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| SUBJECT CODE | SUBJECT | PAPER |
| A-11-03 | MANAGEMENT | III |
| HALL TICKET NUMBER | | QUESTION BOOKLET NUMBER |
| | | |
| OMR SHEET NUMBER | | |
| | | |
| DURATION | MAXIMUM MARKS | NUMBER OF PAGES |
| 2 HOUR 30 MINUTES | 150 | 24 |
| | | NUMBER OF QUESTIONS |
| | | 75 |

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

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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 seventy five 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.
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 - Read instructions given inside carefully.
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 - Use only Blue/Black Ball point pen.**
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అభ్యర్థులకు సూచనలు

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము డెటైలెదు బహుళాప్త ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నాపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నాపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
 - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచును ఉన్న కాగితపు సీలును చించండి. స్టికర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నాపత్రమును మీరు అంగీకరించవద్దు.
 - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గాని లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా విజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమవద్దతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండటం వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా వర్తనాధికారికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
 - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నాపత్రం సంఖ్యను OMR పత్రము పై అందించిన OMR పత్రము సంఖ్యను ఈ ప్రశ్నాపత్రము పై నిర్దేశించిన స్థలంలో 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 ప్రశ్నపత్రములో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వెరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దేశించిన స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గాని లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష వర్తనాధికారికి 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.
- తప్పని సమాధానాలకు మార్కుల తగ్గింపు లేదు.



DO NOT WRITE HERE



MANAGEMENT

Paper – III

1. Grievance means

- (A) Long pending unresolved written complaint
- (B) Long pending unresolved oral complaint
- (C) Long standing unresolved strike
- (D) Long standing unresolved lockout

2. 'Hot Stove' rule is

- (A) A learning program
- (B) A disciplinary action
- (C) A training program
- (D) A dispute settlement

3. Directing is one of the important functions of HRM under _____ function.

- (A) Operative
- (B) Technical
- (C) Managerial
- (D) Behavioral

4. Achievement, Recognition and Responsibility are

- (A) Extrinsic rewards
- (B) Monetary rewards
- (C) Technical rewards
- (D) Intrinsic rewards

5. Staffing includes

- 1. Workload estimation
- 2. Termination
- 3. Selection
- 4. Induction

Options :

- (A) 1 and 2 only
- (B) 1, 2 and 3 only
- (C) 2, 4, 3 only
- (D) 1, 2, 3 and 4



6. HR Planning includes

1. Selection
2. Recruitment
3. Training
4. Separation

Options :

- (A) 1 and 2
- (B) 3 and 4
- (C) 1, 2, 3 and 4
- (D) 2, 3 and 4

7. The order of Grievance redressal procedure

1. Supervisor
2. Foreman
3. H.O.D.
4. Worker
5. Grievance Committee

Option :

- (A) 4 – 2 – 1 – 3 – 5
- (B) 1 – 2 – 3 – 4 – 5
- (C) 5 – 4 – 3 – 2 – 1
- (D) 3 – 2 – 1 – 5 – 4

8. Select the correct sequence of the following H.R. functions

1. Compensation and Benefits
2. H.R. Planning
3. Performance Appraisal
4. Recruitment Selection
5. Training and Development

Options :

- (A) 1 – 2 – 3 – 4 – 5
- (B) 2 – 4 – 5 – 3 – 1
- (C) 5 – 4 – 3 – 2 – 1
- (D) 4 – 3 – 2 – 1 – 5

9. Select the correct sequence of the stages in career cycle

1. Maintenance
2. Establishment
3. Exploration
4. Growth
5. Mid-career crisis
6. Stabilization
7. Decline

Options :

- (A) 1 – 2 – 3 – 4 – 5 – 6 – 7
- (B) 7 – 6 – 5 – 4 – 3 – 2 – 1
- (C) 4 – 3 – 2 – 6 – 5 – 1 – 7
- (D) 6 – 5 – 4 – 2 – 3 – 7 – 1



