

MANAGEMENT

Name & Signature of the Invigilator

PAPER-II OMR Answer Sheet No. :

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SEPT-18/18

Roll No. :

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(in figures as in Hall Ticket)

Roll Number in words :

Time : 2 Hours]

No. of Printed Pages : 26

[Maximum Marks : 200

Instructions for the Candidates

1. Write your Roll Number in the space provided on the top of this page.
2. This paper consists of one hundred (100) 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) ● (B) ○ (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 any electronic devices or log table etc., are 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.

પરીક્ષાઓ માટે સૂચનાઓ :

1. આ પાનાની ટોચ પર દર્શાવેલી જગ્યામાં તમારો રોલ નંબર લખો.
2. આ પ્રશ્નપત્રમાં બહુવૈકલ્પિક ઉત્તરો પરાવતા સો (૧૦૦) પ્રશ્નો આપેલા છે. બધા જ 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 ફાડી નાખો. કોઈપણ સંજોગોમાં સીલ સ્ટીકર વગરની કે ખુલ્લી પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં.
 - (ii) કવર પૃષ્ઠ પર છપાયેલ નિર્દેશાનુસાર પ્રશ્નપુસ્તિકાના પ્રશ્નો, પૃષ્ઠો અને સંખ્યાને બરાબર ગણતરી લો. ખામીયુક્ત પ્રશ્નપુસ્તિકા કે જેમાં પ્રશ્નો/પૃષ્ઠો ઓછાં હોય, બે વાર છપાયાં હોય, અનુક્રમમાં અથવા અન્ય કોઈ ફરક હોય અથવા કોઈપણ સંજોગોમાં ખામીયુક્ત પ્રશ્નપુસ્તિકા સ્વીકારશો નહીં. અને જો ખામીયુક્ત પ્રશ્નપુસ્તિકા મળી હોય તો નિરીક્ષક પાસેથી તુરંત જ બીજા સારી પ્રશ્નપુસ્તિકા મેળવી લેવી. આ માટે ઉમેદવારને પાંચ (૫) મિનિટનો સમયગાળો આપવામાં આવશે. પછીથી, પ્રશ્નપુસ્તિકા બદલવામાં આવશે નહીં કે કોઈ વધારાનો સમયગાળો આપવામાં આવશે નહીં.
 - (iii) આ ગણતરી 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 સચ્ચ જવાબના ઓવલ (oval) ને નીચે આપેલ ઉદાહરણ મુજબ પેનથી ભરીને સંપૂર્ણ કાર્જુ કરવાનું રહેશે.
ઉદાહરણ : (A) ● (B) ○ (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. કાર્જુ 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 ચિહ્ન 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 ભૂંચી નાખવો કે સફેદ શાહીનો ઉપયોગ કરી બદલશો તો આપને પરીક્ષા માટે અધોગ્ય જાહેર થઈ શકે છે.
9. પરીક્ષા સમય પૂરો થઈ અથવા બાદ ઓરીજીનલ OMR જવાબ પત્રક જે તે નિરીક્ષકને ફરજિયાત સોંપી દેવું અને કોઈ પણ સંજોગોમાં તે પરીક્ષાખંડની બહાર લઈ જવું નહીં. પરીક્ષા પૂર્ણ થયા બાદ ઉમેદવાર ઓરીજીનલ પ્રશ્નપુસ્તિકા અને OMR જવાબ પત્રકની ડુપ્લિકેટ કોપી પોતાની સાથે લઈ જઈ શકે છે.
10. માત્ર કાળી/ભૂરી બોલ પોઈન્ટ પેન વાપરવી.
11. કેલ્ક્યુલેટર, લોગ ટેબલ અને અન્ય ઈલેક્ટ્રોનિક યંત્રોનો ઉપયોગ કરવાની મનાઈ છે.
12. ખોટા જવાબ માટે નકારાત્મક ગુણાંકન પ્રથા નથી.
13. પ્રશ્નપુસ્તિકાના કોઈ પ્રશ્નમાં અનુવાદ અને કોઈ વિવાદ/ખતભેદ જણાય તો અંગ્રેજી વર્ઝન યોગ્ય ગણાશે.

