

Test Paper : III  
Test Subject : MANAGEMENT  
Test Subject Code : A-11-03

Test Booklet Serial No. : \_\_\_\_\_  
OMR Sheet No. : \_\_\_\_\_  
Hall Ticket No. 

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(Figures as per admission card)

Name & Signature of Invigilator

Name : \_\_\_\_\_ Signature : \_\_\_\_\_

Paper : III  
Subject : MANAGEMENT

Time : 2 Hours 30 Minutes

Maximum Marks : 150

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 75

**Instructions for the Candidates**

- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of seventy five multiple-choice type of questions.
- 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 :
  - 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.
  - 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.**
  - After this verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.  
**Example :**

(A)	(B)	<input checked="" type="radio"/>	(D)
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where (C) is the correct response.
- Your responses to the items are to be indicated in the **OMR Sheet given to you**. If you mark at any place other than in the circle in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your name 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, you will render yourself liable to disqualification.
- You have to return the test question booklet and OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.
- Use only Blue/Black Ball point pen.**
- Use of any calculator or log table etc., is prohibited.**
- There is no negative marks for incorrect answers.**

**అభ్యర్థులకు సూచనలు**

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము డెబ్బైఐదు బహుళాప్తిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నాపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నాపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
  - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టిక్కర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నాపత్రమును మీరు అంగీకరించనద్దు.
  - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండుట వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చిమేనే దానికి బదులుగా సరిగ్గా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
  - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నాపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నాపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.  
**ఉదాహరణ :**

(A)	(B)	<input checked="" type="radio"/>	(D)
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(C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్ణీత స్థలంలో సూచించనలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ ప్రశ్నపత్రాన్ని మరియు OMR పత్రాన్ని తప్పనిసరిగా పరీక్షపర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్ళకూడదు.
- నీలి/నల్ల రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కుల తగ్గింపు లేదు.





## MANAGEMENT

### Paper – III

- |  |   |
|--|---|
| <p>1. Which objective of financial management considers the risk and time value of money?</p> <p>(A) Profit Maximisation objective<br/>(B) Wealth Maximisation objective<br/>(C) Turnover Maximisation objective<br/>(D) Growth Maximisation objective</p> <p>2. A zero level channel refers to</p> <p>(A) Personal selling<br/>(B) Direct Marketing<br/>(C) Buying from a retailer<br/>(D) Advertising</p> <p>3. Vestible training is provided</p> <p>(A) in the class room<br/>(B) off the job<br/>(C) on the job<br/>(D) in the training dept.</p> <p>4. Marine cargo insurance refers to</p> <p>(A) Surface Transport insurance<br/>(B) Aviation insurance<br/>(C) Sea Shipment insurance<br/>(D) None of the above</p> <p>5. Free cash flow means</p> <p>(A) Cash available for financing incremental working capital<br/>(B) Cash available for financing additional investment in plant and machinery<br/>(C) Cash available for meeting financial flows like debt servicing, dividend payments etc.,<br/>(D) None of the above</p> | <p>6. Demarketing is done if one of the demand state is existing</p> <p>(A) Negative demand<br/>(B) Latent demand<br/>(C) Overfull demand<br/>(D) Irregular demand</p> <p>7. Group Training means</p> <p>(A) Sensitivity training<br/>(B) Class room training<br/>(C) Role playing<br/>(D) Training conference</p> <p>8. Which of the following is foreign investment ?</p> <p>(A) Equity<br/>(B) Debenture<br/>(C) FDI<br/>(D) Government Bonds</p> <p>9. A portfolio consisting of two risky securities can be made riskless i.e. <math>\theta_p = 0</math>, if</p> <p>(A) the securities are perfectly positively correlated<br/>(B) the securities are perfectly negatively correlated<br/>(C) if the correlation ranges between 0 and 1<br/>(D) none of the above</p> <p>10. Market is defined as</p> <p>(A) A place where buyers and sellers meet<br/>(B) A place where goods are sold<br/>(C) A place where goods are bought<br/>(D) A set of actual and potential buyers of a product</p> |
|--|---|