10. Match the following sets:

| Set-I | Set-II |
|---------------|------------------------------|
| a. Maslow | 1. Two factor theory |
| b. McGregor | 2. Need Hierarchy theory |
| c. Herzberg | 3. Achievement theory |
| d. McClelland | 4. Theory 'X' and Theory 'Y' |

Options:

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

11. Match the following sets:

| Set-I | Set-II |
|----------------------|--------------------------------|
| a. Job specification | 1. Relative worth of job |
| b. Job Description | 2. Human Requirements |
| c. Job Enrichment | 3. Duties and Responsibilities |
| d. Job Evaluation | 4. New opportunities |

Options:

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

12. Match the following sets:

| Set-I | Set-II |
|---------------------------|-------------------|
| a. Culture | 1. Beaurtrice web |
| b. Organizational culture | 2. Ishikawa |
| c. Collective bargaining | 3. Edgar Sehin |
| d. Quality circles | 4. E.B. Taylor |

Options :

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

13. **Assertion (A)** : HRM is the policies and practices involved in managing the people.

Reasoning (R) : HRD is training and developing people's skills.

Options :

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



14. Assertion (A) : Performance Management is a comprehensive approach of assigning, training, assessing and rewarding employee's performance.

Reasoning (R) : Performance appraisal is evaluating employees' current performance relative to "standard performance".

Options :

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

15. Assertion (A) : Learning is the process through which employees gain skills by their spontaneous efforts.

Reasoning (R) : Training is the process through which employees are gaining skills by enforcement.

Options :

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

Read the following passage and answer the questions from (Q. No. 16 – 19)

One of the best-known organization wide incentive systems is the Scanlon plan. It seeks cooperation between management and employees through sharing problems, goals and ideas. (It is interesting to note that many quality circle programs instituted in the 1980s were a direct outgrowth of the Scanlon Plan). Under Scalon, each department in the organization has a committee composed of supervisor and employee representatives. Another incentive plan that started in the early 1990s is called IMPROSHARE. Improshare, a contraction of improving productivity through sharing, uses a mathematical formula to determine employee's bonuses. For example, if workers save labor costs in producing a product, a predetermined portion of the labour savings goes to the employees.

16. Bonus based on mathematical formula is

- (A) Market share
- (B) Inclusive share
- (C) Improshare
- (D) Intra share



17. Incentive program through sharing problems between employees and employers is

- (A) Gantt-Plan
- (B) Scan-Plan
- (C) Lon Plan
- (D) Scanlon-Plan

18. Scanlon-Plan is a derivative of

- (A) Quality Management
- (B) Quality spiral
- (C) Quality engineering
- (D) Quality Circle

19. Scanlon plan is _____ incentive.

- (A) Individual wise
- (B) Group-wise
- (C) Plant wise
- (D) Team wise

20. The marketing concept holds that

- (A) Firm should find the right products for its customers and not the right customers for its product
- (B) Customers who are coaxed into buying a product will most likely buy it again
- (C) A new product will not be successful unless it is priced, distributed and sold properly
- (D) A better product will by itself lead people to buy it without much effort from the sellers

21. The ultimate outcome of relationship marketing is a unique company asset called the _____, consisting of the company and its supporting stake holders.

- (A) Brand
- (B) Supply chain
- (C) Value proposition
- (D) Service channel

22. Which of the following categories of goods and services is most likely to require an aggressive use of the selling concept?

