

Test Booklet Series



Test Booklet
(Management)

Test Booklet No.

Name of Applicant Answer Sheet No.

Applicant ID/Roll No. : Signature of Applicant :

Date of Examination : Signature of the Invigilator(s)

Time of Examination : 1.

2.

Duration : 2 Hour]

[Maximum Marks : 100

IMPORTANT INSTRUCTIONS

- (i) The question paper is in the form of Test-Booklet containing **100 (Hundred)** questions. All questions are compulsory. Each question carries four answers marked (A), (B), (C) and (D), out of which only one is correct. Choose the correct option or the most appropriate option.
- (ii) On receipt of the Test-Booklet (Question Paper), the candidate should immediately check it and ensure that it contains all the pages, i.e., **100** questions. Discrepancy, if any, should be reported by the candidate to the invigilator immediately after receiving the Test-Booklet.
- (iii) A separate Answer-Sheet is provided with the Test-Booklet/Question Paper. On this sheet there are **100** rows containing four circles each. One row pertains to one question.
- (iv) The candidate should write his/her Application ID/Roll number at the places provided on the cover page of the Test-Booklet/Question Paper and on the Answer-Sheet and NOWHERE ELSE.
- (v) No second Test-Booklet/Question Paper and Answer-Sheet will be given to a candidate. The candidates are advised to be careful in handling it and writing the answer on the Answer-Sheet.
- (vi) For every correct answer of the question **One (1) mark will be awarded**. There will be negative marking and 1/4 (0.25) mark will be deducted for every incorrect answer.
- (vii) Marking shall be done only on the basis of answers responded on the Answer-Sheet.
- (viii) To mark the answer on the Answer-Sheet, candidate should darken the appropriate circle in the row of each question with Blue or Black pen.
- (ix) For each question only **one** circle should be **darkened** as a mark of the answer adopted by the candidate. If more than one circle for the question are found darkened or with one black circle any other circle carries any mark, the answer will be treated as incorrect.
- (x) The candidates should not remove any paper from the Test-Booklet/Question Paper. Attempting to remove any paper shall be liable to be punished for use of unfair means.
- (xi) Rough work may be done on the blank space provided in the Test-Booklet/Question Paper only.
- (xii) *Mobile phones (even in Switch-off mode) and such other communication/programmable devices are not allowed inside the examination hall.*
- (xiii) No candidate shall be permitted to leave the examination hall before the expiry of the time.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL ASKED TO DO SO.

PART-A

1. Research is
 - (A) Searching again and again
 - (B) Finding a solution to any problem
 - (C) Working in a scientific way to search for the truth of any problem
 - (D) None of the above
2. The conceptual framework in which research is conducted is called a
 - (A) Synopsis of research
 - (B) Research design
 - (C) Research hypothesis
 - (D) Research paradigm
3. What are the main characteristics of Scientific Research?
 - (A) Empirical
 - (B) Theoretical
 - (C) Experimental
 - (D) All the above
4. Which research design will be most appropriate to study the relationship between the level of aspirations and achievement of rural children?
 - (A) Experimental Research Design
 - (B) Ex Post Facto Research Design
 - (C) Historical Research Design
 - (D) Survey Research Design
5. The principles of fundamental research are used in:
 - (A) action research
 - (B) applied research
 - (C) philosophical research
 - (D) historical research
6. A shift in attitude in respondents between two points during data collection is called
 - (A) Reactive effect
 - (B) Maturation effect
 - (C) Regression effect
 - (D) Conditioning effect
7. Ethical Norms in research do not involve guideline for:
 - (A) Thesis Format
 - (B) Copyright
 - (C) Patenting Policy
 - (D) Data sharing Policy

8. The primary objective of an experimental research design is to:
- (A) Explore an unknown topic.
 - (B) Establish cause-and-effect relationships.
 - (C) Describe a population or situation.
 - (D) Examine the relationship between variables without manipulation.
9. The research that aims at immediate application is:
- (A) Action Research
 - (B) Empirical Research
 - (C) Conceptual Research
 - (D) Fundamental Research
10. A null hypothesis is
- (A) when there is no difference between the variables
 - (B) the same as research hypothesis
 - (C) subjective in nature
 - (D) when there is difference between the variables
11. When the researcher rejects a true null hypothesis a ----- error occurs.
- (A) Type I
 - (B) Type A
 - (C) Type II
 - (D) Type B
12. The researcher is usually interested in supporting when he or she is engaging in hypothesis testing:
- (A) The alternative Hypothesis
 - (B) The null Hypothesis
 - (C) Both alternative and null Hypothesis
 - (D) Neither the alternative or null Hypothesis
13. A research design is often described as the "blueprint" for a research project. This emphasizes its role in:
- (A) Collecting data
 - (B) Analysing data
 - (C) Providing a strategy and framework for the study
 - (D) Presenting findings

14. What is a cross-sectional research design?
- (A) A design in which a data is collected at one point of time.
 - (B) A design in which data is collected over a period of time.
 - (C) A design in which data is collected from a representative sample of the population.
 - (D) A design in which data is collected from a non-representative sample of the population.

