

3**WRITTEN TEST
MANAGEMENT****Test Booklet No.**

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Name of Applicant Answer Sheet No.

Application ID : Signature of Applicant :

Date of Examination : Signature of the Invigilator(s)

1.

Time of Examination : 2.

Duration : 1 Hour]**[Maximum Marks : 50****IMPORTANT INSTRUCTIONS**

- (i) The question paper is in the form of Test-Booklet containing **50 (Fifty)** questions. All questions are compulsory. Each question carries four answers marked (A), (B), (C) and (D), out of which only one is correct.
- (ii) On receipt of the Test-Booklet (Question Paper), the candidate should immediately check it and ensure that it contains all the pages, i.e., **50** questions. Discrepancy, if any, should be reported by the candidate to the invigilator immediately after receiving the Test-Booklet.
- (iii) A separate Answer-Sheet is provided with the Test-Booklet/Question Paper. On this sheet there are **50** rows containing four circles each. One row pertains to one question.
- (iv) The candidate should write his/her Application number at the places provided on the cover page of the Test-Booklet/Question Paper and on the Answer-Sheet and **NOWHERE ELSE**.
- (v) No second Test-Booklet/Question Paper and Answer-Sheet will be given to a candidate. The candidates are advised to be careful in handling it and writing the answer on the Answer-Sheet.
- (vi) For every correct answer of the question **One (1) mark will be awarded**. For every unattempted question, Zero (0) mark shall be awarded. **There is no Negative Marking**.
- (vii) Marking shall be done only on the basis of answers responded on the Answer-Sheet.
- (viii) To mark the answer on the Answer-Sheet, candidate should **darken** the appropriate circle in the row of each question with Blue or Black pen.
- (ix) For each question only **one** circle should be **darkened** as a mark of the answer adopted by the candidate. If more than one circle for the question are found darkened or with one black circle any other circle carries any mark, the question will be treated as cancelled.
- (x) The candidates should not remove any paper from the Test-Booklet/Question Paper. Attempting to remove any paper shall be liable to be punished for use of unfair means.
- (xi) Rough work may be done on the blank space provided in the Test-Booklet/Question Paper only.
- (xii) *Mobile phones (even in Switch-off mode) and such other communication/programmable devices are not allowed inside the examination hall.*
- (xiii) No candidate shall be permitted to leave the examination hall before the expiry of the time.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL ASKED TO DO SO.

1. Creating Provision against fluctuation in the price of investment is an example of which accounting convention.
 - (A) Convention of conservatism
 - (B) Convention of full disclosure
 - (C) Convention of materiality
 - (D) Convention of consistency
2. The term "story board" is specifically related to:
 - (A) TV commercial
 - (B) Newspaper Editorial
 - (C) Magazine ad
 - (D) Press Release
3. Which of the following strategy give the benefit of premium pricing?
 - (A) Umbrella strategy
 - (B) Line brand strategy
 - (C) Product brand strategy
 - (D) Branding strategy
4. In which approach, on the basis of the growth of an established product, the demand for the new product is estimated
 - (A) Growth curve approach
 - (B) Evolutionary approach
 - (C) Opinion polling approach
 - (D) vicarious approach
5. For a symmetrical distribution:
 - (A) $\beta_1 > 0$
 - (B) $\beta_1 < 0$
 - (C) $\beta_1 = 0$
 - (D) $\beta_1 = 3$
6. In SLEPT Analysis, E stands for:
 - (A) Economic
 - (B) Environmental
 - (C) Ecological
 - (D) Ethics
7. The essential thing to understand the structure of the organisation is _____.
 - (A) Delegation
 - (B) Process
 - (C) Control
 - (D) Modification