11. The foundations of MBO is  
(A) Goal setting only  
(B) Feed back only  
(C) Participation only  
(D) Goal setting , feed back, participation
12. Which of the following is not a trading block ?  
(A) SAARC (B) EU  
(C) NAFTA (D) IMF
13. XYZ Co. Ltd., is operating in an industry in which the average rate of return on market portfolio is 10%. The beta co-efficient of the company is computed as 1.75 and return on Government Security (risk free) is 6%. What will be the required rate of return on a stock of the company?  
(A) 12.5 % (B) 13.0 %  
(C) 12.9 % (D) 12.0 %
14. When a company introduced a new Product, to its surprise, an article appeared in a news paper about the good qualities of the product. This is referred to as  
(A) Advertising  
(B) Sales Promotion  
(C) Publicity  
(D) Personal selling
15. Under Worker's Participation Scheme  
(A) Workers participate in decision making process  
(B) Workers get more benefits  
(C) Workers increase productivity  
(D) Workers decide their work themselves
16. GATT was signed in the year  
(A) 1995  
(B) 2005  
(C) 1947  
(D) 1952
17. Du Pont analysis was developed  
i. in 1920  
ii. by F. Donalson Brown  
iii. a mechanical engineer  
iv. in Du Pont corporation  
  
The correct combination is  
(A) i, iii and iv  
(B) i and iv  
(C) ii, iii and iv  
(D) i, ii and iv
18. Based on the customer value hierarchy, there are five product levels. Arrange them in lower value to higher value to the customer  
1. Expected product  
2. Basic product  
3. Core product  
4. Potential product  
5. Augmented product  
(A) 1, 2, 3, 4, 5  
(B) 3, 2, 1, 5, 4  
(C) 3, 4, 5, 2, 1  
(D) 1, 5, 4, 3, 2



- 19.** Collective Bargaining is  
 (A) one party process  
 (B) two party process  
 (C) multi party process  
 (D) none of the above
- 20.** Which one of the following is the function of Foreign Exchange Market ?  
 (A) Transfer of purchasing power  
 (B) Minimising exchange rate risks  
 (C) Credit for international business  
 (D) All the above
- 21.** To get book value per share, what numerator is divided by what denominator ?  
 I. Networth as numerator  
 II. Number of outstanding equity shares as denominator  
 III. Value of outstanding equity shares as numerator  
 IV. Total assets as denominator
- Choose the right combination  
 (A) I and III (B) I and II  
 (C) II and IV (D) III and IV
- 22.** Arrange the following marketing concepts in an order, so that the last concept should mean "everything matters in marketing".  
 1. The selling concept  
 2. The marketing concept  
 3. The holistic marketing concept  
 4. The product concept  
 5. The production concept  
 (A) 1, 2, 3, 5, 4  
 (B) 5, 4, 3, 2, 1  
 (C) 5, 4, 1, 2, 3  
 (D) 1, 2, 5, 4, 3
- 23.** Identify the element that is not a factor for the limited success of collective bargaining in India  
 (A) Problems with Union  
 (B) Negotiation  
 (C) Legal problems  
 (D) Political Interference
- 24.** Which of the following is not a export document ?  
 (A) Bill of Lading  
 (B) Export license  
 (C) Carting order  
 (D) Duty drawback
- 25.** Which of the following are considered as capital components for the purpose of computing weighted average cost of capital ?  
 I. Common stock & Preferred stock  
 II. Short term loans from Banks  
 III. Commercial Papers  
 IV. Long term Debt
- Choose the right combination  
 (A) I and II (B) II, III and IV  
 (C) I and IV (D) I, II, III and IV
- 26.** A company has broad choices to enter a foreign market. Arrange the strategies from lower level to higher level involvement:  
 1. Licensing  
 2. Direct exporting  
 3. Indirect exporting  
 4. Joint venture  
 5. Direct investment  
 (A) 3, 2, 1, 4, 5  
 (B) 1, 2, 3, 4, 5  
 (C) 5, 4, 3, 2, 1  
 (D) 4, 5, 1, 2, 3



