

# MANAGEMENT

Name & Signature of the Invigilator

PAPER-II OMR Answer Sheet No. :  
AUG-17/18

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Roll No. :

(in figures as in Hall Ticket)

Roll Number in words : .....

Time : 1¼ Hours]

No. of Printed Pages : 20

[Maximum Marks : 100

## Instructions for the Candidates

1. Write your Roll Number in the space provided on the top of this page.
2. This paper consists of fifty (50) 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 – II 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 બહુલેકલેખક ઉત્તરો ધરાવતા પચાસ (૫૦) 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 પૃષ્ઠની ધાર પર આપેલ સીલ સ્ટીકર કાઢી નાખો. કોઈપણ સંજોગોમાં સીલ સ્ટીકર વગરની કે ખુલ્લી પ્રશ્નપુસ્તિકા સ્વીકાર શો નહીં.
  - (ii) કવર પૃષ્ઠ પર છપાયેલ નિર્દેશાનુસાર પ્રશ્નપુસ્તિકાના પ્રશ્નો, પૃષ્ઠો અને સંખ્યાને બરાબર ચકાસી લો. ખામીયુક્ત પ્રશ્નપુસ્તિકા કે જેમાં પ્રશ્નો/પૃષ્ઠો ઓછા હોય, બે વાર છપાયા હોય, અનુક્રમમાં અથવા અન્ય કોઈ ફરક હોય અર્થાત કોઈપણ સંજોગોમાં ખામીયુક્ત પ્રશ્નપુસ્તિકા સ્વીકાર શો 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-II 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 અંતિમ પૃષ્ઠ 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, જેમ કે અંકિત કરી દીધેલ જવાબ ભૂંસી નાખવો કે સફેદ શાહીનો ઉપયોગ કરી બદલશો તો આપને પરીક્ષા માટે અધિકાર જાહેર થઈ શકે છે.
9. પરીક્ષા સમય પૂરો થઈ ગયા બાદ ઓરીજનલ OMR જવાબ પત્રક જે તે નિરીક્ષકને ફરજિયાત સોંપી દેવું અને કોઈ પણ સંજોગોમાં તે પરીક્ષામંડળની 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 પોઈન્ટ પેન વાપરવી.
11. કેલક્યુલેટર અને અન્ય ઈલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
12. ખોટા જવાબ માટે નકારાત્મક મૂલ્યાંકન પ્રથમ નથી.
13. પ્રશ્નપુસ્તિકાના કોઈ પ્રશ્નમાં અનુવાદ અંગે કોઈ વિવાદ/મતભેદ જણાય તો અંગ્રેજી વર્ઝન યોગ્ય ગણાશે.

SEAL



# MANAGEMENT

## PAPER-II

**Note :** This paper contains **FIFTY (50)** multiple-choice/Assertion and Reasoning matching questions, each question carrying **TWO (2)** marks. Attempt **All** questions.

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1. The price elasticity of demand for a demand curve that has a zero slope is :
  - (A) zero
  - (B) one
  - (C) negative but approaches zero as consumption increases
  - (D) infinity
  
2. Which of the following quality control chart conditions is an indicator that the process is potentially out of control ?
  - (A) Several consecutive data points between UCL and LCL
  - (B) a data point below LCL
  - (C) a data point below the UCL
  - (D) a data point on the center line

3. The factors that guide a marketer's decision in selecting a promotion mix :
- (A) Buyer Readiness Stage
  - (B) Overall Marketing Strategy
  - (C) Nature of the Product Market
  - (D) All of the above
4. Which of the following characteristics applies to queuing system ?
- (A) customer population
  - (B) arrival process
  - (C) both (A) and (B)
  - (D) neither (A) nor (B)
5. Market control process consists of :
- (A) Formation of performance standards
  - (B) Performance appraisal
  - (C) Correcting Deviations
  - (D) All of the above

6. Tandon Committee Report and its recommendation was related to :
- (A) Capital structure decision
  - (B) Working capital financing limit for bank finance
  - (C) Credit policy of companies
  - (D) None of the above
7. An organisation's obligation to act to protect and improve society's welfare as well as its own interests is referred to as :
- (A) Organisational social responsibility
  - (B) Corporate planning
  - (C) Corporate obligation
  - (D) Business ethics
8. The demand for business goods is ultimately derived from the demand for :
- (A) Raw material
  - (B) Consumer goods
  - (C) Services
  - (D) Business solutions

