

UGC NET Code 17 Management June 2020

- 1.) Which of the following oligopoly firms' architectural framework is often describes as first mover advantage model?
 - (A) The Cournot Model
 - (B) The Stackelberg Model
 - (C) The Bertrand Model
 - (D) The Kinked demand curve model

- 2.) Which is not an assumption under pinning the rational decision-making model?
 - (A) Incomplete information
 - (B) An agreed goal
 - (C) A structured problem
 - (D) High Level of certainty regarding the environment

- 3.) The problem arising from expressions in communication are called.
 - (A) Spatial barriers
 - (B) Semantic barriers
 - (C) Wrong assumptions
 - (D) Selected perception

- 4.) What is paradigm?
 - (A) A theoretical Assumption
 - (B) An illustration
 - (C) An example serving as a model
 - (D) A theoretical model

- 5.) Which of the following comprises people with complementary skills committed to a common purpose, common performance goals and an approach to which they hold themselves mutually accountable?
 - (A) Group
 - (B) Team
 - (C) Organisation
 - (D) Firm

- 6.) Demonstration type of training method is used to train _____.
 - (A) Supervisor
 - (B) Workers
 - (C) Manager
 - (D) Senior training

- 7.) One trait that dominates a personality so much that it influences nearly everything a person does is a
 - (A) Global Trait
 - (B) Specific Trait
 - (C) Cardinal Trait
 - (D) Central Trait

8.) Personality tests are given to measure a prospective employee's motivation to function in a working environment. There are various tests designed to assess a candidate's personality. Name the test which measures the self-sufficiency, neurotic tendency, sociability, introversion and extroversion, locus of control and self-confidence.

- (A) The Bernreuter Personality Inventory
- (B) The Thematic Apperception Test
- (C) The Thurstone Temperament Survey
- (D) Minnesota Multiphasic Personality Test

9.) Which of the following is a position from which someone is unlikely to move to a higher level of work responsibility?

- (A) Career goals
- (B) Career path
- (C) Career progression
- (D) Career plateau

10.) The balanced scorecard developed by Kaplan and Norton contains four dimensions. Which one out of the following is one of the dimensions of the balanced scorecard?

- (A) Competitors analysis
- (B) Customer service
- (C) Human resource
- (D) Production management

11.) Which one of the following means a mandatory settlement of an individual dispute by a labour court or a tribunal?

- (A) Collective bargaining
- (B) Arbitration
- (C) Conciliation
- (D) Adjudication

12.) Who among the following has developed the institutional theory of work life Initiative?

- (A) Daft and Weick
- (B) Miliken et al
- (C) Dimaggio and Powell
- (D) Pfeffer and salancik

13.) As a regulatory norm in India, a listed company in ordinary course is required to report quarterly results within how many days of the end of the quarters?

- (A) 45
- (B) 15
- (C) 30
- (D) 90

14.) Which one of the following is excluded from the responsibility of the international Accounting Standard Board (IASB)?

- (A) Harmonization and convergence of Accounting standard
- (B) Promulgation and adaption of Generally Accepted Accounting Principle (GAAP)

- (C) Promulgation of International accounting standard
- (D) Promulgation of gaining acceptance of international financial reporting standard (IFRS)

15.) A firm's current assets and current liabilities are Rs 1600 and Rs 1000 respectively. How much it can borrow on a short-term basis without reducing the current ratio below 1.25?

- (A) Rs 2000
- (B) Rs 1200
- (C) Rs 1400
- (D) Rs 1080

16.) From the ratio given below find out efficiency ratio of the firm's operations:

Budgeted production: 880 units, Actual production 750 units standard hours per unit is 10 hour,
Actual working hours: 6000 hours

- (A) 125 %
- (B) 80%
- (C) 75 %
- (D) 120 %

17.) Given the interest rate on one-year loan is 14.5 % and inflation is expected to be 6.5% in India. What should be the interest rate on one-year maturity loan in Thailand when expected inflation rate is 8.5%?

