

Section 1 - Section 1

Question No.1

4.00

Bookmark ☐

Choose the antonym of the italicized word.

The habit of *squandering* money should not be encouraged.

- ☐ hoarding
- ☐ saving
- ☐ collecting
- ☐ discarding

Question No.2

4.00

Bookmark ☐

The dividend-payout ratio is equal to:

- ☐ dividends per share divided by current price per share
- ☐ the dividend yield plus the capital gains yield
- ☐ dividends per share divided by par value per share
- ☐ dividends per share divided by earnings per share

Question No.3

4.00

Bookmark ☐

When strategic Management is ineffective and operational management is efficient, organization will:

- ☐ Thrive.
- ☐ Die Slowly.
- ☐ Survive.
- ☐ Die Quickly

Question No.4

4.00

Bookmark ☐



- ☐ 4
- ☐ 3
- ☐ 1
- ☐ 2

Question No.5

4.00

Bookmark ☐

Job rotation is an example of:

- ☐ Job enrichment
- ☐ Job scheduling
- ☐ Job Training
- ☐ Job enlargement

Question No.6

4.00

Bookmark ☐

If a general manager asks the sales manager to recruit some salesman on his behalf, it is an instance of:

- ☐ Delegation of responsibility
- ☐ Delegation of authority
- ☐ Decentralisation of authority
- ☐ Division of authority

Question No.7

4.00

Bookmark ☐

An objective function which states the determinants of the quantity to be either maximized or minimized is called:

- ☐ Cardinal function
- ☐ Feasible function
- ☐ Criterion function
- ☐ Optimal function

Question No.8

4.00

Bookmark ☐

It is important to realize that the ties that bind us together in common activity are so _____ that they can disappear at any moment.

- ☐ tenuous
- ☐ tentative
- ☐ tenacious
- ☐ restrictive

Question No.9

4.00

Bookmark ☐

Which of the following will more likely locate near their customers?

- ☐ An aluminium manufacturer
- ☐ A medical clinic
- ☐ An automobile manufacturer
- ☐ An insurance company Head quarters

Question No.10

4.00

Bookmark ☐

In a multiple regression when there are correlations between predictor variables, this problem is known as:

- ☐ Multicollinearity
- ☐ Auto-association
- ☐ Heteroskedasticity
- ☐ Over-regression

Question No.11

4.00

Bookmark ☐

According to McKinsey research study, which of the following is one of the main challenges the marketing must face in the twenty first century?

- ☐ The threat of ethics – based lawsuits.
- ☐ Hostile takeover attempts.
- ☐ Doing more with less.
- ☐ Increasing control by big government

Question No.12

4.00

Bookmark ☐

The Earnings per share is Rs.5.00 and Rate of return required by shareholders is 16 percent. Assuming Gordon valuation model, what rate of return should be earned on investments to ensure that the market price is Rs.50 when the dividend payout is 40 percent?

- ☐ 40 percent
- ☐ 20 percent
- ☐ 25 percent
- ☐ 16 percent

Question No.13

4.00

Bookmark ☐

Choose the correct meaning of the italicized idiom.

Raju has a very nice manner, but you would better take what he says *with a grain of salt*.

- ☐ To listen to something with considerable doubt
- ☐ To talk sensibly
- ☐ To criticize
- ☐ To complement

Question No.14

4.00

Bookmark ☐

With reference to cultural and ethical issues, the NTO has:

- ☐ Phased out all trade and trade barriers between the U.S and Mexico
- ☐ Succeeded in providing equal protection of intellectual property among nations.
- ☐ Made progress in providing equal protection of intellectual property among nations.
- ☐ Eliminated slave labour and child labour

Question No.15

4.00

Bookmark ☐

The actual average observed time for a given job is 10 minutes. The performance rating is 80% and allowances are set by contract at 10%. What is the standard time?

