

Test Booklet No.

प्रश्नपत्रिका क्र.

M

Paper-III MANAGEMENT

Signature and Name of Invigilator

1. (Signature)

(Name)

2. (Signature)

(Name)

Seat No.

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(In figures as in Admit Card)

Seat No.

(In words)

OMR Sheet No.

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(To be filled by the Candidate)

AUG - 51315

Time Allowed : 2½ Hours]

[Maximum Marks : 150

Number of Pages in this Booklet : 20

Number of Questions in this Booklet : 75

Instructions for the Candidates

- Write your Seat No. and OMR Sheet No. in the space provided on the top of this page.
- This paper consists of 75 objective type questions. Each question will carry two marks. All questions of Paper-III will be compulsory, covering entire syllabus (including all electives, without options).
- 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 :
 - 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.
 - 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.**
 - After this verification is over, the OMR Sheet Number should be entered on this Test Booklet.
- 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)	(C)	(D)
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- 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.
- Read instructions given inside carefully.
- Rough Work is to be done at the end of this booklet.
- 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.
- 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.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table, etc., is prohibited.**
- There is no negative marking for incorrect answers.**

विद्यार्थ्यांसाठी महत्त्वाच्या सूचना

- परिक्षार्थींनी आपला आसन क्रमांक या पृष्ठावरील वरच्या कोपऱ्यात लिहावा. तसेच आपणांस दिलेल्या उत्तरपत्रिकेचा क्रमांक त्याखाली लिहावा.
- सदर प्रश्नपत्रिकेत 75 बहुपर्यायी प्रश्न आहेत. प्रत्येक प्रश्नास दोन गुण आहेत. या प्रश्नपत्रिकेतील सर्व प्रश्न सोडविणे अनिवार्य आहे. सदरचे प्रश्न हे या विषयाच्या संपूर्ण अभ्यासक्रमावर आधारित आहेत.
- परीक्षा सुरु झाल्यावर विद्यार्थ्यांला प्रश्नपत्रिका दिली जाईल. सुरुवातीच्या 5 मिनीटांमध्ये आपण सदर प्रश्नपत्रिका उघडून खालील बाबी अवश्य तपासून घ्याव्यात.
 - प्रश्नपत्रिका उघडण्यासाठी प्रश्नपत्रिकेवर लावलेले सील उघडावे. सील नसलेली किंवा सील उघडलेली प्रश्नपत्रिका स्विकारू नये.
 - पहिल्या पृष्ठावर नमूद केल्याप्रमाणे प्रश्नपत्रिकेची एकूण पृष्ठे तसेच प्रश्नपत्रिकेतील एकूण प्रश्नांची संख्या पडताळून घ्यावी. 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.
 - वरीलप्रमाणे सर्व पडताळून पहिल्यानंतरच प्रश्नपत्रिकेवर ओ.एम.आर. उत्तरपत्रिकेचा नंबर लिहावा.
- 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)	(C)	(D)
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- या प्रश्नपत्रिकेतील प्रश्नांची उत्तरे ओ.एम.आर. उत्तरपत्रिकेतच दर्शवावीत. इतर ठिकाणी लिहिलेली उत्तरे तपासली जाणार नाहीत.
- आत दिलेल्या सूचना काळजीपूर्वक वाचाव्यात.
- प्रश्नपत्रिकेच्या शेवटी जोडलेल्या कोऱ्या पानावरच कच्चे काम करावे.
- जर आपण ओ.एम.आर. वर नमूद केलेल्या ठिकाणा व्यतिरिक्त इतर कोठेही नाव, आसन क्रमांक, फोन नंबर किंवा ओळख पटेल अशी कोणतीही खूप केलेली आढळून आल्यास अथवा असभ्य भाषेचा वापर किंवा इतर गैरमागाचा अवलंब केल्यास विद्यार्थ्यांला परीक्षेस अपात्र ठरविण्यात येईल.
- परीक्षा संपल्यानंतर विद्यार्थ्यांने मूळ ओ.एम.आर. उत्तरपत्रिका पर्यवेक्षकांकडे परत करणे आवश्यक आहे. तथापी, प्रश्नपत्रिका व ओ.एम.आर. उत्तरपत्रिकेची द्वितीय प्रत आपल्याबरोबर नेण्यास विद्यार्थ्यांना परवानगी आहे.
- फक्त निळा किंवा काळा बॉल पेनचाच वापर करावा.**
- कॅलक्युलेटर किंवा लॉग टेबल वापरण्यास परवानगी नाही.**
- चुकीच्या उत्तरासाठी गुण कपात केली जाणार नाही.**

AUG - 51315/III

Management Paper III

Time Allowed : 2½ Hours]

[Maximum Marks : 150

Note : This Paper contains **Seventy Five (75)** multiple choice questions, each question carrying **Two (2)** marks. Attempt *All* questions.

