INSTRUCTIONS

1. Write your Hall Ticket Number in the OMR Answer sheet given to you. Also write the Hall Ticket Number in the space provided above.

2. The question paper booklet consists of Part A and Part B which carries 75 questions. Each question carries one (1) mark.

3. The Questions contains in Part A cover areas of Research Methodology and General Management (1-35 questions) and Part B contains questions in Marketing, Finance, HRM, and Operations Management/Research (36-75 questions). Each question carries one (1) Mark.

4. There is negative marking for Part A. Each wrong answer carries -0.33 mark.

5. Answers are to be marked on the OMR answer sheet following the instructions provided thereupon.

6. Hand over both the question paper booklet and OMR answer sheet at the end of the examination to the invigilator.

7. No additional sheet(s) will be provided. Rough work can be done in the question paper itself or in the space provided at the end of the booklet.

8. Calculator, mobile phones and electronic gadgets are not allowed.
PART – A

GENERAL MANAGEMENT & RESEARCH METHODOLOGY

1) Which of the following are not managerial skills.

A) Conceptual Skills      B) Professional Skills
   C) Human Skills         D) Technical Skills

2) Universal management principles apply to –

A) Non-Strategic Organisations      B) Non-Specialised Organisations
   C) Non-profit Organisations       D) Strategic Organisations

3) The Gilbreths are the followers of –

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

4) Hawthorne Experiments were conducted in

A) Harvard Business School     B) Elton Mayo’s Office
   C) Western Electric Company  D) Chicago, USA

5) A Strategic Plan is a –

A) Tactical Plan       B) Operational Plan
   C) Short Range Plan  D) Integrated Plan

6) The ‘Excellence’ Paradigm was proposed by

A) Jim Collins           B) Tom Peters & Waterman
   C) Peter Drucker       D) Herzberg

7) Which of the following is not included in the communication process

A) Encoding       B) Decoding
   C) Sender        D) Structure

8) Blake and Mouton proposed the following leadership theory

A) Systems Theory       B) Managerial Grid Theory
   C) Path-Goal Theory   D) Contingency Theory
9) The father of Scientific Management is –
   A) A.H. Maslow  B) Peter Drucker
   C) Henry Fayol  D) None of the above

10) According to IMF, India’s growth rate in 2010 is
   A) 9%  B) 8.2%  C) 7.2%  D) 6.2%

11) A researcher investigates five personality traits to test if they can explain the purchasing
    behaviour of automobile buyers. What kind of research is this?
    A) Basic Research  B) Scientific Research
    C) Applied Research  D) None of the above

12) Collecting data from the field is known as
    A) Secondary Data  B) Primary Data
    C) Research Data  D) None of the above

13) What is used to collect a large volume of data in a quick and inexpensive way
    A) Survey  B) Focus Group
    C) Respondents  D) None of the above

14) What is the response rate of research if out of 200 questionnaire, 50 are returned and 50 are
    found invalid?
    A) 1%  B) 50%  C) 100%  D) None of the above

15) What is generally done before a questionnaire is administered.
    A) Pretesting  B) Survey
    C) Code Construction  D) None of the above

16) Which of the following is a form of research typically conducted by teachers, counselors,
    and other professionals to answer questions they have and to specifically help them solve
    local problems?
    A) Action research  B) Basic research
    C) Predictive research  D) Descriptive research
17) Which scientific method is a bottom-up or generative approach to research?
   A) Deductive method   B) Inductive method
   C) Hypothesis method   D) Pattern method

18) The statement of purpose in a research study should:
   A) Identify the design of the study
   B) Identify the intent or objective of the study
   C) Specify the type of people to be used in the study
   D) Describe the study

19) 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 of the above

20) Which scale is the simplest form of measurement?
   A) Nominal   B) Ordinal
   C) Interval   D) Ratio

21) Reliability is most simply known as which of the following?
   A) Consistency or stability
   B) Appropriateness of interpretations on the basis of test scores
   C) Ways in which people are the same
   D) A rank order of participants on some characteristic

22) An ordinal scale is:
   A) The simplest form of measurement
   B) A rank-order scale of measurement
   C) A scale with equal intervals between adjacent numbers
   D) A scale with an absolute zero point

23) Which of the following are principles of questionnaire construction?
   A) Consider using multiple methods when measuring abstract constructs
   B) Use multiple items to measure abstract constructs
   C) Avoid double-barreled questions
   D) All of the above
24) Another name for a Likert Scale is a(n):
   A) Interview protocol
   B) Event sampling
   C) Summated rating scale
   D) Ranking

25) 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

26) When each member of a population has an equally likely chance of being selected, this is called:
   A) Nonrandom sampling method
   B) A quota sample
   C) A snowball sample
   D) Random sampling method