- ☐ 19.0 min
- ☐ 10 min
- ☐ 8.88 min
- ☐ 8.80 min

Question No.16

4.00

Bookmark ☐

“KAIZEN” is a Japanese term meaning

- ☐ Continuous improvement
- ☐ Just – in – Time (JIT)
- ☐ A foolproof mechanism
- ☐ Setting standards

Question No.17

4.00

Bookmark ☐

Which of the following refers to an extraneous variable attributable to the improper assignment of test units to treatment conditions.

- ☐ Interactive testing effect
- ☐ Statistical regression
- ☐ Selection bias
- ☐ Instrumentation

Question No.18

4.00

Bookmark ☐

Which of the following statements is NOT an advantage of unstructured questions?

- ☐ Unstructured questions have a much less biasing influence on response than structured questions.
- ☐ Implicitly, unstructured questions give extra weight to respondents who are more articulate.
- ☐ Unstructured questions are good as first questions on a topic.
- ☐ Unstructured questions are useful in exploratory research.

Question No.19

4.00

Bookmark ☐

The first step in the marketing research is to:

- ☐ Define the problem and Research objectives
- ☐ Develop a research plan
- ☐ Analyze the internal environment
- ☐ Consultations

Question No.20

4.00

Bookmark ☐

A marketer developing a brand name that is easy to pronounce would conduct:

- ☐ A memory test
- ☐ A recall test
- ☐ A preference test
- ☐ An association test

Question No.21

4.00

Bookmark ☐

F-test is used to test the significance of the difference between:

- ☐ Co-efficient of correlation between two sample groups.
- ☐ Co-efficient of correlation among more than two sample groups.
- ☐ Average between two sample groups.
- ☐ Average of more than two sample groups

Question No.22

4.00

Bookmark ☐

An attempt to reduce the demand for consumption of a specific product or service on permanent or temporary basis is:

- ☐ ReIMarketing
- ☐ DeIMarketing
- ☐ Ostensible Marketing
- ☐ Synchronic Marketing

Question No.23

4.00

Bookmark ☐

Study the following information carefully and answer the question below it:

P, Q, R, S T went on a picnic. P is son of Q but Q is not the father of P. R is the son of S, who is the brother of P. T is the wife of S.

How many males are present in the group?

- ☐ 4
- ☐ 1
- ☐ 2
- ☐ 3

Question No.24

4.00

Bookmark ☐

An EBIT-EPS indifference analysis chart is used for:

- ☐ showing the changes in EPS quality over time
- ☐ determining the impact of a change in sales on EBIT
- ☐ evaluating the effects of business risk on EPS
- ☐ examining EPS results for alternative financing plans at varying EBIT levels

Question No.25

4.00

Bookmark ☐

Based on the information given answer the following question.

1. In a family of six persons, there are people from three generations. Each has separate professions and they like different colours. There are two couples.
2. Shyam is an Engineer and his wife is not a doctor and she does not like Red colour.
3. Chartered Accountant likes green colour and his wife is a teacher.
4. Manisha is the mother-in-law of Sunita and she likes orange colour.
5. Vimal is the grand father of Tarun and tarun is the Principal and likes black colour.
6. Nyna is the grand daughter of Manisha and she likes blue colour. Nyna's Mother likes white colour.

Who is the Chartered Accountant?

- ☐ Manisha
- ☐ Vimal
- ☐ Nyna
- ☐ None of these

Question No.26

4.00

Bookmark ☐

Which one of the following practices is not sought to be regulated under the Consumer Protection Act, 1986?

