

Test Booklet Series



**Test Booklet
(Management Studies)**

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**.
- (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
(Research Methodology)

1. The main objective of fundamental/basic research is:
(A) To solve an immediate practical problem
(B) To discover new facts and develop theories
(C) To evaluate existing social programs
(D) To study historical events
2. The scientific method of research is characterized by:
(A) Subjectivity and intuition
(B) Empiricism, objectivity, and replicability
(C) Relying solely on authority
(D) Lack of logical reasoning
3. While selecting a research topic, which of the following is the LEAST important consideration?
(A) Feasibility of the study
(B) Researcher's interest
(C) Availability of funds and time
(D) Personal biases of the researcher
4. The ethical principle of "Informed Consent" implies that:
(A) Participants must be forced to participate for the greater good
(B) Participants must be fully aware of the research procedures and agree voluntarily
(C) Researchers can hide the true purpose of the study to avoid bias
(D) Data can be shared publicly without participant knowledge
5. Fabrication, falsification, and plagiarism in research are collectively known as:
(A) Research misconduct
(B) Sampling error
(C) Ethical compliance
(D) Research methodology
6. Which research design is primarily concerned with describing the characteristics of a population or phenomenon?
(A) Exploratory research design
(B) Descriptive research design
(C) Experimental research design
(D) Diagnostic research design
7. In an experimental research design, the variable that is intentionally manipulated by the researcher is the:
(A) Dependent variable
(B) Extraneous variable
(C) Independent variable
(D) Control variable

8. Research conducted to find out the causes of an event that has already happened, without manipulating variables, is known as:
- (A) Action research (B) Ex-post facto research
(C) Applied research (D) Pure research
9. The "Control Group" in an experimental design is used to:
- (A) Introduce the experimental treatment
(B) Serve as a baseline for comparison with the experimental group
(C) Eliminate the dependent variable
(D) Increase the sample size
10. Deductive reasoning in the scientific method moves from:
- (A) Specific observations to general theories
(B) General theories to specific hypotheses
(C) Empirical data to conceptualization
(D) Null hypothesis to alternative hypothesis
11. Internal validity in an experimental design refers to:
- (A) The generalizability of the findings to the real world
(B) The certainty that the independent variable caused the changes in the dependent variable
(C) The consistency of the measuring instrument
(D) The representativeness of the sample
12. If every member of the population has an equal and independent chance of being selected, the sampling technique is called:
- (A) Purposive sampling (B) Convenience sampling
(C) Simple random sampling (D) Quota sampling
13. When the population is heterogeneous with distinct subgroups (strata), the most appropriate probability sampling technique is:
- (A) Simple random sampling (B) Stratified random sampling
(C) Cluster sampling (D) Snowball sampling

- 14.** In cluster sampling, the sampling units selected are:
- (A) Individual elements
 - (B) Natural groupings or categories (e.g., districts, schools)
 - (C) Homogeneous subgroups
 - (D) Volunteers
- 15.** Snowball sampling is specifically used when:
- (A) The population size is very large
 - (B) The sampling frame is readily available
 - (C) The population is hidden, rare, or difficult to access
 - (D) The researcher needs a perfectly representative sample
- 16.** The difference between a sample statistic and the true population parameter is termed as:
- (A) Systematic error
 - (B) Sampling error
 - (C) Measurement error
 - (D) Non-sampling error
- 17.** Which measurement scale classifies data into mutually exclusive categories without any order or ranking?
- (A) Ordinal scale
 - (B) Interval scale
 - (C) Nominal scale
 - (D) Ratio scale
- 18.** A Likert scale (Strongly Disagree to Strongly Agree) is technically an example of:
- (A) Nominal scale
 - (B) Ordinal scale
 - (C) Interval scale
 - (D) Ratio scale
- 19.** Which scaling technique asks respondents to rate an object on a series of bipolar adjectives (e.g., Good-Bad, Fast-Slow)?
- (A) Likert scale
 - (B) Guttman scale
 - (C) Semantic Differential scale
 - (D) Thurstone scale

