Test Booklet Code & Serial No.
प्रश्नपत्रिका कोड व क्रमांक

A

Paper-II
MANAGEMENT

Signature and Name of Invigilator

1. (Signature) .....

(Name) .....

2. (Signature) .....

(Name) .....

Seat No. | | | | | | |

(In figures as in Admit Card)

Seat No. .....

(In words)

OMR Sheet No. | | | | | | |

(To be filled by the Candidate)

APR - 51217

Time Allowed : 1¼ Hours] **[Maximum Marks : 100**

Number of Pages in this Booklet : **16**

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

Instructions for the Candidates

1. Write your Seat No. and OMR Sheet No. in the space provided on the top of this page.
2. This paper consists of **50** objective type questions. Each question will carry *two* marks. *All* questions of Paper-II will be compulsory, covering entire syllabus (including all electives, without options).
3. At the commencement of examination, the question booklet will be given to the student. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as follows :
   (*i*) 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 or open booklet.
   (*ii*) **Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to missing pages/ questions or questions repeated or not in serial order or any other discrepancy should not be accepted and correct booklet should be obtained from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given. The same may please be noted.**
   (*iii*) After this verification is over, the OMR Sheet Number should be entered on this Test Booklet.
4. Each question has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.
   Example : where (C) is the correct response.

   (A) (B) ● (D)

5. Your responses to the items are to be indicated in the **OMR Sheet given inside the Booklet only.** If you mark at any place other than in the circle in the OMR Sheet, it will not be evaluated.
6. Read instructions given inside carefully.
7. Rough Work is to be done at the end of this booklet.
8. If you write your Name, Seat Number, Phone Number or put any mark on any part of the OMR Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
9. You have to return original OMR Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry the Test Booklet and duplicate copy of OMR Sheet on conclusion of examination.
10. **Use only Blue/Black Ball point pen.**
11. **Use of any calculator or log table, etc., is prohibited.**
12. **There is no negative marking for incorrect answers.**

विद्यार्थ्यांसाठी महत्त्वाच्या सूचना

1. परिक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
2. सदर प्रश्नपत्रिकेत **50** बहुपर्यायी प्रश्न आहेत. प्रत्येक प्रश्नास **दोन** गुण आहेत. या प्रश्नपत्रिकेतील **सर्व** प्रश्न सोडविणे अनिवार्य आहे. सदरचे प्रश्न हे या विषयाच्या संपूर्ण अभ्यासक्रमावर आधारित आहेत.
3. परीक्षा सुरू झाल्यावर विद्यार्थ्याला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनीटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी अवश्य तपासून पहाव्यात.
   (*i*) प्रश्नपत्रिका उघडण्यासाठी प्रश्नपत्रिकेवर लावलेले सील उघडावे. सील नसलेली किंवा सील उघडलेली प्रश्नपत्रिका स्विकारू नये.
   (*ii*) **पहिल्या पृष्ठावर नमूद केल्याप्रमाणे प्रश्नपत्रिकेची एकूण पृष्ठे तसेच प्रश्नपत्रिकेतील एकूण प्रश्नांची संख्या पडताळून पहावी. पृष्ठे कमी असलेली/कमी प्रश्न असलेली/प्रश्नांचा चूकीचा क्रम असलेली किंवा इतर त्रुटी असलेली सदोष प्रश्नपत्रिका सुरुवातीच्या 5 मिनिटातच पर्यवेक्षकाला परत देऊन दुसरी प्रश्नपत्रिका मागवून घ्यावी. त्यानंतर प्रश्नपत्रिका बदलून मिळणार नाही तसेच वेळही वाढवून मिळणार नाही याची कृपया विद्यार्थ्यांनी नोंद घ्यावी.**
   (*iii*) वरीलप्रमाणे सर्व पडताळून पहिल्यानंतरच प्रश्नपत्रिकेवर ओ.एम.आर. उत्तरपत्रिकेचा नंबर लिहावा.
4. प्रत्येक प्रश्नासाठी (A), (B), (C) आणि (D) अशी चार विकल्प उत्तरे दिली आहेत. त्यातील योग्य उत्तराचा रकाना खाली दर्शविल्याप्रमाणे ठळकपणे काळा/निळा करावा.
   उदा. : जर (C) हे योग्य उत्तर असेल तर.

