

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)

J 1 7 1 0**Test Booklet No.**

Time : 1 ¼ hours]

**PAPER-II
MANAGEMENT**

[Maximum Marks : 100

Number of Pages in this Booklet : 12

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.
- There is no negative marks for incorrect answers.

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 लागू टेबल आदि का प्रयोग वर्जित है ।
- 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. During last five years per capita income of India is increasing, that means
 - (A) National income growth of India is more than growth of population.
 - (B) Growth in population is more than the growth in National income of India.
 - (C) National income of India & population of India have grown at the uniform rate.
 - (D) All of the above
2. In the short run firm considers the minimum of its average variable cost curve as
 - (A) Break-even point
 - (B) Shutdown point
 - (C) Economies of scope
 - (D) None of the above
3. The positive cross elasticity of demand between two products means
 - (A) two products are substitutes
 - (B) two products are complementary
 - (C) two products are neither substitutes nor complementary
 - (D) none of the above
4. A monopolist always operates in the
 - (A) Inelastic segment of its demand curve
 - (B) Elastic segment of its demand curve
 - (C) Unitary elastic segment of its demand curve
 - (D) None of the above
5. The price elasticity of demand for any product in the long run
 - (A) is more than it's short run value.
 - (B) is less than its short run value.
 - (C) is same as its short run value.
 - (D) None of the above.
6. Earnings foregone in the context of the best alternative is termed as
 - (A) Past cost
 - (B) Historical cost
 - (C) Opportunity cost
 - (D) Sunk cost
7. A situation where management is unable to provide employment due to non-availability of work is called
 - I. Lock out II. Lay off
 - III. Termination IV. ClosureFind the correct combination according to the code.
 - (A) I & II (B) II & III
 - (C) I & III (D) II & IV
8. Which one of the settlement methods is not relevant here for disputes ?
 - (A) Collective Bargaining
 - (B) Compulsory Adjudication
 - (C) Voluntary Arbitration
 - (D) Reference to Civil Court
9. Which of the following shows a situation of Trade Union rivalries in India ?
 - (A) Different Unions in different organisations.
 - (B) More unions in the same organisation having affiliation with different political parties and representing the same type of workers.
 - (C) More unions in the same organisation all representing different types of workers.
 - (D) None of the above.

10. Reduction of Labour Force is called
 (A) Termination
 (B) Retrenchment
 (C) Lay-off
 (D) Right sizing
11. The process of establishing the value of jobs in a job hierarchy is known as
 (I) Job analysis
 (II) Job requirement
 (III) Job evaluation
 (IV) Performance evaluation
 Find the correct combination according to the code.
 (A) I & II (B) II & III
 (C) III & IV (D) I & IV
12. Which of the following is the meaning of Human Resource Planning ?
 (A) Evaluation of job
 (B) Satisfaction of the employees on the job
 (C) Appraising the performance of employees
 (D) It is the process by which an organisation ensures that it has the right number and kind of people at the right place, at the right time.
13. Induction refers to
 (A) Giving training to the employees.
 (B) Giving incentive to the employees.
 (C) Introducing employees to the organisation culture and situation.
 (D) Increasing the morale of the employees.
14. Which of the following is not a fringe benefit ?
 (A) Transport
 (B) Subsidised canteen facilities
 (C) Free education to the children
 (D) Dearness Allowance
15. 'X' and 'Y' theory was prepared by
 (A) Herzberg
 (B) Maslow
 (C) Porter and Lawler
 (D) McGregor
16. Which of the following formula is used to calculate Pay Back Period when cash inflows are constant ?
 (A) Fixed Assets/Current Assets
 (B) Fixed Assets/Current Liabilities
 (C) Initial Investment cost/Annual cash inflows
 (D) None of the above
17. The P/E ratio approach to stock valuation is also known as
 (A) Earnings multiplier approach
 (B) Dividend discounting approach
 (C) Required rate of return
 (D) None of the above
18. The capital structure theories which argue that capital structure is relevant to the value of firm contain
 I. Net Income Approach
 II. Net Operating Income Approach
 III. Traditional Approach
 IV. Modigliani and Miller Approach
 Find the correct combination according to the code :
 (A) I & II are correct.
 (B) I & III are correct.
 (C) III & IV are correct.
 (D) II & IV are correct.
19. Short term financing instruments may contain
 I. Commercial Paper
 II. Public Deposits
 III. Term Loans
 IV. Trade Credit
 Find the correct combination according to the code.
 (A) I, II & III are correct.
 (B) II, III & IV are correct.
 (C) III & IV are correct.
 (D) I, II & IV are correct.