- 20.** The key difference between a questionnaire and a schedule is:
- (A) A questionnaire is filled by the enumerator, a schedule is filled by the respondent
 - (B) A questionnaire is filled by the respondent, a schedule is filled by the enumerator/ interviewer
 - (C) A schedule is mailed, a questionnaire is given face-to-face
 - (D) There is no difference between them
- 21.** Data collected by the researcher themselves for the specific purpose of the current study is called:
- (A) Secondary data
 - (B) Primary data
 - (C) Official data
 - (D) Documentary data
- 22.** The process of checking the raw data to ensure completeness, accuracy, and consistency before analysis is called:
- (A) Coding
 - (B) Editing
 - (C) Tabulation
 - (D) Classification
- 23.** Assigning numerical values or symbols to the responses for computational purposes is known as:
- (A) Editing
 - (B) Coding
 - (C) Transcription
 - (D) Tabulation
- 24.** A histogram is used to graphically represent the distribution of:
- (A) Discrete/categorical data
 - (B) Continuous data grouped into class intervals
 - (C) Qualitative characteristics
 - (D) Proportions of a whole
- 25.** A pie chart is most effective for representing:
- (A) Trends over time
 - (B) The relationship between two continuous variables
 - (C) The percentage breakdown of a whole
 - (D) Frequency distribution of continuous data

26. A hypothesis that states there is no significant difference or relationship is called:
- (A) Directional hypothesis
 - (B) Non-directional hypothesis
 - (C) Null hypothesis
 - (D) Alternative hypothesis
27. "Students who study using method A will score significantly higher than those who study using method B." This is an example of:
- (A) Null hypothesis
 - (B) Directional alternative hypothesis
 - (C) Non-directional alternative hypothesis
 - (D) Ex-post facto hypothesis
28. A Type I error in hypothesis testing occurs when:
- (A) We fail to reject a true null hypothesis
 - (B) We reject a true null hypothesis
 - (C) We fail to reject a false null hypothesis
 - (D) We reject a false null hypothesis
29. The probability of committing a Type I error is denoted by:
- (A) Beta (β)
 - (B) Alpha (α)
 - (C) P-value
 - (D) Standard error
30. A statistical test that makes assumptions about the population parameters (like normal distribution, homogeneity of variance) is called:
- (A) Non-parametric test
 - (B) Parametric test
 - (C) Chi-square test
 - (D) Distribution-free test
31. The Chi-square (χ^2) test is primarily used to test:
- (A) The difference between means of two groups
 - (B) The association between two categorical variables
 - (C) The significance of regression coefficients
 - (D) The variance within a single group

32. In a Chi-square test of independence, if the calculated value of χ^2 is greater than the critical/ table value at the 0.05 level, we:
- (A) Accept the null hypothesis
 - (B) Reject the null hypothesis
 - (C) Conclude the variables are independent
 - (D) Conclude the sample is biased
33. The formula for calculating expected frequency (E) in a Chi-square contingency table cell is:
- (A) (Row Total $\times$ Column Total) / Grand Total
 - (B) (Row Total + Column Total) / Grand Total
 - (C) Grand Total / (Row Total $\times$ Column Total)
 - (D) Row Total / Column Total
34. Analysis of Variance (ANOVA) is used instead of multiple t-tests to compare the means of three or more groups because:
- (A) ANOVA is easier to calculate
 - (B) Multiple t-tests increase the risk of Type I error
 - (C) ANOVA does not require normal distribution
 - (D) ANOVA uses nominal data
35. In a one-way ANOVA, the "one way" refers to:
- (A) One dependent variable and one independent variable with multiple levels
 - (B) One independent variable and multiple dependent variables
 - (C) Only one sample being tested
 - (D) One-tailed test of significance
36. The F-ratio in One-way ANOVA is calculated as:
- (A) Within-group variance / Between-group variance
 - (B) Between-group variance / Within-group variance
 - (C) Total variance / Residual variance
 - (D) Mean square error / Mean square total
37. The degrees of freedom for "Between Groups" in a One-Way ANOVA with 'k' groups is:
- (A) $N - 1$
 - (B) $N - k$
 - (C) $k - 1$
 - (D) $(N - 1) - (k - 1)$

