

UGC NET Code 17 Management 16th June 2023

1.) Which one of the following is NOT a standard categorization of stress?

- (A) Acute stress
- (B) Imported stress
- (C) Chronic stress
- (D) Eustress

2.) Which of the following motives were articulated by J. M. Keynes for holding cash?

- a. Precautionary
- b. Return generation
- c. Speculative
- d. Investment
- e. Transaction

Choose the correct answer from the options given below:

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

3.) Hofstede's dimensions of culture were based on a study conducted at:

- (A) Intel Ltd.
- (B) IBM
- (C) Pepsico
- (D) Microsoft

4.) Which of the following economic identities states that One (1) extra percent unemployment costs two (2) percent of the Gross Domestic Product (GDP)?

- (A) Sacrifice ratio
- (B) Phillips curve
- (C) Misery index
- (D) Okun's law

5.) Which of the statements are true of innovations?

- a. Innovations are a must to survive in business
- b. Discontinuous innovations lead to failures
- c. Continuous innovations do not disrupt established usage and behaviour patterns
- d. Line extensions are discontinuous innovations
- e. hi discontinuous innovations, there is a change not only in technology but also in behavioural patterns of usage and consumption

Choose the correct answer from the options given below:

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

6.) Which of the following goods (commodities) have positive elasticities?

- a. Necessities

- b. Substitutes
- c. Luxury goods
- d. Complementary goods
- e. Inferior goods

Choose the correct answer from the options given below:

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

7.) Which of the following is NOT a characteristic of digital media?

- (A) Digital media is "pull" media
- (B) Mass customization is possible in digital media
- (C) Digital media is lean-back media
- (D) Digital media is intense media

8.) Match List I with List II:

LIST I (Change Consultant Function)

- a. Transcending
- b. Process-facilitating
- c. Shock-absorbing
- d. Resource-sharing

LIST II (Consultant Role)

- i. Uses latest knowledge and a wide variety of experiences
- ii. Helps the system to confront reality
- iii. Takes an independent overall view
- iv. Is perceptive of the reality in the organisation

Choose the correct answer from the options given below:

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

9.) Consumer buying behaviour in situations characterized by high involvement but few perceived differences among brands is known as

- (A) Complex buying behaviour
- (B) Dissonance reducing buying behaviour
- (C) Habitual Buying behaviour
- (D) Variety seeking buying behaviour

10.) Which of the following statements are applicable to Mckinsey's 7S framework?

- a. A priori, it is obvious which of the seven factors will be the driving force in changing a particular organisation at a particular point of time.
- b. Effective organisational change is the relationship between seven factors of the framework.
- c. Change in any one element effects change in other elements for effective organisational change.
- d. Framework can be used for facilitating organisational change.
- e. Strategy, Structure, Systems and Style are 'Hard S' of the Model while Staff, Skill and Shared values are the 'Soft S' of the framework.

Choose the correct answer from the options given below:

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

11.) Which of the following narratives explain the Leontief paradox in international business:

- (A) USA's exports were capital intensive and imports were labour intensive
- (B) USA's exports and imports both were capital intensive
- (C) USA's exports were labour-intensive and imports were capital intensive
- (D) USA's exports and imports both were labour-intensive

12.) Which of the following is NOT an element of 'Trade-relations mix' in International Business?

- (A) Product variety
- (B) Price policy
- (C) Mutual service and responsibilities
- (D) Distributor's territorial rights

13.) Arrange the following statements corresponding to different levels of Brand Dynamics Pyramid in a sequence starting with the base of the pyramid:

- a. Belief that the brand delivers acceptable product performance and is on the consumer's short-list
- b. Rational and emotional attachments to the brand to the exclusion of most other brands
- c. Active familiarity with the brand based on post trial, saliency or knowledge of the brand promise
- d. Relevance of brand to consumer's needs in the right price range or in the consideration set
- e. Belief that the brand has an emotional or rational advantage over other brands in the category

Choose the correct answer from the options given below:

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

14.) Population variance differ from sample variance in which of the following manner:

- a. $\mu \pm 3\sigma$ is replaced by $\bar{x} + 9\sigma^2$
- b. μ is replaced by \bar{x}
- c. μ^2 is replaced by $\frac{\mu^2}{(n-1)\alpha}$
- d. N is replaced by n - 1
- e. N is replaced by n - 1 - α

Choose the correct answer from the options given below:

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

15.) Characteristics of industrial relations include:

- a. An outcome of employment relationships in an organisation
- b. Develop the skills and methods of adjusting to and cooperating with each other
- c. Create rules and regulations to maintain harmonious relations

- d. Government is not involved in shaping industrial relations
- e. Parties to industrial relations are employees, their organisations and employers

Choose the correct answer from the options given below:

- (A) A, B, E only
- (B) A, B, C only
- (C) C, D, E only
- (D) A, B, C, E only

16.) Following are the statements on the Mintzberg's organisational type. Choose the correct statements:

- a. Entrepreneurial organisations primarily focus on skills standardization
- b. Professional organisations primarily focus on output standardisation
- c. Innovative organisations primarily focus on mutual adjustment
- d. Missionary organisations primarily focus on norms standardisation
- e. Innovative organisations do not focus on mutual adjustment

Choose the correct answer from the options given below:

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

17.) Which of the following are included in the work place diversity?