15. Match the measurement scale to the given variables:

Scale of measurement	Variable
(a) Nominal	(i) Height of student
(b) Ordinal	(ii) Time of day
(c) Interval	(iii) Caste
(d) Ratio	(iv) Rank of Army Personnel

Choose the correct answer from the options given below:

- (A) (a) – (i), (b) – (ii), (c) – (iii), (d) – (iv)
 - (B) (a) – (ii), (b) – (iii), (c) – (iv), (d) – (i)
 - (C) (a) – (iii), (b) – (iv), (c) – (ii), (d) – (i)
 - (D) (a) – (iv), (b) – (i), (c) – (ii), (d) – (iii)
16. Which is the simplest form of Measurement?
- (A) Ordinal
 - (B) Nominal
 - (C) Ratio
 - (D) Interval
17. The data is obtained through a survey conducted is called:
- (A) Primary data
 - (B) Secondary data
 - (C) Continuous data
 - (D) Qualitative data
18. A survey in which the information is collected from each and every individual of the population is known as:
- (A) Sample survey
 - (B) Pilot survey
 - (C) Biased survey
 - (D) Census survey
19. Interview is an example of which data?
- (A) Primary data
 - (B) Secondary data
 - (C) Both (A) and (B)
 - (D) None of the above

20. What is the process of organizing raw data into rows and columns for systematic analysis called?
- (A) Compilation (B) Presentation
(C) Tabulation (D) Classification
21. The graphical representation of a frequency distribution is called
- (A) Bar chart (B) Line chart
(C) Histogram (D) Pie char
22. Identify the correct sequence of research steps:
- (A) Selection of topic, review of literature, data collection, interpretation of findings
(B) Review of literature, selection of topic, data collection, and interpretation of findings
(C) Selection of topic, data collection, review of literature, interpretation of findings
(D) Selection of topic, review of literature, interpretation of findings, data collection
23. When a research problem is related to heterogeneous population, the most suitable sampling method is:
- (A) Cluster Sampling (B) Stratified Sampling
(C) Convenient Sampling (D) Lottery Method
24. A researcher wants to study the long-term effects of a new teaching method on student performance over several years. Which research design would be most appropriate?
- (A) Cross-sectional design (B) Case study design
(C) Longitudinal design (D) Survey design
25. From the list given below identify those which are called non-probability sampling procedures:
- (i) Simple random sampling
(ii) Dimensional sampling
(iii) Snowball sampling
(iv) Cluster sampling
(v) Quota sampling
(vi) Stratified sampling
- Choose the correct option
- (A) (i), (ii) and (iii) (B) (ii), (iv) and (v)
(C) (i), (iii) and (v) (D) (ii). (iii) and (v)

26. Among the following types of sampling techniques, which one is also known as 'Judgmental' sampling?
- (A) Quota sampling (B) Convenience Sampling
(C) Cluster Sampling (D) Purposive Sampling
27. The primary objective of an experimental research design is to:
- (A) Explore an unknown topic.
(B) Establish cause-and-effect relationships.
(C) Describe a population or situation.
(D) Examine the relationship between variables without manipulation.
28. "Students from the pure mathematics background can crack a bank recruitment test"—Which type of hypothesis is this?
- (A) Relational Hypothesis (B) Descriptive hypothesis
(C) Two tailed Hypothesis (D) Null Hypothesis
29. Parametric tests make assumptions on:
- (A) The population size (B) The underlying distribution
(C) The sample size (D) The mean sample
30. If the researcher has a nominal data, which non parametric test will he/she can use:
- (A) T-test (B) Z-test
(C) Chi square test (D) All the above
31. If a researcher needs to verify whether there is a significant difference between the means of two groups to test a hypothesis, which statistical method would he/she employ?
- (A) Chi-square test (B) Correlation coefficient
(C) Sign-test (D) Student's t-test