1. The desire of a person to own unique product is called :

- (A) Snob effect
- (B) Giffen Paradox
- (C) Bandwagon effect
- (D) Autonomous demand

2. Costs which are actually incurred or provided for by an individual or a firm for the purchase of goods and services from the market is called :

- (A) Social Cost
- (B) Private Cost
- (C) Long run Cost
- (D) Explicit Cost

3. The Life-cycle Hypothesis deals with :

- (A) Various stages in the life of products
- (B) Individual consumption and available resources
- (C) Consumption of current income
- (D) Proportion of income consumed by household

4. The period of economic thoughts of classical and pre-classical economists is called :

- (A) Pre-Keynesian era
- (B) Post-Keynesian era
- (C) Keynesian revolution
- (D) Monetarism

5. The method of advertisement that convinces current purchasers that they made the right choice is :

- (A) Reminder advertisement
- (B) Reinforcement advertisement
- (C) Informative advertisement
- (D) Persuasive advertisement

6. If a superior has 6 subordinates, then total number of relationships among them under span of control will be :

- (A) 202
- (B) 242
- (C) 222
- (D) 262

7. "People can learn through observation and direct experience" comes under :

- (A) Classical conditioning
- (B) Operant conditioning
- (C) Social learning theory
- (D) One to one interaction theory

8. Expectancy model stands for :

- (A) Expectancy Valence- Instrumentality (EVI)
- (B) Instrumentality-Expectancy- Valence (IEV)
- (C) Valence-Instrumentality- Expectancy (VIE)
- (D) Instrumentality-Valence- Expectancy (IVE)

9. A company should begin to implement an organizational change :

- (A) After the strategic plans have been developed
- (B) Once resistance to change has been dealt with
- (C) As it develops its strategic plan
- (D) Once the change strategy has been evaluated

10. In Fiedler's theory, LPC means :

- (A) Least preferred co-worker
- (B) Low preferred co-worker
- (C) Least preferred colleague
- (D) Low preferred colleague

11. involves taking parts of several similar jobs rather than one complete job to validate the selection test.

- (A) Predictive validity
- (B) Concurrent validity
- (C) Synthetic validity
- (D) Flexible validity

12. is a device or situation that replicates job demands at an off-the-job site.

- (A) Brainstorming
- (B) Simulation
- (C) Artificial Intelligence
- (D) Task Requirement

13. is a training technique by which management trainees are allowed to work full time analysing and solving problems in other departments.

- (A) Group Learning
- (B) Research Learning
- (C) Action Learning
- (D) Job Learning

14. WPM crystallizes the concept of

- (A) Social Security
- (B) Labour Laws
- (C) Industrial Democracy
- (D) Labour Welfare

15. Disputes that arise from day to day workers grievances or complaints are known as :

- (A) Grievance Disputes
- (B) Unfair Labour Practices
- (C) Interest Disputes
- (D) Recognition Disputes

16. XYZ Ltd. has a Debt Equity Ratio of 1.5 as compared to industry average of 1.3. It means that the firm has :

- (A) Higher Liquidity
- (B) Higher Financial Risk
- (C) Higher Profitability
- (D) Higher Capital Employed

