Section –B

Faculty of Management

Max. Marks 100

Roll No. (In figure)_____

Roll No. (In words)_____

Signature of the Candidate_____

Signatures of invigilators.1._____2._____

Instructions for Candidates:

Attempt all 50 questions, each question carries 02 marks. There is no negative marking. Please mark the correct answer as A/B/C/D at appropriate place, on the right hand side of the question, in blue or black ink.

1. Time, motion and fatigue related studies were conducted by which scholar?

    (A) Max Weber   (B) F.W. Taylor
    (C) Chester Bernard   (D) Henry L. Gantt   [   ]

2. The Systems approach to Management was suggested by whom?

    (A) F. W. Taylor   (B) Peter F. Drucker
    (C) Chester Bernard   (D) William Ouchi   [   ]

3. The famous 14 Principles of Management were suggested by which scholar?

    (A) Peter F. Drucker   (B) F.W. Taylor
    (C) Henri Fayol   (D) Henry Mintzberg   [   ]

4. The Bureaucratic system of management was suggested by which scholar?
    (A) Max Weber   (B) Elton Mayo
    (C) Hugo Munsterberg   (D) Henry Mintzberg   [   ]

5. Which managerial concept suggests that "A business should consider the social implications of its decisions"?
    (A) Business ethics   (B) Change Management
    (C) Corporate social responsibility   (D) Business ecosystem   [   ]

6. "The fundamental rethinking and radical redesign of business process" is known as:
    (A) Reorganizing   (B) Reengineering
    (C) Down sizing   (D) Entrepreneuring   [   ]

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7. The book 'Competitive Advantage of Nations' was authored by whom?
   (A) Peter F. Drucker   (B) Gary Hamel
   (C) David Ricardo   (D) Michael Porter   [   ]

8. The names of Dr. Deming, Dr. Juran and Phil Croby are associated with which aspect of management?

   (A) Financial Management   (B) Total Quality Management
   (C) Business logistics   (D) International Business   [   ]

9. An organizational structure primarily refers to:
   (A) How resources are allocated   (B) The location of departments

   (C) How activities are coordinated and controlled   (D) Policy of the firm   [   ]

10. The purpose of a business is known as:
    (A) Its Mission   (B) Objectives   [   ]

    (C) Vision   (D) Goals

11. Choosing the most appropriate person for the current or future position in an organization is known as:
    (A) Recruitment   (B) Selection
    (C) Staffing   (D) Promotion   [   ]

12. 360 degree appraisal means:
    (A) Continuous appraisal   (B) Periodic appraisal
    (C) Appraisal by subordinates, superior, colleagues and self   (D) Comprehensive appraisal   [   ]

13. Which training approach is closest to 'on the job training'?
    (A) Online education   (B) Simulation
    (C) Conferences   (D) Video tapes or CDs   [   ]

14. The motivational theory which recognizes the importance of various individual needs and motivations is known as:
    (A) The Expectancy theory   (B) The Vroom theory
    (C) McGregor's X and Y theory   (D) The ERG theory   [   ]

15. The concept of strategic business unit (SBU) was first evolved by:
    (A) The General Electric Company   (B) General Motors
    (C) Proctor and Gamble   (D) DuPont   [   ]

16. According to the BCG matrix a 'cash cow' business portfolio means:
    (A) High market share in a high growth market   (B) Low market share in a high growth market
    (C) High market share in a slow growth market   (D) Low market share in a slow growth market   [   ]

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17. Which of the following is **not** a part of Michel Porters' generic strategies model?
    (A) Cost leadership   (B) Differentiation
    (C) Focus   (D) Core competence   [   ]

18. In the context of global entry strategies, a 'multi domestic strategy' means:
    (A) Adapting a product/ service to (B) Localize the product but not
        the local requirements   the marketing mix
    (C) Standardized the product and   (D) Standardize the product &   [   ]
        marketing mix, both   localize the marketing mix

19 Human resource management aims to maximize the employee:
    (A) Welfare   (B) Performance

    (C) Effectiveness   (D) Satisfaction   [   ]

20 Values, beliefs, attitudes, perceptions etc are:
    (A) Demographic factors   (B) Physiological factors

    (C) Psychographic factors   (D) Sociological factors   [   ]

21 Which of the following is **not** an element of microeconomic decisions?
    (A) What goods and services are to (B) How are things going to be
        be produced   produces
    (C) Who is going to produce them   (D) For whom they are   [   ]
                                          produced

22 What is meant by rise in demand?
    (A) People buying more if price is (B) People buying more at the
        reduced   same price
    (C) People buying more if the price (D) People buying the same
        is hiked   quantity at any price level   [   ]

23 At the national level, the aerated soft drink market in India is an example of:
    (A) Monopoly   (B) Duopoly
    (C) Oligopoly   (D) Perfect competition   [   ]

24 What is added to the gross domestic product (GDP) data to arrive at the Gross National Income (GNY) figures?
    (A) Net income from abroad   (B) Depreciation
    (C) Subsidies received by firms (D) Undistributed profits   [   ]