32. Chi-square is used to analyse:
- (A) Scores
 - (B) Ranks
 - (C) Frequencies
 - (D) None of these
33. On which of the following does the critical value for a chi-square statistic rely?
- (A) The degrees of freedom
 - (B) The sum of the frequencies
 - (C) The row totals
 - (D) The number of variables
34. Calculated value of chi-square is always.....
- (A) Positive
 - (B) Negative
 - (C) Zero
 - (D) None of these
35. Which of the following best describes the purpose of using ANOVA in research?
- (A) ANOVA is used to compare the means of two groups.
 - (B) ANOVA is use to compare the means of more than two groups.
 - (C) ANOVA is used to determine the correlation between two variables.
 - (D) ANOVA is used to determine the interaction effect between dependent variables.
36. What do ANOVA calculate?
- (A) T-Ratio
 - (B) Chi-square
 - (C) Z-Ratio
 - (D) F-Ratio
37. What is the primary goal of factor analysis?
- (A) To predict a dependent variable from multiple independent variables.
 - (B) To reduce a large number of variables into a smaller set of underlying factors.
 - (C) To determine the causal relationship between variables.
 - (D) To calculate the correlation between two variables.
38. Which assumption is required for factor analysis?
- (A) Extreme collinearity exists among variables.
 - (B) Variables have a skewed distribution.
 - (C) A linear relationship exists among variables.
 - (D) There are many outliers in the data.

39. When using Principal Component Analysis (a common method for factor analysis), what does the first principal component capture?
- (A) The minimum variance. (B) The mean deviation.
(C) The maximum variance. (D) The average variance.
40. Which statistical measure is used to assess the sampling adequacy for conducting factor analysis?
- (A) Kaiser-Meyer-Olkin (KMO) measure.
(B) Bartlett's test of sphericity.
(C) Eigenvalue.
(D) All of the above.
41. The process by which we estimate the value of dependent variable on the basis of one or more independent variable is called:
- (A) Correlation (B) Regression
(C) Residual (D) Slope
42. The major characteristic of correlation analysis is to seek out
- (A) Differences among variables (B) Variations among variables
(C) Association among variables (D) Regression among variables
43. A correlation coefficient (r) of -1.0 indicates a:
- (A) Perfect positive correlation (B) Weak positive correlation
(C) No correlation (D) Perfect negative correlation
44. The statistical tool that studies the degree of association between two variables is called:
- (A) Regression (B) Standard error
(C) Index numbers (D) Correlation
45. Which type of correlation analysis is appropriate for examining the relationship between variables with non-linear relationships?
- (A) Pearson's correlation
(B) Spearman's rank correlation
(C) Both Pearson's and Spearman's
(D) Neither Pearson's nor Spearman's

46. What is the primary goal of cluster analysis?
- (A) Classifying data into predefined groups.
 - (B) Predicting a continuous value.
 - (C) Grouping similar data points together based on their characteristics.
 - (D) Reducing the number of variables in a dataset.
47. The primary purpose of conjoint analysis is to:
- (A) Identify which customer segments are most profitable.
 - (B) Determine the price elasticity of demand for an existing product.
 - (C) Quantify the value that consumers place on different features of a product or service.
 - (D) Predict sales volume for a new product with absolute certainty.
48. The most common type of conjoint analysis, which presents respondents with sets of product profiles and asks them to choose the one they prefer most, is known as:
- (A) Adaptive Conjoint Analysis (ACA).
 - (B) Choice-Based Conjoint (CBC).
 - (C) Full-Profile Conjoint Analysis.
 - (D) Self-Explicated Conjoint Analysis.
49. Which statement is an accurate representation of a "trade-off" in conjoint analysis?
- (A) A decision to buy a product from one brand over another.
 - (B) A decision to delay a purchase until a later date.
 - (C) A customer choosing a larger screen over longer battery life for a phone.
 - (D) A customer buying a product with all the most desired features.
50. What is the primary purpose of discriminant analysis?
- (A) To determine the effect of independent variables on a continuous dependent variable.
 - (B) To identify the underlying structure or dimensions within a set of variables.
 - (C) To classify cases into two or more distinct, pre-defined groups based on a set of predictor variables.
 - (D) To cluster data points into a specific number of groups based on their similarities.