SEAL

MANAGEMENT

PAPER-II

Note : This paper contains **ONE HUNDRED (100)** multiple-choice, matching questions, each question carrying **TWO (2)** marks. Attempt **All** the questions.

1. The field of organisational behaviour examines such questions as the nature of leadership, effective team development and
 - (A) Interpersonal conflict resolution, motivation of individuals
 - (B) Organisational control, Conflict management
 - (C) Motivation of Individuals, Planning
 - (D) Planning, Development

2. Where was the 7th meeting of BRICS Trade ministers held from 1-2 August 2017 ?
 - (A) Shanghai
 - (B) Beijing
 - (C) Tokyo
 - (D) Rio de Janeiro

3. The hand of government refers to the :
 - (A) Ability of the government to interfere in business negotiations
 - (B) Role of corporations to be profitable within law
 - (C) Effect of national politics on business decisions
 - (D) Impact of changing government regulations

4. Core competencies tend to refer to areas of special technical and production expertise, whereas tend to describe excellence in broader business processes.
 - (A) Process benchmarks
 - (B) Distinctive capabilities
 - (C) Distributive capabilities
 - (D) Concentric capabilities

5. Subhash Roy, Director of Marketing Research, is evaluating consumer acceptance of a new toothpaste package. His staff reports that 17% of a random sample of 200 households prefers the new package to all other package designs. If Subhash concludes that 17% of all households prefer the new package, he is using :
- (A) a range estimate (B) a statistical parameter
(C) a point estimate (D) an interval estimate
6. The cost of retained earnings equals with cost of equity (adjusted for floatation cost) because of :
- (A) Opportunity cost concept
(B) On-going concern concept
(C) Principal-agency relationship concept
(D) Incidental effect concept
7. The solution to a transportation problem with m rows and n columns is feasible if number of positive allocations are :
- (A) $m + n + 1$ (B) $m \times n$
(C) $m + n$ (D) $m + n - 1$
8. Expansionary fiscal policy involves :
- (A) decreasing the money supply and increasing interest rates
(B) increasing the money supply and decreasing interest rates
(C) increasing government purchases or decreasing taxes
(D) increasing taxes or decreasing government purchases

9. states the ways or process by which the needs can be converted into behaviour or performance.
- (A) Maslow theory (B) Process theory
(C) Content theory (D) Herzberg theory
10. Factor proportions theory is also known as the :
- (A) Comparative advantage theory
(B) Laissez Faire theorem
(C) Heckscher Ohlin theorem
(D) Product cycle model
11. is the study of people making interdependent choices.
- (A) Chaos theory (B) Decision theory
(C) Game theory (D) Decision tree
12. In Carroll's model, a company with a(an) philosophy will put in the extra effort to fulfill discretionary responsibilities, whereas a company with a(an) philosophy will not be concerned beyond its legal responsibilities.
- (A) Activist; Economic (B) Proactive; Economic
(C) Defensive; Activist (D) Defensive; Proactive
13. Michael Porter's value chain would identify which of the following as a support activity ?
- (A) Marketing products (B) Procurement
(C) Servicing products (D) Operations

14. The equation for " r " involves dividing the by
- (A) Product of the standard deviation of X and Y ($S_x S_y$); COV_{xy}
 (B) Product of the variances of X and Y ($S_x^2 S_y^2$); COV_{xy}
 (C) COV_{xy} ; the product of the standard deviation of X and Y ($S_x S_y$)
 (D) COV_{xy} ; the product of the variance of X and Y ($S_x^2 S_y^2$)
15. For a firm which pays tax at 50 percent rate, what could be the cost of capital for a 8.5 percent preference share sold at par :
- (A) 4.25% (B) 8.5%
 (C) 5% (D) None of these
16. Which of the following is *not* a quality control diagnostic technique ?
- (A) Point and figure chart (B) Pareto Analysis
 (C) Fishbone diagram (D) \bar{X} control chart
17. Customer Profitability Analysis (CPA) is best conducted with the tools of an accounting technique is called :
- (A) Input-output analysis (B) Factor analysis
 (C) Revenue-based costing (D) Activity-based costing
18. If the nominal rate of interest is 6.5% and the inflation rate is 3.0%, what is the real rate of interest ?
- (A) -9.5% (B) -3.5%
 (C) 1.5% (D) 3.5%

