

QP Code : 50284

Day & Date :

Total Marks: 100

Time : 3 hours

Instructions: -

- 1) All the Three Sections are Compulsory
- 2) Section I consists of 40 objective type (multiple choice) questions.
- 3) Section II consists of short answer questions
- 4) Section III consists of long answer (Essay type) questions

SECTION – I

All Questions are Compulsory. Each Question carries one mark (40X 1=40 Marks)
Answers to the 40 objective type questions should be written in the Main Answer Book e.g. Q1- A, Q2-B

1. The Gilbreths are the followers of-

- | | |
|----------------|----------------|
| A. Henry Fayol | B. Elton Mayo |
| C. F W Taylor | D. Henry Gantt |

2. A strategic Plan is a

- | | |
|---------------------|---------------------|
| A. Tactical Plan | B. Operational Plan |
| C. Short range plan | D. Integrated Plan |

3. Collecting data from the field is known as

- | | |
|-------------------|----------------------|
| A. Secondary Data | B. Primary Data |
| C. Research Data | D. None of the above |

4. Sources of researchable problems can include:

- A. Researchers' own experiences as educators
- B. Practical issues that require solutions
- C. Theory and Past research
- D. All the above

5. A cell is a combination of two or more _____ in a factorial design

- | | |
|-----------------------|--------------------------|
| A. Research Design | B. Research measurements |
| C. Dependent Variable | D. Independent Variables |

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6. The type of interview in which the specific topics are decided in advance but the sequence and wording can be modified during the interview is called:
- A. The interview guide approach
 - B. The informal conversational interview
 - C. A closed quantitative interview
 - D. The standardized open-ended interview
7. Which examines associative relationships between a metric dependent variable and one or more independent variables
- A. Regression Analysis
 - B. Correlation Analysis
 - C. Chi-square
 - D. T-test
8. Capital structure is
- A. Same as financial structure
 - B. Component of financial structure
 - C. More comprehensive than financial structure
 - D. None of the above
9. A movement that is defined as seeking to increase the rights and powers of buyers in relation to seller is
- A. Consumerism
 - B. Customer Relationship Management
 - C. Emotional Engagement
 - D. None of the above
10. Who among the following is associated with contributors to quality control in operations management?
- A. Charles Babbage
 - B. Henry Ford
 - C. Frank Gilbreth
 - D. W. Edwards Deming
11. A question like "Do you smoke on the job" is a
- A. Disguised Question
 - B. Direct Question
 - C. Research Question
 - D. Survey Question
12. Studies that monitor voters' attitude toward issues at different points of time can be categorised as
- A. Longitudinal Study
 - B. Cross-section study
 - C. Short term study
 - D. Contract study
13. The term 'Order Qualifiers' and 'Order Winners' were coined by
- A. James Taylor
 - B. Terry Hill
 - C. Philip Kotler
 - D. Robert Jacobs and Richard Chase

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14. In the sketch of the BCG matrix, what is the label of the horizontal axis?
- A. Product Range
B. Business Strength
C. Market growth rate
D. Market Share
15. Who propounded the Two-Factor theory?
- A. Frederick Herzberg
B. J S Mill
C. Mc Grgor
D. Adam Smith
16. Which of these methods are used by a democratic leader
- A. Use Criticism and Encourage Growth
B. Encourage Growth and Set Objectives
C. Set Objectives and Give order and Directions
D. Use Criticism, Encourage Growth and Give order and Directions
17. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as
- A. Sales promotion
B. Sponsorship
C. Advertising
D. Personal selling
18. The Irrelevance Theory of dividend
- A. Guthman Theory
B. W B Theory
C. M M Theory
D. Vanhorne Theory
19. The discount rate that equates the present value of the future net cash flows from an investment project with the projects initial cash outflow is known as
- A. Average rate of return
B. Cost of Capital
C. Internal rate of return
D. Hurdle rate
20. The rate of return required by investors in the market for owning a bond is called the
- A. Coupon
B. Face Value
C. Maturity
D. Yield to maturity
21. Which of the following statements are true?
- A. The larger the sample size, the greater the sampling error
B. The more categories or breakdowns you want to make in your data analysis, the larger the sample needed
C. The fewer categories or breakdowns you want to make in your data analysis, the larger the sample needed
D. A sample size decreases, so does the size of the confidence interval