38. Which of the following is a non-parametric alternative to One-way ANOVA?
- (A) Kruskal-Wallis test (B) Mann-Whitney U test
(C) Wilcoxon signed-rank test (D) Chi-square goodness of fit
39. A multivariate statistical technique used to reduce a large number of interrelated variables to a smaller set of unobservable factors is:
- (A) Cluster Analysis (B) Factor Analysis
(C) Discriminant Analysis (D) Conjoint Analysis
40. In Factor Analysis, the proportion of variance in a specific variable explained by the common factors is called:
- (A) Communality (B) Eigenvalue
(C) Factor loading (D) Uniqueness
41. Which concept in Factor Analysis represents the total variance explained by a specific factor across all variables?
- (A) Communality (B) Eigenvalue
(C) Factor score (D) Rotation
42. Multiple Regression is used to:
- (A) Classify objects into groups
(B) Predict the value of a dependent variable based on two or more independent variables
(C) Reduce the number of variables
(D) Determine the association between two categorical variables
43. In Multiple Regression, the coefficient of multiple determination (R^2) represents:
- (A) The correlation between two independent variables
(B) The proportion of variance in the dependent variable explained by all independent variables
(C) The regression coefficient of the strongest predictor
(D) The standard error of the estimate
44. Pearson's correlation coefficient (r) measures:
- (A) The causal relationship between two variables
(B) The linear association between two continuous variables
(C) The association between two categorical variables
(D) The variance of a single variable

45. If the Pearson correlation coefficient between X and Y is -0.85 , it indicates:
- (A) A weak positive relationship (B) A strong positive relationship
(C) A strong negative relationship (D) No relationship
46. Which multivariate technique is used to group objects or individuals so that objects in the same group are highly similar to each other but different from objects in other groups?
- (A) Discriminant Analysis (B) Factor Analysis
(C) Cluster Analysis (D) Conjoint Analysis
47. The main difference between Cluster Analysis and Discriminant Analysis is that:
- (A) Cluster analysis requires predefined groups, discriminant analysis does not
(B) Discriminant analysis requires predefined groups, cluster analysis does not
(C) Cluster analysis uses metric data, discriminant analysis uses non-metric
(D) Discriminant analysis is for data reduction, cluster analysis is for prediction
48. Conjoint Analysis is primarily used in marketing research to:
- (A) Determine the optimal number of clusters
(B) Measure how consumers value different features of a product by analyzing trade-offs
(C) Reduce the dimensions of product features
(D) Classify customers into predefined demographic groups
49. The standard format for writing a quantitative research report is generally known by the acronym:
- (A) IMRAD (Introduction, Method, Results, And Discussion)
(B) PEST (Political, Economic, Social, Technological)
(C) SWOT (Strengths, Weaknesses, Opportunities, Threats)
(D) APA (American Psychological Association)
50. Which section of the research report contains a brief summary of the entire study, including the problem, methodology, major findings, and conclusions?
- (A) Introduction (B) Abstract/Executive Summary
(C) Literature Review (D) Discussion

PART-B
(Management Studies)

- 51.** In the case of Giffen goods, the income effect is:
- (A) Zero
 - (B) Positive and greater than the substitution effect
 - (C) Negative and greater than the substitution effect
 - (D) Positive and less than the substitution effect
- 52.** The Cobb-Douglas production function assumes returns to scale as:
- (A) Constant
 - (B) Increasing
 - (C) Decreasing
 - (D) Negative
- 53.** The Marginal Cost (MC) curve intersects the Average Variable Cost (AVC) curve at:
- (A) The maximum point of AVC
 - (B) The minimum point of AVC
 - (C) The minimum point of ATC
 - (D) The point where AVC equals ATC
- 54.** The kinked demand curve model explains price rigidity under which market structure?
- (A) Perfect competition
 - (B) Monopoly
 - (C) Monopolistic competition
 - (D) Oligopoly
- 55.** When a firm sets a low initial price for a new product to gain market share quickly, it is following which pricing strategy?
- (A) Skimming pricing
 - (B) Penetration pricing
 - (C) Cost-plus pricing
 - (D) Going-rate pricing
- 56.** Which capital budgeting technique is based on the concept of finding the discount rate at which the Net Present Value (NPV) of a project is zero?
- (A) Payback Period
 - (B) Accounting Rate of Return
 - (C) Internal Rate of Return
 - (D) Profitability Index