- 27.** Identify the one that is not a function of Industrial Relations
- (A) Establishment of Workers and Managers Communication
  - (B) Establishment of Employees and Management rapport
  - (C) Ensure Trade Union Creative contribution
  - (D) To Improve Workers Strength
- 28.** Which one of the following is a export promotion measure ?
- (A) Abolishing export duties
  - (B) Export subsidies
  - (C) Marketing incentives
  - (D) All of the above
- 29.** Which of the following would increase company's debt ratio ?
- I. An increase in cost incurred while filing for bankruptcy
  - II. An increase in corporate tax rate
  - III. An increase in personal tax rate
  - IV. A decrease in firm's business risk
- Choose the right combination
- (A) I, II and III
  - (B) II, III and IV
  - (C) II and IV
  - (D) III and IV
- 30.** Marketing Research involves the following three steps. Arrange them in a sequence to make it meaningful
- 1. Data collection
  - 2. Systematic design
  - 3. Analysis of data
- (A) 1, 2, 3
  - (B) 1, 3, 2
  - (C) 2, 1, 3
  - (D) 3, 1, 2
- 31.** Find the 'odd' in the 'Benefits of Strategic HR Planning'
- (A) Encouragement of proactive in place of reactive behaviour
  - (B) Explicit communication of organization goals
  - (C) Identification of gaps in current situation and future vision
  - (D) Coping with the environment
- 32.** The double entry system of record of all economic transactions between the residents of a country and the rest of the world carried out in a specific period of time is referred to as
- (A) Balance of Trade
  - (B) Balance of Payments
  - (C) Current Account
  - (D) Capital Account
- Based on the following information, answer the next three multiple choice questions: **33** to **35**.
- A company is considering an investment proposal to install new milling controls at a cost of Rs. 50,000. The facility has a life expectancy of 5 years and no salvage value. The tax rate is 35%. Assume the firm uses straight line depreciation and the same is allowed for tax purposes. The estimated cash flows before depreciation and tax (CFBT) from the investment proposal are as follows
- | Year :    | 1      | 2      | 3      | 4      | 5      |
|-----------|--------|--------|--------|--------|--------|
| CFBT(Rs.) | 10,000 | 10,692 | 12,769 | 13,462 | 20,385 |
| PV @10%   | 0.909  | 0.826  | 0.751  | 0.683  | 0.621  |
- 33.** Choose the Pay Back Period
- (A) 4 years
  - (B) 4.328 years
  - (C) 4.5 years
  - (D) 4.75 years





- 34.** Choose the Average rate of return
- (A) 9%
  - (B) 9.5%
  - (C) 10%
  - (D) 11%
- 35.** Choose the profitability index at 10% discount factor
- (A) 0.875
  - (B) 0.970
  - (C) 0.958
  - (D) 0.978
- 36.** Which of the following are consumer promotion tools ?
- 1. Premium
  - 2. Coupons
  - 3. Samples
- (A) 1 and 2 are true
  - (B) 1 and 3 are true
  - (C) 2 and 3 are true
  - (D) 1, 2 and 3 are true
- 37.** Pricing a product will have certain objectives and they are
- 1. Attracting employees
  - 2. Profit maximisation
  - 3. Sales maximisation
- (A) 1 and 2 are true
  - (B) 1 and 3 are true
  - (C) 2 and 3 are true
  - (D) 1, 2 and 3 are true

- 38.** Conditions for existence of exchange potential
- 1. Existence of two parties
  - 2. Something of value to offer to other party
  - 3. Capability of communication and delivery on both parties
  - 4. Liberty to accept or reject the exchange offer
- (A) 1 and 2 should exist
  - (B) 2 and 3 should exist
  - (C) 3 and 4 should exist
  - (D) All the above should exist

Based on the following information, answer the next three multiple choice questions : **39 to 42**

Simuflite, a Texas Aviation Training Company, expected to whip the competition with Fas Trak, its Computer Based Training (CBT) curriculum for Corporate Pilots. Instead, the new venture sent Simuflite into a nosedive. In traditional ground-school training, Pilots ask questions and learn from 'War Stories' told by classmates and instructors. With Fas Trak, they sat in front of the computer for hours absorbing information. Their only interaction was tapping the computer screen to provide answers to questions, and that novelty wore off very quickly. Pilots grew bored with the CBT Ground-School.