PART-B
(Management)

51. Which of the following oligopoly firms' architectural framework is often describes as first mover advantage model?
(A) The Cournot Model (B) The Stackelberg Model
(C) The Bertrand Model (D) The Kinked demand curve model
52. Which one of the following means a mandatory settlement of an individual dispute by a labour court or a tribunal?
(A) Collective bargaining (B) Arbitration
(C) Conciliation (D) Adjudication
53. Which one the following describes the relationship between market value of a firm's securities and replacement cost of its physical assets?
(A) Tobin's q-ratio (B) Residual analysis
(C) Retention ratio (D) Book to price ratio
54. In Porter's Generic Strategies Model, a focus strategy involves :
(A) Selling a limited range of products
(B) Selling to a narrow customers segment
(C) Selling simple products that are cheap to produce
(D) Selling complex products that are costly to produce
55. Complex buying behaviour is characterised by :
(A) Products are of low risks, but the involvement level is high
(B) When the level of involvement is high and the significant difference the brand is low
(C) When the level of involvement is low and significant difference among the brand is high
(D) When the level of involvement is high and significant difference among the brand is high
56. A brand extension strategy refers to :
(A) Extending existing brand names to forms of an existing product strategy
(B) Extending an existing brand name to a new or modified product in a new category
(C) Coming out with different brands in a given product category
(D) All the above

57. Award under the Industrial Dispute Act, 1947 is :
- (a) Interim determination of Labour Court.
 - (b) Not an arbitration award under section 10 A
 - (c) Final determination of Labour Court
 - (d) Not final determination of Labour Court
- Choose the most appropriate answer from the options given below :
- (A) (a) and (c) only
 - (B) (a) and (b) only
 - (C) (a), (b) and (c) only
 - (D) (b) and (d) only
58. Which of the following cause conflicting ranking of an investment opportunity under NPV and IRR criteria?
- (a) Cash flow disparity.
 - (b) Investment size dispute.
 - (c) Investment life disparity.
 - (d) Product life cycle disparity.
- Choose the most appropriate answer from the option given below :
- (A) (a), (b) and (c) only
 - (B) (b), (c) and (d) only
 - (C) (a), (c) and (d) only
 - (D) (a), (b) and (d) only
59. Based on asymmetric information, managers prefer to finance firm's capital structure in which orders are postulated in the pecking order theory?
- (a) Retained earnings and internal sources.
 - (b) External debt financing.
 - (c) Hybrid security and convertible bonds.
 - (d) New issues of equity share.
- Choose the correct order from the options given below :
- (A) (a), (d), (c) and (b)
 - (B) (a), (b), (c) and (d)
 - (C) (b), (c), (a) and (d)
 - (D) (c), (d), (a) and (b)
60. According to the Ansoff Product Market Expansion Grid, intensification can be achieved through three distinct strategies. Identify them out of the following :
- (a) Market attractiveness.
 - (b) Market penetration.
 - (c) Market development.
 - (d) Product development.
- Choose the correct answer from the option given below :
- (A) (a), (b) and (c) only
 - (B) (b), (c) and (d) only
 - (C) (a), (b) and (d) only
 - (D) (a), (c) and (d) only

61. Match List-I and List-II :

List-I		List-II	
(a) Consumer clinics	(i)	A consumer shop in a store simulated on the computer screen by touching product image on the screen and purchasing it by touching the picture of a shopping cart.	
(b) Market experiments	(ii)	It is the stimulation of consumer behaviour using computer models based on the theory of complexity to assess the impact of managerial decisions.	
(c) Virtual shopping	(iii)	These are conducted in the actual marketplace with similar socio-economic characteristics to record consumer responses consequent to given changes in the demand determinants.	
(d) Virtual management	(iv)	These are laboratory experiments in which the participations are given a sum of money and asked to spend it in a simulated store to see how they react to changes.	

Choose the correct answer from the options given below :

- | | |
|--|--|
| (A) (a)-(ii), (b)-(iii), (c)-(i), (d)-(iv) | (B) (a)-(iv), (b)-(iii), (c)-(i), (d)-(ii) |
| (C) (a)-(iii), (b)-(i), (c)-(ii), (d)-(iv) | (D) (a)-(iv), (b)-(iii), (c)-(ii), (d)-(i) |

62. Match List-I and List-II :

List-I		List-II	
(a) Value creation	(i)	Time value of money	
(b) Value protection	(ii)	Options and future	
(c) Asset pricing	(iii)	Mergers and acquisitions	
(d) Price discovery	(iv)	CAPM and APT	

Choose the correct answer from the option given below :

- | | |
|--|--|
| (A) (a)-(iii), (b)-(i), (c)-(iv), (d)-(ii) | (B) (a)-(ii), (b)-(iv), (c)-(i), (d)-(ii) |
| (C) (a)-(i), (b)-(ii), (c)-(iii), (d)-(iv) | (D) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i) |