- (A) Shopping goods
- (B) Necessary goods
- (C) Luxury goods
- (D) Unsought goods



23. When e-Bay and Amazon .com cut out the majority of middlemen that normally would participate in the exchange process is

- (A) Deregulation
- (B) Disintermediation
- (C) Diversification
- (D) Reintermediation

24. The buying centre includes the following members of the organisations who play role in the purchase decision process

1. Initiators and influencers
2. Approvers and deciders
3. Users and buyers
4. Gate keepers

- (A) 3 only
- (B) 1, 2 and 3 only
- (C) 1, 2, 3 and 4
- (D) None of the above

25. The set of brand equity drivers are

1. The initial choices for the brand elements or identities making up the brand
2. The product and service and all accompanying marketing activities and supporting marketing programs
3. Other associations indirectly transferred to the brand by linking it some other entity
4. None of the above

Options :

- (A) 1 only
- (B) 1 and 2 only
- (C) 1, 2 and 3 only
- (D) 4 only

26. Consumer behavior is influenced by

1. Culture, sub-culture and social class
2. Reference groups, family, social roles
3. Age, stage in the life cycle, occupation, life style
4. None of the above

Options :

- (A) 1 and 2 only
- (B) 1 and 3 only
- (C) 4 only
- (D) 1, 2 and 3 only



27. Cause for channel conflict

1. Clear roles and rights
2. Goal incompatibility
3. Differences in perception
4. Intermediaries dependence on the manufacture

Options :

- (A) 1 only
- (B) 2, 3 and 4 only
- (C) 3 and 4 only
- (D) 4 only

28. **Assertion (A) :** A market segment consists of a group of customers who share a similar set of needs and wants.

Reasoning (R) : The size, purchasing power and characteristics of the segments can be measured.

Options :

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

29. **Assertion (A) :** It is not the job of the marketing researcher to produce insight into the customer's attitude and buying behaviour.

Reasoning (R) : Marketing insights provide diagnostic information about how and why we observe certain effects in the market place and what that means to marketers.

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

30. **Assertion (A) :** Sellers should do their best to avoid dissatisfiers and should identify the major satisfiers or motivators of purchase.

Reasoning(R) : The absence of dissatisfiers is enough to motivate purchase.

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



31. Assertion (A) : Corporate Social marketing concept holds that the firm's task is to determine the needs and interest of target groups and deliver desired satisfactions more effectively and need bother about society's well-being.

Reasoning (R) : Adopting and conducting business practices that protect the environment, human and animal rights is specifically a part of Corporate Social marketing.

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

32. Correct sequence of Buying Decision Process

1. Information search
2. Evaluation of alternatives
3. Problem recognition
4. Post purchase behavior
5. Purchase decision

Options:

- (A) 1 – 3 – 4 – 2 – 5
- (B) 3 – 1 – 2 – 5 – 4
- (C) 2 – 1 – 3 – 4 – 5
- (D) 4 – 5 – 3 – 2 – 1

33. Correct sequence in Marketing Research Process

1. Develop the research plan
2. Define the problem
3. Collect and analyse the information
4. Make the decision
5. Present the findings

- (A) 2 – 1 – 3 – 5 – 4
- (B) 1 – 2 – 5 – 4 – 3
- (C) 2 – 3 – 5 – 4 – 1
- (D) 1 – 2 – 3 – 5 – 4

34. Correct sequence in pricing

1. Selecting the pricing objective
2. Selecting a pricing method
3. Estimating demand and cost
4. Analysing competitors cost, prices and offers
5. Selecting final price

Options:

- (A) 3 – 4 – 2 – 1 – 5
- (B) 1 – 3 – 5 – 4 – 2
- (C) 1 – 3 – 4 – 2 – 5
- (D) 4 – 3 – 1 – 2 – 5



35. Match the following:

- | Set-I | Set-II |
|-------------------|---|
| a. Stated needs | 1) The customer wants to be seen by friends as a savvy consumer |
| b. Unstated needs | 2) The customer would like the dealer to include an onboard navigation system |
| c. Delight needs | 3) The customer expects good service from the dealer |
| d. Secret needs | 4) The customer wants an inexpensive car |

Options :