   (A) (B) ● (D)

5. या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे **ओ.एम.आर. उत्तरपत्रिकेतच दर्शवावीत.** इतर ठिकाणी लिहीलेली उत्तरे तपासली जाणार नाहीत.
6. आत दिलेल्या सूचना काळजीपूर्वक वाचाव्यात.
7. प्रश्नपत्रिकेच्या शेवटी जोडलेल्या कोऱ्या पानावरच कच्चे काम करावे.
8. जर आपण ओ.एम.आर. वर नमूद केलेल्या ठिकाणा व्यतिरीक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटेल अशी कोणतीही खूण केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमार्गाचा अवलंब केल्यास विद्यार्थ्याला परीक्षेस अपात्र ठरविण्यात येईल.
9. परीक्षा संपल्यानंतर विद्यार्थ्याने मूळ ओ.एम.आर. उत्तरपत्रिका पर्यवेक्षकांकडे परत करणे आवश्यक आहे. तथापी, प्रश्नपत्रिका व ओ.एम.आर. उत्तरपत्रिकेची द्वितीय प्रत आपल्याबरोबर नेण्यास विद्यार्थ्यांना परवानगी आहे.
10. **फक्त निळ्या किंवा काळ्या बॉल पेनचाच वापर करावा.**
11. **कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.**
12. **चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.**

Management
Paper II

Time Allowed : 75 Minutes] **[Maximum Marks : 100**

Note : This Paper contains **Fifty (50)** multiple choice questions. Each question carries **Two (2)** marks. Attempt *All* questions.

1. The LAC curve.....

   (A) falls when LMC curve falls

   (B) rises when LMC curve rises

   (C) goes through the minimum point of the LMC curve

   (D) falls when LMC < LAC and rises when LMC > LAC

2. Capital goods are goods.....

   (A) that are used to produce other goods and services

   (B) that are perishable

   (C) that have become outdated

   (D) that are too expensive

3. The curves that show outermost limits of change in the market share of a product that have occurred for the existing brands are called .....

   (A) Iso product curves

   (B) Bounding curves

   (C) Reaction curves

   (D) Production possibility curves

4. Delphi method of demand forecasting takes into consideration the.....

   (A) expert opinion

   (B) time series data

   (C) trends in the existing demand

   (D) primary data about the demand

5. As the number of sellers of a product in the market decreases, the ability of an individual seller to influence product price and supply.....

(A) decreases

(B) remains constant

(C) increases

(D) remains uncertain

6. The conflicts arise because of contradictory message sent by the source to reach the receiver :

(A) Intrasender conflicts

(B) Interrole conflicts

(C) Person role conflicts

(D) Role conflicts

7. Self report, Likert scale, Osgood scale and Sociometry are usual measurement technique used for :

(A) Value

(B) Change

(C) Attitude

(D) Stimuli

8. The extent of linking each member has towards other member and how far everyone want to remain as a member of group.

(A) Group cohesiveness

(B) Group norms

(C) Group tasks

(D) Group decision-making

9. The kind of management which conducts a business or affairs by standard established by fact or truth, can be explained by :

(A) Administrative theory

(B) Scientific management

(C) Behavioural management

(D) Classical

10. .....involves the person's decision to communicate and draft the nature and content of the intended message based on person's reasons for communication.

(A) Encoding

(B) Messaging

(C) Decoding

(D) Ideation

11. Vestibule training is a method where :

(A) Participants have to play the role of certain characters.

(B) Actual work conditions are simulated in a classroom.

(C) The instructors deliver lectures to the trainees.

(D) The trainees are engaged in discussion so that their doubts about the job get clarified.

12. Minimum number of employees required as per the National Commission on Labour to introduce formal grievance procedure in any unit is.....

