



UGC NET Management- Previous Years Question Papers

In any UGC NET exam, you will find large number of questions appearing from previous papers. So whatever sources/books/websites/coaching you are preparing from, going through previous papers is a MUST.

So, how to make best use of these question papers? Start solving papers one by one. While solving each question, try to understand the “entire concept” not just the given “question”. For example, if question is:

Which of following is not one of 4 Ps of marketing?

(A) Product (B) Price (C) Place (D) Process

Now do not just look for the Answer (Option D)? Also find out, what exactly is 4 Ps of marketing? Which management Guru gave this concept? What each P stand for? What are additional 3 Ps for Services? etc. Do not just solve the particular question...Learn the Concept...Questions will not repeat in next exam...Concepts will repeat...You should be equipped handle any question on 4 Ps of Marketing, just because you did one question.

Please mind it that, it will take time. May be 8-10 hours for each paper.... But if you attempt all previous years' papers with this approach, no one can stop you from getting very good score in UGC NET.

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- 1.) Which one of the following information types is NOT included in a skill inventory?
 - (A) Employee's personal data
 - (B) Organization's training schedule
 - (C) Employee's potential
 - (D) Salary and Job history

- 2.) Which one of the following approaches stresses that there are no universal rules for managers to follow in order to perform the job?
 - (A) Contingency
 - (B) System
 - (C) Mathematical
 - (D) Empirical

- 3.) The best level of output for a perfectly competitive firm in short run is a point where $P = MR = MC$, provided that
 - (A) $P < AVC$
 - (B) $P > AVC$
 - (C) $P = AVC$
 - (D) $P \geq AVC$

- 4.) What is the role of advertisements and selling costs in perfectly competitive markets?
 - (A) Informative to intimate product/service availability
 - (B) Enlarging the market size
 - (C) Very essential for the survival of the firm
 - (D) Influencing buyer behavior

- 5.) It is believed that employees' attitude influences their perception of work, but the employees' experience at work may also modify or shape their attitudes. This is an example of:
 - (A) Contingency Approach
 - (B) Democratic Approach
 - (C) Interactional Approach
 - (D) Socio-technical system Approach

- 6.) Which one of the following employee behaviours is NOT true in case of high-stress level?
 - (A) Anxiety
 - (B) Careless mistakes
 - (C) Nervousness
 - (D) Low and bad judgmental ability

- 7.) Information regarding 'personal job demands (human expenditure involved in work, such as energy expenditure)' collected in job analysis falls in which one of the following?
 - (A) Work Activities
 - (B) Worker-Oriented Activities

- (C) Personal Requirements
- (D) Job Context

8.) Which one of the following orientation programs seek to ratify the usefulness of the characteristics that the person brings to the new job?

- (A) Serial Orientation
- (B) Disjunctive Orientation
- (C) Investiture Orientation
- (D) Divestiture Orientation

9.) In which one of the following motives, relevant for organizational climate, there is an urge to be relevant and useful to large groups including society as a whole?

- (A) Affiliation
- (B) Influence
- (C) Extension
- (D) Achievement

10.) If the market price of PQR Ltd. is 44, EPS is 3.75 and the retention ratio is 60%, then the multiplier according to Graham and Dodd Model of Dividend policy is

- (A) 15
- (B) 19.5
- (C) 16
- (D) 18.7

11.) The holistic, integrated and goal-oriented process of planning, recruiting, selecting, developing, managing, and compensating employees is known as

- (A) Human Resource Management
- (B) Strategic Human Resource Management
- (C) Talent Management
- (D) Human Resource Planning

12.) Which one of the following performance appraisal methods prevents supervisors from rating all or most employees "satisfactory" or "high"?

- (A) Critical Incident Method
- (B) Forced Distribution Method
- (C) Paired Comparison Method
- (D) Alternation Ranking Method

13.) In case of agency problem, the actions of managers are very likely to be directed towards the goal of

- (A) Profit maximization
- (B) Wealth maximization
- (C) Survival and self-sufficiency
- (D) Self-sufficiency

14.) Which one of the following measures better explains inflation in an economic ecosystem?

- (A) GNP deflator
- (B) Wholesale Price Index (WPI)
- (C) Consumer Price Index (CPI)
- (D) Rate of change in GNP deflator

15.) Du Pont analysis formula involves which financial elements for computation of earning power?