- (A) 18.35%
- (B) 14.65 %
- (C) 16.65 %
- (D) 16.35 %

18.) The linear relationship between the excess return on individual securities and overall market at every point in time is known as

- (A) Capital Market Line (CML)
- (B) Security Market Line (SML)
- (C) Security Characteristic Line (SCL)
- (D) Market Specification Bias (MSB)

19.) What should be the economic order quantity (EOQ) for procurement of 20000 units annually at a price of Rs 12 per unit for consumption in production, when the cost per order is Rs 2000 and the inventory carrying cost is 25 % percent of Inventory value?

- (A) 6000 units
- (B) 5164 units
- (C) 6145 units
- (D) 5416 units

20.) Which one the following describes the relationship between market value of a firm's securities and replacement cost of its physical assets?

- (A) Tobin's q- ratio
- (B) Residual analysis
- (C) Retention ratio
- (D) Book to price ratio

21.) What are the segmentation variables used to segment the market for toothpaste as a product?

- (A) Demographic Segmentation Bases
- (B) Psychological Segmentation Bases
- (C) Behavioural Segmentation Bases
- (D) Geographical Segmentation Bases

22.) The stages of a turnaround process are

- (A) Realignment, Retrenchment and Recovery
- (B) Realignment, Stabilise and Recovery
- (C) Reassess, Stabilise and Survival
- (D) Reassess, Retrenchment and Survival

23.) In Porter's Generic Strategies Model, a focus strategy involves

- (A) Selling a limited range of products.
- (B) Selling to a narrow customers segment.
- (C) Selling simple products that are cheap to produce.
- (D) Selling simple products that are cheap to produce.

24.) This system of distribution channel consists of producers, wholesaler and the retailers acting as a unified system. One channel member owns their other, has contracts with them or wields so much power that they must cooperate. Name this system of channel distribution

- (A) Convectional Distribution Channel
- (B) Vertical Marketing System (VMS)
- (C) Consumer Distribution System
- (D) National Marketing Distribution System

25.) Complex buying behaviour is characterised by:

- (A) Products are of low risks, but the involvement level is high.
- (B) When the level of involvement is high and the significant difference the brand is low.
- (C) When the level of involvement is low and significant difference among the brand is high.
- (D) When the level of involvement is high and significant difference among the brand is high.

26.) A brand extension strategy refers to

- (A) Extending existing brand names to forms of an existing product strategy.
- (B) Extending an existing brand name to a new or modified product in a new category.
- (C) Coming out with different brands in a given product category.
- (D) All the above

27.) Coke has started coke parlours- the red lounge - for tech crazy adolescent called "Experience Outlets". What type of differentiation strategy this can be called?

- (A) Differentiating the service utilizing brand image.
- (B) Differentiating through people.
- (C) Differentiating a process.
- (D) Differentiating through physical evidence.

28.) The CRM strategy adopted by Big Bazaar in India is all about

- (A) Frequency marketing Program
- (B) Club Membership Program

- (C) Structural relationship Program
- (D) Experiential Relationship Program

29.) Six Sigma levels of Quality Management results in

- (A) 34 defects per one million
- (B) 3.4 Defects per million
- (C) 3.0 defects per million
- (D) 3.2 defects per million

30.) Automobile Assembly or Manufacturing follows which one of the following type of layouts?

- (A) Process layout
- (B) Fixed position Layout
- (C) Production Focussed Layout
- (D) Cellular layout

31.) Which one of the following is not a method of primary data collection?

- (A) Interview
- (B) Questionnaire
- (C) Delphi Technique
- (D) Documents

32.) One use of regression line is

- (A) To determine if any X value are outliers
- (B) To determine if any value are outliers
- (C) To determine if any change in x cases a change in y
- (D) To estimate the change in Y or one-unit change of x

33.) Which one of the following International Trade theories, the 'Leontief paradox' pertains to

- (A) Comparative Advantage theory
- (B) Product life cycle theory
- (C) Heckscher-Ohlin Theory
- (D) Absolute advantage theory

34.) FDI in multi- brand retailing in India is

- (A) Capped to 49 % and had to approach to Department of Industrial Policy and Promotion (DIPP) for permission
- (B) Capped to 51 % but not under automatic route in India
- (C) Capped to 51 % but under Automatic route in India
- (D) Capped to 51% but under automatic route with few strings attached

35.) The current Foreign Trade Policy (FTP) announced by Government of India covers the policy period