9. A physical model is an example of :
- (A) an iconic model
  - (B) an analogue model
  - (C) a verbal model
  - (D) a mathematical model
10. .... can be defined as a written record of the duties, responsibilities and conditions of job.
- (A) Job description
  - (B) Job specification
  - (C) Job profile
  - (D) None of the above
11. Contingency theory of leadership is proposed by .....
- (A) Fred Luthans
  - (B) Fred Fiedler
  - (C) Frederick Taylor
  - (D) Ohio State University

12. Introducing cash discount will lead to :

- (A) less bad debts
- (B) reduction in accounts collection period
- (C) increase in sales
- (D) none of the above

13. The income elasticity of demand is the :

- (A) absolute change in quantity demanded resulting from a one unit increase in income
- (B) percent change in quantity demanded resulting from the absolute increase in income
- (C) percent change in quantity demanded resulting from a one percent increase in income
- (D) percent change in income resulting from a one percent increase in quantity demanded

14. Which are the functions of Industrial Psychologist ?
- (A) Consulting (B) Individual evaluation  
(C) Research (D) All of these
15. Dividend yield is computed by :
- (A)  $\frac{\text{DPS}}{\text{Current market price per share}}$   
(B)  $\frac{\text{EPS}}{\text{DPS}}$   
(C)  $\frac{\text{DPS}}{\text{EPS}}$   
(D) None of the above
16. When consumers may be attracted to products that have undesirable social consequences is .....
- (A) Irregular demand  
(B) Unwholesome demand  
(C) Latent demand  
(D) Overfull demand



17. The law of diminishing returns refers to diminishing :
- (A) Total returns
  - (B) marginal returns
  - (C) average returns
  - (D) All of the above
18. A graph that plots the proportion of items in noncompliance for multiple sample is called a .....
- (A)  $\bar{X}$  chart
  - (B) R chart
  - (C) P chart
  - (D) Pareto chart
19. Corporate social responsibility that extends beyond legal mandates can help meet social expressions in the absence of :
- (A) Statutory device
  - (B) Social tool
  - (C) Cost tool and technique
  - (D) Science tool

20. People with a strong ..... take responsibility for the results of their behaviour and want to solve the problems.
- (A) Need for power
  - (B) Need for achievement
  - (C) Need for affiliation
  - (D) Need for actualisation
21. While performing sensitivity analysis, the upper bound infinity on the value of the right-hand side of a constraint means that :
- (A) there is a slack in the constraint
  - (B) the constraint is redundant
  - (C) the shadow price for that constraint is zero
  - (D) none of the above
22. When an organization takes up the same type of products at the same level of production or marketing process, it is said to follow a strategy of .....
- (A) Vertical integration
  - (B) Horizontal integration
  - (C) Hybrid integration
  - (D) Sustainable strategy

23. The Lerner index measures :
- (A) a firm's potential monopoly power
  - (B) the amount of monopoly power a firm chooses to exercise when maximising profits
  - (C) a firm's potential profitability
  - (D) an industry's potential market power
24. If dual has an unbounded solution, primal has :
- (A) no feasible solution
  - (B) unbounded solution
  - (C) feasible solution
  - (D) none of the above
25. Which statement is *true* ?
- (A) Operating goals clear that which element is significant as result oriented or qualitative
  - (B) Official goals and operating goals both are different
  - (C) Operating goals express that what is an organization exactly trying to do
  - (D) All of the above

26. In the case of business buying, the purchasing decision process, the .....  
are those who have the power to prevent sellers from reaching members of  
buying centre.
- (A) Approvers (B) Buyers  
(C) Gatekeepers (D) Deciders
27. A forecasting technique that takes the average demand for some past number  
of periods is called :
- (A) Trend time analysis  
(B) Moving average  
(C) Exponential smoothing  
(D) None of the above
28. If the average quarterly demand is 200 units and the first quarter demand  
is 350 units, what is the seasonal index for the quarter ?
- (A) 0.57 (B) 200  
(C) 350 (D) 1.75

29. The most appropriate goal of financial management is :
- (A) Shareholders' wealth maximisation
  - (B) Profit maximisation
  - (C) EPS maximisation
  - (D) Cost minimisation
30. According to the concept of moral intensity, a worker is most likely to behave ethically and legally when :
- (A) A manager observes his/her behaviour closely
  - (B) The worker has intense morals
  - (C) The consequences of the act are minor
  - (D) The consequences of the act are substantial
31. A production function assumes a given :
- (A) Technology
  - (B) Set of input prices
  - (C) Ratio of input prices
  - (D) Amount of capital and labour

