

## SECTION I (MANAGEMENT)

1. Selection is the process in which candidates for employment are divided into two classes – those who are to be offered employment and those who are not.” This is stated by
  - A) Dale Yoder
  - B) Milton M. Mandell
  - C) R.D. Agarwal
  - D) Edwin Flippo
  
2. The exchange rate between the currencies of two countries will be equal to the ratio of the price indices in these countries is explained by
  - (A) Inflation adjustment
  - (B) Purchase power parity
  - (C) Interest rate parity
  - (D) Transaction exposure
  
3. At which stage of new product development process, the launching of New Product will take place?
  - A) Business Analysis
  - B) Commercialization
  - C) Test Marketing
  - D) Marketing Strategy Development
  
4. An entrepreneurial person employed by a corporation and encouraged to be innovative and creative is referred to as
  - A) Competitor
  - B) Supplier
  - C) Entrepreneur
  - D) Intrapreneur
  
5. Which of the following provides direction, serves as standards for evaluating performance and motivates members of the organization?
  - A) Mission
  - B) Values
  - C) Objectives
  - D) Goals

6. The four systems of Management in terms of Leadership styles are related to
  - A) Blake and Mouton
  - B) Philip Kotler
  - C) Peter F. Drucker
  - D) Rensis Likert
  
7. In production control, scheduling includes
  - A) Deciding about the time when the production will reach various departments.
  - B) Estimating the time to be consumed in these departments.
  - C) How much time will be taken in transferring production from one department to another.
  - D) All of the above.
  
8. Making profit by taking advantage of different prices prevailing in different markets is referred as
  - A) Hedging
  - B) Speculation
  - C) Arbitrage
  - D) Gambling
  
9. Gigabyte refers to
  - A) 1024 Bytes
  - B) 1024 Kilobytes
  - C) 1024 Megabytes
  - D) 102400 Bytes
  
10. The number of subordinates a superior can effectively handle is called
  - A) Organising people
  - B) Span of control
  - C) Direction
  - D) Coordination
  
11. Selection of specific media in which advertisements will be run and when they will be run to reach the target market is called
  - A) Advertising
  - B) Public Relations
  - C) Media Planning
  - D) Publicity

12. Which communication component is not a paid form of communication?
- A) Advertising
  - B) Sales promotion
  - C) Personal selling
  - D) Publicity
13. Which of the following is not a Trading block?
- A) NAFTA
  - B) ASEAN
  - C) SAARC
  - D) IMF
14. Which of the following is not a function of distribution agency?
- A) Transportation
  - B) Servicing
  - C) Inventorying
  - D) Manufacturing
15. The process of determining the tasks that make-up a job and the skills, abilities and responsibilities needed to perform the job is called
- A) Job Analysis
  - B) Job Description
  - C) Job Enrichment
  - D) All of the above
16. GATT stands for
- A) General Accord on Tariff and Trade
  - B) Generous Agreement on Trade and Tariff
  - C) General Agreement on Tariff and Trade
  - D) Generalist Agreement on Trade and Tariff
17. People who take the risks necessary to organize manage and receive the financial profits and non-monetary rewards are called
- A) Suppliers
  - B) Employees
  - C) Competitors
  - D) Entrepreneurs

18. Which of these is not a characteristic of services?
- A) Intangibility
  - B) Non- perishability
  - C) Simultaneity
  - D) Heterogeneity
19. In which stage of product life cycle, the company takes decision whether to maintain, harvest or drop the product?
- A) Introduction
  - B) Growth
  - C) Maturity
  - D) Decline
20. In which stage of new product development process, the product and marketing programs are tested in realistic market settings?
- A) Concept Development and Testing
  - B) Idea Screening
  - C) Test Marketing
  - D) Commercialization
21. Which of the following is the internal sources of recruitment?
- A) Advertisement
  - B) Selection
  - C) Both (A) and (B)
  - D) None of the above
22. Which Business unit generates substantial cash surpluses due to low industrial growth rate and high market share?
- A) Dog
  - B) Cash Cow
  - C) Question Mark
  - D) Star
23. The two-factor theory was propounded by
- A) Frederick Herzberg
  - B) A.H. Maslow
  - C) McGregor
  - D) Elton Mayo