- (A) Net profit margin, Total assets turnover and Equity multiplier
- (B) Total assets turnover and sales turnover profitability
- (C) Profit margin, Sales turnover and Asset-use efficiency
- (D) Total assets turnover and Equity multiplier

16.) Following information is available for the year 2018 and 2019 of ABC Ltd:

Year	2018	2019
Sales	Rs. 32,00,000	Rs 57,00,000
Profit/(Loss)	(Rs 3,00,000)	Rs 7,00,000

Calculate P/V ratio

- (A) 40%
- (B) 16%
- (C) 28%
- (D) 12%

17.) Which methods of risk analysis better serve lender's perspective in the capital budgeting decisions?

- (A) Risk Adjusted Discount Rate
- (B) Certainty Equivalent approach
- (C) Simulation and Sensitivity analyses
- (D) Decision Analysis

18.) As per Walter's model, the market value of a growing firm will increase if the dividend payout ratio is

- (A) Increased
- (B) Decreased
- (C) Constant
- (D) 100%

19.) In the absence of covariance among securities in the portfolio, if each security has an average standard deviation of 20%, the portfolio of 100 securities would have a standard deviation of

- (A) 2%
- (B) Zero
- (C) 20%
- (D) 5%

20.) The relationship between an investor's expectation of return on bonds with respect to the investment horizon is called

- (A) Bond yield
- (B) Yield to maturity
- (C) Risk immunization
- (D) Term structure of interest rates

21.) _____ usually have intensive distribution because sales of these products tend to have a direct relationship to their availability

- (A) Convenience Goods
- (B) Speciality Goods
- (C) Shopping Goods
- (D) Unsought Goods

22.) Which phrase best completes the statement below?

One of the key tasks of a marketer is to _____ and to create a perception among consumers that the product is worth purchasing.

- (A) make products easily visible and available
- (B) promote sales of products
- (C) differentiate their products from those of competitors
- (D) do market surveys

23.) When companies offer products in small packages or charge on a pay-per-use basis, then such strategies are part of:

- (A) Regionalization strategies
- (B) Strategies for the Bottom-of-the Pyramid
- (C) Strategies for competing with global companies
- (D) Strategies for internationalization

24.) At the business level, organisations need to position their business as being Low-cost leaders or Differentiated. The position when cost leadership is high in terms of lower prices/lower costs and differentiation is low, is called:

- (A) Focused Cost Leaders
- (B) Cost Leaders
- (C) Differentiators
- (D) Focused differentiators

25.) The process of converting a non-productive, inactive asset into a productive asset by selling receivables to a company that specializes in their collection and administration, is described as

- (A) Credit administration
- (B) Factoring
- (C) Receivables management
- (D) Credit rating

26.) "Moments of Truth" in services marketing was given by:

- (A) Jan Carlzon
- (B) Rosser Reeves
- (C) Parasuraman and Zeithamal
- (D) Gary Armstrong

27.) Which one of the following tasks is NOT expected to be performed in Sales Management?

- (A) Formulating sales policies
- (B) Designing sales territories
- (C) Selecting and recruitment of salesforce
- (D) Determining the selling price of the firm's products

28.) In the retail industry, a 'Category Killer' is referred to as:

- (A) a multi-category large discount store that is famous for its wide selection of products
- (B) a specialty store wedded to discounting and domination of a product category
- (C) a store in a residential area and offers all household goods and fresh groceries
- (D) a unique 24/7 store located on major highways and also located in fuel stations

29.) When is the finite population multiplier expected to be approximately equal to one?

- (A) $N \geq 20n$
- (B) $N \geq 30n$
- (C) $N \geq 10n$
- (D) $N \geq 40n$

30.) Which of the following is true with regard to method of least squares used in simple regression analysis?

- (A) It minimises the sum of the squared values of the independent variable
- (B) It minimises the sum of squared differences between the values of independent variable and their mean
- (C) It minimises the sum of the squared differences between the actual values of dependent variable and the estimated values of the dependent variable as per regression equation
- (D) It minimises the sum of squared values of the dependent variable

31.) In statistical quality control, the expected process variation (natural tolerance) is commonly taken to be

- (A) $\mu \pm 1\sigma$
- (B) $\mu \pm 2\sigma$
- (C) $\mu \pm 3\sigma$
- (D) $\mu \pm \frac{s}{\sqrt{n}}$

32.) Who is widely credited for placing Japan as a world leader in the quality of its manufactured products?