19. Which of these skills is considered to be the cornerstone of the four building block skills ?
- (A) Personal flexibility (B) Self-insight
(C) Perceptual skills (D) Leadership capabilities
20. What is Euro-IV ?
- (A) European Currency (B) Group of European Countries
(C) European Film Festival (D) Pollution Control Norms
21. A series of related steps or tasks to be performed in a sequential way is :
- (A) Plan (B) Policy
(C) Procedure (D) Objective
22. In between the corporate extremes of working solely for the interests of stockholders and working to solve social problems is the position of being :
- (A) Socially reactive (B) Environmentally sensitive
(C) Professionally committed (D) Ecologically proactive
23. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit ?
- (A) Economic (B) Competitive
(C) Political (D) Multinational

24. is a class of procedures primarily used for data reduction and summarization.
- (A) Factor analysis (B) Regression analysis
(C) Discriminant analysis (D) Conjoint analysis
25. The order of risk from lowest to highest of financial resources can be arranged as :
- (A) Govt. bonds, Corporate bonds, Equity shares, Preference shares
(B) Govt. bonds, Preference shares, Corporate bonds, Equity shares
(C) Equity shares, Corporate bonds, Preference shares, Govt. bonds
(D) Govt. bonds, Corporate bonds, Preference shares, Equity shares
26. Which of the following is *not* the characteristics of linear programming ?
- (A) Resources must be limited
(B) Only one objective function
(C) Parameters value remains constant during the planning period
(D) The problem must be of minimization type
27. When does a buyer experiences cognitive dissonance ?
- (A) Need Recognition (B) Evaluation of alternatives
(C) Post-purchase behaviour (D) Information search

28. The natural rate of unemployment is the amount of unemployment :
- (A) that exists when the economy is in an expansion
 - (B) equal to frictional plus structural unemployment
 - (C) associated with the business cycle
 - (D) that exists when the economy goes into recession
29. One of the major framework that every individual will need to develop and accommodate throughout their working lives is :
- (A) always work for others since this reduces stress
 - (B) recognize that a contingency approach is of minimum value
 - (C) a continuous process of learning and skill building
 - (D) rely on traditional values since they have worked in the past
30. According to which theory the holdings of a country's treasure primarily in the form of Gold constituted its wealth :
- (A) Gold theory
 - (B) Ricardo theory
 - (C) Mercantilism
 - (D) Heckscher theory
31. McKinsey Co. has proposed the seven S. Model for successful :
- (A) Strategy Generation
 - (B) Strategy Implementation
 - (C) Strategic Success
 - (D) Strategic Achievement

32. The business community's aversion to binding international legal standards governing corporate operations contrasts with its strong advocacy of international law commitments applied to the obligation of governments towards :
- (A) Banks
 - (B) Business and shareholder itself
 - (C) Suppliers
 - (D) Foreign investors
33. What is the most appropriate method of categorizing stakeholders ?
- (A) Relative power only
 - (B) Relative level of interest only
 - (C) Relative power and interest
 - (D) Relative power, interest and amount of stock held
34. The question of "How strongly are sales related to advertising expenditures when the effect of price is controlled ?" is best answered via :
- (A) Partial correlation coefficient
 - (B) Bivariate regression analysis
 - (C) ANOVA
 - (D) Product moment correlation
35. Sustainable growth rate is calculated by :
- (A) $ROCE \times \text{Dividend payout ratio}$
 - (B) $ROCE \times [1 - \text{Dividend payout ratio}]$
 - (C) $ROE \times [1 - \text{Dividend payout ratio}]$
 - (D) $ROE \times \text{Dividend payout ratio}$