24. F.W. Taylor has done the following studies for improving the production process:
- A) Time Study, Fatigue Study and Fatal Study.
  - B) Time Study, Motion Study and Fatal Study.
  - C) Time Study, Motion Study and Fatigue Study.
  - D) Time Study, Motivation Study and Fatigue Study.
25. Which one is not the overseas market entry strategy followed by Multinational Corporations?
- A) Franchise
  - B) Collaborations
  - C) Joint venture
  - D) Strategic planning
26. Goods used by an organization in producing other goods is called
- A) Consumer goods
  - B) Industrial goods
  - C) Speciality goods
  - D) None of the above
27. The outside third party who is brought into settle a dispute, and he or she has the authority to make a decision is called
- A) Government
  - B) An Arbitrator
  - C) Union
  - D) Legal Expert
28. Holistic marketing does not include
- A) Internal Marketing
  - B) Financial Marketing
  - C) Integrated Marketing
  - D) Performance Marketing
29. In marketing research, primary data can be collected through
- A) Observational Method
  - B) Survey Method
  - C) Experimental Method
  - D) All of the above

30. One-level channel consists of
- A) Producer-consumer
  - B) Producer-dealer-consumer
  - C) Producer-dealer-retailer-consumer
  - D) Producer-dealer-wholesaler retailer- consumer
31. Batch production is appropriately applicable to
- A) Medicine production
  - B) Sugar production
  - C) Petroleum products
  - D) Agriculture produce
32. Changes in the population characteristics such as age, gender, marital status, income and education are the examples of
- A) Demographic characteristics
  - B) Cultural characteristics
  - C) Geographic characteristics
  - D) None of the above
33. Which one of the following is not a basic element in the Strategic Management?
- A) Environmental scanning
  - B) Strategy formulation
  - C) Strategy implementation
  - D) Functional strategy
34. Which of the following is the best technique to manage the existing products?
- A) Ansoff matrix
  - B) BCG matrix
  - C) Mc Kinsey 7s Framework
  - D) Five forces of competition
35. When analysing your business and its environment, it is useful to carefully inspect
- A) Threats
  - B) Opportunities
  - C) Strengths and weaknesses
  - D) All of the above

36. The term Opportunity Cost refers to
- A) Variable Cost
  - B) Short-run cost
  - C) The cost forgone in favour of production of another product
  - D) Cost related to an optimum level of production
37. If two commodities are complementary, then a rise in the price of one commodity will induce
- A) A rise in the price of the other commodity
  - B) An upward shift of demand curve
  - C) No shift in demand for the other commodity
  - D) A backward shift in demand for the other commodity
38. What is the characteristic of a purely competitive market?
- A) Large number of buyers and sellers
  - B) A few sellers
  - C) A few buyers
  - D) Abnormal profit
39. The goal of financial management is to
- A) Maximise the wealth of Preference Shareholders
  - B) Maximise the wealth of Debenture holders
  - C) Maximise the wealth of Equity shareholders
  - D) All of the above
40. The Internal Rate of Return (IRR) is determined where
- A) The Net Present Value is positive
  - B) The Net Present Value is negative
  - C) The Net Present Value is zero
  - D) None of the above
41. The Capital Asset Pricing Model (CAPM) establishes the relationship between
- A) Risk and EPS
  - B) Risk and value of the firm
  - C) Risk and the required rate of return
  - D) None of the above

42. Which is the basic form of Innovation?
- A) Introduction of novel production process
  - B) Improvement and development of existing process
  - C) Improvement and development of existing firm
  - D) All of the above
43. Which of the following is direct marketing?
- A) Face to-face marketing
  - B) Catalogue marketing
  - C) Direct mailing
  - D) Test marketing
44. Which one of the following is not the function of Production Management?
- A) Production, Planning and Control
  - B) Procurement of Raw Materials
  - C) Market Intelligence and Survey
  - D) Plant Location and Layout
45. Acceptance Quality level is
- A) Maximum number of defectives that the consumers will accept
  - B) Fraction defective(s) that the consumer considers acceptable
  - C) Fraction defective(s) that the producer considers acceptable
  - D) Maximum number of defectives that the producer will allow
46. Which of the following statement on testing of hypothesis is always true?
- A) When the null hypothesis is rejected at 5%, it is always rejected at 1% level of significance.
  - B) When the null hypothesis is rejected at 1%, it is also rejected at 5% level of significance.
  - C) When the null hypothesis is not rejected at 1%, it is rejected at 5% level of significance.
  - D) No definite assertion can be made.
47. Policies related to Revival of Sick Units are framed by
- A) IIFT
  - B) CSIR
  - C) SEBI
  - D) MSME



