

SUBJECT CODE	SUBJECT	PAPER																				
A-11-02	MANAGEMENT	II																				
HALL TICKET NUMBER		QUESTION BOOKLET NUMBER																				
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DURATION	MAXIMUM MARKS	NUMBER OF PAGES	NUMBER OF QUESTIONS																			
1 HOUR 15 MINUTES	100	16	50																			

This is to certify that, the entries made in the above portion are correctly written and verified.

Candidate's Signature

Name and Signature of Invigilator

Instructions for the Candidates

- Write your Hall Ticket 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 circle 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 **OMR Answer Sheet given to you**. If you mark at any place other than in the circle 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 OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- The candidate must handover the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.** The candidate is allowed to take away the carbon copy of OMR Sheet and used Question paper booklet at the end of the examination.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా **సరిచూసుకోండి.**
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టికర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా విజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమవద్దతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండుట వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.

ఉదాహరణ : (A) (B) (C) (D)

(C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైని ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోనల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దిష్ట స్థలంలో సూచించవలసిన వివరాలను తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్ష గదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.



DO NOT WRITE HERE



MANAGEMENT

Paper – II

1. Demand curve is kinked in
 - (A) Perfect competition
 - (B) Oligopoly market
 - (C) Monopoly market
 - (D) Monopsony market
2. The glue that organisations together and allows them to focus on efficiency, productivity and profits
 - (A) Fairness
 - (B) Honesty
 - (C) Trust
 - (D) None of the above
3. Which of the following is an outcome of job satisfaction ?
 - (A) High employee turnover
 - (B) High productivity
 - (C) Absenteeism
 - (D) All the above
4. An EBIT-EPS indifference analysis chart is used for
 - (A) Evaluating the effects of business risk on EPS
 - (B) Examining EPS results for alternative financing plans at varying EBIT levels
 - (C) Determining the impact of a change in sales on EBIT
 - (D) Showing the changes in EPS quality over time
5. 'Marketing Myopia' is coined by
 - (A) Theodore Levitt
 - (B) Philip Kotler
 - (C) Peter F. Drucker
 - (D) F.W. Taylor
6. The EOQ model attempts to minimize
 - (A) The number of items ordered
 - (B) The safety stock
 - (C) The total inventory costs
 - (D) Number of orders placed
7. Which of the following is not a random sampling technique ?
 - (A) Monte Carlo simulation
 - (B) Random number tables
 - (C) Convenient selection
 - (D) Rolling of a dice
8. _____ is adding new, unrelated products or services by a company.
 - (A) Concentric diversification
 - (B) Horizontal diversification
 - (C) Product development
 - (D) Conglomerate diversification



9. Who developed two factor theory of motivation ?
- (A) Abraham Maslow
 - (B) Chris Argyris
 - (C) Aurt Lewin
 - (D) Herzberg
10. The Companies Act 2013 mandates the companies to spent _____% of net profit on approved CSR activity.
- (A) 2
 - (B) 2.5
 - (C) 1
 - (D) 3
11. In which of the following sectors of the economy monopolistic competition exists ?
- 1. Consumer durables
 - 2. Automobiles
 - 3. Steel
 - 4. FMCG
- (A) 1 only
 - (B) 1 and 4
 - (C) 1 and 2
 - (D) 1 and 3
12. The Hawthorne Studies were initially devised to study
- i. Productivity levels of groups versus individuals
 - ii. The effect of noise on employee productivity
 - iii. The effect of illumination levels on employee productivity
 - iv. The effect of cooperative versus competitive organisational environment on productivity.
- Options :**
- (A) i and ii are correct
 - (B) ii and iii are correct
 - (C) only iii is correct
 - (D) All are correct
13. The technique of employee performance appraisal is
- i. A peer appraisal
 - ii. A 360° degree appraisal
 - iii. A self appraisal
 - iv. All the above
- Options :**
- (A) Only i is correct
 - (B) i and ii are correct
 - (C) ii and iii are correct
 - (D) iv is correct



14. Which of the following is not considered an advantage of going public ?

- i. Sharing corporate control with outsiders
- ii. Better access to both equity and debt market in the future
- iii. Better liquidity for the firm's shares
- iv. The firm's entrepreneurs have a chance to liquidate part of these investment and diversify.