27) Which of the following would generally require the largest sample size?
   A) Cluster sampling
   B) Simple random sampling
   C) Systematic sampling
   D) Proportional stratified sampling

28) Which of the following types of sampling involves the researcher determining the appropriate sample sizes for the groups identified as important, and then taking convenience samples from those groups?
   A) Proportional stratified sampling
   B) Quota sampling
   C) One-stage cluster sampling
   D) Two-stage cluster sampling

29) The use of multiple observers to allow cross-checking of observations to make sure that the investigators agree with what took place is known as ________.
   A) Interpretive validity
   B) Researcher bias
   C) Multiple operationalism
   D) Investigator triangulation
30) A **cell** is a combination of two or more ___ in a factorial design.

   A) Research designs  
   B) Research measurements  
   C) Dependent variables  
   D) Independent variables  

31) Which test is applied in statistics to test the goodness of fit to verify the distribution of observed data with assumed theoretical distribution?

   A) ANOVA  
   B) T-test  
   C) Chi Square  
   D) F-test  

32) Which statistical test will be used, in case of sample size is below 30?

   A) Z-test  
   B) T-test  
   C) F-test  
   D) Sample test  

33) The mean marks of 90 students were found to be 32. Later on it was discovered that a score of 61 was misread as 81. Find the correct mean corresponding to the correct score

   A) 32.7  
   B) 31.7  
   C) 39.8  
   D) 39.9  

34) Which measure the relative peakedness or flatness of the curve defined by the frequency distribution?

   A) Skewness  
   B) Quartile  
   C) Kurtosis  
   D) Median  

35) 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
PART B

36) Basic objective of Financial Management is:
   
   A) Maximization of profits  
   B) Maximization of shareholders’ wealth  
   C) Ensuring financial discipline in the organisation  
   D) Keeping accurate and authentic financial records

37) The cash flows after the pay-off period are not considered in case of
   
   A) Pay-back method  
   B) Internal rate of return method  
   C) Present value index method  
   D) All of the above

38) In Pay-back method, the mutually exclusive decision involves
   
   A) Choosing that project which has the shortest payback period amongst he Acceptable projects  
   B) Choosing project with longest payback  
   C) Choosing project which have a payback period shorter than the target payback period  
   D) None of the above

39) Decision Tree/conditional Probability approach to obtaining NPV is used when:
   
   A) The cash flows are independent of each other  
   B) The cash flows of subsequent years are conditional to cash flows in the Previous years  
   C) Cash flows are non-conventional  
   D) None of the above

40) Non-conventional cash flows refer to a situation where
   
   A) A single outflow is followed by a single inflow  
   B) A single outflow is followed by series of inflows  
   C) Inflows and Outflows occur intermittently  
   D) Cash flows are uni-directional

41) Receiving a required inventory item at the exact time needed is referred
   
   A) ABC  
   B) JIT  
   C) FOB  
   D) PERT
42) Capital Structure is
   A) Same as financial structure
   B) Component of financial structure
   C) More comprehensive than financial structure
   D) None of the above

43) Equity Capitalisation refers to
   A) Cost of Equity
   B) Cost of Debt
   C) Overall cost of Capital
   D) None of the above

44) Profitability Index is different from NPV because
   A) While NPV gives absolute value, P I gives relative value
   B) While NPV gives relative value, P I gives absolute value
   C) Both NPV and P I give different values absolutely
   D) None of the above

45) Debt is a cheaper source of finance because
   A) It gives a tax shield
   B) Risk is lesser than in the case of equity
   C) Both A and B
   D) None of the above

46) A movement that is defined as seeking to increase the rights and powers of buyers in relation to sellers is
   A) Consumerism
   B) Customer Relationship Management
   C) Emotional Engagement
   D) None of the above

47) The set of all brands and brand lines a particular firm offers for sale to buyers in a particular category is
   A) Brand Portfolio
   B) Brand Extension
   C) Umbrella Branding
   D) None of the above
48) The various activities a firm undertakes to build mutually satisfying long term relations with key partners such as Suppliers, Distributors, Advertisement agencies and Marketing Research Suppliers is

A) Supply Chain Management  
B) Partner Relationship Management  
C) Market build up method  
D) None of the above

49) A visual representation of positioning that locates a brand or organisations relative to alternatives

A) Positioning  
B) Perceptual map  
C) Both A and B  
D) None of the above

50) The series of life stages that a family goes through starting with young single people, progressing through married stages with young and then older children, and ending with older married and single people is

A) Forecast Demand  
B) Family Life-Cycle Stage  
C) Family Adoption Process  
D) None of the above