48. Corporate Social Responsibility (CSR) is looked as the organised network of making long economic and social relationship of the corporate with the society. But a business of which type, as mentioned below, cannot afford for it, at the first instance?
- A) Large Business
  - B) Medium Business
  - C) Small Business
  - D) A Business Start-up
49. Which of the following is not the act of Corporate Governance?
- A) Protecting the interest of shareholders
  - B) Protecting the interest of employees
  - C) Fudging of Accounts
  - D) Paying Taxes to the Government
50. Economic capacity of a plant represents the firm's capability for
- A) Maximum physical output
  - B) Maximum marginal output
  - C) Break-even level of output and sale
  - D) Output that equates average and marginal costs

## SECTION II (RESEARCH METHODOLOGY)

51. Research is
- A) Producing available knowledge again and again
  - B) Finding solution to any problem
  - C) Working in a scientific way to search for truth of any problem.
  - D) None of the above
52. Computed measure of how much scores vary around the mean score.
- A) range
  - B) standard deviation
  - C) normal curve
  - D) skewed distribution
53. Which of the following statements is true?
- A) The mean is a continuous variable.
  - B) The variance and standard deviation of a normal population are equal.
  - C) For large samples, the distribution of scores is approximately normal.
  - D) None of the above
54. Taking someone else's words or ideas and taking credit for them as your own.
- A) cite
  - B) plagiarism
  - C) paraphrase
  - D) credit
55. What steps are involved in a central tendency test?
- A) Addition, subtraction, and division.
  - B) Determination of mean, median, and mode.
  - C) Addition, subtraction, multiplication, and division.
  - D) None of the above
56. Random sampling is also called \_\_\_\_\_.
- A) Availability sampling
  - B) Probation sampling
  - C) Probability sampling
  - D) Prospect sampling
57. What is the Median of the following data sample?  
2, 7, 4, 8, 9, 10, 6, 12, 13
- A) 8
  - B) 11
  - C) 9
  - D) 10
58. Which of the following statements is CORRECT?
- A) Research is a hurried activity.
  - B) Research starts with a problem and ends with a problem.
  - C) Research is not a contributing factor of progress.
  - D) Research is an investigation where you look for answers that are already there.

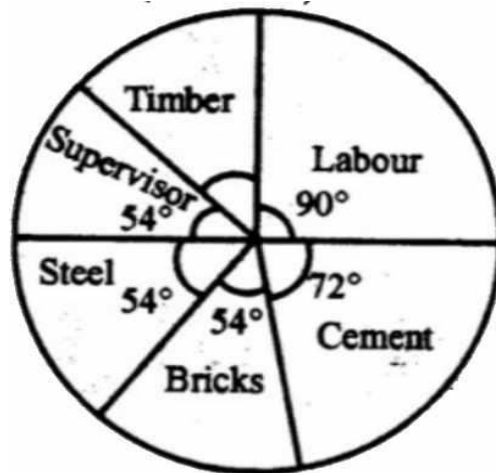
59. Which of the following has same mean median and mode?
- A) 6,5,2,4,3,4,1
  - B) 4,2,2,1,3,2,3
  - C) 2,3,7,3,8,3,2
  - D) 4,3,4,3,4,6,4
60. Resource libraries, economic census, trade shows & associations would be examples of what kind of data sources?
- A) Tertiary
  - B) Secondary
  - C) Primary
  - D) Unprofessional
61. The purpose of correlation research is to:
- A) study the relationship between two or more than two variables
  - B) predict the criterion variable on the basis of predictor variable
  - C) Both (1) and (ii)
  - D) Neither (i) Nor(ii)
62. It is sometimes called “central location” or just “center”. It is a way to describe what’s typical for a set of data. It is called.
- A) Middle destination
  - B) Center fold
  - C) Central Tendency
  - D) Mid frequency
63. Which is NOT a step of the scientific method?
- A) Hypothesis
  - B) Analyse data
  - C) Count items
  - D) Report Findings
64. In order to pursue the research, which of the following is priorly required?
- A) Developing a research design
  - B) Formulating a research question
  - C) Deciding about the data analysis procedure
  - D) Formulating a research hypothesis
65. Every person in the population has an equal chance of being selected -which sampling method
- A) Systematic sampling
  - B) Quota sampling
  - C) Volunteer sampling
  - D) Random sampling