- a. Ethnicity
- b. Career experience
- c. Gender
- d. Geographic experiences
- e. Sexual orientation

Choose the correct answer from the options given below:

- (A) A, C only
- (B) A, C, E only
- (C) B, D, E only
- (D) A, B, C, D and E

18.) Arrange the following steps of job evaluation in the proper sequence:

- a. Review job descriptions and job specifications
- b. Select compensable factors
- c. Choose benchmark jobs
- d. Define each factor's degree
- e. Assign weights to compensable factors

Choose the correct answer from the options given below:

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

19.) Arrange the following types of intelligence which a computer can simulate in the ascending order:

- a. Visual-spatial

- b. Logical mathematical
- c. Linguistic
- d. Interpersonal
- e. Bodily kinesthetic

Choose the correct answer from the options given below:

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

20.) Given below are two statements:

Statement I: To exist and be successful in a competitive world a business has to be ethical.

Statement II: An ethical organisation can be recognized on the basis of its corporate excellence and not on its relations with the stakeholders.

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

21.) Contrast to individual stocks, stability of Portfolio Risk (β) dramatically increases with:

- a. High return portfolios ($R_p > R_F$)
- b. Larger portfolios ($n_p > 50$)
- c. Longer investment duration ($t_p > 26$ weeks)
- d. Increased trading volume
- e. High premium portfolios ($R_p > R_p$)

Choose the correct answer from the options given below:

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

22.) Match List I with List II:

LIST I (Organisational Appraisal Techniques)

- a. Balanced Scorecard
- b. Economic Value-added Analysis
- c. VRJO framework
- d. Business intelligence

LIST II (Names of Proposers)

- i. Barney
- ii. Howard J. Dresner
- iii. Stern Stewart & Company
- iv. Robert S. Kaplan and David P. Norton

Choose the correct answer from the options given below:

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

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

23.) Which of the following is a measure of appropriateness of organizational goals and how well these goals are being met?

- (A) Organizational transparency
- (B) Organizational citizenship
- (C) Organizational effectiveness
- (D) Organizational efficiency

24.) Which of the following is a post-offer takeover defense mechanism in which target company buys back shares at a significant premium?

- (A) Poison pills
- (B) Golden parachute
- (C) Greenmail
- (D) Crown jewel defense

25.) If the Net Present Value (NPV) of an investment proposal is positive, what conclusions can be drawn?

- a. The investment generated present value of cashflows exceed cost of investment
- b. The discount rate used is less than the investment's estimated return
- c. The discount rate used equals the minimum return required by the investors
- d. The investment generated present value of cashflows equals the cost of investment
- e. The investment's Internal Rate of Return (IRR) exceeds the Cost of Capital

Choose the correct answer from the options given below:

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

26.) The major problems faced by rural entrepreneurs are:

- a. Rate of interest charged by commercial banks is too high
- b. Inability to market their products and services
- c. Lack of comprehensive training on required skills
- d. Inability to handle cultural issues
- e. Difficulty in opening bank accounts due to lack of documents

Choose the correct answer from the options given below:

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

27.) Given below are two statements, one is labelled as Assertion A and the other is labelled as Reason R:

Assertion 'A': A stereotyped and male-centered vision discourages some women from participating in business activities that could have a consequence on people who interact with women at the community level.

Reason 'R': Attributions of the society and the different socialisation processes relating to men and women may create obstacles for women due to unequal distribution of assets and services.

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

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

28.) Match List I with List II:

LIST I (Emphases of OB)

- a. Macro-applied
- b. Micro-applied
- c. Macro-theoretical
- d. Micro-theoretical

LIST II (Related Disciplines)

- i. Organisation development
- ii. Organisational behaviour
- iii. Human Resource Management
- iv. Organisation Theory

Choose the correct answer from the options given below:

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

29.) Which of the following models identifies the strategy development process, the value creation process, multi-channel integration process, performance assessment process and the information management process as its core processes?

- (A) The IDIC Model
- (B) The CRM value chain
- (C) Payne & Fron's Model of CRM
- (D) The SCHEMA Model

30.) Which of the following statements explains the Integrated Marketing Communication (IMC) concept?

- a. IMC is the specific blend of promotion tools to communicate customer value and build customer relationships
- b. IMC calls for recognising only those touch points where the customer physically encounters the company and its brands
- c. IMC's goal is to deliver a consistent and clear message about the organisation and its products
- d. IMC ties together all of the company's messages and images
- e. IMC calls for integration and coordination of the company's many communication channels

Choose the correct answer from the options given below:

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

31.) Arrange (in descending order) the following present value of a growing perpetuity which makes first payment of Rs. 3,000 in next year.

- a. Present value at 8% growth and 10% discount rate.
- b. Present value at 3% growth and 9% discount rate.
- c. Present value at 6% growth and 11% discount rate.
- d. Present value at 5% growth and 6% discount rate.
- e. Present value at 1% growth and 4% discount rate.

Choose the correct answer from the options given below:

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

32.) An organisational vision should include:

- a. An organisational charter of core values and principles
- b. A strategy or plan and a view from the top
- c. The source of priorities, plans and goals
- d. A pusher into the future
- e. A determination and publication of what makes an organisation unique

Choose the correct answer from the options given below:

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

33.) In competitive markets, a new firm will enter the market in which of the following situations?

