

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)

Test Booklet No.

J-1709

PAPER – II

Time : 1¼ hours]

MANAGEMENT

[Maximum Marks : 100

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 50

Instructions for the Candidates

- Write your roll number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as below :
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the question booklet will be replaced nor any extra time will be given.**
 - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the oval as indicated below on the correct response against each item.

Example : (A) (B) (C) (D)

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 marking.

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 वे 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)

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 चिह्नित 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 उत्तर के लिए अंक नहीं काटे जायेंगे।

MANAGEMENT

PAPER – II

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

1. Price elasticity of demand is best defined as :
 - (A) The change in the tastes of consumers at different prices
 - (B) The rate of response of demand to a change in supply
 - (C) The rate of response of demand to a change in price
 - (D) The rate of change of demand to a change in price

2. Giffen goods are those goods :
 - (A) For which demand increases as price increases
 - (B) Which are in short supply
 - (C) Which have high income elasticity of demand
 - (D) Which give rise to a decrease in demand

3. The situation where the market consists of only two buyers, then it is called :
 - (A) Monopsony
 - (B) Duopsony
 - (C) Monopoly
 - (D) Duopoly

4. In India, which method is used to measure National Income in service sector ?
 - (A) Expenditure method
 - (B) Income method
 - (C) Out put method
 - (D) Value added method

5. Short run cost curves are influenced by :
 - (A) Principles of return to scale
 - (B) Economies of scale
 - (C) Law of variable proportion
 - (D) Diseconomies of scale

6. The term opportunity cost refers to :
 - (A) Variable cost
 - (B) Short run cost
 - (C) Cost of one product in terms of production of others forgone
 - (D) Cost related to an optimum level of production

7. Which of the following is not one of the ego states of transactional analysis :
- (A) Child (B) Young
(C) Adult (D) Parents
8. Where anchors are illustrations that help to define as superior, average or below average, the behaviour of the employee, the rating scale is known as :
- (A) Behavioural expectation scale (B) Behavioural observation scale
(C) Forced choice description (D) Grading scale
9. In the decision tree model of vroom and yetton the style when the leader shares the problem with subordinates as a group, obtains collective ideas, and then makes the decision is identified as :
- (A) A I (B) A II (C) C I (D) C II
10. Leaders who provide individualised consideration and intellectual stimulation and who possess charisma is known as :
- (A) Transactional Leaders (B) Transformational Leaders
(C) Situational Leaders (D) Visionary Leaders
11. The drive to become what one is capable of becoming is :
- (A) Self-Awareness (B) Self-Actualisation
(C) Self-Efficiency (D) Self-Esteem
12. Which of the following is not one of the career anchors :
- (A) Managerial competence (B) Technical - functional competence
(C) Personal competence (D) Security
13. Theory " Z " has been propounded by :
- (A) Mc Gregor (B) Ouchi
(C) Maslow (D) Skinner
14. Which of the following is not within the scope of "Adjudication" ?
- (A) Conciliation (B) Labour Court
(C) Industrial Tribunal (D) National Tribunal

15. Outplacement services are provided to employees who have been :
 (A) Dismissed (B) Rendered surplus
 (C) Retired (D) Given voluntary retirement
16. What notice period is required for going on strike/lockout in public utility services ?
 (A) One week (B) Three weeks
 (C) Six weeks (D) Nine weeks
17. Modifying methods of performing a job to reduce the levels of skill or skills demanded is known as :
 (A) Multi - tasking (B) De - skilling
 (C) Multi - skilling (D) None of these
18. The computation of NPV is based on the assumption that :
 (A) cashflows for each year remains constant
 (B) net present value can never be less than zero
 (C) intermediate cash flows are being reinvested at the discount factor
 (D) discount factor should remain constant throughout the life of the project
19. For determination of cost of equity the formula used is :
 (A) Rate of interest $(1 - t)$
 (B) Rate of dividend $(1 - t)$
 (C) Rate of Dividend $(\text{Face value} - \text{Issue Price})/n$
 (D) $\frac{D_1}{P_0} + g$
20. According to MM - Approach proposition - I, value of firm is :
 (A) independent of capital structure
 (B) dependent on capital structure
 (C) dependent on tax-rate of the enterprise
 (D) dependent on risk of the enterprise
21. A stable dividend policy indicates :
 (A) Stable earning/price ratio (B) Stable price/earning ratio
 (C) Stable pay-out ratio (D) Stable earning per share
22. The vertical merger represents merger of firms engaged in :
 (A) The same line of business
 (B) Different stages of production in an industry
 (C) Unrelated lines of business
 (D) All of the above