17. do not have a fixed date of redemption.
- (A) Open ended funds
 - (B) Closed ended funds
 - (C) Diversified funds
 - (D) Both (A) and (B)
18. Financial Planning deals with :
- (A) Preparation of financial statements
 - (B) Planning for a capital issue
 - (C) Preparing budgets
 - (D) Preparing policies
19. Collection of debtors would :
- (A) Increase in current ratio
 - (B) Decrease in current ratio
 - (C) No effect on current ratio
 - (D) Increase debtor turnover ratio
20. Operating leverage is calculated as :
- (A) $\text{Contribution} \div \text{EBIT}$
 - (B) $\text{EBIT} \div \text{PBT}$
 - (C) $\text{EBIT} \div \text{Interest}$
 - (D) $\text{EBIT} \div \text{Tax}$
21. If Dell Computer was seen as having a 120 percent market share and a close competitor was seen as having 90 percent market share, the market share analysis (measurement) would express as :
- (A) Overall market share
 - (B) Served market share
 - (C) Relative market share
 - (D) Dual market share
22. Public health campaigns designed to reduce alcoholism, drug abuse, smoking and obesity are all examples of :
- (A) Internal marketing
 - (B) Social marketing
 - (C) Organization marketing
 - (D) Person marketing

23. Which one of the following reflects the correct logical sequence of related concepts ?
- (A) Positioning, Segmentation, Targeting
 - (B) Segmentation, Positioning, Targeting
 - (C) Targeting, Segmentation, Positioning
 - (D) Segmentation, Targeting, Positioning
24. All of the following would be among the “dos and don’ts” of questionnaire design *except* :
- (A) make questions as simple as possible
 - (B) Make the question specific
 - (C) Ensure that fixed responses overlap
 - (D) Avoid hypothetical questions
25. Ultimately, the amount of steel sold to General Motors depends on the consumer’s demand for GM cars and trucks. From the standpoint of the steel manufacturer, which of the following demand form is most pertinent ?
- (A) Derived demand
 - (B) Inelastic demand
 - (C) Geographic demand
 - (D) Relational demand
26. The productivity of a system is determined by the :
- (A) Ratio of output to input
 - (B) Ratio of efficiency to effectiveness
 - (C) Product of input and output
 - (D) Addition of input and output

27. "First come first served" is a rule associated with :
- (A) Project planning
 - (B) Production scheduling
 - (C) Quality control
 - (D) Inventory control
28. Walter Shewhart is one of the important contributors to :
- (A) Assembly line
 - (B) Quality control
 - (C) Just-in-time
 - (D) Productivity measurement
29. Linear programming problem can be solved graphically when the number of variable/s is/ are :
- (A) Only one
 - (B) Two
 - (C) More than two but less than five
 - (D) Three
30. Queuing theory is also called as :
- (A) Weaving line theory
 - (B) Systematic theory
 - (C) Waiting line theory
 - (D) Tail theory
31. In case of normal distribution, about 68% of data lies within :
- (A) $\bar{X} + \text{Quartile Deviation}$
 - (B) $\bar{X} + \text{Standard Deviation}$
 - (C) $\bar{X} + 2 \text{ Standard Deviation}$
 - (D) $\bar{X} + \text{Mean Deviation}$
32. Sampling frame :
- (A) must have repeated entries
 - (B) is listing of all the units of the population
 - (C) is circular
 - (D) is a triangle

33. If two dice are thrown, the probability that sum of points is less than 9 is :

- (A) $\frac{1}{3}$
- (B) $\frac{13}{18}$
- (C) $\frac{1}{6}$
- (D) $\frac{1}{2}$

34. Hardware and Software placed between an organisation's internal network and external network to prevent outsiders from invading private networks is

- (A) Cyber Blockade
- (B) Gateway
- (C) Firewire
- (D) Firewall

35. A computer based information system is needed, because :

- (i) The size of organizations have become large and data is massive
- (ii) Timely decisions are to be taken based on available data
- (iii) Computers are available
- (iv) Difficult to get clerks to process data

Which of the following combinations is *correct* ?

