

# MANAGEMENT

Name & Signature of the Invigilator

PAPER-III OMR Answer Sheet No. : 

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AUG-17/18

Roll No. : 

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(in figures as in Hall Ticket)

Roll Number in words : .....

Time : 2½ Hours]

No. of Printed Pages : 28

[Maximum Marks : 150

## Instructions for the Candidates

1. Write your Roll Number in the space provided on the top of this page.
2. This paper consists of Seventy Five (75) multiple choice type of questions. All questions are compulsory.
3. At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as below :
  - (i) To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker seal and do not accept an open booklet.
  - (ii) Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
  - (iii) After this verification is over, the Test Booklet Number should be entered on the OMR Answer Sheet and the OMR Answer Sheet Number should be entered on this Test Booklet.
4. Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the oval as indicated below on the correct response against each item.  
**Example :** (A) ● (C) (D) where (B) is the correct response.
5. Your responses to the items are to be indicated on the OMR Answer Sheet under Paper – III only. If you mark your response at any place other than in the oval in the OMR Answer Sheet, it will not be evaluated.
6. Read instructions given inside carefully.
7. Rough Work is to be done in the end of this booklet.
8. If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, such as change of response by scratching or using white fluid, you will render yourself liable to disqualification.
9. You have to return the original OMR Answer Sheet to the invigilator at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are however, allowed to carry original question booklet and duplicate copy of OMR Answer Sheet on conclusion of examination.
10. Use only Blue/Black Ball point pen.
11. Use of any calculator or log table etc., is prohibited.
12. There shall be no negative marking.
13. In case of any discrepancy in the English and Gujarati versions of questions, English version will be taken as final.