66. When a distribution of scores is skewed, which of the following is the most representative measure of central tendency?
- A) Inference
  - B) Standard deviation
  - C) Mean
  - D) Median
67. An even spread of a variable that is symmetrical about the mean median and mode.
- A) bar graph
  - B) histogram
  - C) scatter graph
  - D) normal distribution
68. A diagram with rectangles showing values or numbers.
- A) Pictogram
  - B) Pie chart
  - C) Bar chart
  - D) Line graph
69. Type of research that solve practical issues is;
- A) Fundamental research
  - B) Exploratory research
  - C) Applied research.
  - D) Empirical research
70. What should not be included in the conclusion?
- A) literature review
  - B) summary
  - C) implication
  - D) major findings
71. A variable that is being manipulated is\_\_\_\_\_
- A) Independent variable
  - B) dependent variable
  - C) confounding variable
  - D) extraneous variable
72. What is qualitative research?
- A) Observation and description of activities, situations, attitudes, or behaviors of a specific group of people.
  - B) Analysis of numerical data.
  - C) Numerical comparisons and statistical inferences.
  - D) None of above
73. A standard deviation can never be
- A) positive
  - B) negative
  - C) zero
  - D) None

74. The sample standard deviation is denoted by:
- A)  $s$
  - B)  $p$
  - C)  $\Sigma$
  - D)  $\sigma$
75. First step of an investigation is \_\_\_\_\_ .
- A) collection of data.
  - B) presentation of data.
  - C) analysis of data.
  - D) explanation of data.
76. The sum of absolute deviations about median is \_\_\_\_\_.
- A) the least
  - B) the greatest
  - C) zero
  - D) equal
77. When the value of  $r=0$ , it is said to be \_\_\_\_\_.
- A) no correlation.
  - B) positive.
  - C) perfect positive.
  - D) perfect negative.
78. The straight-line trend is represented by the equation \_\_\_\_\_.
- A)  $y=a+bx$
  - B)  $y=mx$
  - C)  $y=ax/ay$
  - D)  $y=a*bx$
79. In discrete and continuous frequency distributions  $N=$  \_\_\_\_ .
- A) the sum of frequency.
  - B) number of observations.
  - C) minimum value.
  - D) maximum value.
80. \_\_\_\_\_ is used to compare the variability of two or more than two series.
- A) Mean.
  - B) Standard deviation.
  - C) Coefficient of variation.
  - D) Mean deviation.
81. The simplest device for ascertaining whether two variables are related is to prepare a dot chart is called \_\_\_\_\_ .
- A) graphical method.
  - B) scatter diagram method.
  - C) method of least square.
  - D) concurrent deviation method.