- (A) 1995- 2000
- (B) 2000- 2005
- (C) 1996- 2001
- (D) 2015 – 2020

36.) An information system that captures and records fundamental business events is a (n)

- (A) Transaction Processing System
- (B) Executive Information System
- (C) Decision Support System
- (D) Expert System

37.) Under the Sick Industrial Companies (Special Provision) Act, 1985. A Sick Industrial Company means

- (A) Being a company registered for not less than 10 years, which has at the end of any financial year accumulated losses equals to 50 % of its net worth.
- (B) Being a company registered for not less than five years which has at the end of any financial year accumulated losses exceeding its entire net worth.
- (C) Being a company, which has accumulated losses equal to its entire net worth.
- (D) Being a company which immediately after start, has accumulated losses which eats up 50 % of its entire net worth.

38.) Disruptive Innovations in business are those that

- (A) Create new market by offering value products.
- (B) Involve often, new technology or a new business model to offer value to the market.
- (C) Displace established market leading firms, Products and alliances.
- (D) All the above.

39.) Marketing support/assistance to MSMEs for Bar code allows

- (A) Reimbursement of 80% of the onetime registration fees and 80% of the annual recurring fees for first three year paid by MSMEs to GST India for bar coding.
- (B) Reimbursement of 75% of the onetime registration fees only paid by MSMEs to GS1 India for bar-coding.
- (C) Reimbursement of 75% of the recurring fees for first three years paid by MSMEs to GS1 India for bar-coding.
- (D) Reimbursement of 75% of the onetime registration fees and 75% of the annual recurring fees for the first three year paid by MSMEs to GS1 India for bar coding.

40.) The MSMED Act to cover Micro, Small and Medium Industries in India was introduced in

- (A) June 2006
- (B) June 2005
- (C) June 2007
- (D) August 2008

41.) The approaches to management thinking which were developed during the first half of the 20th century is

- a. Scientific management, general administrative, quantitative and contingency approach
- b. Scientific management, general administrative, quantitative and organisational behaviour
- c. General administrative, globalisation, organisational behaviour and quantities
- d. System approach, scientific management, general administrative and organisational behaviour

Choose the correct answer from the option given below:

- (A) a and b
- (B) b and c
- (C) b only
- (D) d only

42.) In a rising income scenario, the obvious decision choices of firms having very low income elasticity for their products would be:

- a. Search for new markets
- b. Product innovation
- c. Discontinuation of product line
- d. Product line extension
- e. Exporting

Choose the most appropriate answer from the options given below

- (A) a, b and c only
- (B) c, d and e only
- (C) b and d only
- (D) b and e only

43.) The underlying principles of the Combined Code of Corporate Governance and Conduct are

- (a) Acceptability
- (b) Openness
- (c) Integrity
- (d) Accountability and Responsibility

Choose the correct answer from the options given below:

- (A) a only
- (B) a and c only
- (C) b and d
- (D) d only

44.) Which of the following HR decision can be influenced by HR analytics?

- a. HR planning
- b. Succession Planning
- c. Hiring
- d. Performance
- e. Compensation and Rewards

Choose the most appropriate answer from the options given below:

- (A) a, c, d only
- (B) c and e only
- (C) c, d, e only
- (D) a, b, c, d and e

45.) Which of the following should be avoided by the interviewers?

- a. Establish an easy and informal relationship
- b. Analyse career and interests to reveal strength, weakness, pattern of behaviour
- c. Ask leading questions
- d. Plunge too quickly into demanding questions
- e. Encourage the candidates to talk

Choose the most appropriate answer from the questions given below:

- (A) a, c, d only
- (B) c, d only
- (C) c, d, e only
- (D) b, c only

46.) What out of the following are the involvements of the Strategic Human Resource Management in Corporate Strategy?

- a. Human Resource Management is fully integrated with strategy and strategic needs of the firms.
- b. Human Resource policies cohere both across policy areas and across hierarchies.
- c. Human Resource practices are adjusted, accepted and use by line managers and employees as part of their daily work.
- d. Human Resource architecture is composed of the systems, practices, competencies and employee performance behaviour that reflect the development and management of the firm's human resource.