- (A) Schonberger R. J.
- (B) Deming W.E.
- (C) Juran J.M
- (D) Goddard. W

33.) A transportation problem with m origins and n destinations becomes a trans-shipment problem with

- (A) $(m + n)$ sources and $(m + n)$ destinations
- (B) $(m + n - 1)$ sources and equal number of destinations
- (C) $(m - n)$ sources and $(m - n)$ destinations
- (D) $(m + n - 2)$ sources and $(m + n - 2)$ destinations

34.) When a firm is not expected to prefer FDI to licensing?

- (A) The firm has valuable know how that cannot be adequately protected by a contract
- (B) The firm needs tight control over a foreign entity in order to maximize its market share and earnings in that country
- (C) The firm faces high transportation costs and tariffs
- (D) The firm's skills and capabilities are difficult to replicate in a foreign market

35.) In the context of Data Mining, which one of the following is a method of Data Reduction?

- (A) Normalization
- (B) Data Compression
- (C) Multiple Regression
- (D) Outlier Analysis

36.) In the context of the International Monetary System, the case for a fixed exchange rate regime claims:

- (A) The need to maintain a fixed exchange rate imposes monetary discipline on a country
- (B) The goods and service manufactured in the country become more competitive in international markets
- (C) Floating exchange rate regimes are vulnerable to speculative pressure
- (D) Far from correcting trade imbalance, depreciating a currency in the foreign exchange market tends to cause price inflation

37.) The computer system most likely to be used by a large bank for the savings account of a customer would be:

- (A) An on-line, real-time system
- (B) A generalized utility system
- (C) A batch processing system
- (D) A direct access database system

38.) Which one of the following is NOT desirable while handling a grievance?

- (A) The union will identify specific contractual provisions allegedly being violated
- (B) Make arrangements with individual employees that are inconsistent with the labor agreement
- (C) Hold the grievance discussions privately
- (D) Examine the grievant personnel's record

39.) Entrepreneurs who are characterized by a refusal to adopt opportunities and make changes in production systems even if it affects the returns of the organization are called

- (A) Fabian Entrepreneurs
- (B) Life timers entrepreneurs
- (C) Imitative entrepreneurs
- (D) Drone entrepreneurs

40.) Which one of the following is NOT a part of the current account of a country's balance of payments?

- (A) Import of Goods
- (B) Portfolio Investment
- (C) Investment income
- (D) Export of Goods

41.) A price ceiling below the equilibrium price of a commodity leads to

- (1) Commodity glut in market
- (2) Shortage of commodity
- (3) Demand erosion
- (4) Black marketing

Choose the correct answer from the options given below:

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

42.) The essential conditions for price discrimination practice to succeed in different markets are

- (1) Firms must have strong interdependence per se
- (2) Firm must have some control over the price of the product
- (3) Differentiated products and strong entry restrictions
- (4) Price elasticity of demand must differ in different markets
- (5) Markets for the products must be separable

Choose the correct answer from the options given below:

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

43.) Which of the following are creative problem-solving characteristics of effective managers?

- 1. Cognitive style
- 2. Conceptual blocks
- 3. Divergent thinking
- 4. Activity balance

Choose the correct answer from the options given below:

Codes

- (A) 1 and 3 only
- (B) 2 and 3 only

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

44.) The term 'Flexible Manufacturing Technology' or 'Lean Production', covers a range of manufacturing technologies designed to:

- (1) Become compliant with government regulations
- (2) Become compliant with government regulations
- (3) Increase utilization of individual machines through better scheduling
- (4) Improve quality control at all stages of the manufacturing process

Choose the correct answer from the options given below:

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

45.) Theory of international trade promotes

- (1) Increase in demand for exportable products
- (2) Rise in prices and volumes
- (3) Improvement in quality of products
- (4) Reduction in prices and increase in quality for consumers

Choose the correct answer from the options given below:

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

46.) To achieve its aims in Strategic Human Resource Management, the organization formulates and execute Human Resources

- (1) Policies
- (2) Behaviors
- (3) Practices
- (4) Competencies

Choose the correct answer from the options given below:

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

47.) The salient features of Zero-Base Budgeting are:

- (1) It is a decision-oriented approach
- (2) The decision unit is broken into understandable decision packages which are ranked according to importance
- (3) The responsibility is shifted from top management to the manager of the decision unit
- (4) It is an accounting-oriented approach