36. Optimum solution is related to :
- (A) Linear programming (B) Climate
(C) EOQ (D) (A) (B) (C) (All of these)
37. Customers buy from stores and firms that offer the highest :
- (A) Level of customer satisfaction (B) Company image
(C) Value for the rupees (D) Customer perceived value
38. 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) Decrease (B) Increase
(C) Equal 20% (D) Remain the same
39. The Basket Training method means :
- (A) Development of Decision Skill (B) Development of Institute
(C) Development of Resources (D) Development of Production
40. Two reasons for mergers and acquisitions are :
- (A) To increase managerial staff and to minimise economies of scale
(B) To reduce tax obligations and increase managerial staff
(C) To create seasonal trends in sales and to make better use of a new sales-force
(D) To provide improved capacity utilisation and gain new technology

41. Assumptions and Expectations about how members of a group will behave is known as :
- (A) Norms (B) Regulations
(C) Practices (D) Discipline
42. Milton Friedman stated his belief that 'there is only one social responsibility' for a company to use its resources to :
- (A) Give as much to charitable causes as possible
(B) Ensure employment
(C) Provide good facilities for workers
(D) Increase profits so long as it stays within the rules of the game
43. How is an organisation most likely to secure and sustain a position of strength in its associated environment ?
- (A) By seeking to influence and manage their external environment
(B) By seeking to influence their competitors environment
(C) By seeking to influence and manage their internal environment
(D) By seeking to restrict changes within their environment
44. A teacher gives a 20-point quiz to 10 students. The scores are listed below. What percentile corresponds to the score of 12 ?
- 20 8 10 7 15 16 12 19 14 9
- (A) 25 (B) 13
(C) 40 (D) 12

45. What is the tax shield if a firm has Rs. 100 depreciation and Rs. 50 amortization, and the tax bracket is 30 percent ?
- (A) 45 (B) 15
(C) 30 (D) 50
46. Operation research approach is :
- (A) Multi-disciplinary (B) Scientific
(C) Intuitive (D) Probabilistic
47. In the course of converting to a marketing orientation, a company faces three hurdles
- (A) Organized resistance, slow learning and fast forgetting
(B) Management, customer reaction, competitive response
(C) Decreased profits, increased R&D, additional distribution
(D) Forecasted demand, increased sales expenses, increased inventory costs
48. If an asset's beta is high, its :
- (A) non-diversifiable risk is high, its expected return is low
(B) total risk is high, its return could be any amount
(C) diversifiable risk and expected return are high
(D) non-diversifiable risk and expected return are high

49. "Morale as a readiness to co-operate warmly in the tasks and purposes of a given group or organisation." Who gave this statement ?
- (A) Alldrich (B) Viteles
(C) Ackoof (D) Peter F. Drucker
50. Once a firm decides to enter the international market, what is the next step in the decision-making process ?
- (A) Deciding on the marketing programme
(B) Deciding how to enter the market
(C) Deciding how to adapt the product to the new market
(D) Deciding which market to enter
51. Grouping of the related tasks in a logical manner is known as :
- (A) Identification of tasks (B) Departmentation
(C) Task grouping (D) Division
52. The concept of international social responsibility is the exception that MNC's concern themselves about effects of their decisions regarding activities in other countries.
- (A) Philosophical (B) Competitive
(C) Environmental (D) Social and economic

53. In strategy firms try to achieve a high levels of local responsiveness by making their product or service offering to the requirement of the countries they operate.
- (A) Global (B) Multi-domestic
(C) International (D) Transnational
54. Thirty-five sophomores, 30 juniors and 33 seniors are randomly selected from 281 sophomores, 242 juniors and 529 seniors at a certain high school. The sampling technique used here is :
- (A) Systematic (B) Random
(C) Cluster (D) Stratified
55. Which one is *not* a real asset ?
- (A) Land (B) Goodwill
(C) Rs. 500 Note (D) Patents
56. If an activity has zero slack, it implies that :
- (A) It lies on the critical path
(B) Minimize total project cost
(C) Minimize production delays, interruptions and conflicts
(D) Minimize fixed cost