Choose the most appropriate answer from the question given below:

- (A) a, b and c only
- (B) b, c and d only
- (C) a, b and d only
- (D) a, c, d only

47.) Award under the Industrial Dispute Act, 1947 is

- (a) Interim determination of Labour Court.
- (b) Not an arbitration award under section 10 A
- (c) Final determination of Labour Court
- (d) Not final determination of Labour Court

Choose the most appropriate answer from the options given below:

- (A) a and c only
- (B) a and b only
- (C) a, b and c only
- (D) b and d only

48.) Which of the following labour laws are related to working hours, conditions of services and employment?

- a. The Payment of Wages Act, 1936
- b. The Trade Union Act, 1926
- c. The Factories Act, 1948
- d. The Mines Act, 1952

Choose the most appropriate answer from the options given below:

- (A) a and c only
- (B) a and d only
- (C) c and d only
- (D) b, c and d only

49.) Which of the following statements are included in financial statements?

- a. Cash flow statements
- b. Funds flow statement
- c. Balance sheet
- d. Statement of change in equity
- e. Income statement

Choose the most appropriate answer from the options given below:

- (A) a, b, c and d only
- (B) a, c, d and e only
- (C) b, c, d and e only

(D) b, c and e only

50.) Which of the following cause conflicting ranking of an investment opportunity under NPV and IRR criteria?

- a. Cash flow disparity
- b. Investment size dispute
- C. Investment life disparity
- d. Product life cycle disparity

Choose the most appropriate answer from the option given below:

- (A) a, b and c only
- (B) b, c and d only
- (C) a, c and d only
- (D) a, b and d only

51.) For which of the following considerations, Investor prefers current (near) cash flows over future (distant) cash flows?

- a. Inflation and value erosion.
- b. Risk aversion and avoidance
- c. Liquidity preference
- d. Return generation and value promotion
- e. Risk appetite and tolerance

Choose the most appropriate answer from the options given below:

- (A) a, b and e only
- (B) a, d and e only
- (C) a, d and e only
- (D) a, b, c and d only

52.) Based on asymmetric information, managers prefer to finance firm's capital structure in which orders are postulated in the pecking order theory?

- a. Retained earnings and internal sources
- b. External debt financing
- c. Hybrid security and convertible bonds
- d. New issues of equity share

Choose the correct order from the options given below:

- (A) a, d, c and b
- (B) a, b, c and d
- (C) b, c, a and d
- (D) c, d, a and b

53.) Which of the followings are integral dimensions of a firm's credit policy?

- a. Credit standards
- b. Credit appraisal
- c. Credit period
- d. Cash discount
- e. Collection period

Choose the most appropriate answer from the option given below:

- (A) a, b, c and d
- (B) a, c, d and e only

- (C) a, b, c and d only
- (D) a, b, c and e only

54.) According to the Ansoff Product Market Expansion Grid, intensification can be achieved through three distinct strategies. Identify them out of the following:

- a. Market attractiveness
- b. Market penetration
- c. Market development
- d. Product development

Choose the correct answer from the option given below:

- (A) a, b and c only
- (B) b, c and d only
- (C) a, b and d only
- (D) a, c and d only

55.) Under the cost-based pricing, the following methods approaches commonly are commonly used:

- a. Marginal costing pricing
- b. Mark up pricing (cost plus pricing)
- c. Absorption cost pricing (full cost pricing)
- d. Return on investment pricing

Choose the correct answer from the option given below:

- (A) a, b and c only
- (B) b, c and d only
- (C) a, c and d only
- (D) a, b, c and d - all

56.) Planning, implementing and controlling the physical flow of material, final goods and related information from point of origin to point of consumption to meet customer requirements at a profit is known as:

- a. Inventory management
- b. Marketing logistics
- c. Physical Distribution
- d. Selling management

Choose the correct answer from the options given below:

- (A) a and b only
- (B) b and c only
- (C) c and d only
- (D) a and d only

57.) Customer Relationship Management performs several tasks and bring several benefits. Identify them out of the following

- a. Support cross selling and up selling to existing customers
- b. Manages customer interactions and customer services
- c. Serves as sustainable competitive advantages
- d. Helps convert buyer into profitable customers, build enduring relationship with them and retain them as customers for life.