- 39.** Simuflite expected to combat competition with
- (A) Curriculum Based Training
  - (B) Competition Based Training
  - (C) Combat Based Training
  - (D) Computer Based Training



40. Pilots in Ground-School training heard from their Classmates and Instructors

- (A) Fiction Stories
- (B) War Stories
- (C) Humour Stories
- (D) Love Stories

41. Pilots only interaction was with

- (A) Instructors
- (B) Computers
- (C) Classmates
- (D) Aero Engineers

42. CBT by Simuflite resulted in

- (A) Higher sales
- (B) Lower sales
- (C) High competition
- (D) Low competition

43. Which of the following is in correct sequence order ?

**Ministerial Conference Held in of WTO**

- |                               |              |
|-------------------------------|--------------|
| 1. I Ministerial Conference   | a. Doha      |
| 2. II Ministerial Conference  | b. Seattle   |
| 3. III Ministerial Conference | c. Singapore |
| 4. IV Ministerial Conference  | d. Geneva    |

- |     |   |   |   |   |
|-----|---|---|---|---|
|     | 1 | 2 | 3 | 4 |
| (A) | a | c | d | b |
| (B) | d | c | b | a |
| (C) | b | c | a | d |
| (D) | c | d | b | a |

44. Which one of the following is international credit rating agency

- (A) IMF
- (B) World Bank
- (C) Standard and Poor
- (D) WTO

45. Fifth Ministerial Conference of WTO was held in

- (A) Doha
- (B) Singapore
- (C) Mexico
- (D) Seattle

46. **Assertion (A):** Optimal Capital Structure is the Capital structure at the level of debt, equity proportion, where the market value per share is maximum and cost of capital is minimum

**Reason (R) :** Earning per share multiplied by price-earning ratio gives market price per share.

- (A) A is correct but R is wrong
- (B) Both A and R are wrong
- (C) Both A and R are correct
- (D) A is wrong but R is correct





47. Qualities required for production concept

1. Products are widely available and inexpensive
2. Managers concentrate on high production efficiency and low cost
3. Mass distribution
4. All the above

- (A) 1 and 2 are true  
(B) 2 and 3 are true  
(C) 1 and 3 are true  
(D) All the above are true

48. Arrange the following as per the procedure of conducting domestic enquiry

1. Calling the employee for explanation.
2. Considering the explanation of the employee.
3. Issuing a show cause notice.
4. Holding a full fledged enquiry.
5. Considering the witness report, documents, etc.
6. Considering the enquiry report.

Write the correct sequence steps

- (A) 1, 2, 3, 4, 5, 6  
(B) 6, 1, 2, 3, 4, 5  
(C) 5, 4, 3, 2, 1, 6  
(D) 3, 2, 1, 5, 4, 6

49. Which one of the following is not an instrument of trade policy

- (A) Tariffs  
(B) Subsidies  
(C) Import Quotas  
(D) Letter of credit

50. **Assertion (A)** : Venture capital is capital to raise to invest in high risk projects.

**Reason (R)** : ICICI was established to finance only venture capital projects.

- (A) Both A and R are correct  
(B) A is correct but R is wrong  
(C) Both A and R are wrong  
(D) A is wrong but R is correct

51. Match the following

**List -1 (Authors)**      **List -2 (Books)**

- |                       |                              |
|-----------------------|------------------------------|
| a. William J. Stanton | 1. Principles of Marketing   |
| b. Cundiff and Still  | 2. Basic Marketing           |
| c. Mc Carthy          | 3. Sales Management          |
| d. Philip Kotler      | 4. Fundamentals of Marketing |

- |     | a | b | c | d |
|-----|---|---|---|---|
| (A) | 1 | 2 | 3 | 4 |
| (B) | 4 | 3 | 2 | 1 |
| (C) | 2 | 3 | 1 | 4 |
| (D) | 3 | 2 | 4 | 1 |



52. Match the following Big Five Personality

I	II
a. Extroversion	1. Warm
b. Agreeableness	2. Gregarious
c. Conscientiousness	3. Stable
d. Emotional stability	4. Imaginative
e. Openness experience	5. Planful

	a	b	c	d	e
(A)	2	3	1	5	4
(B)	3	1	2	4	5
(C)	2	1	5	3	4
(D)	1	3	4	5	2

53. GATT was transformed into WTO in the year

- (A) 2001
- (B) 1996
- (C) 1995
- (D) 2010

54. **Assertion(A)** : Walter's and Gordon models are applicable to firms in which all financing is done through retained earnings and with zero leverage.

**Reason (R)** : The market price of the share, according to Gordon model is favourably effected with the increasing payment of dividends.