(5) Top management decides why a particular amount of money should be spent on a particular decision unit

Choose the correct answer from the options given below:

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

48.) The formula for calculating Degree of operating Leverage (DOL) are:

(1) $DOL = \frac{\% \text{ change in EBIT}}{\% \text{ change in sales}}$

(2) $DOL = \frac{\text{Contribution}}{\text{EBIT}}$

(3) $DOL = \frac{\text{EBIT} + \text{Fixed Cost}}{\text{EBIT}}$

(4) $DOL = \frac{\text{EBIT}}{\text{Contribution}}$

Choose the correct answer from the options given below:

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

49.) Funds flow and Cash flow statements are important managerial tools and help the firm to know:

- (1) Liquidity position
- (2) Capital expenditure incurred
- (3) Dividend paid
- (4) Extent of external financing

Choose the correct answer from the options given below:

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

50.) Portfolio theory provides a normative approach to investing based on which of the following assumptions?

- 1. Risk-return spread is uniform for all asset classes
- 2. Investors are risk-averse
- 3. Market risk pricing is identical for all investors
- 4. Return on assets are normally distributed
- 5. Uniform investment horizon

Choose the correct answer from the options given below:

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

51.) Out of the following, which are the most common error committed by Entrepreneurs?

- (1) To anticipate roadblocks
- (2) No commitment or dedication
- (3) Proposing market niche (Segment)
- (4) Lack of demonstrated experience
- (5) No realistic goals

Choose the correct answer from the options given below:

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

52.) Identify the drivers for increased Foreign Institutional Investment flows in Indian stock markets in recent times

- (1) Covid-19 pandemic driven liquidity outflows from the western capital markets
- (2) Geopolitical supply chain relocations
- (3) Increased India weightage in MSCI Emerging Market Index
- (4) Steep decline in interest rates in large market friendly economies
- (5) Favourable risk-reward ratios in Indian stock market

Choose the correct answer from the options given below:

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

53.) Notable myths about Entrepreneurs and Entrepreneurship are

- (1) Entrepreneurs are academics and social misfits
- (2) Entrepreneurs must fit into an ideal profile
- (3) Entrepreneurs are doers and thinkers
- (4) All Entrepreneurs need is money
- (5) Entrepreneurs are not born but made

Choose the correct answer from the options given below:

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

54.) The reasons why firms enter into strategic alliances are:

- (1) Enter new markets
- (2) Abide by government regulations
- (3) Reduce manufacturing costs
- (4) Developing and diffusing technology

Choose the correct answer from the options given below:

- (A) 1, 2 and 3 only

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

55.) Out of the following, which are the CORRECT forms of Product Life Cycle?

1. Bell-shaped PLC
2. Scalloped PLC
3. Cycle-Recycle PLC
4. Growth-Slump PLC

Choose the correct answer from the options given below:

Codes

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

56.) Which of the following denote the CORRECT set of unrecognised form of Organisational Justice?

1. Procedural justice
2. Shareholder justice
3. Collateral justice
4. Interactional justice

Choose the correct answer from the options given below:

Codes

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

57.) Once a company has appointed dealers, the main elements of dealer motivation then are:

1. Territory of operation
2. Trade discount
3. Special incentives
4. Effective communication

Choose the correct answer from the options given below:

Codes

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

58.) In consumer markets, for a market segment to be an effective and viable target, the segment should

be:

1. Identifiable

2. Reachable
3. Transcending International boundaries
4. Sizeable

Choose the correct answer from the options given below:

Codes

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

59.) To gain sustainable competitive advantage in low-cost manufacturing, Indian businesses are expected to:

1. Reduce production cost, sacrifice profits and advertise more
2. Support MSMEs, to strengthen the supply chain
3. Adopt product differentiation and focus more on innovations
4. Bridge trust deficit and gain support from the public, workers and policy makers

Choose the correct answer from the options given below:

Codes

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

60.) Which of the following are necessary conditions for applying Siméon Denis Poisson distribution in the field of managerial decision making?

1. Each occurrence of an event is independent of the occurrence of the other event
2. The probability of an occurrence is the same for any two intervals of equal length
3. Poisson distribution describes continuous occurrences over a specific time interval
4. In each interval, occurrences can range from zero to infinity

Choose the correct answer from the options given below:

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

61.) An outlier does NOT affect which of the following statistical measures?