Choose the correct answer from the options given below:

- (A) a, b and c only
- (B) b, c, d only
- (C) a, c and d only
- (D) a, b, c, d- all

58.) Identify the most important type of retail stores:

- a. Convenience
- b. Online store
- c. Departmental stores
- d. Direct selling stores
- e. Superstore

Choose the correct answer from the option given below:

- (A) a, b and c only
- (B) a, c and e only
- (C) b, c and d only
- (D) a, d and e only

59.) For calculating arithmetic means for grouped data sets assumptions are:

- a. The class interval must be closed
- b. The width of each class interval should be equal
- c. The mid value of each class interval must represent the average of all the values in that class.
- d. All values of the observations cannot be evenly distributed

Choose the most appropriate answer from the options given below:

- (A) a and b only
- (B) a, b and c only
- (C) a and c only
- (D) a, b, c and d only

60.) The function which states the determinants of quantity to be either maximised or minimised is called as:

- a. Feasible function
- b. Optimal function
- c. Criterion function
- d. Sustainability function
- e. Objective function

Choose the correct answer from the option given below:

- (A) a, b and c only
- (B) c and d only
- (C) c and e only
- (D) c, d and e only

61.) What is the social enterprise concerned with?

- a. Profit maximisation
- b. Maximising market share
- c. Providing public services
- d. Running a business to create social benefits
- e. To maximise improvements in financial, social and environmental wellbeing.

Choose the most appropriate correct answer from the options given below:

- (A) a, d and e only
- (B) c, d and e only
- (C) d and e only
- (D) a, b, d and e only

62.) At the time of exporting goods from India, what documents are to be filed for custom clearance of goods?

- a. Shipping bill
- b. Airway bill
- c. Invoice (Commercial Invoice)
- d. Packing list
- e. Marine insurance policy

Choose the correct answer from the options given below:

- (A) a, c, d only
- (B) a, b, c, d only
- (C) a, c, d, e only
- (D) a, c, e only

63.) Identify the techniques of artificial Intelligence from the following:

- a. Artificial Neural Network
- b. Heuristics
- c. Fuzzy models
- d. Support vector
- e. Genetic algorithms

Choose the most appropriate answer from the options given below:

- (A) a, c and d only
- (B) a, c and e only
- (C) c, d and e only
- (D) a, b and c only

64.) International Cooperation scheme under marketing promotion scheme to MSME entrepreneurs are available for what kind of activities?

- a. Participation in international exhibitions and trade fairs
- b. Giving advertisement in international trade journals
- c. Participation in buyer seller meets in foreign country
- d. For meeting overseas agents and negotiating business
- e. For availing overseas grants and aids

Choose the most appropriate answer from the options given below:

- (A) a and c only
- (B) a, b and c only
- (C) a, c and d only

65.) The statement that entrepreneurship is the mother of foresights and willingness to assume risks in undertaking particularly a new one, who has said above the underlined portion of the statement

- a. Richard Cantillon
- b. Leon Walras
- c. William Diamond
- d. Peter f ducker

e. J. A Schumpeter

Choose the correct answer from the options given below:

- (A) a and c only
- (B) b and c only
- (C) d and e only
- (D) c and e only

66.) Match List I and List II

List I

- a. Consumer clinics
- b. Market experiments
- c. Virtual shopping
- d. Virtual management

List II

- i. A consumer shop in a store simulated on the computer screen by touching product image on the screen and purchasing it by touching the picture of a shopping cart.
- ii. It is the stimulation of consumer behaviour using computer models based on the theory of complexity to assess the impact of managerial decisions.
- iii. These are conducted in the actual marketplace with similar socio-economic characteristics to record consumer responses consequent to given changes in the demand determinants.
- iv. These are laboratory experiments in which the participations are given a sum of money and asked to spend it in a simulated store to see how they react to changes.