- (A) $P > ATC$
- (B) $P < ATC$
- (C) $P = MC$
- (D) $P = MR = MC$

34.) A workman hired in place of a permanent workman or probationer who is temporarily absent is called:

- (A) Temporary workman
- (B) Casual workman
- (C) Probationer workman
- (D) Badli workman

35.) In which method of capital budgeting, cash flows are re-invested at the required rate of return?

- (A) Net Present Value (NPV)
- (B) Internal Rate of Return (IRR)
- (C) Profitability Index (PI)
- (D) Accounting Rate of Return (ARR)

36.) Employees' belief in the degree to which they affect their work environment, their competence, the meaningfulness of their job and perceived autonomy in their work is known as:

- (A) Job involvement
- (B) Job satisfaction
- (C) Psychological empowerment
- (D) Organizational commitment

37.) According to the HRD score card developed by TVRLS India, HRD Systems Maturity Score includes:

- a. HR Information System
- b. Potential Appraisal and Development
- c. Job-rotation
- d. Performance Management Systems
- e. Feedback and Coaching Mechanisms

Choose the correct answer from the options given below:

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

38.) The sequence of steps involved in testing a hypotheses are:

- a. Select a suitable test statistic
- b. Establish critical or rejection region
- c. State the null and alternative hypothesis
- d. State the level of significance (α)
- e. Formulate a decision rule to evaluate the null hypothesis

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

39.) Artificial Intelligence has simulation potential of the following kinds of intelligence:

- a. Visual-spatial
- b. Intrapersonal
- c. Interpersonal
- d. Creative
- e. Logical-mathematical

Choose the correct answer from the options given below:

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

40.) Lowering of costs that a firm often experiences when it produces two or more products together than each alone is known as:

- (A) Economies of scale
- (B) Economies of Scope
- (C) Economies of Specialisation
- (D) Technical Efficiency

41.) Many consumers seek to be different and exclusive by demanding less of a commodity as more people consume it, is called?

- (A) Bandwagon effect
- (B) Snob effect

- (C) Veblen effect
- (D) Substitution effect

42.) Match List I with List II:

LIST I (Financing Concept)

- a. Angel investing
- b. Sweat equity
- c. Venture capital
- d. Initial Public Offer (IPO)

LIST II (Stages of Business Development)

- i. Growth and Development stage
- ii. Follow-on finding stage
- iii. Mature stage
- iv Start-up stage

Choose the correct answer from the options given below:

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

43.) Which of the following focus of OD interventions are relevant if the nature of intervention is unstructured?

- a. Role negotiation
- b. Development of internal facilitators
- c. Counselling
- d. Work review
- e. Team development

Choose the correct answer from the options given below:

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

44.) Which of the following prevent the majority of managers from effective implementation and sustainability?

- a. Hollow talk
- b. Debilitating fear
- c. Complex measurement systems
- d. Mindless reliance
- e. Constructive internal competition

Choose the correct answer from the options given below:

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

45.) Which of the following should not be included in the balance of payments account?

- (A) Bonus shares to equity shareholders

- (B) Imports of automobile parts
- (C) Dividend payment to home-country investors from a foreign subsidiary
- (D) Interest payment on loan to the IMF

46.) Arrange the following steps of organization planning in the proper sequence:

- a. Develop of the organization a culture that promotes growth and implement a documented promotion policy.
- b. We are committed to achieve financial growth of our organization by fostering growth and creativity among our valued employees.
- c. To foster growth and creativity.
- d. Provide opportunities for growth of employees.
- e. To achieve excellence in human resource management and foster growth and creativity.

Choose the correct answer from the options given below:

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

47.) Entrepreneurs in general are _____ obsessed and _____ balanced?

- (A) Opportunity, Leadership
- (B) Innovation, Risk
- (C) Creativity, Innovations
- (D) Profit, Creativity

48.) Cash flows are grouped in the of Cash Flow statement as per IND AS - 3 into which of the following major categories?

- (A) Cash receipts, cash disbursements and non-cash activities
- (B) Direct cash flows and indirect cash flows
- (C) Operating activities, investing activities and collection activities
- (D) Operating activities, investing activities and financing activities

49.) Which of the following is NOT a base of product related segmentation?

- (A) Consumption of the product
- (B) Loyalty for the product
- (C) Decision criteria for product evaluation
- (D) Product use situations

50.) Match List I with List II:

LIST I (Decision outcomes)

- a. Grouping of products
- b. Allocation of job tasks
- c. Evaluating facility location
- d. Demand forecasting

LIST II (Decision Model)

- i. Delphi Method
- ii. Transportation Model
- iii. Aggregate Pining
- iv. Assignment Model

Choose the correct answer from the options given below:

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

51.) Match List I with List II:

LIST I (Cost-Volume-Profit Identities)

- a. Operating Profit
- b. Profit-Volume Ratio
- c. Margin of safety
- d. Contribution margin

LIST II (Underlying measurement)

- i. Actual sales volume - Breakeven sales volume
- ii. Sales Revenue - Total variable costs
- iii. (Sales \times P/V ratio) - Fixed Cost
- iv. (Unit sale price- Variable costs per unit)/ Unit sale price

Choose the correct answer from the options given below:

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

52.) Arrange the following causes of work stoppages in India in the ascending order:

- a. Retrenchment of personnel
- b. Bonus
- c. Leave and hours of work
- d. Wages and allowances
- e. Indiscipline and violence

Choose the correct answer from the options given below:

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

53.) Which of the following is NOT a fundamental principle of KAIZEN?