Options :

- (A) Only i is correct
- (B) i and iii are correct
- (C) ii and iii are correct
- (D) All the four are correct

15. _____ activities include those which the company undertakes to make the product accessible and available to target customers.

- i. Line extension
- ii. Segmentation
- iii. Marketing research
- iv. Channel

Options :

- (A) i only correct
- (B) iv only correct
- (C) i and iii are correct
- (D) i, ii and iii are correct

16. The following are the discounting cash flow techniques

- i. Benefit cost ratio
- ii. Accounting rate of return
- iii. Payback period
- iv. Internal rate of return

Options :

- (A) Only i is correct
- (B) i and iii are correct
- (C) i and iv are correct
- (D) iii and iv are correct

17. Which of the following is a market entry mode ?

- i. Licensing
- ii. Franchising
- iii. Overseas sales subsidiary
- iv. Importing

Options :

- (A) i is correct
- (B) i and iii is correct
- (C) i, ii and iii are correct
- (D) iv is correct



18. Assertion (A) : High morale leads to high productivity.

Reasoning (R) : Morale is the state of mental condition of employee.

- (A) A and R are right
- (B) A is wrong and R is right
- (C) Both A and R are wrong
- (D) A is right but R is wrong

19. Assertion (A) : Games without saddle points are never Zero-sum games.

Reasoning (R) : Zero-sum games are games without mixed strategy.

- (A) A is right and R is wrong
- (B) Both A and R are right
- (C) Both A and R are wrong
- (D) A is wrong but R is right

20. Assertion (A) : Capital budgeting techniques helps in the selection of projects which pays the highest.

Reasoning (R) : The NPV technique results in selection of the projects which is the most profitable.

- (A) A is wrong and R is right
- (B) A is right and R is wrong
- (C) Both A and R are right
- (D) Both A and R are wrong

21. Assertion (A) : A special ergodic markov chain is the regular markov chain

Reason (R) : A regular markov chain is having a transition matrix – P such that for some hour of P, it has only non zero positive probability values.

- (A) A is right and R is wrong
- (B) R is right and A is wrong
- (C) A and R are wrong
- (D) A and R are right



22. Assertion (A) : Elasticity of demand means “the degree of responsiveness of demand to degree of change in demand determinants”.

Reasoning (R) : Cross elasticity of demand measures percentage change in demand to percentage change in income level.

- (A) A is wrong and R is right
- (B) A and R are right
- (C) A is right and R is wrong
- (D) Both A and R are wrong

23. Assertion (A) : Tails of normal distribution curve are always asymptotes.

Reasoning (R) : Asymptotes denote the smallest non zero probability value.

- (A) R is right and A is wrong
- (B) Both A and R are right
- (C) A is right and R is wrong
- (D) Both A and R are wrong

24. Assertion (A) : The generic strategies are approaches to out performing the competitors in the industry.

Reasoning (R) : The cost leadership and differentiation strategies are aimed at achieving their objectives industry wide, where as focus, strategy is built around serving a particular target very well.

- (A) A is right and R is wrong
- (B) Both A and R are right
- (C) R is right and A is wrong
- (D) Both A and R are wrong

25. Assertion (A) : Brand is a devise through which a marketer raise to differentiate the goods and services from others.

Reasoning (R) : Branding is not essential because the markets are crowded with too many “me too” products.

- (A) A is right and R is wrong
- (B) R is right A is wrong
- (C) Both A and R are right
- (D) Both A and R are wrong



- 26.** Arrange the following market structures in the descending order of producers risk
1. Monopoly
 2. Oligopoly
 3. Monopolistic competition
 4. Perfect competition
- (A) 2, 3, 4, 1
(B) 2, 4, 3, 1
(C) 1, 4, 2, 3
(D) 1, 2, 3, 4
- 27.** Select the correct sequence of the marketing communication process
1. Desire
 2. Attention
 3. Action
 4. Interest
- (A) 1, 4, 3, 2
(B) 4, 2, 3, 1
(C) 2, 4, 1, 3
(D) 3, 1, 4, 2
- 28.** What are stages of 2nd, 3rd and 4th of the outline strategy process ?
- (A) Generate options, select strategy, implement strategy
(B) Strategy selection, strategy implementation, strategy control
(C) Deliberate strategy, emerging strategy, realized strategy
(D) Appraisal of strengths and weakness, choice of strategic direction, strategy implementation
- 29.** Select the correct sequence of HR function
- (A) Recruitment, Selection, Induction, Training
(B) Selection, Recruitment, Training, Induction
(C) Induction, Selection, Recruitment, Training
(D) Training, Selection, Recruitment, Induction
- 30.** In terms of evolution of the discipline, select the correct sequence
- (A) Cost Accounting, Management Accounting, Social Accounting, Financial Accounting
(B) Financial Accounting, Management Accounting, Cost Accounting, Social Accounting
(C) Management Accounting, Cost Accounting, Financial Accounting, Social Accounting
(D) Financial Accounting, Cost Accounting, Management Accounting, Social Accounting



