार्थियों के लिए निर्देश

- पहले पृष्ठ के ऊपर नियत स्थान पर अपना रोल नम्बर लिखिए ।
- इस प्रश्न-पत्र में पचास बहुविकल्पीय प्रश्न हैं ।
- 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 :
 - 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 ।
 - कवर पृष्ठ पर छपे निर्देशानुसार प्रश्न-पुस्तिका के पृष्ठ तथा प्रश्नों की संख्या को अच्छी तरह चैक 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 ।
 - इस जाँच के बाद प्रश्न-पुस्तिका की क्रम संख्या OMR पत्रक पर अंकित करें और OMR पत्रक की क्रम संख्या इस प्रश्न-पुस्तिका पर अंकित कर दें ।
- 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
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जबकि (C) सही उत्तर है ।
- 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 ।
- अन्दर दिये गये निर्देशों को ध्यानपूर्वक पढ़ें ।
- कच्चा काम (Rough Work) इस पुस्तिका के अन्तिम पृष्ठ पर करें ।
- यदि आप उत्तर-पुस्तिका पर अपना नाम या ऐसा कोई भी निशान जिससे आपकी पहचान हो सके, किसी भी भाग पर दर्शाते या अंकित करते हैं तो परीक्षा के लिये अयोग्य घोषित कर दिये जायेंगे ।
- 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 ।
- केवल नीले/काले बाल प्वाइंट पेन का ही इस्तेमाल करें ।
- किसी भी प्रकार का संगणक (कैलकुलेटर) या लाग टेबल आदि का प्रयोग वर्जित है ।
- नेगेटिव अंक प्रणाली : प्रत्येक गलत उत्तर के लिए 0.5 अंक काटे जाएँगे ।

D-1709**1****P.T.O.**

MANAGEMENT
Paper – II

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

1. The elasticity of demand indicates
 - (A) The rate of response of demand to a change in price.
 - (B) The rate of change of demand to a change in income.
 - (C) The change in the tastes of consumers at different prices.
 - (D) The rate of response of demand to a change in supply.

2. A rightward shift in supply curve indicates
 - (A) A decrease in supply
 - (B) An increase in quantity demanded
 - (C) An increase in supply
 - (D) Law of variable proportion

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

4. If the demand curve is a rectangular hyperbola, elasticity is
 - (A) 1
 - (B) 0
 - (C) infinity
 - (D) less than one

5. If both supply and demand increase by the same proportion,
 - (A) Quantity remains constant
 - (B) Price remains constant
 - (C) Price increases
 - (D) Quantity increases

6. What leads to rationing and black marketing under perfect competition ?
 - (A) Price support
 - (B) Excess demand
 - (C) Decrease in supply
 - (D) Price control

7. In Maslow's need hierarchy theory, which of the following is not high order needs ?
 - (A) Safety
 - (B) Social
 - (C) Esteem
 - (D) Self-Actualisation

8. Feeling arising out of inadequate definition of roles is known as
(A) Role ambiguity (B) Role conflict
(C) Role perception (D) Role expectation
9. A type of group discussion process in which members of the group are encouraged to generate as many imaginative and creative ideas in a relatively short period of time is known as
(A) Brain storming (B) Group working
(C) Simulation (D) Group effect
10. The amount of satisfaction an individual anticipates from a particular outcome is known as
(A) Theory Y (B) Theory Z
(C) Valence (D) Stress
11. A personality characteristic indicating one's willingness to do whatever it takes to get one's own way is known as
(A) Locus of control (B) Machiavellism
(C) Job characteristic model (D) Personality legitimacy
12. The process of studying and collecting information relating to a specific job is known as
(A) Motion study (B) Job analysis
(C) Job specification (D) Job enrichment
13. The horizontal expansion of jobs is termed as
(A) Job enlargement (B) Job enrichment
(C) Job sharing (D) Job involvement
14. A bargaining which is based upon zero-sum game is known as
(A) Integrative bargaining (B) Principled bargaining
(C) Distributive bargaining (D) None of these
15. The final link in the communication process that puts the message back into the system as a check against misunderstandings is described as
(A) Decoding (B) Feedback
(C) Feedback Loop (D) None of these

16. In the 'Managerial grid' 9, 1 style is termed as
 (A) Team Management (B) Country Club Management
 (C) Authority Obedience (D) Improvised Management
17. Which of the following is not one of the 5s of housekeeping ?
 (A) Sort (B) Systemize
 (C) Specialize (D) Shine
18. Internal rate of return method applied for capital budgeting decision
 (A) allows to take different discount factors.
 (B) uses cost of capital as discount factor.
 (C) may give more than one IRR.
 (D) distinguishes between the IRR for lending and borrowing decision.
19. Beta in the context of security analysis indicates
 (A) Systematic risk (B) Unsystematic risk
 (C) Total risk (D) All of the above
20. Assuming constant rate of growth of dividend, value of share will be equal to
 (A) $P_0 = \frac{D_0}{r - g}$ (B) $P_0 = \frac{D_1}{r - g}$
 (C) $P_1 = \frac{D_0}{r + g}$ (D) $P_1 = \frac{D_0}{r} + g$
21. Theoretically, with the issue of rights share the value of existing shares
 (A) will increase (B) will not change
 (C) will reduce (D) may increase or decrease
22. When the cash flow outcomes of succeeding period depends on what has happened before, the probabilities of succeeding period are known as
 (A) joint probabilities (B) conditional probabilities
 (C) simple probabilities (D) decision tree
23. A high risk, high-yield often unsecured bond rated below investment grade is known as
 (A) Income-bond (B) Subordinated debentures
 (C) Junk bond (D) Serial bond

