

PART-B
MANAGEMENT

51. Which statement is true:
- (A) an increase in the price of the substitute good or service causes an increase in demand for the good in question.
 - (B) an increase in the price of a complementary good reduces demand for the good in question.
 - (C) Both above are true.
 - (D) Both above are false.
52. As units of one input are added (with all other inputs held constant), resulting additions to output will eventually begin to decrease is called
- (A) The Law of Diminishing Marginal Returns.
 - (B) The Law of Increasing Marginal Returns.
 - (C) The Law of constant Marginal Returns.
 - (D) None of the above.
53. Managerial decisions should be based on economic profit, not accounting profit.
- (A) True
 - (B) False
54. Economies of scope exist when the cost of producing multiple goods is less than the aggregate cost of producing each good separately.
- (A) True
 - (B) False
55. Which among the following is true?
- (A) Whatever the market environment, the firm maximizes profit by establishing a level of output such that marginal revenue equals marginal cost.
 - (B) A monopolist sets $MR = MC$, where MR is determined by the industry demand curve. The magnitude of monopoly profit depends on demand (the size and elasticity of market demand) and on the monopolist's average cost.
 - (C) In monopolistic competition, the firm's long-run equilibrium is described by the conditions $MR = MC$ and $P = AC$.
 - (D) All above are true
56. What is Laid off?
- (A) can be a temporary employer-required work stoppage, usually without pay, but is more often a permanent termination from the company in which the employee is recognized to be not at fault.
 - (B) working for a for-profit or nonprofit company, an organization, or an individual, either for money and/or benefits, with established expectations for performance and compensation
 - (C) refers to either employees who were dismissed by a company and rehired by the same company, or to employees who left the workforce (were unemployed) and found new employment.

- (D) currently not working; may be job-seeking, either with or without government benefits/assistance, either with or without severance pay from a previous job, either new to the workforce or terminated from previous employment, either short-term unemployed (months) or long-term/chronic unemployed (years).
57. The component of the attitude is:
- (A) cognition
 - (B) affect
 - (C) behaviour
 - (D) All of the above.
58. What is Halo Effect?
- (A) When we draw an impression about an individual on the basis of a single characteristic, such as intelligence, sociability, or appearance.
 - (B) When we judge someone on the basis of our perception of the group to which he belongs.
 - (C) is a psychological theory of the social self, intergroup relations, and group processes.
 - (D) All of the above.
59. Employee stock ownership plan (ESOP)
- (A) is a formula-based group incentive plan that uses improvements in group productivity or reductions in waste from one period to another to determine the total amount of money allocated.
 - (B) is a company-established benefit plan in which employees acquire stock, often at below-market prices, as part of their benefits.
 - (C) Is distributes compensation according to some established formula designed around a company's profitability.
 - (D) None of the above.
50. Which one is representing the type of conflict?
- (A) Task
 - (B) Relationship
 - (C) Process
 - (D) All of the above.
61. The purpose of job evaluation is
- (A) Fixation of Responsibility
 - (B) Promotion
 - (C) Wage Determination
 - (D) Transfer to better job
62. The mechanism to identify employees growth potentials is done through.
- (A) Job enrichment
 - (B) Job evaluation
 - (C) Job assessment center
 - (D) Position description
63. '360' degree method related to
- (A) Performance appraisal
 - (B) Organization climate
 - (C) Employees moral
 - (D) Retrenchment

64. Job evaluation is a technique which aims at
- (A) Establishing fair and equitable pay structure
 - (B) Analysing requirement of updating technology
 - (C) Assessing safety requirement of jobs
 - (D) Improving productivity
65. Human Resources development systems often include the following.
- (A) Personnel environment, training and development , individual relations
 - (B) Manpower planning, potential appraisal, industrial relations
 - (C) Personnel administration, human resources development and industrial relations
 - (D) Human resources development employee benefits and welfare, performance appraisal
66. Capital budgeting is
- (A) Related to long time
 - (B) A profit
 - (C) Related to short time
 - (D) A sales
67. A company earns sufficient profit before the close of the financial year and its management declares dividend, this dividend is called
- (A) Special dividend
 - (B) Final dividend
 - (C) Interim dividend
 - (D) Proposed dividend
68. Which is Time Adjusted Method of Capital Budgeting?
- (A) Pay out period method
 - (B) Net present value method
 - (C) Pay-back period method
 - (D) Pay-off method
69. Which ratio explains that how much portion of earning is distributed in the form of dividend?
- (A) Equity-Debt Ratio
 - (B) Pay-out Ratio
 - (C) Earning Yield Ratio
 - (D) Dividend-Debt Ratio
70. Which of the following term is used to represent the proportionate relationship between debt and equity?
- (A) Cost of capital
 - (B) Capital Budgeting
 - (C) Assets Structure
 - (D) Capital structure
71. Functions of marketing management consists
- (A) Determination the marketing objects
 - (B) Marketing planning
 - (C) Marketing Organisation
 - (D) All of the above
72. In marketing 'SEM' means
- (A) Search- Engine - Marketing
 - (B) Strategy -Engine- Money
 - (C) Sales- Engine- Management
 - (D) Sales- even- Money