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

36. Match the following:

- | Set-I | Set-II |
|---------------------|---|
| a. Brand salience | 1) Focus on customers' own personal opinions and evaluations |
| b. Brand imagery | 2) Is how often and how easily customers think of the brand under various purchase or consumption situation |
| c. Brand judgements | 3) Describe the extrinsic properties of the product or service |
| d. Brand feelings | 4) Are customers emotional resources and reactions with respect to the brand. |

Options :

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



37. Match the following:

| Set-I | Set-II |
|---------------------|--|
| a. Hard core loyals | 1) Consumers who shift loyalty from one brand to another |
| b. Split loyals | 2) consumers who show no loyalty to any brand |
| c. Shifting loyals | 3) Consumers who are loyal to two or more brands |
| d. Switchers | 4) Consumers who buy only one brand all the time |

Options :

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

38. Match the following:

| Set-I | Set-II |
|--------------------------|---|
| a. Likert scale | 1) A scale connecting two bipolar words. The respondent selects the point that represents his or her opinion. |
| b. Rating scale | 2) A scale that rates the significance of some attribute. |
| c. Semantic differential | 3) A scale that rates some attribute from poor to excellent |
| d. Importance scale | 4) A statement with which the respondent shows the amount of agreement/ disagreement. |

Options :

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



39. In IRR, the discount rate at which the cash flows are reinvested is

- (A) Risk free rate
- (B) Cost of capital
- (C) The IRR
- (D) Cost of equity

40. In the case of conflicts in Ranking projects, the decision rule that is appropriate in to

- (A) Accept the project with the highest IRR
- (B) Accept the project with lowest cost of capital
- (C) Accept the project with highest NPV
- (D) Accept the project with lowest risk

41. The value of a levered firm is

- (A) $V_u + \text{Tax shield}$
- (B) $V_u + \text{Market value of bonds}$
- (C) $V_u + \text{Market value of equity}$
- (D) None of the above

42. Which of the following statements are correct ?

1. Dividends are distributed after deducting tax
2. Dividends are distributed out of current year net profit
3. Dividends are distributed even out of reserves
4. Dividends are distributed out of capital

- (A) 1 and 2 are correct
- (B) 1 and 3 are correct
- (C) 3 and 4 are correct
- (D) 2 and 4 are correct

43. Risk of returns on a stock is measured by

1. Using part returns
2. Using current return
3. Using expected returns
4. Using accounting rate of return

- (A) 1 and 2 are correct
- (B) 2 and 3 are correct
- (C) 3 and 4 are correct
- (D) 1 and 3 are correct



44. Which of following is a Conglomerate Business?

1. Tata, Reliance, Birla, ITC
2. Murugappa, Pepsi, Coca Cola, HCL
3. Infosys, Wipro, TCS, Cognizant
4. HUL, Dabur, Proctor and Gamble, Ranboxy

- (A) 1 and 2
(B) 2 and 3
(C) 1 only
(D) 1 and 4

45. **Assertion (A)** : In the strong form of Efficient Market Hypothesis (EMH), a security's price reflects only publicly held information.

Reasoning (R) : In the sense strong form of Efficient Market Hypothesis (EMH) a security's price reflects all information that may be contained in the historical prices of the security.

- A) Only A is correct
B) Only R is correct
C) Both A and R are wrong
D) Both A and R are correct

46. **Assertion (A)** : A customer is the most important person for a business – all principal direction for a business comes from customers i.e. the market.

Reasoning (R) : When Steve Job's was asked about whether he listened to the market to come out with successful products, he remarked 'What does the Market Know'?

- (A) Only A is correct
(B) Only R is correct
(C) Both are not correct
(D) Both are right

47. **Assertion (A)** : A person walked in a pond whose average depth was 1 foot and drowned.

Reasoning (R) : The above statement is a commentary on abuse of statistics.