82. A bag contains 10 black and 20 white balls; a ball is drawn at random. What is the probability that it is black?
- A)  $\frac{1}{2}$
  - B)  $\frac{1}{3}$
  - C) 0
  - D) 3
83. Diagrams are for \_\_\_\_\_
- A) the use of exports.
  - B) better quantitative picture.
  - C) better mental appeal
  - D) the use of imports.
84. Which of the following is not a type of research design?
- A) Experimental design
  - B) Descriptive design
  - C) Correlational design
  - D) Probability design
85. What is a research hypothesis?
- A) A tentative explanation for a phenomenon
  - B) A statement that is proven to be true
  - C) A prediction of what the researcher expects to find
  - D) A statement of fact
86. What is the purpose of a pilot study?
- A) To test the feasibility of the research design
  - B) To test the reliability and validity of the measures
  - C) To determine the appropriate sample size
  - D) To collect preliminary data
87. In five One-Day Internationals, a batsman has scored 31,97,112, 63, and 12 runs. the quality deviation of the info is-
- A) 21.78
  - B) 23.79
  - C) 25.79
  - D) 26.77
88. Determine the mode of the decision received seven days in a row: 11,13,13,17,19,23,25
- A) 11
  - B) 13
  - C) 17
  - D) 23

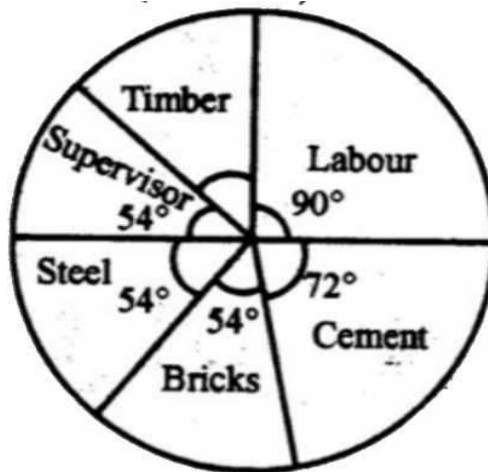
89. The following pie chart comprises the cost of constructing one house. The total cost was Rs. 6 lakhs



The amount spent on cement is

- A) Rs.2,00,000
- B) Rs.1,60,000
- C) Rs.1,20,000
- D) Rs.1,00,000

90. Referring to chart below,



the amount spent on cement, steel and supervision is what percent of the total cost of construction?

- A) 40%
- B) 45%
- C) 50%
- D) 55%

91. Table shows the mobile phones sold on different days by different sellers. Read the table carefully and answer the questions.

Mobiles Phones Sellers	Day						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
P	40	45	48	28	50	24	20
Q	90	92	27	12	16	98	26
R	80	36	30	13	28	62	47
S	60	46	12	64	52	34	76
T	48	18	58	69	70	10	15

Find the difference of mobile phones sold by P and R together on Monday to the mobile phones sold by S and T on Wednesday.

- A) 60
- B) 50
- C) 80
- D) 20

92. Referring to above table, Find the ratio of mobile phones sold by Q on Tuesday and Saturday together to the mobile phones sold by R on Thursday and Sunday together.

- A) 7 : 19
- B) 19 : 5
- C) 19 : 6
- D) 2 : 5

93. The frequency distribution of a numerical data can be graphically represented by a \_\_\_\_\_

- A) Histogram
- B) Telegram
- C) Monogram
- D) Anagram

94. Which one of the following is not the graphical representation of statistical data:

- A) Bar graph
- B) Histogram
- C) Frequency polygon
- D) Cumulative frequency distribution

95. In a histogram, each class rectangle is constructed with base as

- A) frequency
- B) class-intervals
- C) range
- D) size of the class



96. What does the command `\documentclass{article}` do in LaTeX?
- A) It sets the document class as an article
  - B) It creates a new section in the document
  - C) It sets the font style of the document
  - D) It creates a new document
97. What does the command `\begin{center}` do in LaTeX?
- A) It creates a new center-aligned section.
  - B) It sets the font size to center aligned.
  - C) It creates a new paragraph.
  - D) It centers the text or content.
98. Which of the following procedures would not be included in a programme of qualitative research?
- A) Assessment of effect size.
  - B) Development of appropriate research questions.
  - C) Clarification of the logic linking the data to research propositions.
  - D) Explanation of criteria for data interpretation.
99. What is the most common method of data collection in quantitative research?
- A) Interviews
  - B) Focus groups
  - C) Observation
  - D) Surveys/questionnaires
100. Which statistical test is used to determine if there is a significant difference between the means of two or more groups in quantitative research?
- A) t-test
  - B) ANOVA (Analysis of Variance)
  - C) Chi-square test
  - D) Regression analysis