24. Who coined the term 4 Ps ?
(A) Philip Kotler (B) Stanton
(C) Peter Drucker (D) Mc Carthy
25. In the buying decision process, what is the term used for a person who first suggests buying the product ?
(A) Consumer (B) Decider
(C) Initiator (D) Influencer
26. Which of the following is in order ?
(A) Product, place, price and promotion.
(B) Price, product, promotion and place.
(C) Promotion, place, product and price.
(D) Product, price, place and promotion.
27. Which of the demographic variable is not used by marketers for demographic segmentation ?
(A) Income (B) Gender
(C) Family life cycle (D) Poverty
28. Which of the following indicates the distinction between Advertising and Publicity ?
(A) Advertising is expensive, publicity is less expensive.
(B) Advertising is through T.V., publicity is through print media.
(C) Advertising is a paid form of communication, Publicity is not a paid form of communication.
(D) Advertising is through film stars, Publicity is through cricketers.
29. Which of the following order about product life cycle is correct ?
(A) Introduction, Maturity, growth and decline.
(B) Introduction, growth, maturity and decline.
(C) Introduction, decline, maturity and growth.
(D) Growth, maturity, decline and introduction.
30. Companies that attack other firms including market leader in an attempt to build market share are called
(A) Market followers (B) Market challengers
(C) Market penetrators (D) Market Nichers

31. Tactical production planning decision includes
- (A) Layout planning (B) Machine loading
(C) Production process (D) Plant location
32. Which of the following is not to be considered for plant location decision ?
- (A) Availability of labour (B) Availability of power
(C) Availability of raw material (D) Brand image
33. Moving average forecasting is used to
- (A) establish the trend of the past
(B) forecast the current demand
(C) forecast market competition
(D) forecast Quasi demand
34. Work measurement is essential for
- (A) Labour utilization and efficiency
(B) Determining the delivery dates
(C) Introducing Financial incentive schemes
(D) All of the above
35. E O Q refers to the quantity for which
- (A) fixed cost is equal to variable cost
(B) carrying cost is equal to ordering cost
(C) average cost is equal to marginal revenue
(D) total contribution minus cost of goods
36. A company is producing steel rods. Assuming that the length of steel rods follows normal distribution with mean 10 inches & variance equal to 0.04 sq. inches. The standard error of mean, when a random sample of 16 is taken, will be
- (A) 4/10 (B) 2/20
(C) 2/40 (D) None of these
37. Judgement sampling to select the sampling units from population is termed as
- (A) Probability sampling (B) Non-probability sampling
(C) Systematic sampling (D) None of these

38. Wide area network is
- (A) Network of computers spread over a small geographical area.
 - (B) Network of computers spread over a large geographical area.
 - (C) Network of computers in a room.
 - (D) None of these.
39. Correlation coefficient between two variables X & Y is calculated as 0.63. If the measurements of X & Y are changed to $U = \frac{X - 10}{5}$ & $V = \frac{Y + 5}{10}$ the new value of correlation coefficient will be
- (A) 0.063
 - (B) 0.315
 - (C) 0.63
 - (D) None of these
40. A person appears in an interview for a job in the two companies say X and Y. The chances of selection in company X is 0.7 and chances of selection in Y is 0.6. The probability of his selection in either of the two companies will be
- (A) 0.42
 - (B) 0.88
 - (C) 0.50
 - (D) None of these
41. Which of the following helps a manager to identify the opportunities and threats in the competitive industry environment ?
- (A) Analysis of organisational structure.
 - (B) Analysis of competitive forces.
 - (C) Analysis of operations.
 - (D) Market Research
42. Essence of strategy at strategic Business Unit level is
- (A) How to build core competency
 - (B) How to gain competitive advantage
 - (C) How to gain market share
 - (D) All of the above
43. Which one of the following is a primary activity in a value chain ?
- (A) Operations
 - (B) Firm infrastructure
 - (C) Technology development
 - (D) Procurement

44. Business unit which holds a large market share in a mature and slow growing industry is called
- (A) Star (B) Dog
(C) Question Mark (D) Cash cow
45. Which strategy requires a company to concentrate its efforts in one or more narrow segments instead of broad based strategy ?
- (A) Cost leadership (B) Focus
(C) Differentiation (D) None of the above
46. Which of the following is an example of an external threat ?
- (A) New trade regulations (B) Global sales potential
(C) Economies of scale (D) Decreased competition
47. Which of the following has been entrusted with the responsibility of developing and supporting small business ?
- (A) IDBI (B) RBI
(C) NABARD (D) SIDBI
48. "Innovation and entrepreneurship" is a book written by
- (A) Philip Kotler (B) C. K. Prahlad
(C) Pradeep Khandwala (D) Peter F. Drucker
49. Strategising within value frame work is an approach of
- (A) Management (B) Administration
(C) Governance (D) Stake holders
50. Social responsibility means that a business
- (A) Functions efficiently without harming the society
(B) Abjures the profit motive
(C) Keeps pollution under check
(D) Pays its Taxes to Government