63. While obtaining the optimal solution to the linear programming problem, by using graphical method, which one of the following is contradictory to the essential requirements?
- (A) Collection of all feasible solutions entails the use of a convex set
 - (B) There are infinite number of basic feasible solutions within the solution space
 - (C) In the convex set of the feasible solutions, atleast one of the extreme points gives an optimal solution
 - (D) The value of the objective function will be the same for all convex combinations of the extreme points if such points are more than one in the feasible solution space

64. Indicate the correct code from the following types of the long run average cost curves on which the minimum average cost of production in long run can be determined?

- (i) Long run average cost curve under normal production function.
- (ii) Long run average cost curve under linearly homogeneous production function.
- (iii) Planning curve.
- (iv) Envelope curve.

Choose the correct answer from the code given below :

Codes :

- | | |
|------------------------------|------------------------------|
| (A) Only (i), (iii) and (iv) | (B) Only (i), (ii) and (iii) |
| (C) Only (i), (ii) and (iv) | (D) Only (ii) and (iv) |

65. Monopoly situation in the market is not desirable mainly because the monopolist:
- (A) seeks to earn net revenue on the sale of all goods including those involving no cost of production
 - (B) is able to charge different prices from different categories of buyers
 - (C) will produce below its economic capacity level when it exhibits satisfaction with the normal profit only
 - (D) is able to earn net revenue in all time periods

66. Match the items of List-I with the items of List-II and choose the correct answer from the code given below.

List-I

- (a) X chart
- (b) P chart
- (c) C chart
- (d) R chart

List-II

- (i) Number of defects
- (ii) Variations between samples
- (iii) Variations within samples
- (iv) Proportion of defectives

Codes :

- (A) (a)-(iv), (b)-(ii), (c)-(iii), (d)-(i)
- (B) (a)-(ii), (b)-(iv), (c)-(i), (d)-(iii)
- (C) (a)-(ii), (b)-(iv), (c)-(iii), (d)-(i)
- (D) (a)-(iv), (b)-(ii), (c)-(i), (d)-(iii)

67. Following are the statements on the Mintzberg's organisational type. Choose the correct statements :

- (a) Entrepreneurial organisations primarily focus on skills standardization.
- (b) Professional organisations primarily focus on output standardisation.
- (c) Innovative organisations primarily focus on mutual adjustment.
- (d) Missionary organisations primarily focus on norms standardisation.
- (e) Innovative organisations do not focus on mutual adjustment.

Choose the correct answer from the options given below :

- (A) (a), (c), (d) and (e) only
- (B) (a), (b), (c) and (e) only
- (C) (c) and (d) only
- (D) (a), (b) and (e) only

68. Arrange the following steps of job evaluation in the proper sequence :

- (a) Review job descriptions and job specifications.
- (b) Select compensable factors.
- (c) Choose benchmark jobs.
- (d) Define each factor's degree.
- (e) Assign weights to compensable factors.

Choose the correct answer from the options given below :

- (A) (a), (e), (b), (d), (c)
- (B) (c), (b), (e), (d), (a)
- (C) (a), (c), (b), (e), (d)
- (D) (c), (b), (e), (a), (d)

69. Match List-I with List-II :

List-I

(Organisational Appraisal Techniques)

- (a) Balanced Scorecard
- (b) Economic Value-added Analysis
- (c) VRJO framework
- (d) Business intelligence

List-II

(Names of Proposers)

- (i) Barney
- (ii) Howard J. Dresner
- (iii) Stern Stewart & Company
- (iv) Robert S. Kaplan and David P. Norton

Choose the correct answer front the options given below:

- (A) (a) - (iv), (b) - (i), (c) - (iii), (d) - (ii)
- (B) (a) - (iv), (b) - (iii), (c) - (i), (d) - (ii)
- (C) (a) - (iii), (b) - (iv), (c) - (i), (d) - (ii)
- (D) (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)

70. The major problems faced by rural entrepreneurs are :

- (a) Rate of interest charged by commercial banks is too high.
- (b) Inability to market their products and services.
- (c) Lack of comprehensive training on required skills.
- (d) Inability to handle cultural issues.
- (e) Difficulty in opening bank accounts due to lack of documents.