## પરીક્ષાર્થીઓ માટે સૂચનાઓ :

1. આ પાનાની ટોચ પર દર્શાવેલી જગ્યામાં તમારો રોલ નંબર લખો.
2. આ પ્રશ્નપત્રમાં બહુવૈકલ્પિક ઉત્તરો ધરાવતા પંચોતેર (૭૫) પ્રશ્નો આપેલા છે. બધાજ પ્રશ્નો ફરજિયાત છે.
3. પરીક્ષાની શરૂઆતમાં આપને પ્રશ્નપુસ્તિકા આપવામાં આવશે. પ્રથમ પાંચ (૫) મિનિટ દરમિયાન તમારે પ્રશ્નપુસ્તિકા ખોલી અને ફરજિયાતપણે નીચે મુજબ પરીક્ષણ કરવું :
  - (i) પ્રશ્નપુસ્તિકાનો વપરાશ કરવા માટે આ કવર પૂઠ્ઠીના ધાર પર આપેલ સીલ સ્ટીકર ફાડી નાખો. કોઈપણ સંજોગોમાં સીલ સ્ટીકર વગરની કે ખુલ્લી પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં.
  - (ii) કવર પૂઠ્ઠી પર છપાયેલ નિર્દેશાનુસાર પ્રશ્નપુસ્તિકાના પ્રશ્નો, પૂઠ્ઠી અને સંખ્યાને બરાબર ચકાસી લો. ખામીયુક્ત પ્રશ્નપુસ્તિકા કે જેમાં પ્રશ્નો/પૂઠ્ઠી ઓછા હોય, બે વાર છપાયા હોય, અનુક્રમમાં અથવા અન્ય કોઈ ફરક હોય અર્થાત કોઈપણ સંજોગોમાં ખામીયુક્ત પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં. અને જો ખામીયુક્ત પ્રશ્નપુસ્તિકા મળી હોય તો નિરીક્ષક પાસેથી તુરંત જ બીજી સારી પ્રશ્નપુસ્તિકા મેળવી લેવી. આ માટે ઉમેદવારને પાંચ (૫) મિનિટનો સમયગાળો આપવામાં આવશે. પછી થી, પ્રશ્નપુસ્તિકા બદલવામાં આવશે નહીં કે કોઈ વધારાનો સમયગાળો આપવામાં આવશે નહીં.
  - (iii) આ ચકાસણી સમાપ્ત થાય પછી, પ્રશ્નપુસ્તિકાનો નંબર OMR જવાબ પત્રક પર લખવો અને OMR જવાબ પત્રકનો નંબર પ્રશ્નપુસ્તિકા પર લખવો.
4. પ્રત્યેક પ્રશ્ન માટે ચાર જવાબ વિકલ્પ (A), (B), (C) અને (D) આપવામાં આવેલ છે. તમારે સાચા જવાબના ઓવલ (oval) ને નીચે આપેલ ઉદાહરણ મુજબ પેનથી ભરીને સંપૂર્ણ કાળું કરવાનું રહેશે.  
**ઉદાહરણ :** (A) ● (C) (D) કે જ્યાં (B) સાચો જવાબ છે.
5. આ પ્રશ્નપુસ્તિકાના પ્રશ્નો ના જવાબ અલગથી આપવામાં આવેલ OMR જવાબ પત્રકમાં પેપર-III લખેલ વિભાગમાં જ અંકિત કરવા. જો આપ OMR જવાબ પત્રકમાં આપેલ ઓવલ (oval) સિવાય અન્ય સ્થાને જવાબ અંકિત કરશો તો તે જવાબનું મૂલ્યાંકન કરવામાં આવશે નહીં.
6. અંદર આપેલ સૂચનાઓ ધ્યાનપૂર્વક વાંચો.
7. કાચું કામ (Rough Work) પ્રશ્નપુસ્તિકાના અન્તિમ પૂઠ્ઠી પર કરવું.
8. જો આપ OMR જવાબ પત્રક નિયત જગ્યા સિવાય અન્ય કોઈપણ સ્થાને, આપનું નામ, રોલ નંબર, ફોન નંબર અથવા એવું કોઈ ચિન્હ કે જેનાથી તમારી ઓળખ થઈ શકે, અંકિત કરશો અથવા અભદ્ર ભાષાનો પ્રયોગ કરો, અથવા અન્ય કોઈ અનુચિત સાધનોનો ઉપયોગ કરો, જે કે અંકિત કરી દીધેલ જવાબ ભૂંસી નાખવો કે સફેદ શાહીનો ઉપયોગ કરી બદલશો તો આપને પરીક્ષા માટે અયોગ્ય જાહેર થઈ શકો છો.
9. પરીક્ષા સમય પૂરો થઈ ગયા બાદ ઓરીજનલ OMR જવાબ પત્રક જે તે નિરીક્ષકને ફરજિયાત સોંપી દેવું અને કોઈ પણ સંજોગોમાં તે પરીક્ષાખંડની બહાર લઈ જવું નહીં. પરીક્ષા પૂર્ણ થયા બાદ ઉમેદવાર ઓરીજનલ પ્રશ્નપુસ્તિકા અને OMR જવાબ પત્રકની ડુપ્લિકેટ કોપી પોતાની સાથે લઈ જઈ શકે છે.
10. માત્ર કાળી/ભૂરી બોલ પોઇન્ટ પેન વાપરવી.
11. કેલક્યુલેટર અને અન્ય ઈલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
12. ખોટા જવાબ માટે નકારાત્મક ગુણાંકન પ્રથા નથી.
13. પ્રશ્નપુસ્તિકાના કોઈ પ્રશ્નમાં અનુવાદ અંગે કોઈ વિવાદ/મતભેદ જણાય તો અંગ્રેજી વર્ઝન યોગ્ય ગણાશે.

SEAL



# MANAGEMENT

## PAPER-III

*Note* : This paper contains **Seventy Five (75)** multiple-choice/Assertion and Reasoning/matching questions carrying **TWO (2)** marks. Attempt **All** the questions.

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1. .... brands are positioned with respect to competitor's brands so that move important flagship brands can retain their desired positioning.  
(A) Challenger (B) Flanker  
(C) Premium (D) New Arrivals
2. Factors which have contributed to the slow progress of arbitration have been identified by the National Commission on Labors as :  
(A) Absence of a simplified procedure to be followed in voluntary arbitration  
(B) Absence of recognized unions which could bind workers to common agreements  
(C) The fact that law on appeal was competent against an arbitrator's award  
(D) All of the above
3. Which leverage is getting affected when a firm shifts its mode of production from manual to automation ?  
(A) Financial leverage (B) Operating leverage  
(C) Combined leverage (D) None of these