23. The degree of total leverage is equal to :
- (A) percentage change in EPS/percentage change in sales
 - (B) percentage change in EBIT/percentage change in sales
 - (C) percentage change in EPS/percentage change in EBIT
 - (D) percentage change in sales/percentage change in EBIT
24. Changes in the population characteristics such as age, gender, race, marital status, income and education are the examples of :
- (A) geographic characteristics
 - (B) cultural characteristics
 - (C) psychographic characteristic
 - (D) demographic characteristics
25. Which of the following is *not* constituent of promotion-mix :
- (A) Advertising
 - (B) Sales promotion
 - (C) Direct marketing
 - (D) Publicity
26. Which of the following factors does not influence the pricing strategy of a firm ?
- (A) Market
 - (B) Competition
 - (C) Cost
 - (D) R & D
27. Who coined the term “Marketing Myopia” ?
- (A) Peter Drucker
 - (B) Stanton
 - (C) Philip Kotler
 - (D) Theodore Levitt
28. In the diffusion of innovation who are the people *not* willing to try out the product :
- (A) Innovators
 - (B) Progressive people
 - (C) Early adopters
 - (D) early majority
29. Which of the following is *not* a variable for segmenting the market ?
- (A) Sex
 - (B) Age
 - (C) Income
 - (D) Sales
30. At which stage of new product development process, the launching of new product will take place :
- (A) Concept development
 - (B) Marketing strategy development
 - (C) Test marketing
 - (D) Commercialization

31. Strategic production planning decisions include :
- (A) Quality development
 - (B) Make or Buy decision
 - (C) Manpower planning
 - (D) Layout planning
32. Which one of the following is not the type of Plant Layout ?
- (A) Process Layout
 - (B) Product Layout
 - (C) Fixed position Layout
 - (D) Selection Layout
33. Production control is concerned with :
- (A) Establishment of Quality Standard norms
 - (B) Execution of production plan
 - (C) Expediting the production process
 - (D) Product Quality control
34. Critical Path Method network analyses is done with the objective of :
- (A) determining the completion time for the project
 - (B) determining the product quality
 - (C) determining the production cost
 - (D) determining the pay-back period
35. 'Q' systems of inventory control provides for :
- (A) Ordering the inventory when it normally equals to EOQ
 - (B) Ordering the inventory depending on the stock level on hand
 - (C) Optimization of inventory costs
 - (D) None of the above
36. In case of Binomial distribution, the mean is :
- (A) Always greater than variance
 - (B) Always equal to variance
 - (C) Always less than variance
 - (D) None of these

45. A firm tries to achieve the lowest cost of production and distribution so that it can set its prices at a lower level than its competitors. Which generic strategy it is following ?
- (A) Cost leadership (B) Differentiation
(C) Focus (D) All of the above
46. Which method of product portfolio analysis helps in deciding which products are to be retained and which are not to be retained ?
- (A) Ansoff's Matrix (B) Environment Matrix
(C) BCG Matrix (D) All of the above
47. What BIFR stands for :
- (A) Bureau of Industrial Financial Reconstruction
(B) Board of Industrial Financial Reconstruction
(C) Bureau of Industrial Financial Re-engineering
(D) Board of Industrial Financial Re-engineering
48. Which one of the following is not the reason for sickness of industries ?
- (A) Inadequate working capital
(B) Huge Market
(C) Out dated Technology
(D) Changing tastes of consumers
49. Environmental Ethics refers to :
- (A) Unfair Trade Practices (B) Pollution
(C) Product price (D) Quality of the product
50. Corporate governance includes management of :
- (A) Employees (B) Organisation
(C) Society (D) All of the above

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