Choose the correct answer from the options given below :

- (A) (a) and (b) only
- (B) (a), (d) and (e) only
- (C) (b) and (c) only
- (D) (c), (d) and (e) only

71. Match List-I with List-II :

List-I (Emphases of OB)

- (a) Macro-applied
- (b) Micro-applied
- (c) Macro-theoretical
- (d) Micro-theoretical

List-II (Related Disciplines)

- (i) Organisation development
- (ii) Organisational behaviour
- (iii) Human Resource Management
- (iv) Organisation Theory

Choose the correct answer from the options given below :

- (A) (a) - (ii), (b) - (iii), (c) - (iv), (d) - (i)
- (B) (a) - (i), (b) - (iii), (c) - (iv), (d) - (ii)
- (C) (a) - (i), (b) - (iv), (c) - (iii), (d) - (ii)
- (D) (a) - (iii), (b) - (ii), (c) - (i), (d) - (iv)

72. An organisational vision should include :
- (a) An organisational charter of core values and principles.
 - (b) A strategy or plan and a view from the top.
 - (c) The source of priorities, plans and goals.
 - (d) A pusher into the future.
 - (e) A determination and publication of what makes an organisation unique.
- Choose the correct answer from the options given below :
- (A) (b), (c) and (d) only
 - (B) (a), (c) and (d) only
 - (C) (a), (c) and (e) only
 - (D) (a), (d) and (e) only
73. In competitive markets, a new firm will enter the market in which of the following situations?
- (A) $P > ATC$
 - (B) $P < ATC$
 - (C) $P = MC$
 - (D) $P = MR = MC$
74. Employees' belief in the degree to which they affect their work environment, their competence, the meaningfulness of their job and perceived autonomy in their work is known as :
- (A) Job involvement
 - (B) Job satisfaction
 - (C) Psychological empowerment
 - (D) Organizational commitment
75. Which of the following prevent the majority of managers from effective implementation and sustainability?
- (a) Hollow talk
 - (b) Debilitating fear
 - (c) Complex measurement systems
 - (d) Mindless reliance
 - (e) Constructive internal competition
- Choose the correct answer from the options given below:
- (A) (b), (c) only
 - (B) (a), (b), (d) only
 - (C) (a), (b), (c), (d) only
 - (D) (c), (d), (e) only

76. Which of the following statements are true about line balancing?
- (a) The total amount of work on a line is divided into different tasks.
 - (b) Line balancing mainly ensures that each work station gets approximately equal amount of time.
 - (c) Cycle time is determined by the minimum time required at any workstation.
 - (d) Line balancing is not useful for the process industry.
 - (e) Tasks are assigned to workstations that allow the work to be performed in a feasible sequence.

Choose the correct answer from the options given below :

- | | |
|---------------------------|---------------------------|
| (A) (c), (d) and (e) only | (B) (a) and (e) only |
| (C) (a), (b) and (c) only | (D) (b), (c) and (d) only |

77. Arrange the steps of novel product design thinking process in a sequential order:

- (a) Define
- (b) Test
- (c) Prototype
- (d) Empathise
- (e) Ideate

Choose the correct answer from the options given below :

- | | |
|-----------------------------|-----------------------------|
| (A) (e), (d), (a), (b), (c) | (B) (a), (c), (d), (e), (b) |
| (C) (d), (a), (e), (c), (b) | (D) (b), (c), (d), (e), (a) |

78. Arrange the following steps of marketing process in the sequential order :

- (a) Capture value from customers to create profits and customer equity.
- (b) Understand the market place and customer needs and wants.
- (c) Build profitable relationships and create customer delight.
- (d) Construct an integrated marketing program that delivers superior value.
- (e) Design a customer-driven marketing strategy.

Choose the correct answer from the options given below:

- | | |
|-----------------------------|-----------------------------|
| (A) (b), (d), (e), (a), (c) | (B) (b), (e), (d), (c), (a) |
| (C) (e), (b), (c), (d), (a) | (D) (d), (a), (b), (c), (e) |

79. Which of the following are NOT motivational factors according to Herzberg?

- (a) Interpersonal relations
- (b) Work itself
- (c) Advancement
- (d) Achievement
- (e) Salary

Choose the correct answer from the options given below :

- (A) (a) and (e) only
- (B) (a) and (b) only
- (C) (b) and (d) only
- (D) (c) and (e) only

80. Gantt chart is applicable to :

- (A) Time study
- (B) Production scheduling
- (C) Sales Forecasting
- (D) Motion Study

81. "Udyam Assist Platform" developed by the SIDBI cater to which of the following enterprises?