4. Difference between the target market's expected service and management's perception of the target market's expected service is known as :
- (A) The Standards Gap
  - (B) The Communication Gap
  - (C) The Delivery Gap
  - (D) The Knowledge Gap
5. The cost of a piece of land currently available on the same premises of the existing firm should be considered as a part of a new project cost for the reason of :
- (A) Sunk cost
  - (B) Opportunity cost
  - (C) Incremental cost
  - (D) All of these
6. The total demand for many business goods and services is not much affected by price changes. Thus, this demand is ..... demand.
- (A) Derived
  - (B) Elastic
  - (C) Inelastic
  - (D) Fluctuating

7. The first step in the strategic brand management process is :
- (A) Measuring consumer brand loyalty
  - (B) Identifying and establishing brand positioning
  - (C) Planning and implementing brand marketing
  - (D) Measuring and interpreting brand performance
8. Cost of debt capital is cheaper to cost of equity capital because :
- (A) Interest on debt provides tax shield
  - (B) Debt is time bound and often securitised
  - (C) Debt has prior claims in the event of liquidation of the business to equity
  - (D) All of the above
9. Which is the barrier of communication ?
- (A) Filtering
  - (B) Psychological Distance
  - (C) The pressure of time
  - (D) All of the above

10. .... is the Act of providing authority, knowledge and resources to individuals so they can achieve work objectives.

(A) Employee encouragement

(B) Empowerment

(C) Decentralisation

(D) Delegation of authority

11. 'Beta' in the capital asset pricing model context is :

(A) The systematic risk of the asset

(B) The variability of the asset's return in relation to the return on the market

(C) The measure of unavoidable risk

(D) All of the above

12. .... are the end points of management action.

(A) Objectives

(B) Aims

(C) Goals

(D) Targets

13. Acid test ratio is a financial ratio which evaluates the firm's.
- (A) ability to generate profits
  - (B) ability to make liquid payments as and when required
  - (C) ability to rotate the assets
  - (D) none of the above
14. Sensitivity training is known as .....
- (A) T Group Training
  - (B) Operative Training
  - (C) Problem Solving Training
  - (D) In Basket Exercise
15. White knight in the context of take-over market is :
- (A) A more acceptable merger partner sought out by the target of a hostile bidder
  - (B) A partner is hostile take-over to help the hostile bidder
  - (C) A strategic partner of the hostile bidder to help him to get the target firm easily
  - (D) All of the above

16. Focusing on core competencies means companies have the possibility of generating ?
- (A) Human Capital Advantage
  - (B) Large Profit Margins
  - (C) Better Output
  - (D) New Staff
17. Junk Bond is a financial instrument used to raise financial resources which is :
- (A) High yield bonds
  - (B) Below Investment grade
  - (C) Rated as speculative
  - (D) All of the above
18. A statement of values and principles that explains why an organization does what it does ?
- (A) Enterprise strategy
  - (B) Operational strategy
  - (C) Functional strategy
  - (D) Tactical strategy



19. The Adjusted Present Value (APV) method of capital budgeting which is an extension of :
- (A) IRR (B) NPV  
(C) Benefit Cost Ratio (D) Profitability Index
20. Which is the task of advertising ?
- (A) Providing information about the product  
(B) Image building  
(C) Behaviour Reinforcement  
(D) All of the above
21. Top management is interested in how human resource management is contributing to :
- (A) Value of organization  
(B) Training of employees  
(C) Profit making  
(D) None of the above

22. Black and Mouton developed a diagram to measure a manager's relative concern for :
- (A) Employee and empowerment
  - (B) People and production
  - (C) Manager and competence
  - (D) Leader and influence
23. Which of the following is *not* an example of a discrete random variable ?
- (A) The number of days it rains in a month in New Delhi
  - (B) The number of stocks a person owns
  - (C) The number of persons allergic to penicillin
  - (D) The time spent by a doctor with a patient
24. The following factor would be relatively low if supply of labour is higher than demand :
- (A) Production
  - (B) Labour cost
  - (C) Wage
  - (D) All of these

25. Fitting together of diverse element is :
- (A) Systematic (B) Synectics  
(C) Congruence (D) Adaptibility
26. Alex Faickney Osborn wrote a book named as .....
- (A) Creative Problem Solving  
(B) Applied Imagination  
(C) Bounded Rationality  
(D) Defer Judgement
27. If the price level rose in three consecutive years from 100 to 120 to 140, then the annual inflation rate over those years would :
- (A) Increase (B) Remain the same  
(C) Decrease (D) Equal 20%
28. The linear function of the variables which is to be maximized or minimized is called the .....
- (A) Constraint (B) Objective function  
(C) Solution (D) None of these

29. VRIO framework stands for :

(A) (1) Variable (2) Resources (3) Interest (4) Opportunity

(B) (1) Variable (2) Rare (3) Inimitable (4) Organized for usage

(C) (1) Variety (2) Returns (3) Income (4) Obstacles

(D) (1) Valance (2) Resistance (3) Inertia (4) Organization

30. An increase in the interest rate should ..... the demand for money and the value of money and net export should .....