- (1) Quartile range
- (2) Standard deviation
- (3) Median
- (4) Regression coefficients

Choose the correct answer from the options given below:

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

62.) Out of the following, which are the IMF facilities available to member countries?

- (1) Extended Fund Facility (EFF)
- (2) Structural Adjustment Lending (SAL)
- (3) Compensatory Financing Facility (CFF)
- (4) Stand-by Arrangements (SBA)

Choose the correct answer from the options given below:

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

63.) Which of the following are types of foreign exchange risks or exposures?

- (1) Translation Exposure
- (2) Translation Exposure
- (3) Social Exposure
- (4) Economic Exposure

Choose the correct answer from the options given below:

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

64.) Out of the following, the examples of radical innovations are:

1. Personal Computers
2. Frozen Yogurt
3. Disposable diapers
4. Overnight mail delivery
5. Microwave popcorn

Choose the correct answer from the options given below:

Codes

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

65.) Technical feasibility analysis will include which of the following?

1. Crucial technical specifications with respect to the design and product safety
2. Engineering requirements
3. Engineering requirements
4. Product testing
5. Product testing

Choose the correct answer from the options given below:

Codes

- (A) 1, 2, 3 and 4 only

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

66.) Match List I with List I

List I -Concept(s)

- a. Annuity
- b. Time value of money
- c. Compounding
- d. EMI

List II -Description(s)

- i. Process of application of interest over interest, period after period, on a given sum at specific rate for specified time
- ii. A fixed and equal amount of money payable or receivable at periodic intervals of time equal to the amount of loan (Principal) and interest at a given rate
- iii. A fixed and equal amount of money payable or receivable at periodic intervals of time equal to the amount of loan (Principal) and interest at a given rate
- iv. A fixed and equal amount of money payable or receivable at periodic intervals evenly spaced over time

Choose the correct answer from the options given below:

- (A) a-iv, b-iii, c-i, d-ii
- (B) a-iv, b-i, c-ii, d-iii
- (C) a-ii, b-iii, c-i, d-iv
- (D) a-iii, b-iv, c-ii, d-i

67.) Match List I with List II

List I

- a. Snob effect
- b. Snob effect
- c. Stackelberg model
- d. Sales maximization model

List II

- i. If firms are disproportionately powerful, the market leader makes the first move and captures two-third of the market
- ii. When some people demand a smaller quantity of a commodity as more people consume it, in order to be different and exclusive
- iii. Oligopolistic firms seek to maximize sales after an adequate rate of profit has been earned to satisfy stockholders
- iv. Theory that a corporate giant can be made to operate as a small firm by linking well connected individuals from each level of the organisation to one another

Choose the correct answer from the options given below:

- (A) a-iv, b-ii, c-i, d-iii
- (B) a-ii, b-iv, c-i, d-iii
- (C) a-iii, b-i, c-ii, d-iv
- (D) a-ii, b-iii, c-iv, d-i

68.) Match List I with List II

List I

- a. Simple structure
- b. Functional structure
- c. Team structure
- d. Learning organization structure

List II

- i. A structure that supports an organization's capacity to continuously adapt and change
- ii. A structure in which the entire organization is made up of workgroups
- iii. It is an organizational design that groups similar occupational specialties together
- iv. It is an organizational design with low departmentalization, wide span of control and little formalization

Choose the correct answer from the options given below:

- (A) a-iv, b-iii, c-ii, d-i
- (B) a-iii, b-ii, c-iv, d-i
- (C) a-ii, b-iii, c-i, d-iv
- (D) a-iv, b-i, c-iii, d-ii

69.) Match List I with List II

List I

- a. Ind AS 11
- b. Ind AS 2
- c. Ind AS 3
- d. Ind AS 9

List II

- i. Revenue Recognition
- ii. Effect of change in exchange rate
- iii. Valuation of Inventories
- iv. Cash flow statement

Choose the correct answer from the options given below:

- (A) a-i, b-ii, c-iii, d-iv
- (B) a-iv, b-ii, c-i, d-iii
- (C) a-iii, b-ii, c-iv, d-i
- (D) a-ii, b-iii, c-iv, d-i

70.) Match List I with List II

List I- Option strategies

- a. Protective put
- b. Covered call
- c. Long straddle
- d. Spread

List II- Description(s)

- i. Buying an asset along with a put on it
- ii. Buying a call as well as put options on an asset at the same exercise price

iii. Combining two or more options on the same asset with differing exercise prices or times to maturity

iv. Writing a call position on an asset along with buying the asset

Choose the correct answer from the options given below:

(A) a-ii, b-iv, c-i, d-iii

(B) a-i, b-iv, c-ii, d-iii

(C) a-iii, b-ii, c-iv, d-i

(D) a-i, b-iii, c-iv, d-ii

71.) Match the following.