- ☐ Misleading advertisements
- ☐ Supply of services having some deficiency
- ☐ Sales of defective goods
- ☐ Goods supplied free of charge

Question No.27

4.00

Bookmark ☐

Rising promotion costs and shrinking profit margins are the results of:

- ☐ Globalization
- ☐ Heightened Competition
- ☐ Changing Technology
- ☐ Privatization

Question No.28

4.00

Bookmark ☐

When the purchasing role is further broadened to become a more strategic, value adding operation, this is referred to as;

- ☐ Routine orientation
- ☐ Buying orientation
- ☐ Supply chain orientation
- ☐ Sellers orientation

Question No.29

4.00

Bookmark ☐

The ability to influence people through granting or withholding benefits that are of interest to them is called

- ☐ export power
- ☐ reference power
- ☐ reward power
- ☐ coercive power

Question No.30

4.00

Bookmark ☐

Which strategy can be implemented by redefining the business by adding the scope of business substantially increasing the efforts of the current business?

- ☐ Expansion Strategy
- ☐ Retrenchment Strategy
- ☐ Stability strategies
- ☐ Combination Strategies

Question No.31

4.00

Bookmark ☐

The internet is the fastest method of obtaining data from a large number of respondents. There are many reasons for this speed. Which of the following is NOT one of those reasons?

- ☐ The speed with which the questionnaire can be created.
- ☐ The speed with which the incentive is sent.
- ☐ The speed with which the questionnaire is distributed to respondents.
- ☐ The speed with which the data are returned

Question No.32

4.00

Bookmark ☐

A method of determining optimum programme inter-dependent activities in view of available resources is referred as:

- ☐ Iconic model
- ☐ Goal Programming
- ☐ Analogue Model
- ☐ Linear Programming

Question No.33

4.00

Bookmark ☐

_____ she had been lied to, Sally got really angry.

- ☐ Sally when discovered
- ☐ If Sally discovered
- ☐ Sally discovered
- ☐ Having discovered

Question No.34

4.00

Bookmark ☐

Study the following information carefully and answer the question below it

Lakshman passes through seven lanes to reach his school. He finds that 'Truth lane' is between his house and 'Lie lane'. The third lane from his school is 'Karma lane'. 'Dharma lane' is immediately before the 'Yog lane'. He passes 'Salvation lane' at the end, 'Lie lane' is between 'Truth lane' and 'Dharma lane', the sixth lane from his house is 'Devotion lane'.

How many lanes are there between 'Lie lane' and 'Devotion lane'?

- ☐ two
- ☐ four
- ☐ three
- ☐ five

Question No.35

4.00

Bookmark ☐

Traditionally, most businesses focused on stockholders. Today, the focus is on:

- ☐ Stakeholders
- ☐ Regulators
- ☐ Supply – Chain
- ☐ Partners

Question No.36

4.00

Bookmark ☐

Activity D on a CPM network has predecessors B and C, and has successor F. D has duration 6. B's earliest finish is 18, while C's is 20. F's late start is 26. Which of the following is true?

- ☐ B is a critical activity
- ☐ D is critical, and has zero slack
- ☐ C is completed before B
- ☐ D has no slack but is not critical

Question No.37

4.00

Bookmark ☐

The first step of strategy formulation in strategic management model is:

- ☐ Determine vision and mission.
- ☐ Undertake external analysis.
- ☐ Undertake internal analysis.
- ☐ Set major objectives.

Question No.38

4.00

Bookmark ☐

A device or technique that ensures production of a good unit every time is a:

- ☐ zero defect
- ☐ fail-safe
- ☐ poka-yoke
- ☐ control chart

Question No.39

4.00

Bookmark ☐

Cause-and-effect diagrams are also known as

- ☐ fish-bone charts
- ☐ process charts
- ☐ Pareto charts
- ☐ target specification graphs

Question No.40

4.00

Bookmark ☐

Focus groups can be used to address substantive issues such as:

- ☐ Developing an approach to a problem
- ☐ Interpreting previously obtained quantitative results
- ☐ Defining a problem more precisely
- ☐ Generating new ideas about older products

Question No.41

4.00

Bookmark ☐

The process of conducting research and gathering and assimilating external information is called:

- ☐ Long range planning
- ☐ Mission Development
- ☐ Lobbying
- ☐ Industry analysis