- (A) Let it go
- (B) Empower people
- (C) Know your customer
- (D) Go to Gemba

54.) Which one of the following is NOT a justification for preferring ethnocentric approach to staffing?

- (A) Hiring host country nationals eliminates language barriers
- (B) Perceived lack of qualified host country nationals
- (C) United corporate culture can be maintained
- (D) Good communication, coordination and control links with headquarters

55.) A flexible organisation design which can form and re-form varied patterns of connection, is known as :

- (A) Virtual Organisation
- (B) Fishnet Organisation
- (C) Learning Organisation
- (D) Spaghetti Organisation

56.) Which concept states that profit are normally recognized when the title to the goods passes to the customer, not necessarily when money changes hands?

- (A) Matching Concept
- (B) Realisation Concept
- (C) Prudence Concept
- (D) Materiality Concept

57.) In order to shorten its operating cycle, a manufacturing company focuses on which of the following decisions?

- a. Reducing operating expenses
- b. Enhanced coordination of firm activities
- c. Manufacturing automation
- d. Longer production schedule
- e. Tightening credit policy

Choose the correct answer from the options given below:

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

58.) Why do companies pursue a retrenchment strategy?

- a. Better opportunities in the environment are perceived elsewhere.
- b. Its main strategic decisions focus on the conscious use of reversal grand strategies.
- c. The environment is seen so threatening that internal strengths are insufficient to meet the challenge.
- d. Its easier and comfortable to pursue retrenchment strategy.
- e. The firm is not doing well or perceives itself as doing poorly.

Choose the correct answer from the options given below:

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

59.) An unfavourable overhead volume variance indicates that:

- (A) Total fixed overhead has exceeded the standard budgeted amount
- (B) Variable overhead per unit has exceeded the standard budgeted amount
- (C) Actual production was less than the normal level of output
- (D) Actual production was more than the normal level of output

60.) Deviation from market portfolio, a point on the Capital Market Line (CML) that differentiates investors' investing and financing decisions (based on their risk appetite) is describe by:

- (A) Convergence theorem
- (B) Separation theorem
- (C) Efficient market theorem
- (D) Arbitrage pricing theorem

61.) Which one of the following statements is true for Type II error?

- (A) Rejecting an incorrect hypothesis
- (B) Accepting an incorrect hypothesis
- (C) Accepting a correct hypothesis
- (D) Rejecting a correct hypothesis

62.) Which of the following outcomes will promote sustainable capitalism?

- a. Job creation, wealth generation and equitable income distribution
- b. Do good and make profit (Shubh Labh)
- c. Digital transformation and increased corporate profiteering
- d. Ethical wealth creation and resource allocation
- e. Emergence of monolithic and oligopolistic corporate entities

Choose the correct answer from the options given below:

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

63.) Which one of the following is not an internal force for organizational change?

- (A) Managerial Behaviour
- (B) Change in leadership
- (C) Workforce Diversity
- (D) Change in Employee and customer expectations

64.) Internal reliability of a test instrument is defined as:

- (A) The increase and decrease in scores measured over time produce a variance of less than 50%
- (B) The consistency of a measure taken at two different points of time
- (C) The identical observation of single individual's scores
- (D) The property of a distribution to achieve mean of 0 and variance of 1

65.) Which of the following are concerns and challenges of industrial revolution 4.0?

- a. Invasion of privacy
- b. Reduced capital expenditure on infrastructure
- c. Low cost and affordable service
- d. Blurring differences between the men and machines
- e. Environmental concerns

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) a and e only

66.) Which of the following statements are true about line balancing?

- a. The total amount of work on a line is divided into different tasks
- b. Line balancing mainly ensures that each work station gets approximately equal amount of time
- c. Cycle time is determined by the minimum time required at any workstation
- d. Line balancing is not useful for the process industry
- e. Tasks are assigned to workstations that allow the work to be performed in a feasible sequence

Choose the correct answer from the options given below:

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

67.) Which one of the following is NOT an extramural function of Trade Unions?

- (A) Provision of education
- (B) Job security
- (C) Housing facilities
- (D) Extension of medical facilities during sickness

68.) The major components of Nicosia Model of consumer decision-making are:

- a. The consumers attitude based on firm's message exposure
- b. Perceptual and teaming constructs
- c. Feedback in the form of purchase experience
- d. Extensive problem solving by consumer
- e. Consumer's product search and evaluation

Choose the correct answer from the options given below:

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

69.) Arrange the steps of novel product design thinking process in a sequential order:

- a. Define
- b. Test
- c. Prototype
- d. Empathise
- e. Ideate

Choose the correct answer from the options given below:

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

70.) Arrange the following steps of marketing process in the sequential order:

- a. Capture value from customers to create profits and customer equity.
- b. Understand the market place and customer needs and wants.
- c. Build profitable relationships and create customer delight.
- d. Construct an integrated marketing program that delivers superior value.
- e. Design a customer-driven marketing strategy.