Choose the correct answer from the options given below:

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

67.) Match List I and List II

List I

- a. I am OK, you are Ok
- b. I am OK, you are not Ok
- c. I am Ok, you are ok
- d. I am not ok, you are not Ok

List II

- i. Avoidant
- ii. Bossing
- iii. Competent
- iv. Diffident

Choose the correct answer from the options given below:

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

68.) Match List I and List II

List I

- a. Labour welfare is a desirable state of existence comprehending physical, mental, moral and emotional health or well being
- b. In planning for welfare, the individual alone should not be taken into consideration
- c. Welfare work differs over time and place
- d. Welfare connotes at least minimum desirable conditions of existence biologically and socially determined.

List II

- i. Relative concept
- ii. Positive concept
- iii. Social concept
- iv. Total concept

Choose the correct answer from the options given below:

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

69.) Match List I and List II

List I

- a. Ind. AS 8
- b. Ind AS 110
- c. Ind AS 7
- d. Ind AS 24

List II

- i. Statement of cash flows,
- ii. Accounting Policies, changing in accounting estimates in errors
- iii. Related party disclosure
- iv. Consolidated financial statements

Choose the correct answer from the option given below:

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

70.) Match list I and List II

List I

- a. Value creation
- b. Value protection
- c. Asset pricing
- d. Price discovery

List II

- i. Time value of money
- ii. Options and future
- iii. Mergers and acquisitions
- iv. CAPM and APT

Choose the correct answer from the option given below:

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

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

71.) Match List I and List II

List I

- a. Corporate Strategy
- b. Directional strategy
- c. Retrenchment strategy
- d. Stability strategy

List II

- i. Turnaround strategy
- ii. Parenting strategy
- iii. Pause/ proceed with caution strategy
- iv. Growth strategy

Choose the correct answer from the options given below:

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

72.) List I and List II

List I

- a. Product
- b. Price
- c. Place
- d. Promotion

List II

- i. Click and mortar companies
- ii. Disintermediation
- iii. EDLP
- iv. Brand

Choose the correct answer from the options given below:

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

73.) Match List I and List II

List I

- a. Coefficient of range
- b. Coefficient of QD
- c. Coefficient of MAD
- d. Coefficient of variation

List II

- i. $\frac{\sigma}{\bar{x}} \times 100$
- ii. $\frac{\text{mean absolute deviation}}{x \text{ or } Me}$

iii. $\frac{Q3-Q1}{Q3+Q1}$

iv. $\frac{H-L}{H+L}$

Choose the correct answer from the option given below:

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

74.) Match List I and List II

List I

- a. Bali package
- b. Doha declaration
- c. Uruguay round
- d. Bretton wood conference

List II

- i. United Nation Conference, 1944
- ii. (9th ministerial conference) 2013
- iii. (4th ministerial conference),2001
- iv. (within GATT), 1986

Choose the correct answer from the options given below:

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

75.) Match List I and List II

List I (Business strategy)

- a. Invest to grow
- b. Manage earnings – protect market
- c. Harvest earnings – Reinvest elsewhere
- d. Total Reward strategy

List II (Compensation Strategy)

- i. Reward personal growth
- ii. Stress on Cost control
- iii. Reward Managerial skills
- iv. Stimulate Entrepreneurship

Choose the correct answer from the options given below:

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

76.) Find the correct sequence of management theories in their origin

- a. Bertalanffy's system theory
- b. Elton Mayo – Human Relation Management theory
- c. Max Weber- Bureaucracy management theory
- d. F.W Taylor- scientific management theory

e. Henri Fayol – Administrative management theory

Choose the correct answer from the option given below:

- (A) a-b-c-d-e
- (B) e-d-a-b-c
- (C) c-b-d-a-e
- (D) d-e-c-b-a

77.) Logically, arrange in sequence the following activities to create the architecture of the ideal manufacturing firm.

- a. Seamlessly integrates the physical and virtual resources
- b. Operates extremely efficient factories and plants
- c. Concentrates on the core competencies and outsources all other operations
- d. Real time enterprise to respond instantaneously to changes in its business
- e. Learning organisation facilitating cross fertilization of ideas.

Choose the correct answer from the options given below:

- (A) b, c, a, d, e
- (B) d, e, c, a, b
- (C) c, e, b, a, d
- (D) c, b, a, e, d

78.) Arrange in sequence the following accounting construct and principles in order of their precedence.