Question No.42

4.00

Bookmark ☐

The statistical process control chart used to control the defects per unit of output is the

- ☐ \bar{x} – charts
- ☐ R – chart
- ☐ C – chart
- ☐ P – chart

Question No.43

4.00

Bookmark ☐

A measure of "risk per unit of expected return" is:

- ☐ standard deviation
- ☐ coefficient of variation
- ☐ Beta
- ☐ correlation coefficient

Question No.44

4.00

Bookmark ☐

A formal explanation of the knowledge, skills, abilities, traits and other characteristics necessary for effective job performance is known as:

- ☐ Job Description
- ☐ Job Analysis
- ☐ Job Specification
- ☐ Job Enrichment

Question No.45

4.00

Bookmark ☐

Which of the following is a scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one – to – one correspondence between the numbers and the objects.

- ☐ Ratio scale
- ☐ Ordinal scale
- ☐ Nominal scale
- ☐ Interval Scale

Question No.46

4.00

Bookmark ☐

Which of the following distribution is used in PERT to calculate the expected duration?

- ☐ Gaussian
- ☐ Beta
- ☐ Normal
- ☐ Binomial

Question No.47

4.00

Bookmark ☐

Find the odd one out?

- ☐ Circle : Arc
- ☐ Flower : Petal
- ☐ Chair : Arm
- ☐ Cover : Page

Question No.48

4.00

Bookmark ☐

A dummy activity is required when the network contains:

- ☐ two or more activities that have identical starting and ending events.
- ☐ two or more activities have the same ending events.
- ☐ two or more activities have different ending events.
- ☐ two or more activities have the same starting events.

Question No.49

4.00

Bookmark ☐

Statements: Stories are True, All true incidents are rumours.

Conclusion:

I. Stories are rumours.

II. Rumours are stories

- ☐ If only conclusion I follows
- ☐ If only conclusion II follows
- ☐ If either I or II follows
- ☐ If neither I nor II follows

Question No.50

4.00

Bookmark ☐

A situation where there are several possible outcomes, each outcome occurring with a probability that is known to the decision-maker is referred as:

- ☐ Risk
- ☐ Uncertainty
- ☐ Probability
- ☐ Expected value

Question No.51

4.00

Bookmark ☐

When an organization is evaluating its strategic position, which is NOT one of the strategic questions that an organization generally may ask itself?

- ☐ Are we on target to hit our financial objectives next year?
- ☐ Where is the organization now?
- ☐ If no changes are made, where will the organization be in one year?
- ☐ If the evaluation is negative, what specific actions should management take?

Question No.52

4.00

Bookmark ☐

A technique for the study of interrelationships among variables, usually for the purposes of data reduction and the discovery of underlying constructs or latent dimensions is known as:

- ☐ Discriminant analysis
- ☐ Canonical correlation analysis
- ☐ Multiple regression
- ☐ Factor analysis

Question No.53

4.00

Bookmark ☐

ISO 9000 seeks standardization in terms of:

- ☐ Production Procedures
- ☐ Procedures to manage Quality
- ☐ Suppliers' specification
- ☐ Products

Question No.54

4.00

Bookmark ☐

The extended Ps of service marketing mix are:

- ☐ Product, Process, Physical Environment
- ☐ People, Product, Place
- ☐ Physical Evidence, Process, People
- ☐ Price Physical Evidence, Promotion

Question No.55

4.00

Bookmark ☐

If the sample size is less than 50, which non parametric test can be used to test the independence of attributes?

