

Please check whether you have got the right question paper.

- N.B:**
1. All the Three Sections are Compulsory.
  2. **Mark the answer of sections I in the box provided in the questions paper.**
  3. All the answers to Sections II and Sections III should be written on the answer booklet provided.
  4. The questions paper and the answer booklet should be tied together.

SECTION – I

(40\*1=40 Marks)

All questions are Compulsory.

Each Question carries one mark.

I Indicate the correct answer by writing the letter of the proper response in the box provided in the questions papers itself.

1. All competitive advantages do not accrue to large sized firms. A major advantages of smaller firms is that they
  - a. Are more likely to have organizational slack
  - b. Can launch competitive actions more quickly
  - c. Have more loyal and diverse workforces
  - d. Can wait for large firms to make mistakes in introducing innovative products.
2. Which of the following is not an accounting concept?
 

a. Matching Concept	b. Dual Aspect Concept
c. True and Fair Concept	d. Going Concern Concept
3. Which of the following tests is used to test the significance of the co- efficient of association?
 

a. Z- test	b. t-test
c. x2- test	d. F- test
4. Which of the following is a relative measure of dispersion?
 

a. Standard deviation	b. Variance
c. Co- efficient of variation	d. None of the above
5. Which one of the following was not the main contribution of F.W Taylor?
 

a. Scientific management	b. Time and motion studies
c. Differential wage plan	d. Modern management
6. Discounted cash flow criteria for investment appraisal does not include
 

a. Net present value	b. Benefits-cost ratio
c. According to rate of return	d. Internal rate of return
7. Which one of the following is not used to estimate cost of equity capital?
 

a. External yield criterion	b. Dividend plus growth rate
c. Equity capitalization approach	d. Capital asset pricing model

- 8. The consumer is in equilibrium at a point where the budget line:
  - a. Is below an indifference curve
  - b. Is above an indifference curve
  - c. Is tangent to an indifference curve
  - d. Cuts an indifference curve
  
- 9. During the depression, it is advisable to :
  - a. Lower Bank Rate and purchase securities in the market
  - b. Increase Bank Rate and purchase securities in the open market
  - c. Decrease Bank Rate and sell securities in the open market
  - d. Increase Bank Rate and sell securities in the open market
  
- 10. The purpose of Job evaluation is:
  - a. Training
  - b. Promotion
  - c. Wage fixation
  - d. Transfer
  
- 11. Which of the following relates to performance appraisal?
  - a. Task method
  - b. Price method
  - c. M.B.O.
  - d. Link method
  
- 12. The item, closing inventory is shown in the balance sheet under:
  - a. Fixed Assets
  - b. Current Assets
  - c. Current Liabilities
  - d. Miscellaneous Expenditure
  
- 13. An open question is one that:
  - a. Allows responds to answer in their own terms
  - b. Does not suggest or provide a limited range of responses
  - c. Can help to generate answers for closed questions
  - d. All of the above
  
- 14. Which of the following activities are covered under physical distribution?
  - a. Inventory
  - b. Packaging
  - c. Transportation
  - d. All of the above
  
- 15. Banking ombudsman may reject the complaint
  - a. Immediately after receipt
  - b. After hearing both parties
  - c. At any stage
  - d. None of the above
  
- 16. Chunk sampling is known as:
  - a. Quota sampling
  - b. Convenience sampling
  - c. Judgement sampling
  - d. Cluster sampling

17. The first electronic computer system was developed in:

- a. 1920
- b. 1930
- c. 1935
- d. 1940

18. Break-Even analysis deals with:

- a. Relationship between cost and cost mix
- b. Relationship between cost, output and profits
- c. Relationship between cost and sales
- d. Relationship between profit and sales

19. Dissolution of firm takes place:

- a. By the death or insolvency of any one partner
- b. The retirement of any one partner
- c. By the expiry of term
- d. By the insolvency of all but one partner

20. The various degree of price elasticity of demand can be shown on a single demand curve as per which one of the following?