- 57.** The Hawthorne studies gave birth to which approach in organizational behaviour?
- (A) Classical theory (B) Neo-classical theory
(C) Systems theory (D) Contingency theory
- 58.** According to Herzberg's Two-Factor theory, which of the following is a "motivator"?
- (A) Salary (B) Working conditions
(C) Recognition (D) Company policy
- 59.** In the Managerial Grid (Blake and Mouton), the style with high concern for people and low concern for production is termed as:
- (A) Team Management (B) Country Club Management
(C) Impoverished Management (D) Task Management
- 60.** The informal communication network in an organization is commonly referred to as:
- (A) Grapevine (B) Downward communication
(C) Upward communication (D) Diagonal communication
- 61.** According to Kurt Lewin's model of change, the stage where employees are prepared to accept a new state of affairs is known as:
- (A) Unfreezing (B) Changing
(C) Refreezing (D) Norming
- 62.** In the Thomas-Kilmann conflict mode instrument, a high assertiveness and low cooperativeness approach represents which conflict-handling style?
- (A) Avoiding (B) Accommodating
(C) Competing (D) Collaborating
- 63.** The systematic process of determining the skills, duties, and knowledge required for performing jobs in an organization is known as:
- (A) Job evaluation (B) Job analysis
(C) Job description (D) Job specification

64. Which training method involves placing the trainee in a simulated work environment that closely resembles the actual workplace?
- (A) Vestibule training (B) Job rotation
(C) Apprenticeship training (D) Role playing
65. Which performance appraisal method requires the rater to evaluate employees on a scale based on specific behavioural anchors?
- (A) Paired comparison
(B) Forced distribution
(C) Behaviourally Anchored Rating Scales (BARS)
(D) Graphic rating scale
66. "Dearness Allowance" (DA) paid to employees is essentially a measure to compensate for:
- (A) Outstanding performance
(B) Risk involved in the job
(C) Rise in the cost of living (inflation)
(D) Longer tenure of service
67. Voluntary Retirement Scheme (VRS) is an example of which HR policy?
- (A) Induction policy (B) Exit policy
(C) Training policy (D) Wage policy
68. Which of the following is a statutory requirement for the formation of a registered Trade Union in India under the Trade Unions Act, 1926?
- (A) Minimum 7 members employed in the same establishment
(B) Minimum 10% of the workforce
(C) Minimum 100 members
(D) Minimum 50 members irrespective of establishment

- 69.** The basic objective of Financial Management is:
- (A) Profit maximization
 - (B) Sales maximization
 - (C) Wealth maximization
 - (D) Production maximization
- 70.** According to the Modigliani-Miller (MM) approach, the capital structure is irrelevant to the value of the firm under which condition?
- (A) When taxes exist
 - (B) When there are no taxes and perfect markets
 - (C) When bankruptcy costs exist
 - (D) When interest rates are high
- 71.** Gordon's model of dividend policy emphasizes the relevance of which factor in determining the value of the firm?
- (A) Cost of debt
 - (B) Retention ratio and rate of return on investment
 - (C) Only the current market price
 - (D) Corporate tax rate
- 72.** A merger between a bank and an insurance company is an example of:
- (A) Horizontal merger
 - (B) Vertical merger
 - (C) Conglomerate merger
 - (D) Market extension merger
- 73.** Which of the following is a long-term source of finance where the investor provides capital in exchange for an ownership stake, typically in high-growth startups?
- (A) Debentures
 - (B) Venture Capital
 - (C) Trade Credit
 - (D) Factoring
- 74.** The risk that a firm will be unable to meet its short-term financial obligations is known as:
- (A) Business risk
 - (B) Financial risk
 - (C) Liquidity risk
 - (D) Default risk

75. Dividing a market into distinct groups of buyers based on social class, lifestyle, or personality characteristics is called:
- (A) Demographic segmentation (B) Geographic segmentation
(C) Psychographic segmentation (D) Behavioural segmentation
76. In the Product Life Cycle (PLC), the stage characterized by a rapid fall in sales and profits is the:
- (A) Introduction stage (B) Growth stage
(C) Maturity stage (D) Decline stage
77. The set of basic values, perceptions, wants, and behaviours learned by a member of society from family and other important institutions is known as:
- (A) Reference group (B) Culture
(C) Social class (D) Opinion leaders
78. Which pricing strategy involves adding a standard markup to the cost of the product?
- (A) Value-based pricing (B) Cost-plus pricing
(C) Target-return pricing (D) Sealed-bid pricing
79. In the promotion mix, which tool consists of short-term incentives to encourage the purchase or sale of a product?
- (A) Advertising (B) Public relations
(C) Sales promotion (D) Personal selling
80. A system that involves vertical coordination among producers, wholesalers, and retailers under a single ownership is a:
- (A) Conventional marketing channel
(B) Administered vertical marketing system
(C) Contractual vertical marketing system
(D) Corporate vertical marketing system