25 Basic needs such as food, water, shelter etc are known as:
    (A) Psychological needs   (B) Acquired needs
    (C) Biogenic needs   (D) Social needs   [   ]

26 In proper capital budgeting analysis we evaluate incremental:
    (A) Cash flow   (B) Accounting Income
    (C) Earnings   (D) Operating profit   [   ]

27 A capital investment is the one that:
    (A) Has the prospect of long term   (B) Has the prospect of long
         benefits   term growth
    (C) Is only undertaken by large   (D) Applies only to investment
         firms   in fixed assets.   [   ]

28 What is the most appropriate goal of a firm:
    (A) Profit maximization   (B) Stakeholders'   benefit
                                               maximization   [   ]

    (C) EPS maximization   (D) Wealth maximization

29 The discount factor for calculating the net present value of a future income is
    generally based on:
    (A) Prevailing Interest rate   (B) Rate of inflation   [   ]

    (C) Foreign exchange reserves   (D) Stock market index

30 The ratio of Operating income and Net income is known as:
    (A) Operating leverage   (B) Financial leverage

    (C) Accounting leverage   (D) Capital leverage   [   ]

31 Which of the following statements is **not** true?

    (A) Marketing facilitates exchange   (B) Marketers manage demand
    (C) Marketers identify the needs   (D) Marketing creates needs   [   ]

32 A variety seeking buying behavior is generally observed in case of:

    (A) High   involvement   lifestyle (B) Low   involvement   routine
         Products   buying products
    (C) Low involvement goods with a   (D) Low involvement products
         few differences among brands   with significant difference
                                               among brands   [   ]

33 A consumer perception based on a single favorable or unfavorable trait or
    impression, ignoring other relevant factors is known as:
    (A) Stereotyping   (B) The halo effect

    (C) Clouded judgment   (D) The Giffin effect   [   ]

34 The most important challenge faced by the firms in rural markets today is:
    (A) Expanding   the   reach   of   (B) Pricing of products
         distribution channels
    (C) Maintaining the product quality (D) Reach of communication   [   ]
                                               media
35 A homogeneous preference market may require:
    (A) Differentiated marketing   (B) Customized marketing
    (C) Undifferentiated marketing   (D) Target marketing   [   ]

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36 Firms generally go for brand extension during which stage of lifecycle of their products?
(A) Introductory stage   (B) Growth stage
(C) Maturity stage   (D) Declining stage   [   ]

37 Cost based pricing is more suitable for:
(A) Consumer goods   (B) Industrial goods
(C) Job work/ construction works   (D) Services   [   ]

38 The brand name 'Tata' is a good example of:
(A) Corporate branding   (B) Third party branding
(C) Individual branding   (D) Product family branding   [   ]

39 While offering a product that meets customer needs and expectations if the firm takes care that the product does not have any long term ill effect on the health of consumer or the society, the approach is known as:
(A) Relationship marketing   (B) Societal marketing

(C) Green marketing   (D) Customized marketing   [   ]

40 Which of the following is not a characteristic of advertising:
(A) It is a way of mass communication   (B) It may use different media

(C) Somebody has to pay for it   (D) The message communicated   [   ]
                                             is personal

41 In which network typology, if a computer network cable is broken the whole network goes down?
(A) TREE   (B) BUS

(C) STAR   (D) MESH   [   ]

42 OSI Network model consists of :
(A) 5 Layers   (B) 6 Layers
(C) 7 Layers   (D) 8 Layers   [   ]

43 In relational database terminology, an attribute is:
(A) A field   (B) A record
(C) An entity   (D) A table   [   ]

44 A set of program instructions that can attach itself to a file, reproduce itself, and spread to other files is called
(A) Worm   (B) Virus
(C) Trojan   (D) Phishing   [   ]

45 One business transmitting computer-readable data in a standard format to another business is an example of
(A) EFT   (B) VAN
(C) EDI   (D) LAN   [   ]

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46   What is the interactive, computer-based information system for a manufacturing industry if it involves rearranging the work area, altering production schedules, changing inventory methods, or expanding quality control measures?

    (A)   Transaction processing system   (B)   Management   information system

    (C)   Decision support system   (D)   Expert system   [   ]

47   Which of these is the programming language used in Artificial Intelligence?

    (A)   C++   (B)   VB

    (C)   LISP   (D)   PAX   [   ]

48   The process of transforming plain text/data into cipher text that cannot be read by anyone other than the sender and the intended receiver

    (A)   Conversion   (B)   Decryption

    (C)   Encryption   (D)   Protocol   [   ]

49   In which business type a firm sells directly to consumers

    (A)   B2B   (B)   B2C

                                                                             [   ]

    (C)   C2B   (D)   B2G

50   Network that connects people within a company to each other and to the company network is known as:

    (A)   Intranet   (B)   Internet

    (C)   Extranet   (D)   DELNET   [   ]