73. **Assertion (A):** Selling is important not merely for increasing the profits of businessmen, but also for making goods and services available to the consumers in society.

Reason (R): It is the process whereby goods and services finally flow to the consumers who need them and the firm performs its functions of distributing its products among consumers.

Codes:

- (A) Assertion (A) and Reason (R) both are true.
- (B) Assertion (A) is true but Reason (R) is not true
- (C) Assertion (A) is not true but Reason (R) is true
- (D) Assertion (A) and Reason(R) are true and Reason (R) is the reason of Assertion (A).

74. A marketing plan is composed of three basic components namely

- (i) Objective
- (ii) Procedure
- (iii) Policies
- (iv) Decision
- (v) Programme
- (vi) Command

Codes:

- (A) (i), (ii), (iii)
- (B) (i), (ii), (v)
- (C) (i), (v), (vi)
- (D) (i), (iii), (iv)

75. Macro marketing environment include

- (i) Culture
- (ii) Politics
- (iii) Economy
- (iv) Society
- (v) Technology

Codes:

- (A) (i), (ii), (iii) and (iv)
- (B) (ii), (iii), (iv) and (v)
- (C) (iii), (iv), (v) and (vi)
- (D) All of the above

76. What is the particular task performance in CPM known as?

- (A) Dummy
- (B) Event
- (C) Activity
- (D) Contract

77. A PERT network is activity oriented while a CPM network is event oriented.

- (A) False
- (B) True

78. A feasible solution to a linear programming problem _____.

- (A) must satisfy all the constraints of the problem simultaneously
- (B) need not satisfy all of the constraints, only some of them
- (C) must be a corner point of the feasible region.
- (D) must optimize the value of the objective function

79. The difference between total float and head event slack is _____.
- (A) linear float
(B) independent float
(C) interference float
(D) free float
80. For finding an optimum solution in transportation problem _____ method is used.
- (A) Simplex
(B) Big-M
(C) Modi
(D) Hungarian
81. If the value of coefficient of determination is 0.64, what is the value of coefficient of correlation?
- (A) 0.40
(B) 0.80
(C) 0.08
(D) 0.04
82. Which one of the following is a database management system?
- (A) MS Access
(B) MS Excel
(C) MS Office
(D) None of the above
83. A graph of a cumulative frequency distribution is called
- (A) Frequency polygon
(B) Pic diagram
(C) Ogive
(D) Histogram
84. Match List-I with List-II and select the correct answer using the codes given below the lists:
- | List-I | List-II |
|-------------------------|----------------------------|
| a. t-test | I. Secondary Data |
| b. Regression test | II. Systematic Sampling |
| c. Published Sources | III. Hypothesis Test |
| d. Probability Sampling | IV. Multi-Variate analysis |
- Codes:**
- | | a | b | c | d |
|-----|-----|----|-----|----|
| (A) | II | II | I | IV |
| (B) | III | I | IV | II |
| (C) | III | IV | I | II |
| (D) | IV | I | III | II |
85. _____ errors are made when we accept a null hypothesis which is not true.
- (A) Type I
(B) Type II
(C) Both (A) and (B)
(D) None of these
86. BCG in BCG matrix stands for _____.
- (A) Boston Calmette Group
(B) British Consulting Group
(C) Boston Corporate Group
(D) Boston Consulting Group
87. What does Stars symbolize in BCG matrix?
- (A) Introduction
(B) Growth
(C) Maturity
(D) Decline