57. Who is recognized for contributing to the emergence of quality circles ?
- (A) Joseph Juran (B) Kaoru Ishikawa
- (C) Deming (D) Moore
58. When an airline goes after a "Share of travel" from its customers, it is attempting to increase
- (A) Customer lifetime value (B) Customer loyalty
- (C) Customer ownership (D) Share of customer
59. Which kind of risk affects the opportunity cost of capital ?
- (A) Non-diversifiable risk
- (B) The risk inherent in "riskless" portfolios such as broad market holdings
- (C) Diversifiable risk
- (D) Both non-diversifiable and diversifiable risk
60. Autonomy is having responsibility for what one does, it is the freedom to control one's response to the :
- (A) Environment (B) Employer
- (C) Partner (D) Organisation

61. Which of the following is *true* about direct investment as a mode of international expansion ?

- (A) It allows a firm to retain full control over its investment
- (B) It yields the lower returns than joint ventures
- (C) It involves the least amount of risk
- (D) It does not allow the firm to diversify

62. The equity theory proposes that :

- (A) Employees expect that exerting a given amount of effort will lead to a certain level of performance and will be demotivated if that does not happen.
- (B) Offering employees part of the company's shares or equity, motivates them to do their best because their performance directly lies in with the company.
- (C) An employee compares his or her job's input-outcomes ratio with that of relevant others and then takes steps to correct any inequity.
- (D) Employees are more likely to show initiative at work if they are more involved in decisions that affect their work.

63. Business ethics deals primarily with :
- (A) Social responsibility
 - (B) Pricing of products and services
 - (C) Moral obligations
 - (D) Being unfair to the competition
64. Which of the following is one of the four key elements which must be adhered to if synergy is to be achieved ?
- (A) Efficiency
 - (B) Competitive strategies
 - (C) Customer satisfaction
 - (D) Effective leadership
65. The following ANOVA table is from a multiple regression analysis :

Source	df	SS	MS	F	P
Regression	5	2000			
Error	25				
Total		2500			

The MSE value is :

- (A) 20
 - (B) 400
 - (C) 500
 - (D) 100
66. Dividend irrelevance argument of MM model is based on :
- (A) Issue of debentures
 - (B) Issue of bonus shares
 - (C) Arbitrage
 - (D) Hedging

67. Which of the following criterion is *not* used for decision-making under uncertainty ?
- (A) Maximin (B) Maximax
(C) Minimax (D) Minimize expected loss
68. is a company's ability to perform in one or more ways that competitors cannot or will not match.
- (A) Product advantage (B) Market advantage
(C) Comparative advantage (D) Competitive advantage
69. Which is a stock variable ?
- (A) Profit (B) Price
(C) Capital (D) Labour
70. Who said "The labourers are paid to enable them to subsist and perpetuate the race without increase or diminution" ?
- (A) David Richard (B) Karl Marx
(C) Adam Smith (D) Clark
71. NAFTA is a free trade zone comprising of which of the following countries ?
- (A) Canada, Mexico and South America
(B) Canada, Mexico and Peru
(C) Mexico, South America and United States
(D) Canada, Mexico and United States

72. Agenda 21 relates to :
- (A) Child labour (B) Human rights
(C) Environment protection (D) Women rights
73. Which of the following statements best describes strategic management ?
- (A) A process consisting of determining objectives and strategic actions to achieve those objectives.
- (B) A process consisting of determining objectives, strategic actions to achieve those objectives, the implementation of desired strategy and monitoring of that strategy.
- (C) A process consisting of the determination of direction, strategic actions to achieve objectives, the implementation of desired strategy and monitoring of that strategy.
- (D) A process for determining direction, strategic actions to achieve objectives and the implementation of desired strategy.
74. The number of standard deviations that a value (x) is above or below the mean is the :
- (A) Absolute deviation (B) Coefficient of variation
(C) Interquartile range (D) Z score
75. Market considers every possible action and reaction through price changes of any asset leading to :
- (A) Law of single price (B) Law of relative pricing
(C) Law of multiple price (D) Law of concealed price

76. The quantitative approach to decision analysis is a :
- (A) Logical approach (B) Rational approach
(C) Scientific approach (D) Classical approach
77. aims to convince current buyers that they made the right choice.
- (A) Reminder Advertising (B) Reinforcement Advertising
(C) Persuasive Advertising (D) Informative Advertising
78. The cardinal measure of utility is required in :
- (A) Utility theory (B) Indifference curve analysis
(C) Revealed preference (D) Inferior goods
79. Which of the following leadership styles describes a leader who provides both directive and supportive behaviour ?
- (A) Telling (B) Selling
(C) Participating (D) Delegating
80. Traditionally discipline is understood as nothing more than obedient and orderly behaviour and as a means of maintaining proper :
- (A) Sub-ordination (B) Communication
(C) Firm action (D) Department