- (A) Both A and R are correct
- (B) Both A and R are wrong
- (C) A is correct but R is wrong
- (D) A is wrong but R is correct

55. Match the following

List – I	List – II
a. Need	1. want supported by purchasing power
b. Want	2. felt deprivation
c. Demand	3. expression for specific good

	a	b	c
(A)	2	3	1
(B)	1	2	3
(C)	3	2	1
(D)	1	3	2



56. Match the following

- |              |                      |
|--------------|----------------------|
| a. Maslow    | 1. Expectancy theory |
| b. Herzberg  | 2. ERG theory        |
| c. Vrooms    | 3. Need hierarchy    |
| d. Alderfers | 4. Hygiene theory    |

- |     |   |   |   |   |
|-----|---|---|---|---|
|     | a | b | c | d |
| (A) | 3 | 1 | 4 | 2 |
| (B) | 3 | 4 | 1 | 2 |
| (C) | 3 | 2 | 4 | 1 |
| (D) | 2 | 4 | 3 | 1 |

57. To encourage domestic production or to protect the domestic producer from foreign competitors, government pays to domestic producer by reducing operations cost. Such payments are called

- (A) Bill of Exchange
- (B) Foreign Exchange
- (C) Bill of Lading
- (D) Subsidies

58. Arrange the components of current assets in the order of liquidity

- I. Sundry Debtors
  - II. Bills Receivables
  - III. Inventories
  - IV. Cash and Bank
- (A) IV, III, II and I
  - (B) IV, II, I and III
  - (C) I, IV, II and III
  - (D) III, II, IV and I

59. Match the following

**List – I (Four Ps)**

**List – II (Four Cs)**

- |              |                      |
|--------------|----------------------|
| a. Product   | 1. Convenience       |
| b. Price     | 2. Communication     |
| c. Place     | 3. Customer Solution |
| d. Promotion | 4. Customer Cost     |

- |     |   |   |   |   |
|-----|---|---|---|---|
|     | a | b | c | d |
| (A) | 3 | 1 | 4 | 2 |
| (B) | 3 | 4 | 1 | 2 |
| (C) | 1 | 2 | 3 | 4 |
| (D) | 4 | 3 | 2 | 1 |

60. **Assertion (A):** Employee Welfare enhances Industrial/Organisational Productivity.

**Reason (R) :** Welfare need to be tackled on Statutory and Non-statutory basis.

- (A) A is right and R is wrong
- (B) A is wrong and R is right
- (C) A and R are right
- (D) A and R are wrong



61. Give the Acronym of ASEAN

- (A) Association of South East Asian Nations
- (B) Asian South East African Nations
- (C) Association of South East American Nations
- (D) Association of South East Ancient Nations

62. Match the following

**List – I (Form of Dividend)      List- II (Feature)**

- |                       |                     |
|-----------------------|---------------------|
| i. Cash Dividend      | a. Securities       |
| ii. Stock Dividend    | b. Promissory notes |
| iii. Bond Dividend    | c. Liquidity        |
| iv. Property Dividend | d. Bonus shares     |

- |       |    |     |    |
|-------|----|-----|----|
| i     | ii | iii | iv |
| (A) d | b  | c   | a  |
| (B) a | c  | d   | b  |
| (C) c | d  | b   | a  |
| (D) b | a  | d   | c  |

63. Match the following

**List-I (Companies)**

**List-II (Market definition)**

- |                              |   |
|------------------------------|---|
| a. Xerox                     | 1. We provide climate control in the home |
| b. Columbia Pictures         | 2. We are a people and goods mover        |
| c. Carrier                   | 3. We help improve office productivity    |
| d. Missouri Pacific Railroad | 4. We market entertainment                |

a      b      c      d

- |       |   |   |   |
|-------|---|---|---|
| (A) 3 | 4 | 2 | 1 |
| (B) 3 | 2 | 1 | 4 |
| (C) 3 | 4 | 1 | 2 |
| (D) 3 | 2 | 4 | 1 |

64. Write the steps in voluntary arbitration

1. The voluntary submission of dispute to an arbitrator
2. The subsequent attendance of witness and investigations
3. The enforcement of an award may not be necessary