List I (Brand concept)

a. Brand image

b. Brand feelings

c. Brand position

d. Brand salience

List II (Meaning)

i. Customer's emotional response and reactions with respect to Brand

ii. Image of the Brand in the customer's mind, meeting their social/psychological needs

iii. How customers think of the Brand under various purchase situations

iv. Deliberate attempt on the part of marketer of the Brand to create a unique position in the mind of customer

Choose the correct answer from the options given below:

Codes

(A) a-i, b-ii, c-iii, d-iv

(B) a-ii, b-i, c-iii, d-iv

(C) a-iii, b-ii, c-i, d-iv

(D) a-ii, b-i, c-iv, d-iii

72.) Match the following.

List I

a. Erratic levels of customs service

b. No vision of future demand and its impact on production

c. Too many changeovers in production

d. Too many stockouts

List II

i. Inventory is in the wrong place at the wrong time

ii. Lack of agreement between different departments i.e., Customer service, Distribution and Manufacturing

iii. Production lacks confidence in marketing department's forecast

iv. Inventory is either too high or too low

Choose the correct answer from the options given below:

Codes

(A) a-iv, b-i, c-iii, d-ii

(B) a-iv, b-iii, c-ii, d-i

(C) a-ii, b-iii, c-i, d-iv

(D) a-iii, b-i, c-iv, d-ii

73.) Match List I with List II

List I

- a. Markovian property
- b. Waiting time in system
- c. Steady state condition
- d. Queue discipline

List II

- i. Rule of determining the order in which members of the queue are selected to begin service
- ii. The time of next arrival is completely uninfluenced by when the last arrival occurred
- iii. The queueing is in after operating for some time with a fixed utilisation factor less than one
- iv. Elapsed time that an individual customer spends in queue, both before service and during service

Choose the correct answer from the options given below:

- (A) a-ii, b-i, c-iii, d-iv
- (B) a-ii, b-iv, c-iii, d-i
- (C) a-ii, b-i, c-iii, d-iv
- (D) a-iii, b-iv, c-ii, d-i

74.) Match List I with List II

List I

Terms relate to

- a. Bali Package
- b. To assist developing countries in the area of trade and capital
- c. International monetary cooperation among member countries
- d. Providing loans for building capital infrastructure of a country

List II

Organisation

- i. UNCTAD
- ii. IMF
- iii. World Bank
- iv. WTO

Choose the correct answer from the options given below:

- (A) a-iv, b-ii, c-iii, d-i
- (B) a-iv, b-i, c-ii, d-iii
- (C) a-ii, b-iii, c-iv, d-i
- (D) a-iii, b-iv, c-i, d-ii

75.) Match List I with List II

List I

Entrepreneur type

- a. Passenger
- b. Star/Ideal
- c. Deadwood

d. May run

List II

Features based on Entrepreneurial Competency

- i. Ability to do and no will to do
- ii. No ability to do and no will to do
- iii. Ability to do and will to do
- iv. No ability to do and will to do

Choose the correct answer from the options given below:

- (A) a-i, b-ii, c-iii, d-iv
- (B) a-iv, b-iii, c-ii, d-i
- (C) a-iv, b-iii, c-i, d-ii
- (D) a-iii, b-iv, c-i, d-ii

76.) Arrange the following economic identities in a sequential evolution to understand consumer demand.

- (1) Law of Demand
- (2) Utility analyses
- (3) Demand Elasticity analysis
- (4) Indifference curve analysis
- (5) Demand Forecasting

Choose the correct answer from the options given below:

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

77.) Arrange the team member's behaviour in the group building process in the proper sequence.

- 1. Lot of competition and hostilities
- 2. Upset and depressed
- 3. Eager, anxious, gather impressions and data about the similarities and differences among members
- 4. Interdependence in personal relations
- 5. Less dissatisfied and a feeling of belongingness to the group

Choose the correct answer from the options given below:

Codes

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

78.) Arrange the following key roles in the inverse order of their involvement in the process of organizational change.