- a. Conservation
- b. Full disclosure
- c. Separate entity and going concern
- d. Matching principle
- e. Revenue recognition

Choose the correct answer from the options given below:

- (A) a, b, d, c, e
- (B) c, a, e, d, b
- (C) c, d, e, b, a
- (D) a, d, c, e, b

79.) Arrange in sequence the following steps in construction of the optimum portfolio as per the Sharpe Single Index Model

- a. Ranking of investment opportunity
- b. Determining investment wages
- c. Identification of invest opportunity
- d. Ascertaining the cut-off point
- e. Allocation and commitment of final resources

Choose the correct sequence from the options given below:

- (A) c, a, d, b, e
- (B) a, b, c, d, e
- (C) c, b, a, d, e
- (D) c, d, a, b, e

80.) Consumers passes through five stages with every purchase arrange the stages mentioned below in the correct sequence starting from the first stage.

- a. Information search
- b. Evaluation of alternatives
- c. Post purchase behaviour
- d. Need recognition
- e. Purchase behaviour

Choose the correct answer from the options given below

- (A) a, b, c, d, e
- (B) b, c, d, e, a
- (C) d, a, e, b, c
- (D) d, e, a, b, c

81.) Arrange the following in descending order of importance

- a. Free trade Area
- b. Customs union
- c. Economic Cooperation
- d. Economic union
- e. Common markets

Choose the correct answer from the options given below:

- (A) a-d-a-e-b
- (B) a-c-d-b-e
- (C) c-a-d-e-b
- (D) c-a-b-e-d

82.) The correct sequence in a business plan can be

- a. Executive summary
- b. Details about entrepreneur
- c. Marketing and economic details
- d. Financial details
- e. Human resource details

Choose the correct answer from the options given below:

- (A) a-b-c-d-e
- (B) b-c-e-d-a
- (C) b-c-a-e-d
- (D) a-b-e-d-c

83.) Arrange the following group task performance according to the ascending stages of group development.

- a. Clarify all misunderstandings
- b. Termination of task
- c. Highly productive
- d. work output is low, focus on defining the goals and tasks
- e. Issues are resolved, group norm develop

Choose the correct answer from the options given below:

- (A) a, b, e, c, b
- (B) d, a, c, e, b
- (C) d, a, e, c, b
- (D) d, a, e, b, c

84.) Choose the correct set of options in defining the process of 'Six Sigma' in strategy implementation

- a. Define
- b. Measure
- c. Establish
- d. Improve
- e. Analyse

Choose the correct answer from the options given below:

- (A) c-d-b-e-a
- (B) d-b-a-e-c
- (C) e-d-b-a-c
- (D) a-b-e-d-c

85.) Arrange the following steps involved in choosing the target market in sequence starting from first step

- a. Profile the stage of each segment characteristics, needs, benefits, sought, preference and buying behaviour.
- b. Look for segments which are relatively less satisfied by current offers for competing brands in the market.
- c. Identify the segment(s), look at each segment as a distinct marketing opportunity grasp what makes each segment unique.
- d. Evaluate whether the segment meet all attributes of effective segments. Check one presents the best opportunity.
- e. Finally, select the best segment- choose segments that are most appropriate for the firms as a target.

Choose the correct answer from the options given below:

- (A) a, b, c, d, e
- (B) b, c, d, e, a
- (C) c, a, b, d, e
- (D) d, a, b, c, e

86.) Given below are two statements one labelled as assertion and the other labelled as Reason R
Assertion A: At some point, a product sales growth will slow down, and it will enter the maturity stage. This maturity stage normally last longer than the previous stage of PLC and it possess strong challenges to the marketing management.

Reason R: Slowdown in sales growth is due to the acceptance of the product by most potential buyers. It is also due to the entry of competing firms in the market and price competition stiffening.

In the light of the above statement choose the correct answer from the options given below:

- (A) Both A and R are true, and R is correct explanation of A
- (B) Both A and R are true, but R is not correct explanation of A
- (C) A is true but R is false.
- (D) A is False but R is true.

87.) Given below are two statements one is labelled as Assertion A and the other is labelled as reason R

Assertion A: Investors around the world are demanding socially and environmentally conscious options in equities, bonds, ETF or hedge funds.