- a. Total outlay method
- b. Proportional method
- c. Arc method
- d. Geometrical method

21. In management science "Grid" refers to

- a. Diverse managerial styles
- b. Co-ordination
- c. Communication
- d. Motivation

22. Which one of the following is not covered under corporate governance?

- a. Corporate social responsibility
- b. Business ethics
- c. Role of independent directors
- d. Government monitoring

23. Which of the following is not a measure of dispersion?

- a. Skewness
- b. Mean Deviation
- c. standard Deviations
- d. Quartile Deviation

24. Net working capital refers to

- a. Total assets minus fixed assets
- b. Current assets minus current liabilities
- c. Current assets minus inventories
- d. Current assets

25. The balance of payments of a country on Current Account is equal to

- a. Balance of trade plus short term capital flows
- b. Balance of trade plus net invisible exports
- c. Balance of payments minus capital flows
- d. Balance of invisible trade plus imports

26. Which of the following is not a part of the economic environment of business?  
a. Competitive Environment  
b. Economic System  
c. Change in patent Laws  
d. None of these
27. Job evaluation is a technique which aims at  
a. Establishing fair and equitable pay structure  
b. Analyzing requirement of updating technology  
c. Assessing safety requirement of jobs  
d. Improving productivity
28. Which of the following is a non-current liability?  
a. Bills payable  
b. Sundry creditors  
c. Bank overdraft  
d. Long term loans
29. The elasticity of demand for luxury goods is  
a. Infinite  
b. More than one  
c. Less than one  
d. Equal to one
30. The concept of "consumer surplus" was introduced and developed by  
a. E.A.G. Robinson  
b. J. M. Keynes  
c. Lionel Robbins  
d. Alfred Marshall
31. The Central processing Unit of a computer consists of  
a. Input, Output and Processing.  
b. Control Unit, Primary storage and Secondary Storage  
c. Control Unit, Arithmetic-logic Unit and Primary Storage  
d. None of the above
32. If the sample size increases, the sampling error  
a. Decreases  
b. Increases  
c. Remains constant  
d. None of these
33. Probability of rejecting the null hypothesis when it is true, is called  
a. Type II- error  
b. Type I-error  
c. Standard error  
d. None of these
34. The term financial statement refers to  
a. Only income statement  
b. Only cash flow statement  
c. Only balance sheet  
d. All of the above

35. Techniques of managerial control are useful in
- a. Selection of plant location
  - b. Identifying appropriate technology
  - c. Profit planning
  - d. Conducting shareholders' meeting
36. In terms of Blake-Mouton's managerial grid approach, a production oriented leader will be one who adopts
- a. 1.1 style
  - b. 9.1 style
  - c. 9.9 style
  - d. 5.5 style
37. The concept of four P's as elements of marketing mix was given by
- a. Philip Kotler
  - b. W. J. Stanton
  - c. E. J. Mc Carthy
  - d. Bruce J. Walker
38. Interest paid on debentures will be shown in the cash flow statement as
- a. Operating cash flow
  - b. Investing cash flow
  - c. Financing cash flow
  - d. Cash or cash equivalents
39. Sensitivity analysis is performed to
- a. Ascertain risk
  - b. Determine profitability
  - c. Build scenario for risk profile
  - d. None of these
40. The standard error is a statistical measure of:
- a. The normal distribution of scores around the sample mean
  - b. The extent to which a sample mean is likely to differ from the population mean
  - c. The clustering of scores at each end of a survey scale
  - d. The degree to which a sample has been accurately stratified

SECTION II

Attempt any three (03) questions out of five (05) questions.

Each question carries 10 marks.

(3\*10 = 30 marks)

1. Define sampling. Why is sampling required? Discuss the probability and non-probability sampling method. Which type of sampling is most suitable for the business research?
2. What is meant by stress? Explain the causes of stress in an organization.
3. Discuss the various barriers to communication.
4. Explain Adam's Equity Theory.
5. Discuss the important steps involved in the research process.

SECTION III

Attempt any two (02) questions out of four (04) questions.

Each question carries 15 marks.

(2\*15 = 30 marks)

1. Explain porters' Five Force Model.
2. Discuss the steps involved in testing hypothesis.
3. The Johari Window is a useful tool for understanding self and improving communication. Discuss.
4. What are the challenges before HRM manager under the present free market conditions?