51) A category of consumer tangible products that consists of new products the consumer is not yet aware of or products the consumer is aware of but does not want right now

A) Unsought goods  
B) Style Obsolescence  
C) Recipient Market  
D) None of the above

52) In a Growth – Share Matrix “STAR” indicates

A) High Business Growth – High Market Share  
B) High Business Growth – Low Market Share  
C) High Business Growth – High Market Share  
D) Low Business Growth – Low Market Share

53) Which of the following coined the term 4Ps of Marketing

A) Philip Kotler  
B) Stanton  
C) Mc. Carthy  
D) Theodore Levitt
54) Segmentation of consumers based on factors like climatic conditions and regions is known as

A) Demographic Segmentation
B) Geographic Segmentation
C) Cultural Segmentation
D) Psychographic Segmentation

55) Industrial Marketing involves

A) Business to Business
B) Customers to Customers
C) Online Marketing
D) Customers to Business

56) Which of the following relates to the Strategic HR?

A) It is transformational in nature and acts as a change agent ensuring that the new organisational systems and structures help employees achieve their goals
B) Changes are slow and fragmented
C) It does not interact with other departments of the organisation
D) It is transactional in nature

57) Which one of the following is a tool for enhancing vertical integration in organisations?

A) Management information systems (MIS)
B) Liaison officers
C) Task forces
D) Cross-functional teams

58) Human resource forecasting does not enable which of these?

A) Estimation of skill sets needed
B) Estimation of the number of employees needed
C) Estimation of the recruitment budget
D) Development of good employee relations

59) An individual’s ability to store, retrieve, acquire and use information is called

A) Cognitive ability
B) Performance ability
C) Memorizing ability
D) Conscientiousness

60) Which of the following is not a recruitment method?

A) Promoting internal candidates
B) Contacting hiring organisations
C) Attending trade shows
D) Performing background checks
61) Reward system in an organization includes
   A) Monetary payment
   B) Non monetary payment
   C) Recognition for work
   D) Monetary, Non-monetary and psychological payments for work

62) A training programme seeks to
   A) To attain enhanced performance
   B) Skill development
   C) Competence development
   D) None of the above

63) One of the methods of On-the-Job training is
   A) External training
   B) Classroom training
   C) Demonstration
   D) T-training

64) Executive Development programmes are also known as
   A) Executive education programme
   B) Management development programme
   C) Coaching
   D) None of the above

65) The content of appraisal comprises of
   A) Behavioural measures
   B) Efficiency related measures
   C) Effectiveness
   D) Quality measures

66) Most operations produce a mixture of both products and services. Which of the following businesses is closest to producing "pure" services
   A) Restaurant
   B) Steel Company
   C) Counsellor/Therapist
   D) IT Company
67) Which of the following activities is not a direct responsibility of operations management?

A) Designing the operation’s products, services and processes  
B) Planning and controlling the operation  
C) Developing an operations strategy for the operation  
D) Determining the exact mix of products and services that customers will want

68) Who among the following is associated with contributions to quality control in operations management?

A) Charles Babbage  
B) Henry Ford  
C) Frank Gilbreth  
D) W.Edwards Deming

69) Which is not true regarding differences between goods and services?

A) Services are generally produced and consumed simultaneously, tangible goods are not  
B) Services tend to be more knowledge-based than products  
C) Services tend to have a more inconsistent product definition than goods  
D) Goods tend to have higher customer interaction than services

70) A control chart is established within +/- 2 standard errors for use in monitoring of size n=20. Assume the process to be control. What is the likelihood of sample mean falling outside the control limits?

A) 97.7%  
B) 95.5%  
C) 4.5%  
D) 2.3%

71) Low volume, high variety processes are known as

A) Continuous processes  
B) Intermittent processes  
C) Repetitive processes  
D) Product focused

72) Which of the following best describes the concept of the value chain?

A) adding financial value to an organization through the acquisition of other firms  
B) the step-wise increases in product prices as raw materials are turned into goods/services  
C) the steps in manufacturing that add value to finished products  
D) all steps in the transformation process that add value even if they don’t come from manufacturing
73) A Gantt chart –

A) Represents an important event in the completion of a project
B) Relates interdependent activities to their completion time
C) Uses footstones and inchstones to represent events of lesser importance
D) Is used to schedule independent activities

74) Which statement on reengineering and process improvement is best?

A) Only process improvement programs make use of cross-functional teams
B) Process improvement focuses only on critical or core processes such as order fulfilment
C) Reengineering starts with a “clean slate” whereas process improvement looks for ways to incrementally improve
D) Only reengineering focuses on business processes

75) The process structure that best describes a waiter’s position at a restaurant would be classified as:

A) Front office
B) Back office
C) Hybrid office
D) Inner office

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