(A) 25

(B) 50

(C) 75

(D) 100

13. Behaviourally Anchored Rating Scales (BARS) is.....

(A) A descriptive report prepared generally at the end of every year, by the employee's immediate supervisor.

(B) A method, where the rater is asked to express the strong as well as weak points of the employee's behaviour.

(C) A method, where the performance appraisal of employees is done by all the stakeholders of the organization.

(D) An absolute assessment technique wherein critical incidents identified and a range of performance possibilities (from poor to good) are described for each dimension.

14. The concept of Dearness Allowance (DA) was introduced for the first time in .....Industry in India.

(A) Cotton Textile

(B) Iron and Steel

(C) Plantations

(D) Mines

15. Inputs to the selection process does *not* include.....

(A) Job analysis

(B) Job applicants

(C) Human Resource Planning

(D) Supervision

16. Credit policy of every company is largely influenced by ..... and .....

(A) Liquidity, Accountability

(B) Liquidity, Profitability

(C) Liability, Profitability

(D) Liability, Liquidity

17. A project's profitability index is equal to the ratio of a project's future cash flows to the projects.

(A) Present value; initial cash outlay

(B) Net present value; initial cash outlay

(C) Present value; depreciable basis

(D) Net present value; depreciable basis

18. Equity shares issued at discount or for consideration other than cash for providing know-how are known as ..... equity.

(A) Straight

(B) Free

(C) Sweat

(D) Discounted

19. While selecting between two mutually exclusive projects, the project with ..... should be selected.

(A) Higher net present value

(B) Lower net present value

(C) Zero net present value

(D) Average net present value.

20. Which among the following is cheapest source of fund ?

(A) Equity shares

(B) Debentures

(C) Preference shares

(D) Retained earnings

21. Firm's operating cycle is equal to its inventory turnover in days (ITD)

(A) Plus its Receivable Turnover in Days (RDT)

(B) Minus its RTD

(C) Plus its RTD minus its payable turnover in days (RTD)

(D) Minus its RTD minus its PTD

22. Brand personality is :

(A) A set of physical benefits the brand can offer.

(B) A set of emotional benefits the brand can offer.

(C) A way of communicating the authority of the brand.

(D) A set of human attributes the brand possesses.

23. The four common methods that companies use to decide on promotion budget includes the affordable method, the percentage of sales method, ... and the objective-and-task method.

(A) Financial method

(B) Incremental growth method

(C) Zero-based budgeting method

(D) Competitive parity method

24. A ..... is defined as a distinct unit within a brand or product line distinguishable by size, price, appearance or some other attribute.

(A) Stock keeping unit (SKU)

(B) Uniform product code (UPC)

(C) Stock unit (SU)

(D) Product type.

25. ..... explains the influence of factors like population growth, age and income distribution in the population, geographic location and shift of population on marketing decisions.

(A) Economic Environment

(B) Demographic Environment

(C) Cultural Environment

(D) Political Environment

26. Sales limit approached by company demand as company marketing efforts increases relative to competitors is called.....

(A) Company Sales Potential

(B) Total Market Potential

(C) Area Market Potential

(D) Company Demand

27. A remote railway station, with a single ticket window is a typical example of :

(A) Single channel tandem service facility

(B) Multiple channel single phase facility

(C) Multichannel multiphase facility

(D) Single channel single phase facility

28. A peculiar pattern of points within the control limits of quality control charts is indicated :

(A) Non-assignable cause

(B) Assignable causes

(C) Normal causes

(D) Abnormal causes

29. Cent percent inspection is a must in case where single defective item is.....

(A) Real

(B) Normal

(C) Nominal

(D) Fatal

30. A..... strategy means producing the amounts demanded at any given time.

(A) Production leveling

(B) Chase

(C) Subcontracting

(D) TQM

31. Variation in the measurement of items produced under any system is .....

(A) Inevitable

(B) Evitable

(C) Non-evitable

(D) Static

32. Which of the following is collective information about customers, competitors, business partners, competitive environment and internal operations ?