(A) Increase, Decrease

(B) Decrease, Increase

(C) Increase, Decrease

(D) Increase, Decrease

31. In regression analysis, outlier may be identified by examining the :

(A)  $R^2$

(B) VIF

(C) Coefficient of correlation

(D) Residuals

32. The strategic management process is the way in which strategists determine objectives and :
- (A) Make recording
  - (B) Make coordinating
  - (C) Make strategic decisions
  - (D) Make planning
33. An industrial estate whose production is normally intended for exports is called :
- (A) EOU
  - (B) SEZ
  - (C) FTZ
  - (D) EPZ
34. Which one of the following methods has the greatest bias towards, short-term project ?
- (A) Net Present Value
  - (B) Internal Rate of Return
  - (C) Profitability Index
  - (D) Payback

35. Which statement is *true* ?
- (A) A budget is a statement of expected results expressed in numeric terms
  - (B) Budgets may be variable budgets and flexible budgets
  - (C) Budgetary planning is accurate, detailed and clear
  - (D) All of the above
36. Which one of the following is an International Credit Rating Agency ?
- (A) CRISIL
  - (B) FITCH
  - (C) ICRA
  - (D) CARE
37. If the total investment in stock is limited, then the best order quantity for each item will be :
- (A) Equal to the EOQ
  - (B) Greater than the EOQ
  - (C) Less than the EOQ
  - (D) Either greater or less than the EOQ







45. Which of the following is the main assumption of Walter valuation model in the context of dividend theory ?
- (A) All financing is done through retained earnings and external sources of funds
  - (B) With additional investment, the firm's business risk will change
  - (C) There is a change in the key variables such as EPS and DPS
  - (D) None of the above
46. The gains from two nations depends on :
- (A) Domestic barter rates
  - (B) Difference in the domestic barter rates of the two countries
  - (C) Terms of trade
  - (D) Degree of absolute advantage
47. When a company lengthens its product line beyond its current range it is known as .....
- (A) Line Extension
  - (B) Up market stretch
  - (C) Line lengthening
  - (D) Line stretching

48. The most risky but highly rewarding working capital policy is represented by :
- (A) low level of investments in current assets, financed largely from long-term sources of finance
  - (B) high level of investments in current assets, financed largely from long-term sources of finance
  - (C) low level of investments in current assets, financed largely from short-term source of finance
  - (D) none of the above
49. Which of these approaches argues that there is no single best way to manage behaviour ?
- (A) Hawthorne
  - (B) Scientific Management
  - (C) The cornerstone skill
  - (D) Contingency
50. The number of different persons or households exposed to a particular media schedule at least once during a specified time period is known as .....
- (A) Frequency
  - (B) Reach
  - (C) Exposures
  - (D) Impact

51. In an efficient market, the intrinsic value of a security and the market value of the security will be :
- (A) Same
  - (B) Different
  - (C) No relationship between these two values
  - (D) None of the above
52. Walter and Gordon models support :
- (A) Dividend as a relevant variable in value creation
  - (B) Dividend is an irrelevant variable in value creation
  - (C) M & M hypothesis of dividend irrelevance
  - (D) None of the above
53. Non-parametric counterpart of the t-test to compare the means of two independent population is the .....
- (A) Chi-square test of independence
  - (B) Mann-Whitney U test
  - (C) Wilcoxon test
  - (D) Friedman test