22. _____ are used when you want to visually examine the relationship between two quantitative variables.
- A. Bar Graphs
B. Pie Graphs
C. Line Graphs
D. Scatter plots
23. Max Weber's ideals is based on _____
- A. Taylorism
B. Structure of the organisation
C. Time study and motion study
D. Scientific Management
24. An operational strategy is created directly from the _____ strategy.
- A. Corporate Strategy
B. Marketing Strategy
C. Business Strategy
D. Human Resource Strategy
25. Which of the following statements sounds like a null hypothesis?
- A. The coin is not fair
B. There is a correlation in the population
C. There is no difference between male and female incomes in the population
D. The defendant is guilty
26. A cash budget is summary of _____ for specific time period
- A. Revenue and expenses
B. Assets and Liabilities
C. Cash receipts and disbursement
D. Profit plus depreciation
27. When producers, wholesalers and retailers act a unified system, they comprise a
- A. Conventional marketing system
B. Power-based marketing system
C. Horizontal marketing system
D. Vertical marketing system
28. The extent to which an employment selection test provides consistency is known as
- A. Reliability
B. Dependability
C. Consistency
D. Validity
29. What is meant by the term appraisal?
- A. A system used to improve the performance of workers
B. The main way in which an employee's wages are determined
C. The evaluation of an individual employee's performance
D. A system of reward points offered by retailers to attract customer loyalty
30. Customers are showing greater price sensitivity in their search for
- A. The right product
B. The right service
C. The right store
D. Value

31. Continued membership in group will usually require

- A. Supporting the group leader
- B. Conforming to group norms
- C. Encouraging cohesiveness in the group
- D. Developing a status system

32. Which of the following is true about business strategies?

- A. An organisation should stick with its strategy for the life of the business
- B. All firms within an industry will adopt the same strategy
- C. Well defined missions make strategy development much easier
- D. Strategies are formulated independently of SWOT analysis

33. When the flow of the materials is variable

- A. Layout by process is most suitable
- B. Layout by product is most suitable
- C. Layout by fixed position is most suitable
- D. Line balancing is most suitable

34. The total number of items that the company carries within its product lines refers to the _____ of product mix.

- A. Width
- B. Depth
- C. Length
- D. Consistency

35. The functions of Trade Unions are

- A. Intramural
- B. Political Functions
- C. Both A and B
- D. None of the above

36. The degree, to which a person identifies with his or her job, actively participates in it, and considers his or her performance as being important to self-worth is

- A. Job Satisfaction
- B. Job involvement
- C. Job Stability
- D. Job enrichment

37. An example for primary data is

- A. Studying the consumer preference on soaps
- B. Collecting information from indexes
- C. Examining the data in the databases
- D. Collecting information from journals

38. Which one of the following is not the generic strategy

- A. Positioning
- B. Focus
- C. Cost Leadership
- D. Differentiation

39. Which of the following statements best describes Corporate Social Responsibility?
- A corporation's requirement to make as much profit as possible
 - A corporation's obligation to society that goes beyond the requirements of the law and economics to take into account the social and environmental impact of its decisions.
 - A corporation's obligation to consider the impact of its decisions on the environment
 - The duty of care a corporation has to its employees and customers.
40. Which one is not the part of Porters five force model
- Threats of new entrants
 - Firms core competency
 - Rivalry among existing players
 - Threats of substitutes

SECTION –II

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

Each question carries 10 marks.

(3x10=30 marks)

- Entrepreneurship Management
- Customer Relationship Management
- Service Quality and its Measurement
- Benchmarking
- Operations Management

SECTION-III

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

Each question carries 15 marks.

(2x15=30 marks)

- SWOT analysis is inevitable part of strategic management. Comment.
- Discuss the different approaches to social responsibility by managers.
- What legal remedies are available to a party in case the other party commits a breach of the contract?
- Describe briefly the various steps that are involved in hiring human resources in an organization.