31. The hierarchy of needs according to a theory of motivation is
- (A) Physiological, Esteem, Social, Security, Self-Actualization
 - (B) Social, Security, Esteem, Physiological, Self-Actualization
 - (C) Physiological, Security, Social, Esteem, Self-Actualization
 - (D) Security, Social, Esteem, Self-Actualization
32. Operating cycle in Working Capital Management is
- (A) Cash, Raw Material, F G, B R, Cash
 - (B) Raw Material, WIP, FG, BR, Cash
 - (C) Raw Material, WIP, Finished Goods, Cash, BR
 - (D) Cash, Raw Material, WIP, FG, Sales
33. Select the correct sequence of stages in statistical sampling survey
- (A) Sampling Unit, Sampling size, Sampling Technique, Survey, Analysis
 - (B) Analysis, Sample size, Sampling technique, Survey, Sampling unit
 - (C) Sampling Unit, Sampling technique, Sampling size, Survey, Analysis
 - (D) Sampling technique, Sampling size, Survey, Sampling unit, Analysis

34. According to 'Pecking order' which is the sequence of financing a company adopts
- (A) Debt, retained earnings, equity
 - (B) Retained earnings, debt, equity
 - (C) Retained earnings, equity, debt
 - (D) Debt, equity, retained earnings

35. Match the following sets :

Set-I	Set-II
a. P/V ratio	1) Market price/EPS
b. P/E ratio	2) PV of cash inflows / PV of cash outflows
c. P/I ratio	3) Contribution/Sales
d. Current ratio	4) Current assets / Current liabilities

	a	b	c	d
(A)	3	1	2	4
(B)	2	4	1	3
(C)	4	2	3	1
(D)	1	2	3	4



36. Match the following sets :

Set – I	Set – II
a. Knowledge worker	1) Heuri Fayol
b. Learning organisation	2) Peter F. Drucke
c. Universals of Management	3) Kurt-Lewin
d. T-Group	4) Peter Senge

Options :

	a	b	c	d
(A)	3	4	2	1
(B)	1	3	4	2
(C)	2	4	3	1
(D)	2	4	1	3

37. Match the following sets :

Set-I	Set-II
a. Beta	1) Unsystematic risk
b. Alpha	2) Systematic risk
c. Total risk	3) Abnormal return
d. Diversifiable risk	4) Standard deviation

Options :

	a	b	c	d
(A)	4	2	1	3
(B)	3	4	1	2
(C)	2	3	4	1
(D)	1	2	4	3

38. Match the following :

Set – I	Set – II
a. Weber	1) Division of labour
b. Maslow	2) Achievement motivation
c. Adam Smith	3) Bureaucracy
d. David McClelland	4) Hierarchical needs

Options:

	a	b	c	d
(A)	4	3	2	1
(B)	4	2	3	1
(C)	3	4	1	2
(D)	1	3	4	1

39. Match the following :

Set-I	Set-II
a. Imputed cost	1) When the output is increased by one unit
b. Marginal cost	2) Would have been incurred in the absence of self owned factor Inputs
c. Opportunity cost	3) Benefit foregone
d. Incremental cost	4) Difference at any two levels of output

Options :

	a	b	c	d
(A)	3	2	4	1
(B)	2	1	3	4
(C)	1	3	4	1
(D)	2	3	1	4



40. Match the following :

Set – I

Set – II

- | | |
|------------------------|--|
| a. Pay Back Period | 1) It is the rate at which NPV is zero |
| b. ARR | 2) Present values CFAT divided by present values of cash Outflows |
| c. Profitability Index | 3) Selects the project which recovers the investment at the earliest |
| d. IRR | 4) considers the profits during the entire life of project. |