Choose the correct answer from the options given below:

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

71.) Given below are two statements, one is labelled as Assertion A and the other is labelled as Reason R:

Assertion 'A': IFRS and GAAP are two accounting systems competing for international acceptance.

Reason 'R': Indian Accounting Standards (Ind AS) are in convergence with both, the IFRS and the GAAP.

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

72.) Given below are two statements:

Statement I: If there are differences in consumers' responses, brand-name, product is essentially a commodity and competition will probably be based on price.

Statement II: Brand equity is reflected in perceptions, performance and behaviour related to all aspects of the marketing of a brand.

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

73.) Match List I with List II:

LIST I (Approaches of Management)

- a. System approach
- b. Contingency approach
- c. Quantitative approach
- d. Weber's ideal bureaucracy

LIST II (Description)

- i. Emphasizes that decisions and actions taken in one organisational area will affect others and vice-versa
- ii. Emphasizes on application of statistics. optimization models and computer simulations to management activities
- iii. Emphasizes on career orientation, impersonality, authority hierarchy, division of labour, formal selection etc.
- iv. Emphasizes that organisations are different and face different situations that require different ways of managing

Choose the correct answer from the options given below:

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

74.) Given below are two statements:

Statement I: The status of the person being perceived will greatly influence others' perception of the person.

Statement II: The visible traits of the person perceived will not influence others' perception of the person.

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

75.) Earnings per share of a company is Rs. 4, Return on Investment is 20 percent and the return required by shareholder is 16 percent. Assuming Walter valuation model, if the payout ratio is 40 percent, what will be the price per share?

- (A) Rs 16.75
- (B) Rs 20.65
- (C) Rs 28.75
- (D) Rs 30.15

76.) From the viewpoint of stockholder, which of the following relationships is of the least significance?

- (A) The return on assets is consistently of higher than the industry average
- (B) The return on equity has increased in each of the past five years
- (C) Net income is greater than the amount of working capital
- (D) The return on assets is greater than the rate of interest being paid to the lenders

77.) Which of the following are NOT motivational factors according to Herzberg?

- a. Interpersonal relations
- b. Work itself
- c. Advancement
- d. Achievement
- e. Salary

Choose the correct answer from the options given below:

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

78.) Match List I with List II:

LIST I (Research Outcomes)

- a. Low Price- earnings ratio stocks outperform high Price-earning ratio stocks
- b. Low PEG (p-e ratio/ Earnings growth rate) stocks outperform high PEG stocks
- c. Small firms consistently experience larger risk-adjusted returns
- d. High book value/ market value ratio stocks yield higher returns

LIST II (Research Studies)

- i. Peters (1991)
- ii. Fama and French (1992)

iii. Basu (1977)

iv. Banz (1981)

Choose the correct answer from the options given below:

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

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

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

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

79.) Match List I with List II:

LIST I (Customer Relation Group)

a. Strangers

b. Barnacles

c. True Friends

d. Butterflies

LIST II (Distinctive Feature)

i. High potential profitability and low projected loyalty.

ii. High potential profitability and High projected loyalty

iii. Low potential profitability and low projected loyalty

iv. Low potential profitability and High projected loyalty

Choose the correct answer from the options given below:

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

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

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

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

80.) Match List I with List II:

LIST I (Production Cost)

a. Implicit Costs

b. Marginal cost

c. Incremental Cost

d. Sunk Cost

LIST II (Underlying Meaning)

i. Change in the total cost per unit change in output.

ii. Total increase in costs resulting from the implementation of a particular managerial decision.

iii. Imputed value of inputs owned and used by the firm.

iv. The costs that are not affected by managerial decision.

Choose the correct answer from the options given below:

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

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

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

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

81.) Gantt chart is applicable to:

(A) Time study

(B) Production scheduling

(C) Sales Forecasting

(D) Motion Study

82.) Which of the following enterprises is NOT eligible for Udyog Aadhar registration with Ministry of Micro, Small and Medium Enterprises, Government of India?

- (A) Micro enterprise in manufacturing sector with an investment in plant and machinery of Rs 20 Lacs
- (B) Small enterprise in manufacturing sector with an investment in plant and machinery of Rs 3.5 crores
- (C) Small enterprise in services sector with an investment in equipment of Rs 1.50 crores
- (D) Medium enterprise in manufacturing sector with an investment in plant and machinery of Rs 15 crores

83.) UNCTAD compiled 'Transnationality Index' consists of which of the following three ratios?

- (A) Foreign assets/Total assets: Foreign sales/Total sales and Foreign employment/Total employment
- (B) Foreign assets/Total assets: Foreign sales/Total output and Foreign employment/Total employment
- (C) Foreign assets/Total GDP: Foreign sales. Total GDP and Foreign employment/Total GDP
- (D) Foreign assets/Total output: Foreign sales/Total sales and Foreign employment/Total GDP

84.) "A company in the sewing machine business diversifies into kitchenware and household appliances and sells these items through a chain of retail stores to family consumers". This is an example of:

- (A) Marketing-related concentric diversification
- (B) Technology-related concentric diversification
- (C) Marketing and technology-related concentric diversification
- (D) Unrelated diversification

85.) A consumer wants to purchase a laptop. She makes a list of selected brands and then evaluates selected brands in terms of each relevant attribute and computes a weighted score for each brand. Then, she selects the highest scoring brand. Which consumer decision making rule has she employed?