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



48. The dividend, disbursement process involves

1. TDS
2. Approval at AGM
3. Board of Director's resolution
4. Disbursal of dividend warrant

- (A) 1, 2, 3, 4
(B) 2, 3, 4, 1
(C) 3, 2, 1, 4
(D) 3, 2, 4, 1

49. Which of the following resourcing of managerial finance function is correct?

1. Investing
2. Financing
3. Dividend disbursement
4. Project evaluation

- (A) 4, 1, 2, 3
(B) 4, 2, 1, 3
(C) 2, 3, 4, 1
(D) 1, 2, 3, 4

50. Steps in estimating cash flow for a capital expenditure decision

1. Terminal cash flows
2. Initial cash flows
3. Intermediate cash flows
4. Estimation of cash flows

- (A) 4, 3, 2, 1
(B) 4, 1, 2, 3
(C) 4, 2, 3, 1
(D) 4, 2, 1, 3

51. Match the following:

Set-I

Set-II

- | | |
|-------------------------|--|
| a. Screening | 1) Averaging of price |
| b. Toe hold acquisition | 2) Wrong selection |
| c. Moral Hazard | 3) Mitigating information asymmetry |
| d. Pooling equilibrium | 4) Initial small acquisition of shares |

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



52. Match the following:

| Set-I | Set-II |
|------------|-----------------|
| a. Tata | 1) FMCG |
| b. Infosys | 2) Conglomerate |
| c. Apple | 3) I Phone |
| d. HUL | 4) IT Solutions |

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

53. Match the following sets:

| Set-I | Set-II |
|---------------------------|---|
| a. LBO | 1) A measure of abnormal return |
| b. Jensen's Alpha | 2) It can not be eliminated |
| c. Non diversifiable risk | 3) Selling below economic value |
| d. Fire sale | 4) Acquiring a company using debt funds |

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

Read the following passage and answer the questions (Nos. 54-57) :

A venture financier is evaluating a proposal to fund a new firm. The new firm's parameters are as follows:

The venture requires Rs. 7 million in equity financing to move to the next stage of development. Assuming that the financiers, business goals are achieved, it will generate earnings of Rs. 21 million per year into perpetuity starting beginning on the harvest date, four years from now, when the firm will go public. At that time firm will be valued according to P/E ratio of 18. The probability of the firm being successful is only 25%. A discount rate of 33% will have to be applied to the firm.

54. What is the harvest date value of the firm in million rupees?

- (A) 210
- (B) 378
- (C) 400
- (D) 368



55. What is the probability adjusted value of the firm at harvest date?
- (A) 189
 - (B) 283.5
 - (C) 94.5
 - (D) 300
56. What is the present value of probability adjusted value?
- (A) 30.2
 - (B) 30
 - (C) 25
 - (D) 21
57. On the basis of above valuation, what would be the share of VC in the capital?
- (A) 33.2%
 - (B) 43.2%
 - (C) 23.2%
 - (D) 13.2%
58. Which of the following does not covered by TRIPS?
- (A) Copy rights and related rights
 - (B) Trade marks
 - (C) Patents
 - (D) Quantitative restrictions
59. American depository receipt for Infosys's stock means
- (A) Infosys stocks are deposited in the US
 - (B) Infosys stock are traded as fixed deposits
 - (C) Infosys stocks are dominated in USD
 - (D) None of the above
60. ISO 9000 refers to
- (A) Quality standards
 - (B) Quantity standards
 - (C) Ecological standards
 - (D) Technical standards
61. Michael Porter theory of international trade focus on
- (A) Technological upgradation
 - (B) International HRM
 - (C) The competitive advantage of nations
 - (D) Economies of scale
62. Balance of payments consists of
1. Current account
 2. Official reserve account
 3. Capital account
 4. Foreign account
- Options:**
- (A) 1, 2, 3 not 4
 - (B) 1, 2, 3 and 4
 - (C) 1, 3, 4 not 2
 - (D) 2, 3, 4 not 1



63. Non-tariff measures are as follows

1. Import quota
2. Voluntary export restrictions
3. Quality standards
4. Domestic content requirements

- (A) 1, 2, 3 not 4
(B) 2, 3, 4 not 1
(C) 2, 4, not 1 and 3
(D) 1, 2, 3 and 4

64. Choose the set of components of globalization

1. Globalization of markets
2. Globalization of products
3. Globalization of investment
4. Globalization of technology

- (A) 1, 2, 3 and 4
(B) 2, 3, 4 not 1
(C) 1, 3, 4 not 2
(D) 2 and 4 only

65. **Assertion (A)** : Some businesses may want to eliminate foreign competition through protective legislation.