Reason R: Climate change and environment has become “defining factors in companies’ long-term process in significant reallocation of capital as shortage of clean water and air has become existential questions.

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

- (A) Both A and R are true, and R is correct explanation of A
- (B) Both A and R are true, and R is not correct explanation of A
- (C) A is true but R is false.
- (D) A is False but R is true.

88.) Given below are two statements

Statement I: Power of the employee to remove dissatisfaction is low when the position in the organisation is extremely important.

Statement II: The more the employees can believe that a union can obtain positive work aspects, the more the instrumental is the union for the employees.

In the light of the above statement 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.

89.) Given below are two statements

Statements I: In psychographic segmentation of the market, the science of psychology is used for understanding and segmenting the consumers.

Statement II: Segmenting consumers based on psychographics rests on identifying consumer’s state of mind and hence helps in piecing together with a more incisive profile of the target consumers.

In the light of the above statement 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

90.) Given below are two statements:

Statement I: Quota sampling is the non random method of selecting a sample from a population.

Statement II: The standard error of the estimate is inversely proportional to the square root of the sample size.

In the light of the above statement 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

91.) What is the role played by marketing in the organisation?

- (A) It is considered as an entrepreneurial function of business
- (B) It is considered as a strategic function of the business
- (C) It is considered as entrepreneurial and strategic functions of the business
- (D) It is considered as subordinate role of business.

92.) The main function of marketing is to ___?

- (A) Generate profits
- (B) Build relationship with customers
- (C) Meet customer needs
- (D) Meet customer needs, build relationship with customers and also generate profit

93.) Which one of the following different concepts of marketing holds the generating customer satisfaction is the main task of marketing?

- (A) Exchange concept
- (B) Product concept
- (C) Selling concept
- (D) Marketing concept

94.) Name the process which involves selecting the values to be offered, creating the values, communicating the value, delivering the value and capturing the value back from the market.

- (A) Product –delivery process
- (B) Corporate brand delivery process
- (C) Value delivery process
- (D) Marketing process

ANS. B

95.) Marketing myopia concept refers to _____?

- (A) A narrow perception of marketing.
- (B) The value concept of marketing.
- (C) Social marketing concept of marketing.
- (D) Green marketing concept of marketing.

Read the passage and attempt the questions that follow:

Mr. Mohan an MBA with specialisation in Human Resources joined a company XYZ into the business of garments in Delhi. Before joining the company XYZ, he had a prior experience of working in corporates for 5 years. He has worked in the area of compensation dealing with workers and employees. In the company XYZ, Mr. Mohan was entrusted with the work of dealing with both workers and executives and look towards their compensation both in theory and as prescribed by the government of Delhi. The company XYZ believed in both types of benefits to be given to their employees- both workers and executives- fringe benefits and non-fringe benefits. For executives, the company XYZ believes in equity both within the company and outside also. All policies of the company relating to compensation management were told to Mr Mohan and he must follow them objectively.

96.) Executives ask the company XYZ to give them perquisites and Mr. Mohan has to decide. Out of the following which one is perquisite?

- (A) Group Insurance
- (B) Medical allowance
- (C) Club Membership
- (D) Provident fund

97.) If you were Mr. Mohan, which of the following is an example of payment that is consistent from period to period despite the number of hours worked?

- (A) Wage
- (B) Salary
- (C) Reward
- (D) Incentive

98.) Management of XYZ company asks Mr. Mohan to answer the question that, 'A behaviour which has a rewarding experience is likely to be repeated' is postulated by _____?

- (A) Behavioural theory
- (B) Reinforcement and expectancy theory
- (C) Agency theory
- (D) Contingency theory

99.) From the knowledge acquired by Mr Mohan during the MBA program, He has to explain to the management of the company XYZ that out of the following, which one is not a part of the Remuneration Model?

- (A) Job Description
- (B) Job Analysis
- (C) Job hierarchy
- (D) Job Evaluation

100.) Mr. Mohan, Hr Executive of XYZ Company, has to design a compensation plan that must be

- (A) Understandable, Workable, Acceptable
- (B) Reasonable, Workable, Acceptable
- (C) Understandable, feasible, Acceptance
- (D) Understandable, workable, compensable