- (A) Small Enterprises
- (B) Medium Enterprises
- (C) Export Oriented Enterprises
- (D) Informal Micro Enterprises

82. Which of the following correctly explains the notion of consumer surplus?

- (A) The difference between what consumers are willing to pay for a given quantity of goods and services and the amount they actually pay
- (B) The difference between what consumers are willing to buy given quantity of goods and services and the quantity they actually buy
- (C) The difference between what consumers are willing to plan to buy given quantity of goods and services and the quality they actually buy
- (D) The difference between total utility and addition to total utility from goods and services the consumers buy

83. If the employers' attitude towards trade unions is of acceptance, their behaviour will be :

- (A) Dictatorial
- (B) Paternal
- (C) Business-like
- (D) Participative

84. A portion of a market that is so well suited to a firm's internal and external environment that other firms are not likely to challenge and dislodge it, is called :

- (A) Core competency
- (B) Propitious niche
- (C) Market segment
- (D) Product positioning

85. An approach to corporate strategy in which top management views its product lines and business units as a series of investments from which it expects a profitable return is called :

- (A) Business mix
- (B) Integrated strategy
- (C) Portfolio analysis
- (D) Scenario analysis

86. Which of the following marketing strategy falls under Geocentric kind of international orientation?

- (A) Extension of domestic strategy to foreign markets
- (B) Global standardisation
- (C) Localisation
- (D) Trade-off between localization and standardisation

87. Which of the following are the traits of successful leaders?

- (a) Creative
- (b) Assertive
- (c) Persuasive
- (d) Decisive
- (e) Self-confident

Choose the most appropriate answer from the options given below :

Codes :

- (A) (a), (c), (d) only
- (B) (a), (b), (e) only
- (C) (b), (c), (d), (e) only
- (D) (b), (d), (e) only

88. Which of the following are three levels of training in the six-sigma quality system?

- (a) Blue Belts
- (b) Yellow Belts
- (c) Black Belts
- (d) Red Belts
- (e) Green Belts

Choose the most appropriate answer from the options given below :

Codes :

- | | |
|---------------------------|---------------------------|
| (A) (a), (b) and (c) only | (B) (c), (d) and (e) only |
| (C) (a), (d) and (e) only | (D) (b), (c) and (e) only |

89. Which of the following are construed for government intervention to support entrepreneurship and small firms?

- (a) Stimulate demand and new venture creation in the emerging sectors.
- (b) Decentralised asset ownership and people participation.
- (c) Help firms to adopt new technology to avoid market failure.
- (d) Supporting women participation in business and high-tech firms.
- (e) Export promotion and currency stabilisation.

Choose the most appropriate answer from the options given below :

Codes :

- | | |
|---------------------------|---------------------------|
| (A) (a), (b) and (c) only | (B) (c), (d) and (e) only |
| (C) (a), (c) and (d) only | (D) (b), (d) and (e) only |

90. Match List-I with List-II :

List-I
(Buyer's Need Assessment Question)

- (a) Problem Impact Question
- (b) Problem discovery question
- (c) Solution value question
- (d) Situational question

- List-II**
(Example)
- (i) How much inventory of the product do you carry?
 - (ii) Have you experienced any delays in getting those materials from your current suppliers?
 - (iii) What effects do the delays in receiving the materials have on your production costs?
 - (iv) If the rejection rate on your quality inspection is reduced to under 1%, how much would that save you?

Choose the correct answer from the options given below :

Codes :

- (A) (a) - (ii), (b) - (i), (c) - (iv), (d) - (iii)
- (B) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i)
- (C) (a) - (i), (b) - (iii), (c) - (ii), (d) - (iv)
- (D) (a) - (iii), (b) - (ii), (c) - (iv), (d) - (i)

91. Match List-I with List-II:

List-I		List-II
(a) Crashing an activity	(i)	Length of the longest path through the project network.
(b) Project Network	(ii)	It shows the time and cost when the activity is fully crashed.
(c) Critical path	(iii)	It consists of a number of nodes and a number of arcs that connects two different nodes.
(d) Crash point	(iv)	Taking special (costly) measures to reduce the duration of an activity below its normal value.

Choose the correct answer from the options given below :

Codes :

- (A) (a) - (ii), (b) - (iv), (c) - (iii), (d) - (i)
- (B) (a) - (iv), (b) - (iii), (c) - (i), (d) - (ii)
- (C) (a) - (iv), (b) - (iii), (c) - (ii), (d) - (i)
- (D) (a) - (iii), (b) - (i), (c) - (iv), (d) - (ii)

92. Arrange the following steps of Strategic Human Resource Management in the logical sequence.

- (a) Improve participative management.
- (b) To promote teamwork.
- (c) Shift focus from statutory participation to total participation.
- (d) Achieve group cohesiveness by inculcating participative management.
- (e) To achieve excellence in human resource management.