20. For calculating weighted average cost of capital, cost of each source of capital is multiplied by proportion applicable to it. The proportions may be based on
 (A) Book values only
 (B) Target capital structure only
 (C) Market values only
 (D) All of the above
21. Which of the following is not included in 7 P's of services marketing ?
 (A) Process (B) People
 (C) Pricing (D) Public relations
22. Which of the following is not a stage in the new product development ?
 (A) Generation of ideas
 (B) Business analysis
 (C) Market segmentation
 (D) Test marketing
23. Industrial marketing involves
 (A) Business to Business
 (B) Business to Customer
 (C) Customer to Customer
 (D) Retailer to Consumer
24. The concept of Marketing Myopia is propounded by
 (A) Philip Kotler
 (B) C.K. Prahalada
 (C) Peter Drucker
 (D) Theodore Levitt
25. In which stage of product life cycle, the company takes decision whether to maintain, harvest or drop the product ?
 (A) Introduction (B) Growth
 (C) Maturity (D) Decline
26. Which of the following is the best technique to manage the existing products ?
 (A) Ansoff Matrix
 (B) Balanced score card
 (C) BCG Matrix
 (D) Product life cycle analysis
27. Which of the following is not an element of production management ?
 (A) Plant (B) Profit
 (C) Process (D) People
28. Production Management Tactical Planning decisions include
 (A) Establishing parameters for measuring operational efficiency and productivity.
 (B) Establishing quality specifications and test details.
 (C) Determining starting and finishing time of each job in the work stations.
 (D) None of the above
29. Work study refers to
 (A) Analysis of work into smaller parts followed by re-arrangement of these parts to give the same effectiveness at lesser cost.
 (B) Analytical investigation of the methods involved in the work.
 (C) Developing new methods to give work effectiveness.
 (D) All of the above
30. Economic lot size is known as
 (A) the lot size for which the total cost per time period is minimum.
 (B) the ordering cost and carrying cost are minimum.
 (C) the lot size that strikes a balance between ordering cost and carrying cost.
 (D) the quantity to be ordered each time is fixed.

31. Objective of Value Engineering is
 (A) Reduce cost without reducing the quality.
 (B) Increase value without increasing the cost.
 (C) Reduce cost by reducing the quality.
 (D) None of the above
32. If the independent variates x_i ($i = 1, 2, \dots, n$) are normally distributed about a common mean, a , with a common variance, σ^2 , their mean is also normally distributed about a , but with a variance
 (A) $n\sigma^2$
 (B) $\frac{\sigma^2}{n}$
 (C) $(\sigma^2)^n$
 (D) $\frac{\sigma^n}{2}$
33. The weak law of large numbers is another version of
 (A) convergence in probability
 (B) random number generation
 (C) financial probability law
 (D) poisson probability law
34. The basic assumptions underlying the t-test for the difference of two sample means are that the parent populations are _____ and population variances are _____
 (A) of any shape; equal and known
 (B) normal; equal and known
 (C) normal; equal but unknown
 (D) normal; unequal but known
35. LAN stands for
 (A) Large Area Network
 (B) Local Area Network
 (C) Long Accurate Network
 (D) Lay Access Network
36. If X is normally distributed with mean 30 and s.d. 5 and $\Phi(x)$ denotes

$$\frac{1}{\sqrt{2\pi}} \int_0^x e^{-\frac{1}{2}t^2} dt$$
 then $P(26 \leq X \leq 40)$ and $P(X \geq 45)$ are given by
 (A) $\Phi(.8) + \Phi(.2)$ and $\Phi(3) - \frac{1}{2}$
 (B) $\Phi(2) - \Phi(.8)$ and $\frac{1}{2} - \Phi(3)$
 (C) $\Phi(2) - \Phi(.8)$ and $\frac{1}{2} + \Phi(3)$
 (D) $\Phi(.8) + \Phi(2)$ and $\frac{1}{2} - \Phi(3)$
37. What enables the management to find out whether the strategic management process are appropriate, compatible and functioning in the desirable direction ?
 (A) Implementation control
 (B) Special alert control
 (C) Premise control
 (D) Strategic control
38. Which one is not the part of Michael Porter's five forces model ?
 (A) Threat of substitutes
 (B) Firm's core competence
 (C) Rivalry among existing players
 (D) Threat of new entrants
39. Which of the following strategy is regarded unfair ?
 (A) Collusion
 (B) Strategic alliance
 (C) Differentiation
 (D) Turn around strategy

40. Which of the following relationship strategies result into forming of a new organisation ?
 (A) Strategic alliance
 (B) Partnership
 (C) Joint venture
 (D) None of the above
41. A growth strategy is designed to increase
 (A) the scale and scope of the Business operations.
 (B) the corporate image of the business.
 (C) corporate social responsibility of business.
 (D) none of the above.
42. Cost leadership strategy is related to
 (A) Functional strategy
 (B) SBU strategy
 (C) Corporate strategy
 (D) Global strategy
43. Countries derive their competitive advantage in international trade through their
 (A) Comparative cost advantage
 (B) Contribution to the World trade
 (C) Natural endowments
 (D) All of the above
44. Which analysis helps to understand the strength and weaknesses of a firm ?
 (A) Environment analysis
 (B) Business analysis
 (C) SWOT analysis
 (D) None of the above
45. Which one of the following is not the social responsibility of business ?
 (A) Adopting village for development.
 (B) Providing drinking water and medical facilities in remote villages.
 (C) Construction of Temples.
 (D) Opening in House R & D department.
46. What is the acronym for SIDBI ?
 (A) Short Investment Development Bank of India.
 (B) Stock Investment Development Bank of India.
 (C) Small Investment Development Bank of India.
 (D) Small Industries Development Bank of India.
47. Identify from the options given below, which one is not a source of business ethics ?
 (A) Religion
 (B) Legal system
 (C) Culture
 (D) Political system
48. Where law fails,
 (A) Ethics also fails
 (B) Ethics can succeed
 (C) Government can protect
 (D) None of the above
49. Which one of the options is not an ethical issue for an organisation ?
 (A) Save water
 (B) Save energy
 (C) Save money
 (D) Respect woman
50. Which of the following is an example of an external threat ?
 (A) Economies of scale
 (B) Decreased competition
 (C) New Trade Regulations
 (D) Global sales potential