8. Experiments performed by Ivan Pavlov led to what theory?
- (A) Classical Conditioning
 - (B) Operant Conditioning
 - (C) Social learning
 - (D) Behaviour shaping
9. Behaviour, power, and conflict are central areas of study for _____.
- (A) Sociologist
 - (B) Anthropologists
 - (C) Social Psychologist
 - (D) Operation Analyst
10. Henri Fayol is known as _____.
- (A) The father of general management
 - (B) The father of shop floor management
 - (C) The father of scientific management
 - (D) All of the above
11. Secular trend can be measured by:
- (A) Two methods
 - (B) Three methods
 - (C) Four methods
 - (D) Five methods
12. The concept of equilibrium in the Capital Asset Pricing Model (CAPM) model is highly influenced by which of the following concepts from economics?
- (A) Perfect competition
 - (B) Monopolistic competition
 - (C) Oligopoly
 - (D) Monopoly
13. Using the Gordon assumptions to estimate growth, what should be the effect of an increase in b , the retention ratio?
- (A) A fall in next period dividend and a fall in dividend growth.
 - (B) A rise in next period dividend and a rise in dividend growth.
 - (C) A fall in next period dividend and a rise in dividend growth.
 - (D) A rise in next period dividend and a fall in dividend growth.

14. The fundamental principle of the application of Discounted Cash Flow (DCF) techniques to investment appraisal is:
- (A) To incorporate all incremental cash flow.
 - (B) To incorporate all sunk cost.
 - (C) To incorporate all relevant depreciation.
 - (D) To absorb all company overheads.
15. Why did the credit crunch occur?
- (A) Because of low levels of credit and interest.
 - (B) Because of an unwillingness to securitize the cash flows from financial assets.
 - (C) Because of lower-than-expected default rates on US mortgages.
 - (D) Because of bank overexposure to CDOs and CDS.
16. The _____ theory implies that investors value levered firms more than unlevered firm.
- (A) Comprehensive
 - (B) Modern
 - (C) Traditional
 - (D) Superlative
17. The venture capital process involves post investment Services is also called _____.
- (A) Investment nurturing
 - (B) Turn around financing
 - (C) Seed money
 - (D) None of these
18. What does question mark symbolize in BCG matrix?
- (A) Remain Diversified
 - (B) Invest
 - (C) Stable
 - (D) Liquidate
19. In _____, there are clear symptoms of the need for change.
- (A) Reactive change
 - (B) Anticipatory change
 - (C) Urgency
 - (D) Crisis change

- 20.** KFS stands for-
- (A) Known factors of strategy
 - (B) Key factors for success
 - (C) Key factors for strategy
 - (D) All of the above
- 21.** The pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division.
- (A) QSPM
 - (B) BCG Matrix
 - (C) SPACE Matrix
 - (D) Grand Strategy Matrix
- 22.** What is the 'Laissez Fair' viewpoint?
- (A) A view popularized by Ronssean, Bentham, and Hobbes.
 - (B) A minimum of public intervention in economic activities
 - (C) The business enterprise must get the opportunity to earn more profits.
 - (D) The change in the concept of labor from the commodity approach to the human concept.
- 23.** Stress is laid on _____ in the grid seminars.
- (A) Professionalism
 - (B) Training and Development
 - (C) Teaching
 - (D) All of the above
- 24.** To be ethical and social towards needs of society is _____ objective of HRM.
- (A) corporate
 - (B) profitable
 - (C) non essential
 - (D) societal
- 25.** That which adds more of the same type of duties requiring same skills is: -
- (A) Job progression
 - (B) Job enrichment
 - (C) Job enlargement
 - (D) Job relatedness

26. _____ method is used to have a detailed evaluation of an employee from all the perspectives.
- (A) BARS
 - (B) Assessment Center
 - (C) MBO
 - (D) 360-degree Performance Appraisal
27. _____ is a performance appraisal technique in which appraisers rate critical employee behaviour.
- (A) MBO
 - (B) BARS
 - (C) BOS
 - (D) BOSS
28. _____ consider the mass rather than individual
- (A) IR
 - (B) HRM
 - (C) HRD
 - (D) HRP
29. Assessing results against standard
- (A) Measurement
 - (B) Feedback
 - (C) Exchange
 - (D) Positive re-enforcement
30. Which of the following functions is not a core function of an organization?
- (A) The marketing (including sales) function
 - (B) The accounting and finance function
 - (C) The product/service development function
 - (D) The operations function
31. Operations can be classified according to their volume and variety of production as well as the degree of variation and visibility. Which of the following operations would be classified as high volume, low variety?
- (A) A carpenter
 - (B) A front office bank
 - (C) A fast food restaurant
 - (D) A family doctor