32. Delegation of authority is the management tool used to get the desired degree of .....

- (A) Centralisation
- (B) Decentralisation
- (C) Both (A) and (B)
- (D) Authority

33. As per Hamel and Prahalad a misfit between resources and aspirations is known as .....

- (A) Fit
- (B) Stretch
- (C) Leverage
- (D) None of these

34. Which formula from the following is of co-efficient of Range ?

- (A)  $X_H - X_L$
- (B)  $\frac{X_H - X_L}{X_H + X_L}$
- (C)  $\frac{X_L - X_H}{X_L + X_H}$
- (D)  $X_L - X_H$

35. When a firm wants to enhance its organizational capabilities to gain competitive advantage, it enters into :

- (A) Joint venture (B) Strategic alliance  
(C) Merger (D) Acquisition

36. In the case of excess demand ..... may be required to reduce the number of customers or to shift demand temporarily or permanently.

- (A) Surplusing (B) Negotiating  
(C) Demarketing (D) Value marketing

37. Given the two linear regression  $y$  on  $x$  and  $x$  on  $y$  as follows :

$$3x + 2y = 26$$

$$6x + y = 31$$

then their correlation coefficient ( $r$ ) will be equal to :

- (A) 0.4 (B) 0.5  
(C) 0.6 (D) 0.7

38. Which method of the capital budgeting is also called as benefit cost ratio ?
- (A) Pay-back period
  - (B) Net present value
  - (C) Profitability index number
  - (D) Internal rate of return
39. Corporate Governance deals with value creation for :
- (A) Corporates
  - (B) Shareholder
  - (C) Stakeholder
  - (D) None of the above
40. If a monopolist has equaled marginal revenue to zero, then the firm has :
- (A) Maximum profit
  - (B) Maximum revenue
  - (C) Maximum cost
  - (D) Minimized profit



41. A multiple regression analysis produced the following tables :

| Predictor | Coefficient | Standard error | t-statistic | p-value  |
|-----------|-------------|----------------|-------------|----------|
| Intercept | 616.69      | 154.55         | 3.99        | 0.000    |
| $x_1$     | -3.34       | 2.33           | -1.43       | 0.171    |
| $x_2$     | 1.78        | 0.34           | 5.30        | 583 E-05 |

| Sources    | df | SS       | MS       | F     | P-value |
|------------|----|----------|----------|-------|---------|
| Regression | 2  | 12178.3  | 60891.48 | 14.76 | 0.0002  |
| Residual   | 15 | 61876.68 | 4125.112 |       |         |
| Total      | 17 | 183659.6 |          |       |         |

The sample size for this analysis is :

- (A) 19 (B) 17  
(C) 34 (D) 18

42. .... holds that a system of ethics applies to all people, everywhere and always.

- (A) Ethical absolutism  
(B) Ethical universality  
(C) Ethical relativism  
(D) Ethical relevance

43. Which of the following does *not* contribute to the development of a manager's standard of Ethics ?
- (A) Society's norms and values
  - (B) Competitors behaviour
  - (C) Individual life experiences
  - (D) Environmental situations
44. For the purpose of calculating ROI, capital employed means :
- (A) Net fixed assets
  - (B) Current assets – current liabilities
  - (C) Net current assets
  - (D) Fixed assets + current assets – current liabilities
45. .... is a group position involving substantially the same duties, skills, knowledge and responsibilities.
- (A) Job
  - (B) Job description
  - (C) Job analysis
  - (D) Job specification
46. Which are alternative objectives of SBUs ?
- (A) Build
  - (B) Harvest
  - (C) Hold
  - (D) All of these

47. If value of primal slack variable in the optimal simplex table is zero, then :
- (A) LP problem has multiple solution
  - (B) Dual variable value associated with that constraint is zero
  - (C) Resources measured by that constraint is not fully utilized
  - (D) All of the above
48. What kinds of practices outlined below are typically associated with non-standard working and flexibility ?
- (A) 9-5 working hours
  - (B) The reduction in distinctions between standard and unsocial hours or standard and extra hours
  - (C) Premium rates for unsocial hours
  - (D) The voluntary agreement of unsocial hours works
49. Which of the following operations is meaningful for processing nominal data ?
- (A) Addition
  - (B) Multiplication
  - (C) Ranking
  - (D) Counting
50. Determining type of people, which a company needs for job is referred as :
- (A) Job specifications
  - (B) Job analysis
  - (C) Job descriptions
  - (D) None of these

**ROUGH WORK**

**SEAL**