- (A) Compensatory
- (B) Conjunctive
- (C) Affect Referral
- (D) Lexicographic

86.) "Udyam Assist Platform" developed by the SIDBI cater to which of the following enterprises?

- (A) Small Enterprises
- (B) Medium Enterprises
- (C) Export Oriented Enterprises
- (D) Informal Micro Enterprises

87.) "We don't have a marketing department; we have a customer department."

Herb Kelleher's statement given above refers to which one of the following concepts?

- (A) Social Responsibility Marketing Concept
- (B) Internal Marketing Concept
- (C) Marketing Concept
- (D) Customer Relationship Management Concept

88.) Which one of the following is not the view of ethics among the following of views ?

- (A) Utilitarian view of ethics
- (B) Rights view of ethics
- (C) Theory of justice view of ethics
- (D) Non-integrative social view

89.) Dimension reduction methods have the goal of using the correlation structure among the predictor variables to accomplish which of the following:

- a. To reduce the number of predictor components
- b. To help ensure that these components are dependent
- c. To provide a framework for interpretability of the results
- d. To help ensure that these components are independent
- e. To increase the number of predictor components

Choose the correct answer from the options given below:

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

90.) Arrange the following milk product brands developed by the state co-operatives in ascending order of revenue generator:

- a. Vita (Haryana)
- b. Annul (Gujarat)
- c. Nandini (Karnataka)
- d. Verka (Punjab)
- e. Milma (Kerala)

Choose the correct answer from the options given below:

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

91.) Read the given passage and answer the questions that follow:

An enterprise resource planning is at the center of the institution. In spite of a definite need to integrate functionality in areas like accounting, sales and order management, customer relationship management and SCM, the investments made by companies is not enough. Enterprises need to transform business processes to respond to fast changing customer demands and survive the intense global competition.

Enterprises globally have been seeking information systems with the capacity to automate, communication and integrate information by collecting data in a highly standardized form. The selection of the ERP package is a daunting task requiring a variety of infrastructural and managerial considerations. Both present and future business process scenarios need to be considered along with flexibility and cost. One dilemma before the decision makers is the possible intervention of non-proprietary technology standards. ERP implementation is a strategic activity requiring a comprehensive analysis of pre and post implementation scenarios and intensive training of people especially the front-end users. While some managers need to be involved in the design and implementation process, others have to learn the functionalities. The integration process passes through tough phases of accounting for differences in segments, departments and business

processes, though with a unified managerial intent. A prototype of the required integration of business process needs to be developed after discussion with the people at different levels. The quality of ERP carries a long-term impact on the process of the organization and it is not easy to switch to another product with concomitant scale of investment and complexities. Fundamentally, everybody in the organization should understand how ERP will be used to bridge between "How it is" and "How it needs to be".

The most important step of ERP implementation is the _____ phase:

- (A) Installation
- (B) Gap analysis
- (C) Testing
- (D) Training

92.) Read the given passage and answer the questions that follow:

An enterprise resource planning is at the center of the institution. In spite of a definite need to integrate functionality in areas like accounting, sales and order management, customer relationship management and SCM, the investments made by companies is not enough. Enterprises need to transform business processes to respond to fast changing customer demands and survive the intense global competition.

Enterprises globally have been seeking information systems with the capacity to automate, communication and integrate information by collecting data in a highly standardized form. The selection of the ERP package is a daunting task requiring a variety of infrastructural and managerial considerations. Both present and future business process scenarios need to be considered along with flexibility and cost. One dilemma before the decision makers is the possible intervention of non-proprietary technology standards. ERP implementation is a strategic activity requiring a comprehensive analysis of pre and post implementation scenarios and intensive training of people especially the front-end users. While some managers need to be involved in the design and implementation process, others have to learn the functionalities. The integration process passes through tough phases of accounting for differences in segments, departments and business processes, though with a unified managerial intent. A prototype of the required integration of business process needs to be developed after discussion with the people at different levels. The quality of ERP carries a long-term impact on the process of the organization and it is not easy to switch to another product with concomitant scale of investment and complexities. Fundamentally, everybody in the organization should understand how ERP will be used to bridge between "How it is" and "How it needs to be".

In ERP implementation, which is not a constraint in the process of integration of different business entities?

- (A) Functional differences
- (B) Geographical differences
- (C) Managerial differences
- (D) Operational differences

93.) Read the given passage and answer the questions that follow:

An enterprise resource planning is at the center of the institution. In spite of a definite need to integrate functionality in areas like accounting, sales and order management, customer relationship management and SCM, the investments made by companies is not enough. Enterprises need to

transform business processes to respond to fast changing customer demands and survive the intense global competition.