- (A) 3, 2, 1
- (B) 2, 1, 3
- (C) 1, 2, 3
- (D) 3, 1, 2



65. Match the following:

**List – I**

**List – II**

- |  |                       |
|--|-----------------------|
| i. The price at which instrument is traded.  | a. Option             |
| ii. A contract that gives the holder the right but not the obligation.                 | b. Forward Contract   |
| iii. An agreement to buy or sell a security on a specified date for a specified price. | c. Spot price         |
| iv. The possibility of default by any one party to the transaction                     | d. Counter party risk |

i      ii      iii      iv

(A) a      c      d      b

(B) b      a      c      d

(C) c      a      b      d

(D) d      c      a      b

66. 'Marketing Myopia' is coined by

- (A) Philip Kotler
- (B) Al Ries
- (C) Theodore Levith
- (D) Peter F. Drucker

67. Job Analysis involves

1. Developing training skills
2. Identifying Machine tools
3. Identification of the task to be performed by an individual
4. Determination of the materials and products.

Write the correct sequence of steps in Job Analysis

- (A) 3, 2, 4, 1
- (B) 3, 2, 1, 4
- (C) 2, 3, 4, 1
- (D) 2, 3, 1, 4



68. Match the following

**List – I**

**List – II**

- |   |                  |
|---|------------------|
| i. The price of one currency expressed in terms of the currency of another country                                  | a. Spread        |
| ii. The difference between the Ask price and Bid price  | b. Spot rate     |
| iii. The rate of exchange of two currencies on the basis of exchange quotes of other pairs of currencies            | c. Cross rate    |
| iv. Rate of exchange of the day on which the transaction has taken place and of the day the transaction is executed | d. Exchange rate |

**Code :**

- |     | i | ii | iii | iv |
|-----|---|----|-----|----|
| (A) | a | c  | d   | b  |
| (B) | d | a  | c   | b  |
| (C) | b | c  | a   | d  |
| (D) | c | b  | d   | a  |

69. Match the following

**List-1 (Strategies)**

**List- 2 (Market and Products)**

- |                        |                                     |
|------------------------|-------------------------------------|
| a. Market penetration  | 1. New markets-new products.        |
| b. Market development  | 2. New markets-current products     |
| c. Product development | 3. Current markets-new products     |
| d. Diversification     | 4. Current markets-current products |

- |     | a | b | c | d |
|-----|---|---|---|---|
| (A) | 4 | 3 | 2 | 1 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 3 | 2 | 4 | 1 |
| (D) | 4 | 2 | 3 | 1 |

70. Promotion means

1. Elevation to higher position.
  2. Elevation to higher position with financial benefits.
  3. Elevation to higher position with more power.
- (A) 1 and 2 only  
(B) 1 and 3 only  
(C) 2 and 3 only  
(D) All the above



**71.** Choose customer order processing in sequential order from the following

- (A) Invoice raised, establish credit status, check credit limit, goods deliver, issue delivery note
- (B) Issue delivery note, establish credit status, check credit limit, invoice raised, goods deliver
- (C) Establish credit status, check credit limit, issue delivery note, goods deliver, invoice raised
- (D) Check credit limit, invoice raised, establish credit status, issue delivery note, goods deliver

**72.** In marketing, needs are defined as

- (A) primary needs
- (B) physiological needs
- (C) psychological needs
- (D) any felt deprivations

**73.** Which of the following constitute manpower planning ?

1. Determine human resource requirements both qualitatively and quantitatively.
  2. Find the source of talented individuals.
  3. Planning for the human resource needs of an organization.
  4. Processing the right people.
- (A) 1, 2 and 4
  - (B) 2 and 3
  - (C) 1 and 3
  - (D) 1, 2, 3 and 4

**74.** Choose the process of capital budgeting in a sequential order from the following

- (A) Project evaluation, Project generation, Project selection and Project execution
- (B) Project selection, project execution, project generation and project evaluation.
- (C) Project generation, project evaluation, project selection and project execution.
- (D) Project generation, project selection, project execution and project evaluation

**75.** Match the following

- |                 |               |
|-----------------|---------------|
| a. Strike       | 1. Employer   |
| b. Lock out     | 2. Arbitrator |
| c. Adjudication | 3. Employee   |
| d. Arbitration  | 4. Courts     |

- |     | a | b | c | d |
|-----|---|---|---|---|
| (A) | 3 | 2 | 4 | 1 |
| (B) | 3 | 1 | 4 | 2 |
| (C) | 3 | 4 | 1 | 2 |
| (D) | 3 | 1 | 2 | 4 |





Space for Rough Work