88. The World Trade Organization (WTO) was established to implement the final act of _____round agreement of GATT.
- (A) Torquay
 - (B) Uruguay
 - (C) Geneva
 - (D) Tokyo
89. Which of these organizations emphasizes on the liberalization of foreign investment and foreign trade?
- (A) International Monetary Fund
 - (B) World Health Organization
 - (C) World Trade Organization
 - (D) International Labour Organization
90. In Ansoff's matrix, a _____may involve new products and existing markets.
- (A) Diversification
 - (B) Product development
 - (C) Market penetration
 - (D) Market development
91. Which is not included in small business:
- (A) Business run by women
 - (B) Cottage industries
 - (C) Khadi and rural industry
 - (D) Industry having investments up to 2 crore.
92. Which of the following is the correct definition of the term 'entrepreneur', as used by the OECD?
- (A) Entrepreneurs are those people who start new businesses with the aim of making a profit.
 - (B) Entrepreneurs are those persons (business owners) who seek to generate value through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
 - (C) Entrepreneurs are those persons who seek to create value by starting new businesses with innovative products and services.
 - (D) Entrepreneurs are those people who seek to create value for local communities, people or customers by starting new ventures which exploit new products, processes or markets.
93. Intrapreneurship often takes the form of:
- (A) a semi-autonomous group (e.g. an internal venture team), operating within the overarching structure of the parent organization.
 - (B) a spinout venture from a university to commercial a new invention.
 - (C) a subsidiary of a large corporation developing a new product.
 - (D) a semi-autonomous group operating outside the overarching structure of the parent organization.

94. Rehabilitation is a remedy considered for industrial units, which have already become sick and for the units that are on the verge of collapse.
- (A) True
(B) False
95. What are the main sources of entrepreneurial opportunity?
- (A) Observation - of other peoples' experiences with products and services.
(B) Primary research - from speaking to potential customers to determine their needs.
(C) Secondary research - from industry analyses.
(D) Personal - entrepreneurs experience or perceive something that others do not.
96. Triple Bottom Line reporting refers to:
- (A) using a low, medium and high estimates for profitability forecasts.
(B) measuring the impact of the firm on stockholders, customers and employees.
(C) measuring the social, environmental, and financial performance of the firm.
(D) measuring the impact of local, state, and federal governments on the firm.
97. The system that is used by firms to control and direct their operations and the operations of their employees is called:
- (A) Corporate Compliance.
(B) Corporate Governance.
(C) Corporate Control.
(D) Corporate Directive.
98. The _____ dimension of social responsibility refers to a business's societal contribution of time, money, and other resources.
- (A) Ethical
(B) Philanthropic
(C) Volunteerism
(D) Strategic
99. Codes of conduct and codes of ethics
- (A) are formal statements that describe what an organization expects of its employees.
(B) become necessary only after a company has been in legal trouble.
(C) are designed for top executives and managers, not regular employees.
(D) rarely become an effective component of the ethics and compliance program
100. Where an organization takes into account the effect its strategic decisions have on society, this is known as:
- (A) Corporate governance
(B) Business policy
(C) Business ethics
(D) Corporate social responsibility

ROUGH WORK

Answer Key: Management

Q 51. (c)

Q 52. (a)

Q. 53 (a)

Q. 54 (a)

Q. 55 (d)

Q. 56 (a)

Q. 57 (d)

Q. 58 (a)

Q, 59 (b)

Q. 60 (d)

Q. 61 (c)

Q. 62 (a)

Q. 63. (a)

Q. 64. (a)

Q. 65. (c)

Q. 66. (a)

Q. 67. (c)

Q. 68. (b)

Q. 69. (b)

Q. 70 (d)

Q. 71 (d)

Q. 72. (a)

Q. 73. (d)

Q. 74. (b)

Q. 75. (d)

Q. 76 (c)

Q. 77 (a)

Q. 78. (a)

Q. 79. (d)

Q 80 (c)

Q. 81. (b)

Q. 82 (a)

Q. 83 (c)

Q. 84. (c)

Q. 85. (b)

Q. 86 (d)

Q. 87. (B)

Q. 88. (b)

Q. 89. (c)

Q. 90 (b)

Q. 91 (d)

Q. 92 (b)

Q. 93 (a)

Q. 94. (a)

Q. 95 (d)

Q. 96 (C)

Q. 97 (b)

Q. 98. (b)

Q. 99 (a)

Q. 100 (d)