81. Which type of layout is best suited for an automobile assembly plant where the product is standardized and produced in high volume?
- (A) Process layout (B) Product layout
- (C) Fixed-position layout (D) Cellular layout
82. In Statistical Quality Control, a 'P-chart' is used to monitor:
- (A) The mean of a variable
- (B) The range of a variable
- (C) The proportion or fraction of defectives
- (D) The number of defects per unit
83. The fundamental difference between PERT and CPM is:
- (A) PERT uses deterministic time estimates, CPM uses probabilistic.
- (B) PERT uses probabilistic time estimates, CPM uses deterministic.
- (C) PERT is for construction, CPM is for R&D.
- (D) PERT focuses on cost, CPM focuses on time.
84. In Linear Programming, the phenomenon where the objective function can be increased or decreased infinitely without violating any constraints is called:
- (A) Infeasibility (B) Unboundedness
- (C) Redundancy (D) Duality
85. Which inventory control model assumes a constant demand rate and instant replenishment of inventory?
- (A) Economic Order Quantity (EOQ) model
- (B) ABC Analysis
- (C) Just-In-Time (JIT)
- (D) Safety stock model

86. The scientific study of the relationship between human physiology and the physical work environment is termed as:
- (A) Time study (B) Ergonomics
(C) Method study (D) Work sampling
87. If the mean of a Poisson distribution is 4, what is its variance?
- (A) 2 (B) 4
(C) 16 (D) 8
88. In job evaluation, which method involves ranking jobs against a predetermined benchmark or key jobs factor-by-factor, and assigning monetary values to each factor to determine the wage rate?
- (A) Point Rating Method (B) Factor Comparison Method
(C) Classification Method (D) Ranking Method
89. Which of the following relationships is mathematically correct in the context of National Income accounting?
- (A) NDP at factor cost + Net Factor Income from Abroad = NNP at market price
(B) GNP at market price – Depreciation = NNP at factor cost
(C) GDP at factor cost + Net Indirect Taxes = GDP at market price
(D) NNP at factor cost + Depreciation = GNP at market price
90. Karl Pearson's coefficient of correlation (r) ranges between:
- (A) 0 and +1 (B) -1 and 0
(C) -1 and +1 (D) 0 and ∞
91. A Management Information System (MIS) that supports non-routine, complex decision-making using analytical models and data is specifically called a:
- (A) Transaction Processing System (TPS)
(B) Decision Support System (DSS)
(C) Office Automation System (OAS)
(D) Executive Support System (ESS)

- 92.** The process of encoding data for security purposes during transmission over the internet is known as:
- (A) Decryption (B) Encryption
(C) Hacking (D) Routing
- 93.** According to Ansoff's Growth Vector, entering a new market with an existing product is a strategy of:
- (A) Market penetration (B) Market development
(C) Product development (D) Diversification
- 94.** In the BCG Matrix, a Strategic Business Unit (SBU) that has a low relative market share in a high-growth industry is classified as a:
- (A) Star (B) Cash Cow
(C) Question Mark (Problem Child) (D) Dog
- 95.** According to Michael Porter, the competitive strategy that involves the firm targeting a narrow buyer segment and out-competing rivals by serving niche members at a lower cost is called:
- (A) Broad differentiation (B) Best-cost provider
(C) Focused low-cost strategy (D) Focused differentiation strategy
- 96.** Porter's Five Forces model does NOT include which of the following?
- (A) Bargaining power of suppliers (B) Bargaining power of buyers
(C) Threat of substitute products (D) Threat of cultural differences
- 97.** When a firm allows a foreign company to produce and sell its product in exchange for a royalty fee, the global entry strategy is known as:
- (A) Direct investment (B) Exporting
(C) Licensing (D) Joint venture

- 98.** Which international trade theory argues that a nation's competitiveness depends on four broad attributes (factor conditions, demand conditions, related/supporting industries, and firm strategy/structure/rivalry)?
- (A) Heckscher-Ohlin theory (B) Michael Porter's Diamond Model
(C) Theory of Absolute Advantage (D) Product Life Cycle theory
- 99.** An individual who innovates and develops new ideas within a large corporate organization without facing the risks of a startup is known as an:
- (A) Intrapreneur (B) Entrepreneur
(C) Manager (D) Venture Capitalist
- 100.** According to the MSME Development Act (2006) in India, a small service enterprise is defined based on:
- (A) Investment in plant and machinery (B) Investment in equipment
(C) Annual turnover (D) Number of employees

ROUGH WORK