- 1. Chief implementer
- 2. Task forces
- 3. Corporate management

4. Implementation team

5. Consultant

Choose the correct answer from the options given below:

Codes

(A) 1, 5, 3, 2, 4

(B) 3, 5, 1, 4, 2

(C) 3, 1, 5, 4, 2

(D) 5, 1, 3, 2, 4

79.) Sequence the following to draw a logical timeline for dividend payment.

(1) Payment date

(2) Declaration date

(3) Ex-dividend date

(4) Record date

(5) Notice to stock exchanges

Choose the correct answer from the options given below:

(A) 5, 1, 2, 4, 3

(B) 2, 4, 1, 3, 5

(C) 2, 4, 1, 5, 3

(D) 5, 2, 3, 4, 1

80.) Arrange the following to describe the sequence involved in Cost Volume Profit Analysis (CVP)

(1) Establishing the fixed and variable costs related to the product

(2) Drawing up break even charts which establish the point at which sales start to produce profit

(3) Working out P/V ratio by calculating contribution as a proportion of sales revenue

(4) Determining the cumulative effect of each product on profitability to assess the effects of change in product mix

(5) Calculating the relationship between sales volume and sales revenue by actual or assumed unit prices

Choose the correct answer from the options given below

(A) 1, 5, 3, 2, 4

(B) 1, 2, 5, 3, 4

(C) 1, 3, 2, 5, 4

(D) 1, 5, 2, 3, 4

81.) The product hierarchy stretches from basic needs to particular items in some sequence. Identify the CORRECT sequence or levels of the product hierarchy.

1. Product type

2. Product family

3. Product class

4. Need family

5. Product line

Choose the correct answer from the options given below:

Codes

(A) 1, 2, 3, 4, 5

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

82.) As per the Anglo-Saxon Model of Corporate Governance, the authority lies with the following. Arrange these in decreasing order of authority.

- (1) Board of Directors
- (2) Managers
- (3) Shareholders
- (4) Employees (Company)
- (5) Trade unions

Choose the correct sequence from the options given below:

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

83.) Sequence the innovation adoption process that consists of 5 stages which potential consumers pass through while attempting to arrive at a decision to try or not to try an innovative product.

- 1. Consumer tries the innovation
- 2. Consumer undertakes a "mental trial" of the innovation
- 3. Consumer decides to use the innovation repeatedly
- 4. Consumer becomes interested in the innovative product
- 5. Consumer gets aware about the existence of the innovation

Choose the correct answer from the options given below:

Codes

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

84.) In theory, several levels of economic integration are possible. Arrange the following from the least to the most integrated:

- (1) Common Market
- (2) Free Trade Area
- (3) Economic Union
- (4) Political Union
- (5) Customs Union

Choose the correct answer from the options given below:

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

85.) Creativity is the process of generating a novel idea. The 5 steps of the creative process in sequence are:

1. Elaboration
2. Preparation
3. Evaluation
4. Insight
5. Incubation

Choose the correct answer from the options given below:

Codes

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

86.) Given below are two statements, one is labeled as Assertion A and the other is labeled as Reason R
Assertion A: An oligopolist firm cannot decide the price it wishes to charge as well as the quantity it wishes to sell, both at the same time.

Reason R: An oligopolist firm takes into consideration the competitors' actions and counteractions because of a strong interdependence among the competitive firms

In light of the above statements, choose the most appropriate answer from the options given below:

- (A) Both A and R are correct and R is the correct explanation of A
- (B) Both A and R are correct but R is NOT the correct explanation of A
- (C) A is correct but R is not correct
- (D) A is not correct but R is correct

87.) Given below are 2 statements.

Statement I: The Transactional Analysis Model is an effective tool to understand why people behave in certain ways.

Statement II: The Transactional Analysis Model cannot be used to improve communication.

In light of the above statements, choose the correct answer from the options given below.

- (A) Both Statement I and Statement II are true
- (B) Both Statement I and Statement II are false
- (C) Statement I is true but Statement II is false
- (D) Statement I is false but Statement II is true

88.) Given below are 2 statements.

Statement I: A satisfied employee may be highly disengaged.

Statement II: It is possible to feel engaged by the organisation and not the job.

In light of the above statements, choose the most appropriate answer from the options given below.

- (A) Both Statement I and Statement II are correct
- (B) Both Statement I and Statement II are incorrect
- (C) Statement I is correct but Statement II is incorrect
- (D) Statement I is incorrect but Statement II is correct