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

36. According to BCG-matrix 'Dogs' are characterised by :
- (A) High market share and low industrial growth
 - (B) High demand and high growth rate
 - (C) Low market share and operate in industries with low growth rate
 - (D) Low market attractiveness and low market share
37. According to Glueck and Jauch the implementation of strategy involves :
- (A) Leadership implementation, Resource allocation, Organizational structuring
 - (B) Organizational structuring, Hiring People, Resource allocation
 - (C) Resource allocation, Organizational structuring, Management Policies
 - (D) Leadership implementation, Resource allocation, Organizational structuring, Management Policies
38. Joint venture strategy is, when :
- (A) The company joins hand with two of its competitors to augment/increase production
 - (B) The company just provides technology for a new business unit
 - (C) The company just markets the products of another company
 - (D) The company joins hand with another company to create and promote a new joint business entity
39. The business policy of a company involves formulation of which one of the following :
- (A) Vision, mission and business objectives
 - (B) Vision and mission only
 - (C) Mission and business objectives
 - (D) Business objectives and corporate strategy

40. In divisional organizational structure the responsibility for achieving profit rests with :

- (A) The Finance Vice-President of a division
- (B) The Board of Management of a company
- (C) The General Managers of individual divisions
- (D) The CEO/President of the company

41. Which of the following is alternatively called corporate venturing ?

- (A) Entrepreneurship
- (B) Act of starting a new venture
- (C) Intrapreneurship
- (D) Offering new products by an existing company

42. Entrepreneurs can stimulate their own creativity and encourage it among workers by :

- (A) Expecting and tolerating failure
- (B) Avoiding problems
- (C) Limiting rewards
- (D) Not taking chances

43. Which stage of the creative process requires one to develop a solid understanding of the problem or decision ?

- (A) Investigation
- (B) Preparation
- (C) Illumination
- (D) Verification

44. is a graphical technique that encourages thinking on both sides of the brain, visually displays the various relationships among the ideas, and improves the ability to view a problem from many sides.
- (A) Brainstorming
 - (B) Mind-mapping
 - (C) Prototyping
 - (D) Group think
45. The process of determining whether an entrepreneur's idea is a viable foundation for creating a successful business is known as a/an :
- (A) Business plan
 - (B) Strategic analysis
 - (C) Industry analysis
 - (D) Feasibility analysis
46. One of the following is *not* a right of consumer :
- (A) The right to be protected from harmful products
 - (B) The right to be fairly priced
 - (C) The right to adequate information
 - (D) The right to be offered a choice that includes the products that consumers truly want
47. Hedonistic Calculus is given by :
- (A) Jeremy Bentham
 - (B) John Stuart Mill
 - (C) Kohlberg
 - (D) Carol Gilligan

48. refers to strategic process involving stakeholder assessment to create long-term relationship with customers, while maintaining, supporting and enhancing the natural environment.

- (A) Eco-strategy
- (B) Green marketing
- (C) Superfund authorization
- (D) Recycle and reprocess management

49. Use of fossil fuels has led to substantial growth in global emissions of and greenhouse effect, contributing to global warming.

- (A) Sulphur dioxide
- (B) Nitrogen
- (C) Hydrogen
- (D) Carbon dioxide

50. Warranty is

- (A) an assurance to replace the product
- (B) a guarantee for performance
- (C) an expression to make good the losses
- (D) an assurance given to buyer that they will be compensated in case the product does not perform upto reasonable expectation

51. Which of the following statements about arbitration is *true* ?

- (A) Binding arbitration can lead to a trial if both parties are not satisfied with the decision
- (B) The neutrality of arbiter is guaranteed by the selection process
- (C) The process of arbitral follows the same rules as used in a court case
- (D) Disputes are open to public view as soon as the involved parties agree to arbitration

52. Hiring permanent employees of another firm, who possess certain specialized skills on period basis to meet short term requirements means :
- (A) Employee bonding
 - (B) Employee equity
 - (C) Employee leasing
 - (D) Employee parity
53. Fair wage is :
- (A) Wage which is above the minimum wage but below the living wage
 - (B) Wage which is below the minimum wage but below the living wage
 - (C) Wage which is equal to minimum wage but above the living wage
 - (D) Wage which is above minimum wage and above the living wage
54. Agreement by a company to compensate executives with bonuses and benefits if they should be displaced by a merger or acquisition is termed as :
- (A) Golden Hanshake
 - (B) Golden Parachute
 - (C) Perks
 - (D) Fringe Benefits
55. Bars as method of performance appraisal refers to :
- (A) Behaviour approval rationing system
 - (B) Behaviour anchored rating scale
 - (C) Behaviour adding to rationality scale
 - (D) Behaviour and rational system