Reason (R) : The better way to compete is to continuously improve products at home and expand in to foreign markets.

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

66. **Assertion (A)** : The attribution rate in BPO sector is alarming.

Reason (R) : The stress levels in BPO sector is high due to heavy work load.

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



67. Assertion (A) : Most companies would prefer to remain domestic if their domestic markets were large.

Reason (R) : Domestic companies prefer to expand to foreign markets due to non viability of domestic markets.

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

68. Match the following sets:

| Set-I | Set-II |
|--------------------------|--|
| a. Ethnocentric approach | 1) Exporting to the neighbouring countries of the country |
| b. Polycentric approach | 2) Entire world is just like a single country |
| c. Regiocentric approach | 3) Companies establish foreign subsidiary and empowers its executives |
| d. Geocentric approach | 4) Domestic companies view foreign markets as an extension of domestic markets |

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

69. Match the following sets:

| Set-I | Set-II |
|---|---|
| a. Domestic based export division | 1) Home based and travel abroad to fund business |
| b. Overseas subsidiary | 2) Export department operating as its own profit center |
| c. Travelling export sales representative | 3) Holds limited or exclusive rights to represent the company in that country |
| d. Foreign based distribution | 4) Handles sales and distribution and promotion |

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



70. Match the following sets:

| Set-I | Set-II |
|----------------|-------------|
| a. USA | 1) KRX - KE |
| b. Hong Kong | 2) NASDAQ |
| c. Japan | 3) HANGSENG |
| d. South Korea | 4) NIKKEI |

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

71. Arrange the following steps related global reward system.

1. Rewards frame work
2. Job structure frame work
3. Global philosophy frame work
4. Ongoing program assessment
5. Talent management frame work

- (A) 4, 2, 3, 5, 1
 (B) 2, 4, 5, 3, 1
 (C) 3, 2, 1, 4, 5
 (D) 5, 3, 4, 1, 2

72. Match the following sets:

| Set-I | Set-II |
|--------------------------|--|
| a. Floating rate system | 1) Exchange rate are fixed with respect to the currencies of countries of a particular zone |
| b. Pegging of currency | 2) Is a hybrid of fixed rate and floating rate. |
| c. Crawling peg | 3) Developing country pegs its currency either to a strong currency or currency of a country with which it has large share of trade. |
| d. Target zone agreement | 4) Marketing forces determine the exchange rate |

Options:

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



73. Match the following sets:

Set-I

Set-II

- | | |
|-----------------------|--|
| a. Sporadic dumping | 1) Selling the product in a foreign market at a less |
| b. Predatory dumping | 2) Consistently selling the product at lower prices in one market than in other markets |
| c. Persistent dumping | 3) Product is sold at a high price in international markets and at a lower price in domestic market |
| d. Reverse dumping | 4) Occurs when an international company sells its unsold inventory in foreign country to get rid of them |

Options:

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

74. Volatility in USD and INR exchange rate

is measured by calculating.

- (A) Annualized standard deviation of exchange rate of INR against USD
- (B) Standard deviation of exchange rate of INR against USD
- (C) Standard deviation exchange rate of INR against Euro
- (D) None of the above

75. Recently, the capital account deficit in

India shows signs of decline due to

- (A) Fall in crude prices
- (B) Fall in gold imports
- (C) Increase in exports
- (D) All of the above



Space for Rough Work



Space for Rough Work



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