Enterprises globally have been seeking information systems with the capacity to automate, communication and integrate information by collecting data in a highly standardized form. The selection of the ERP package is a daunting task requiring a variety of infrastructural and managerial considerations. Both present and future business process scenarios need to be considered along with flexibility and cost. One dilemma before the decision makers is the possible intervention of non-proprietary technology standards. ERP implementation is a strategic activity requiring a comprehensive analysis of pre and post implementation scenarios and intensive training of people especially the front-end users. While some managers need to be involved in the design and implementation process, others have to learn the functionalities. The integration process passes through tough phases of accounting for differences in segments, departments and business processes, though with a unified managerial intent. A prototype of the required integration of business process needs to be developed after discussion with the people at different levels. The quality of ERP carries a long-term impact on the process of the organization and it is not easy to switch to another product with concomitant scale of investment and complexities. Fundamentally, everybody in the organization should understand how ERP will be used to bridge between "How it is" and "How it needs to be".

For success of ERP, the issues to be considered do not include:

- (A) Adaptability to changes in business processes in the future
- (B) ERP package free from the intervention of non-proprietary technology standards
- (C) Customisations to support varied business practices
- (D) Flexibility and cost-effectiveness of ERP

94.) Read the given passage and answer the questions that follow:

An enterprise resource planning is at the center of the institution. In spite of a definite need to integrate functionality in areas like accounting, sales and order management, customer relationship management and SCM, the investments made by companies is not enough. Enterprises need to transform business processes to respond to fast changing customer demands and survive the intense global competition.

Enterprises globally have been seeking information systems with the capacity to automate, communication and integrate information by collecting data in a highly standardized form. The selection of the ERP package is a daunting task requiring a variety of infrastructural and managerial considerations. Both present and future business process scenarios need to be considered along with flexibility and cost. One dilemma before the decision makers is the possible intervention of non-proprietary technology standards. ERP implementation is a strategic activity requiring a comprehensive analysis of pre and post implementation scenarios and intensive training of people especially the front-end users. While some managers need to be involved in the design and implementation process, others have to learn the functionalities. The integration process passes through tough phases of accounting for differences in segments, departments and business processes, though with a unified managerial intent. A prototype of the required integration of business process needs to be developed after discussion with the people at different levels. The quality of ERP carries a long-term impact on the process of the organization and it is not easy to switch to another product with concomitant scale of investment and complexities. Fundamentally, everybody in the organization should understand how ERP will be used to bridge between "How it is" and "How it needs to be".

Organisation wide training is required to take full advantage of an ERP implementation. In this context, which of the following statements are true?

- i. Learning of the steering team on system performance is a must for ERP implementation
- ii. Training of functional managers in process analysis and redesign is required continually
- iii. IT department needs to be fully aware of system architecture

- (A) Both i and ii
- (B) Both ii and iii
- (C) Both i and iii
- (D) i, ii and iii

95.) Read the given passage and answer the questions that follow:

An enterprise resource planning is at the center of the institution. In spite of a definite need to integrate functionality in areas like accounting, sales and order management, customer relationship management and SCM, the investments made by companies is not enough. Enterprises need to transform business processes to respond to fast changing customer demands and survive the intense global competition.

Enterprises globally have been seeking information systems with the capacity to automate, communication and integrate information by collecting data in a highly standardized form. The selection of the ERP package is a daunting task requiring a variety of infrastructural and managerial considerations. Both present and future business process scenarios need to be considered along with flexibility and cost. One dilemma before the decision makers is the possible intervention of non-proprietary technology standards. ERP implementation is a strategic activity requiring a comprehensive analysis of pre and post implementation scenarios and intensive training of people especially the front-end users. While some managers need to be involved in the design and implementation process, others have to learn the functionalities. The integration process passes through tough phases of accounting for differences in segments, departments and business processes, though with a unified managerial intent. A prototype of the required integration of business process needs to be developed after discussion with the people at different levels. The quality of ERP carries a long-term impact on the process of the organization and it is not easy to switch to another product with concomitant scale of investment and complexities. Fundamentally, everybody in the organization should understand how ERP will be used to bridge between "How it is" and "How it needs to be".

Which of the following is a precursor to ERP implementation?

- (A) Business modelling
- (B) Business process reengineering
- (C) Project analysis
- (D) Business continuity analysis

96.) Read the given passage and answer the questions that follow:

Accepted wisdom holds that the less competition a business faces, the more it thrives. The concept is at the core of the Blue Ocean Strategy (Kim and Mauborgne, 2005) which advocates launching in the uncontested markets, in order to avoid pain of going head-to-head with rivals. Research shows that exposure to competition in early stages of a firm's life increases its long-term survival prospects.

Companies established in crowded markets had a higher likelihood of failing in the first year than those started in less crowded markets. Early exposure to competition may immunize a company. How does a competition help firms in their youth thrive? A challenging environment causes startups

to be tightly focused on satisfying customer needs along with lowering and containing costs. Many companies develop internal competition. Venture investors can help to create a similar dynamics by being careful not to overfund a new company, as having too much cash-on-hand can make it harder to establish a low-cost culture. Of course, early competition has a downside: some new businesses fail before they have time to build up immunity. Still managers of young businesses will bear in mind the advantages of exposure to safe levels of external competition or to a competitive environment that's been generated inside the organization. Such exposure can have long-lasting positive effects on efficiency and survival.