56. Balanced Score-card :
- (A) is a technique to balance different business operations
 - (B) is a means of performance measurement that gives manager a chance to look at their company from the perspectives of internal and external customers, employees, and shareholders
 - (C) is scanning the environment to know environmental constraint
 - (D) is a balanced score obtained in various functional areas
57. What is the *correct* logical sequence in the Lavidge and Steiner model of attitude formation (Hierarchy of effects model of communication).
- (A) Awareness-Liking-Knowledge-Preference-Conviction
 - (B) Unawareness-Awareness-Knowledge-Liking-Preference-Conviction
 - (C) Unawareness-Liking-Awareness-Knowledge-Preference-Conviction
 - (D) Unawareness-Awareness-Knowledge-Conviction-Liking-Preference
58. If a marketing researcher selects the most accessible population members, he or she would have selected the sampling method.
- (A) Simple random
 - (B) Stratified random
 - (C) Judgement
 - (D) Convenience
59. Which of the following is a psychographic characteristic of a consumer ?
- (A) Age
 - (B) Lifestyle
 - (C) Occupation
 - (D) Economic Status
60. Amazon.com and Expedia.com are best described as that sell products and services directly to final buyers via the Internet.
- (A) Search engines
 - (B) Content sites
 - (C) Transaction sites
 - (D) e-tailers

61. Which one of the following is *not* a characteristic of personal selling ?
- (A) Prospecting
 - (B) Overcoming sales objections
 - (C) Designing and planting favorable company news in leading press (Newspapers)
 - (D) Salesmanship
62. Which of the following phenomena reflects the process of adoption of innovation by the market ?
- (A) Product differentiation
 - (B) Perceptual map
 - (C) Ausoff matrix
 - (D) Diffusion of products/services
63. The ability of a company to meet each customer's requirements to prepare on a mass basis individually designed products, services, programs and communications is referred to as :
- (A) Proactive customer service
 - (B) Individualisation
 - (C) Mass customization
 - (D) Competitive advantage
64. Of the following which one corresponds to fixed cost ?
- (A) Transportation charges
 - (B) Payments for raw material
 - (C) Labour costs
 - (D) Insurance premium on property
65. Typically increasing interest rates :
- (A) discourage individuals from savings
 - (B) discourage corporate investments
 - (C) encourage corporate expansion
 - (D) encourage corporate borrowing

66. Capital employed is :
- (A) Cash + Bank
 - (B) Shareholder's funds + Long funds
 - (C) Cash + Assets
 - (D) Bank
67. The method used for reducing risk by using derivatives is called :
- (A) Hedging
 - (B) Stock Index
 - (C) Currency swaps
 - (D) Interest rate swaps
68. The rate that currently paid for the delivery of a currency at future date is called :
- (A) Forward discount
 - (B) Forward exchange rate
 - (C) Foreign exchange rate
 - (D) Cross rate
69. Combinations of firms having unrelated lines of business activities are called :
- (A) Horizontal merger
 - (B) Vertical merger
 - (C) Conglomerate merger
 - (D) Forward merger
70. The full form of TRIPS is :
- (A) Trade Related Intelligence and Property Rights
 - (B) Trade Related Investment and Personal Rights
 - (C) Trade Related Intellectual Property Rights
 - (D) Trade Related Investment and Property Rights

71. An international compact signed in 1997 that calls for reduction in the emission of carbon dioxide and 5 other greenhouse gases is :
- (A) Central American Free Trade Agreement
 (B) Global Trade Negotiations
 (C) Kyoto Protocol
 (D) Environmental Superfund
72. GATT framework of multilateral international trade treaties has now graduated into :
- (A) IMF
 (B) NAFTA
 (C) SAARC
 (D) WTO
73. Letter of credit is an instrument to achieve the following :
- (A) To realise payments for the export consignments
 (B) To establish the credibility of the exporter among the foreign buyers
 (C) To establish the brand value of the good supplied by exporter
 (D) To establish credentials before the government authorities
74. Which of these is *not* a component of the international capital market ?
- (A) Foreign Exchange Market
 (B) International Equity Market
 (C) Euro Currency Market
 (D) International Bond Market
75. The unbundling and repackaging of hard-to-trade financial assets into more liquid, negotiable and marketable financial instruments is called :
- (A) Market Liquidity
 (B) Securitization
 (C) Bartering
 (D) Arbitrage

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ROUGH WORK