54. The purpose of estimating cost of capital is :
- (A) to use as a discount factor in capital budgeting
  - (B) to structure the capital of a firm
  - (C) to evaluate the performance of the firm
  - (D) All of the above
55. Intelligence quotient can be calculated as :
- (A)  $\text{Mental Age/Actual Age} \times 100$
  - (B)  $\text{Actual Age}/100 \times \text{Mental Age}$
  - (C)  $100/\text{Actual Age} \times \text{Mental Age}$
  - (D)  $\text{Actual Age}/\text{Standard Age} \times 100$
56. Customers are showing greater price sensitivity in their search for .....
- (A) Right Conduct
  - (B) Relationships
  - (C) Value
  - (D) Right Service

57. The Ethical issues concerning the employees in human resources management arises from :

- (A) Remuneration criteria and discrimination
- (B) Nature of employment contract offered to employees
- (C) Nature of work conditions and environment with respect to employee safety and health care
- (D) All of the above

58. A person's pattern of living in the world as expressed in activities, interests and opinions is his/her .....

- (A) Attitude
- (B) Personality
- (C) Self Concept
- (D) Life Style

59. As per Robbins, the scope of organisational behaviour consists :

- (A) Learning
- (B) Motivation
- (C) Leadership behaviour and power
- (D) All of the above

60. The behavioural strategies people use to affect how others see them and how they think about themselves is known as .....
- (A) Self concept
  - (B) Self presentation
  - (C) Social perception
  - (D) Self awareness
61. .... is derived from core competencies of the organization.
- (A) Cost leadership
  - (B) Strategic advantage
  - (C) Competitive advantage
  - (D) Comparative advantage
62. .... system is basically one of private enterprise in which decisions about what and how much to produce are left to discretion of owners and managers.
- (A) Political System
  - (B) Capitalistic Economic System
  - (C) Economic System
  - (D) Legal System

63. The process of change in individual and shared thought and action, which is affected by and embedded in the institutions of the organization is known as .....
- (A) learning organization
  - (B) organizational learning
  - (C) organizational transformation
  - (D) organizational competence
64. The corporate level management help each strategic business unit to define its :
- (A) Goal of Nature
  - (B) Goal of production
  - (C) Goal of firm
  - (D) Scope of operation
65. Rise in general price level along with declining output in the economy is called :
- (A) Inflation
  - (B) Deflation
  - (C) Stagflation
  - (D) Demand pull inflation

66. An electric power company uses block pricing for electricity sales. Block pricing is an example of :
- (A) First-degree price discrimination
  - (B) Second-degree price discrimination
  - (C) Third-degree price discrimination
  - (D) Block pricing is not a type of price discrimination
67. .... is characterized by informality, working in groups and open communication.
- (A) Mechanistic System
  - (B) Informal System
  - (C) Organic System
  - (D) Cohesive System
68. Any business organisation can exist as long as it enjoys .....
- (A) Profit
  - (B) Customer support
  - (C) Societal sanctions
  - (D) Societal support



69. Factors which have contributed to the slow progress of arbitration have been identified by the National Commission on labour as :
- (A) Absence of a simplified procedure to be followed in voluntary arbitration
  - (B) Absence of recognised unions which could bind workers to common agreements
  - (C) The fact that in law an appeal was competent against an arbitrator's award
  - (D) All of the above
70. The Headquarter of World Trade Organisation (WTO) is located at :
- (A) Madrid
  - (B) Geneva
  - (C) Paris
  - (D) Munich
71. The null hypothesis for a one sample run test is .....
- (A) The observations in the sample are randomly generated
  - (B) The observations in the sample are not related
  - (C) The observations are statistically independent
  - (D) The observations are systematically linked

72. The amount of Gold, reserve currencies and special drawing rights available for the finance of international trade is known as :
- (A) International liquidity
  - (B) International monetary fund
  - (C) Special drawing right
  - (D) None of the above
73. The following system is simple, less expensive and less time consuming.
- (A) Paired comparison
  - (B) Confidential report system
  - (C) Ranking
  - (D) All of the above

74. Parameter and estimate respectively are characteristics of which one ?
- (A) Population and Sample
- (B) Sample and Population
- (C) Sample and Sample
- (D) Population and Population
75. You are offered an investment opportunity. Its outcome and probabilities are presented in the following table :

$x$	$p(x)$
- Rs. 1,000	0.40
Rs. 0	0.20
+ Rs. 1,000	0.40

The mean of this distribution is .....

- (A) -Rs. 4,000
- (B) Rs. 0
- (C) Rs. 200
- (D) Rs. 400

## ROUGH WORK

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