More competition in the early years of the business results in:

- (A) Reducing the chances of its survival in the long-run
- (B) Increasing the chances of its survival in the long-run
- (C) Neutralising the life of the business
- (D) Making difficult for the new firm to raise funds from the market

97.) Read the given passage and answer the questions that follow:

Accepted wisdom holds that the less competition a business faces, the more it thrives. The concept is at the core of the Blue Ocean Strategy (Kim and Mauborgne, 2005) which advocates launching in the uncontested markets, in order to avoid pain of going head-to-head with rivals. Research shows that exposure to competition in early stages of a firm's life increases its long-term survival prospects.

Companies established in crowded markets had a higher likelihood of failing in the first year than those started in less crowded markets. Early exposure to competition may immunize a company. How does a competition help firms in their youth thrive? A challenging environment causes startups to be tightly focused on satisfying customer needs along with lowering and containing costs. Many companies develop internal competition. Venture investors can help to create a similar dynamics by being careful not to overfund a new company, as having too much cash-on-hand can make it harder to establish a low-cost culture. Of course, early competition has a downside: some new businesses fail before they have time to build up immunity. Still managers of young businesses will bear in mind the advantages of exposure to safe levels of external competition or to a competitive environment that's been generated inside the organization. Such exposure can have long-lasting positive effects on efficiency and survival.

According to the passage, venture capitalists should:

- (A) build a low-cost structure
- (B) be aggressive in financing
- (C) take steps to acquire poor performing companies that they have funded
- (D) not overfund a new business

98.) Read the given passage and answer the questions that follow:

Accepted wisdom holds that the less competition a business faces, the more it thrives. The concept is at the core of the Blue Ocean Strategy (Kim and Mauborgne, 2005) which advocates launching in the uncontested markets, in order to avoid pain of going head-to-head with rivals. Research shows that exposure to competition in early stages of a firm's life increases its long-term survival prospects.

Companies established in crowded markets had a higher likelihood of failing in the first year than those started in less crowded markets. Early exposure to competition may immunize a company. How does a competition help firms in their youth thrive? A challenging environment causes startups

to be tightly focused on satisfying customer needs along with lowering and containing costs. Many companies develop internal competition. Venture investors can help to create a similar dynamics by being careful not to overfund a new company, as having too much cash-on-hand can make it harder to establish a low-cost culture. Of course, early competition has a downside: some new businesses fail before they have time to build up immunity. Still managers of young businesses will bear in mind the advantages of exposure to safe levels of external competition or to a competitive environment that's been generated inside the organization. Such exposure can have long-lasting positive effects on efficiency and survival.

The best way for a firm to survive in a highly-competitive environment is:

- (A) Hiring highly competitive human resources
- (B) Focusing on customer needs along with lowering the cost
- (C) Improving the quality of the product without caring for the costs involved
- (D) Making huge investment in state-of-the art technology

99.) Read the given passage and answer the questions that follow:

Accepted wisdom holds that the less competition a business faces, the more it thrives. The concept is at the core of the Blue Ocean Strategy (Kim and Mauborgne, 2005) which advocates launching in the uncontested markets, in order to avoid pain of going head-to-head with rivals. Research shows that exposure to competition in early stages of a firm's life increases its long-term survival prospects.

Companies established in crowded markets had a higher likelihood of failing in the first year than those started in less crowded markets. Early exposure to competition may immunize a company. How does a competition help firms in their youth thrive? A challenging environment causes startups to be tightly focused on satisfying customer needs along with lowering and containing costs. Many companies develop internal competition. Venture investors can help to create a similar dynamics by being careful not to overfund a new company, as having too much cash-on-hand can make it harder to establish a low-cost culture. Of course, early competition has a downside: some new businesses fail before they have time to build up immunity. Still managers of young businesses will bear in mind the advantages of exposure to safe levels of external competition or to a competitive environment that's been generated inside the organization. Such exposure can have long-lasting positive effects on efficiency and survival.

Which of the following is a type of competitive strategy?

- (A) Product differentiation
- (B) Minimum currency cost
- (C) Maximum cost structure
- (D) Profit maximisation

100.) Read the given passage and answer the questions that follow:

Accepted wisdom holds that the less competition a business faces, the more it thrives. The concept is at the core of the Blue Ocean Strategy (Kim and Mauborgne, 2005) which advocates launching in the uncontested markets, in order to avoid pain of going head-to-head with rivals. Research shows that exposure to competition in early stages of a firm's life increases its long-term survival prospects.

Companies established in crowded markets had a higher likelihood of failing in the first year than those started in less crowded markets. Early exposure to competition may immunize a company. How does a competition help firms in their youth thrive? A challenging environment causes startups

to be tightly focused on satisfying customer needs along with lowering and containing costs. Many companies develop internal competition. Venture investors can help to create a similar dynamics by being careful not to overfund a new company, as having too much cash-on-hand can make it harder to establish a low-cost culture. Of course, early competition has a downside: some new businesses fail before they have time to build up immunity. Still managers of young businesses will bear in mind the advantages of exposure to safe levels of external competition or to a competitive environment that's been generated inside the organization. Such exposure can have long-lasting positive effects on efficiency and survival.

A strategy referred to in the passage that enables firms to create a new market space for themselves is:

- (A) Red Ocean strategy
- (B) Blue Ocean strategy
- (C) Budding in the Ocean strategy
- (D) Occasional strategy