81. Which of the following is an example of growth by diversification ?
- (A) A company introducing its existing products in a new market.
 - (B) A company introducing new product category in a new market.
 - (C) A company introducing a new product category in an existing market.
 - (D) A company integrates backward to cut costs.
82. Who has developed dividend discount model (DDM) for valuing share and estimating cost of equity capital ?
- (A) Harry Markowitz
 - (B) William Sharpe
 - (C) Myron Gordon
 - (D) James Walter
83. In order to design an optimal capital structure, a company should strive for :
- (A) Maximum debt
 - (B) Minimum debt
 - (C) Minimum WACC
 - (D) Minimum cost of equity
84. What are the four stages of Simon's model of decision-making ?
- (A) Intelligence, design, choice, implementation
 - (B) Intelligence, design, computation, implementation
 - (C) Information, design, choice, implementation
 - (D) Intelligence, data, choice, implementation

85. The demand estimates of an organization comprise of five space levels. They are world, country, region, territory and
- (A) Zone (B) Organization
(C) Customers (D) Product
86. economy is one in which resources are primarily owned and controlled by the private sector.
- (A) Free market (B) Planned
(C) Command (D) Democratic
87. Structural component changes include :
- (A) Changing work processes
(B) Changing attitudes
(C) Changing behaviour
(D) Combining departmental responsibilities
88. Experience curve analysis is used to explain the phenomenon of how certain types of business strategies could benefit from its applications mainly in the area of :
- (A) Customer Analysis (B) Strategic Analysis
(C) Cost Reductions (D) Performance Appraisal
89. If preference share irredeemable with 12% dividend is issued at 5 percent discount, the face value of the preference share is Rs. 100. What is the cost of preference share (K_p) ?
- (A) 12% (B) 11%
(C) 12.63% (D) 12.50%

90. One way to decouple the production system and the sales system is :
- (A) To introduce a feedback loop
 - (B) To treat the systems as black boxes
 - (C) To decrease sales
 - (D) To introduce an inventory
91. Those customers who adopt the new technology when its benefits are proven and a lot of adoption has already taken place are known as :
- (A) Innovators
 - (B) Late Majority
 - (C) Early Majority
 - (D) Laggards
92. Under perfect competition, a firm can produce with :
- (A) An optimum plant
 - (B) Identical products at low cost
 - (C) Maximum profit
 - (D) An optimum output
93. Which of the following human resource variables is supportive of organisational innovation ?
- (A) Abundant resources
 - (B) Less creative people
 - (C) High interunit communication
 - (D) Minimal time pressure
94. Effective annualised cost of financing for a credit term '3/10, net 60' and there are 365 days a year for calculation is :
- (A) 22.57%
 - (B) 21.3%
 - (C) 20.1%
 - (D) 19.9%

95. Rising promotion costs and shrinking profit margins are the result of :
- (A) Changing technology (B) Globalisation
(C) Deregulation (D) Heightened competition
96. is a personality trait that measures an individual's ability to adjust his or her behaviour according to external situational factors.
- (A) Self-awareness (B) Self-esteem
(C) Self-management (D) Self-monitoring
97. The Pecking order theory on financing preferences of the manager states that the manager prefers to start with :
- (A) Debt (B) Equity
(C) Internal Funds (D) Convertible Debentures
98. An appeal that elaborates on a non-product related benefit or image is known as :
- (A) Informative Appeals (B) Informational Appeal
(C) Transformative Appeal (D) Transformational Appeal
99. The theory is a contingency theory that focuses on followers' readiness.
- (A) Facilitative leadership (B) Adjustable leadership
(C) Adaptive leadership (D) Situational leadership
100. The leading is a function predominantly in nature.
- (A) Organizational (B) Personal
(C) Inter-organizational (D) Inter-personal

ROUGH WORK

SEAL