Choose the correct answer from the options given below :

Codes :

- | | |
|-----------------------------|-----------------------------|
| (A) (e), (d), (b), (a), (c) | (B) (e), (b), (d), (a), (c) |
| (C) (b), (a), (d), (e), (c) | (D) (a), (c), (e), (b), (d) |

93. Given below are two statements, one labelled as Assertion and the other labelled as Reason. Read the statements and choose the correct answer using the code given below :

Assertion "A" : In the 21st century we are going to need a new generation of leaders; not managers.

Reason "R" : Leadership is about developing a vision of the future rather than just aligning people by this vision and inspiring them to overcome hurdles.

Codes :

- (A) "A" is correct, but "R" is incorrect.
 - (B) Both "A" and "R" are incorrect.
 - (C) Both "A" and "R" are correct and "R" is the right explanation of "A".
 - (D) Both "A" and "R" are correct, but "R" is not the right explanation of "A".
94. The following two statements relate to probability distributions. Choose the correct code for the statements being correct or incorrect.

Statement I : When 'p' and 'q' are equal in the binomial distribution, the shape of the distribution is perfectly symmetrical irrespective of the size of 'n'.

Statement II : The mean and the variance of Poisson distribution are not equal.

Codes :

- (A) Statement II is correct, but I is incorrect
 - (B) Both the statements I and II are correct
 - (C) Both the statements I and II are incorrect
 - (D) Statement I is correct, but II is incorrect
95. The following statements relate to Restrictive Trade Practices (RTP). Choose the correct code for the statements being correct or incorrect.

Statement I : Often the low price is the result of the predatory pricing strategy; prompting selling at prices below cost.

Statement II : This is done with an aim to drive out existing competitors because predatory pricing is a restrictive trade practice.

Codes :

- (A) Both the statements I and II are incorrect
- (B) Statement I is correct, but II is incorrect
- (C) Both the statements I and II are correct
- (D) Statement II is correct, but I is incorrect

96. Which one of the following is considered as a threat to database and DBMS?
- (A) Unauthorised access (B) Log of system failures
(C) Insertion of viruses (D) Firewalls
97. Which one of the following cases is the case of conglomerate merger?
- (A) Vodafone India and Idea Cellular Ltd.
(B) Renusagar Power Supply and Hindalco
(C) Brooke Bond and Lipton with Hindustan Lever
(D) Godrej Soaps with loss-making Godrej Innovative Chemicals
98. A manufacturing company has an expected usage of 50,000 units of a certain product during next year. The cost of processing an order is 20 and the carrying cost per unit is Re. 0.50 for one year. What will be the Economic Ordering Quantity?
- (A) 2500 units (B) 2000 units
(C) 1500 units (D) 1000 units
99. Match the items of List-I with the items of List-II and choose the correct answer from the code given below :

List-I	List-II
(Macro strategies for developing customer value)	(Specific strategy)
(a) Customer excellence	(i) Store on the corner of a busy intersection
(b) Operational excellence	(ii) Unique merchandise
(c) Product excellence	(iii) Strong relationships with their suppliers
(d) Locational excellence	(iv) Effective branding

Codes :

- (A) (a) - (ii), (b) - (i), (c) - (iii), (d) - (iv)
(B) (a) - (ii), (b) - (iii), (c) - (i), (d) - (iv)
(C) (a) - (i), (b) - (iii), (c) - (iv), (d) - (ii)
(D) (b) - (i), (c) - (ii), (d) - (iii)

100. Match the items of List-I with the items of List-II and choose the correct answer from the code given below :

List-I

(Role of Manager)

- (a) Informational role
- (b) Interpersonal role
- (c) Decisional role

List-II

(Functions of Manager)

- (i) Figure head, Lacier, liaison
- (ii) Disturbance handler, resource allocator, negotiator
- (iii) Disseminator, monitors spokesperson

Codes :

- | | |
|---|--|
| (A) (a) - (iii), (b) - (i), (c) - (iii) | (B) (a) - (i), (b) - (iii), (c) - (ii) |
| (C) (a) - (ii), (b) - (i), (c) - (iii) | (D) (a) - (iii), (b) - (ii), (c) - (i) |

ROUGH WORK

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