Options :

	a	b	c	d
(A)	3	4	2	1
(B)	2	1	3	4
(C)	3	2	1	4
(D)	3	1	2	4

41. Match the following sets :

Set – I

Set – II

- | | |
|--------------------------------------|----------------------|
| a. Dramatic termination of man power | 1) Michael Porter |
| b. Core competence | 2) Elton Mayo |
| c. Two factor theory | 3) Down Sizing |
| d. Hawthorne Studies | 4) Fredrick Herzberg |

Options :

	a	b	c	d
(A)	3	1	4	2
(B)	4	3	1	2
(C)	2	4	3	1
(D)	1	4	2	3

42. Match the following sets :

Set – I

Set – II

- | | |
|------------------------------------|--------------------------|
| a. Modern portfolio theory | 1) Sharpe-lintner-Morrin |
| b. Capital Asset pricing model | 2) Black-Scholes |
| c. European option pricing model | 3) Harry Markowitz |
| d. Arbitrage based valuation model | 4) Modigliani Miller |

Option :

	a	b	c	d
(A)	2	4	3	1
(B)	3	1	2	4
(C)	3	2	1	4
(D)	4	3	2	1



43. Match the following sets :

- | Set – I | Set – II |
|-------------------------------|--------------------------|
| a. Bernoulli process | 1) Poisson distribution |
| b. Occurrence of a rare event | 2) Binomial distribution |
| c. Bellshaped curve | 3) Normal distribution |
| d. Skewed to the right | 4) Positively skewed |

Option :

	a	b	c	d
(A)	2	1	3	4
(B)	2	1	4	3
(C)	3	1	2	4
(D)	4	3	2	1

44. Match the following sets :

- | Set – I | Set – II |
|------------------|---|
| a. Sinking fund | 1) Used for valuation of warrants |
| b. Underwriting | 2) Process of offering securities at various bid prices from investors |
| c. Black-Scholes | 3) Cash set aside for retiring debentures |
| d. Book Building | 4) Guarantee to buy the shares if the issue is not subscribed by the Public |

Option :

	a	b	c	d
(A)	4	2	1	3
(B)	3	4	1	2
(C)	1	2	3	4
(D)	2	4	1	3

45. Match the following sets :

- | Set – I | Set – II |
|------------------------------|--|
| a. Globalisation | 1) Domestic firm that penetrates overseas markets |
| b. Multinational Corporation | 2) International Competition |
| c. Global Corporation | 3) Operating in multiple countries |
| d. International Corporation | 4) Corporate units in number of countries that are integrated to operate as one organisation |

Option :

	a	b	c	d
(A)	2	3	4	1
(B)	4	2	1	3
(C)	3	1	2	4
(D)	1	4	2	3



Read the passage and answer the questions from Q. Nos. **46-50**.

Today, the use of the term learning organisation is usually attributed to Chris Argyris who made the distinction between single loop and double loop learning. The differences between these two types of learning applied to organisations can be summarized as follows :

- 1) Single-loop learning involves improving the organization capacity to achieve known objectives. It is associated with routine and behavioural learning without significant change its basic assumptions.
- 2) Double-loop learning re-evaluates the nature of organizations objectives and the values and beliefs surrounding them. This type of learning involves changing the organization's culture. Importantly, double-loop consists of organization's learning how to learn.

- 46.** The paragraph is about :
- (A) Communication
 - (B) Types of learning
 - (C) Types learning in organizations
 - (D) Organization culture

- 47.** According to the author which type of learning is more important
- (A) Single loop learning
 - (B) Double loop learning
 - (C) Both A and B
 - (D) None of the above
- 48.** Double loop learning does include
- (A) What to learn?
 - (B) Where to learn?
 - (C) How to learn?
 - (D) Why to learn?
- 49.** To become effective, organizations must
- (A) Encourage only single loop learning
 - (B) Encourage only double loop learning
 - (C) Re-assess the organizational goals, and objectives when needed
 - (D) Recruit motivated persons
- 50.** If an employee taught how to use ERP in his work place, it is a case of
- (A) Double loop learning
 - (B) Single loop learning
 - (C) Both A and B
 - (D) None of the above



Space for Rough Work



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