32. Which of the following activities is not a direct responsibility of operations management?
- (A) Planning and controlling the operation
 - (B) Developing an operations strategy for the operation
 - (C) Designing the operation's products, services and processes
 - (D) Determining the exact mix of products and services that customers will want.
33. Which of the following statement correctly explains the role of operations management?
- (A) Sustain the company's operation
 - (B) Protect the company's operation
 - (C) Project the company's operation
 - (D) All of the above
34. Organizational strategy is different from operations strategy because it is:
- (A) Prepared by middle managers
 - (B) Narrower in scope
 - (C) Longer in time horizon
 - (D) All of the above
35. Which one of the following strategies specifies how the firm will employ its production capabilities to support its corporate strategy?
- (A) Tactical
 - (B) Operations
 - (C) Manufacturing
 - (D) Production
36. The best Definition of Marketing given by Philip Kotler is _____
- (A) Marketing is the process by which companies create value for customers & build strong customer relationships in order to capture value from customers in return.
 - (B) Marketing is a societal process by which individuals & groups obtain what they need & want through creating offering & freely exchanging products & services of value with others.
 - (C) Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large.
 - (D) None of the above

37. The key term in the American Marketing Association's definition of marketing is:
- (A) Activity
 - (B) Sales
 - (C) Products
 - (D) Value
38. Today, marketing must be understood in a new sense that can be characterized as _____
- (A) Get there first with the most
 - (B) Management of youth demand
 - (C) Satisfying customer needs
 - (D) Telling and selling
39. Agricultural products are_____.
- (A) Perishable
 - (B) Highly priced
 - (C) Low quality products
 - (D) Heterogeneous goods
40. A _____ is a trade of value between two or more parties.
- (A) Transaction
 - (B) Exchange
 - (C) Transfer
 - (D) Prospecting
41. At which stage in the International Trade Cycle does a country usually import foreign goods?
- (A) Introduction stage
 - (B) Growth stage
 - (C) Maturity stage
 - (D) Saturation stage
42. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?
- (A) Optional-product pricing
 - (B) Captive-product pricing
 - (C) By-product pricing
 - (D) Product line pricing

- 43.** The flow of goods from production to consumption is known as _____.
- (A) Inbound logistics
 - (B) Outbound logistics
 - (C) Process logistics
 - (D) Reverse logistics
- 44.** What are mini-multinationals?
- (A) Multinational firms from relatively small countries
 - (B) Multinational firms that span the globe
 - (C) Multinational firms that operate in less than three foreign countries
 - (D) Medium-sized and small multinationals
- 45.** Which of the following is a customer-oriented approach to pricing?
- (A) Mark-up pricing
 - (B) Break-even pricing
 - (C) Sealed bid pricing
 - (D) Value-based pricing
- 46.** The main goal of international marketing is to:
- (A) Eliminate competition in international markets
 - (B) Create and retain customers in global markets
 - (C) Gain market share and increase profit
 - (D) Expand business activities abroad
- 47.** Principles regarding which of these are of universal applicability?
- (A) Attitude of consumers
 - (B) Values
 - (C) Culture
 - (D) Cost of production
- 48.** What do you mean by Unit of Analysis?
- (A) Main parameter
 - (B) Variables
 - (C) Sample
 - (D) Constructs

49. What does the term 'longitudinal design' mean?
- (A) A study completed far away from where the researcher lives.
 - (B) A study which is very long to read
 - (C) A study with two contrasting cases
 - (D) A study completed over a distinct period of time to map changes in social phenomena
50. The F-test:
- (A) Is essentially a two-tailed test.
 - (B) Is essentially a one-tailed test.
 - (C) Can be one-tailed as well as two-tailed depending on the hypotheses.
 - (D) Can never be one tailed test.

ROUGH WORK