(A) External knowledge

(B) Business Intelligence (BI)

(C) Internal Source

(D) Information granularity

33. If the outcomes of a discrete random variable follows a Poisson distribution, then :

(A) The median equals the standard deviation

(B) Mean and mode are equal

(C) The mode is equal to 1

(D) The mean equals variance

34. ..... is a term used to identify technology that is used to support many people working together on one project.

(A) I-technology

(B) We-technology

(C) E-collaboration

(D) Knowledge management

35. A task of developing a technical blue print and specifications for a solution that fulfills the business requirement is undertaken the following phase of the system development process :

(A) Feasibility analysis

(B) System design

(C) System analysis

(D) System rundown

36. A regression analysis is inappropriate when :

(A) There is heteroscedasticity in the scatter plot

(B) The two variables are measured on interval or ratio scale

(C) The pattern of data points form a reasonably straight line

(D) It is intended to predict value of one variable based on known value of another variable

37. ..... refers to the rules and procedures both formal and informal.

(A) Style

(B) System

(C) Structure

(D) Super-ordinate goal

38. Which one of the following is *not* Porter's Generic strategies ?

(A) Overall cost leadership

(B) Differentiation

(C) Profit leadership

(D) Focus

39. ..... analysis covers GDP and its growth rate, proposed plan outlays, capital-output ratios, balance of trade, money supply, wholesale and retail price index, interest rates, per capita income and its growth rate.

(A) Economic Environment

(B) Technological Environment

(C) Political Environment

(D) Socio-cultural Environment

40. Which is the *correct* order of the following, considering short duration to long duration process ?

(A) Policy decision—tactical decision— strategic decision

(B) Tactical decision—strategic decision—policy decision

(C) Strategic decision—policy decision—tactical decision

(D) Tactical decision—policy decision— strategic decision

41. Decision making is .....

(A) an uncertain

(B) evaluative process

(C) diagnostic process

(D) Selection process

42. Who, in an organization, should be able to state the business case for corporate responsibility ?

(A) Executive board members only

(B) Senior headership team only

(C) Every business function

(D) Every member of the "sphere of influence"

43. .....refers to meeting the needs of the present without compromising the ability of future generations to meet their own needs.

(A) Corporate Social Responsibility (CSR)

(B) Sustainability

(C) Convergence

(D) Green Economics

44. Special Drawing Rights (SDRs) are related to :

(A) The World Bank

(B) The Reserve Bank of India

(C) The International Monetary Fund

(D) The World Trade Organization

45. The four types of social responsibility include :

(A) legal, philanthropic, economic and ethical

(B) Ethical, moral, social and economic

(C) Philanthropic, justice, economic and ethical

(D) Legal, moral, ethical and economic

46. The ..... dimension of social responsibility refers to a business's societal contribution of time money and other resources.

(A) Ethical
(B) Philanthropic
(C) Volunteerism
(D) Strategic

47. Today the concepts of ..... manufacturing stress the need to supply customers with what they want it and to keep inventories at a .....

(A) TQM, maximum
(B) Six sigma, maximum
(C) JIT, minimum
(D) ISO 9000, minimum

48. ..... are those who are not inclined to bring changes in their production system as demanded by the change in consumer preferences, technological innovation, economic and social behaviour of the prospective customers.

(A) Drone Entrepreneur
(B) Fabian Entrepreneur
(C) Imitating Entrepreneur
(D) Innovation Entrepreneur

49. Hawthorne studies gave raise to this approach of Human Resource Management.

(A) Mathematical approach
(B) Human relations approach
(C) Human resource approach
(D) Contingent approach

50. (*i*) SIDBI provides refinance facility to the MSME sector.

(*ii*) SIDBI provides loans and advances to cooperative units only. What can you say about the statements noted above ?

(A) Both the statements are false
(B) Statement (*i*) is false and statement (*ii*) is correct
(C) Both the statements are true
(D) Statement (*i*) is correct and statement (*ii*) is false

ROUGH WORK

ROUGH WORK