- ☐ Cochran Q test
- ☐ Kruskal Wallis test
- ☐ Chi-square test
- ☐ Fisher Irwin test

Question No.56

4.00

Bookmark ☐

Select the Pair that best represents the relationship that is given in the question:

Professor : Erudite

- ☐ Carpenter : Furniture
- ☐ Mason : Architecure
- ☐ Entrepreneur : Hardwork
- ☐ Inventor : Imaginative

Question No.57

4.00

Bookmark ☐

Psychologist : Neurosis

- ☐ Kids : Pediatrician
- ☐ Dermatologist: Sprain
- ☐ Oncologist: Measles
- ☐ Opthamologist : Catract

Question No.58

4.00

Bookmark ☐

Type-I Error occurs if:

- ☐ both the null hypothesis and alternative hypothesis are rejected
- ☐ both the null hypothesis and alternative hypothesis are accepted
- ☐ the null hypothesis is accepted even though it is false
- ☐ the null hypothesis is rejected even though it is true

Question No.59

4.00

Bookmark ☐

Charles Revson of Revlon observed "In the factory, we make cosmetics; in the store_____."

- ☐ We make profits
- ☐ We challenge competitors furnishings
- ☐ We implement ads
- ☐ We sell hope

Question No.60

4.00

Bookmark ☐

Social classes show distinct product and brand preferences in all the following areas, EXCEPT:

- ☐ Automobiles
- ☐ Clothing
- ☐ Fast food
- ☐ Home furnishings

Question No.61

4.00

Bookmark ☐

Choose the correct meaning of the italicized idiom.

The party in power *came down* on the side of a flexible and early economic policy to help the weaker sections.

- ☐ Decide to go to the corner
- ☐ Decide to support
- ☐ Decide to rebuke severely
- ☐ Decide to speak secretly

Question No.62

4.00

Bookmark ☐

One day, Ravi walked a distance of 75 metres towards the north. Then he turned left and walked for about 25 metres, he turned left again and walked 80 metres. Finally, he turned to the right at an angle of 45°. In which direction was he moving finally?

- ☐ North-west
- ☐ North-east
- ☐ South-east
- ☐ South-west

Question No.63

4.00

Bookmark ☐

In a pure strategy game:

- ☐ Both players select their optimal strategy
- ☐ Each player is selected randomly
- ☐ Any strategy may be selected randomly
- ☐ A particular strategy is selected by each player

Question No.64

4.00

Bookmark ☐

A method that assigns a probability distribution to each of the key variables and uses random numbers to simulate a set of possible outcomes to arrive at an expected value and dispersion is:

- ☐ Sensitivity Analysis
- ☐ Decision Tree
- ☐ Opportunity Loss
- ☐ Simulation Analysis

Question No.65

4.00

Bookmark ☐

Choose the correct meaning of the italicized idiom.

When Peter left he was extremely disappointed. I think he has *gone for good*.

- ☐ To a good place
- ☐ To seek good fortune
- ☐ Permanently
- ☐ To a foreign country

Question No.66

4.00

Bookmark ☐

Volkswagen concentrates on the small car market and Porsche on the sports car market. These would be examples of what is called_____?

- ☐ Single – segment concentration
- ☐ Product specification
- ☐ Market specification
- ☐ Selective specification

Question No.67

4.00

Bookmark ☐

The bargaining power of buyers, as described by Porter, is high when

- ☐ There are no substitutes for products being purchased
- ☐ There are only a few players in the industry
- ☐ Their purchases form a large chunk of the sellers' total sales
- ☐ Products or services are critical to the buyer's business

Question No.68

4.00

Bookmark ☐

The three performance counseling phases are:

- ☐ Rapport building, Exploration, Accurate planning
- ☐ Rapport building, Exploration, Action planning
- ☐ Support building, Exploration, Action planning
- ☐ Rapport building, Explanation, Action planning

Question No.69

4.00

Bookmark ☐

What does Question mark symbolize in BCG matrix?

- ☐ Liquidate
- ☐ Remain diversified
- ☐ Stable
- ☐ Invest

Question No.70

4.00

Bookmark ☐

A system that triggers ordering on a uniform time basis is called a:

- ☐ Reorder point system.
- ☐ Fixed-period system.
- ☐ Fixed-quantity system.
- ☐ EOQ.

Question No.71

4.00

Bookmark ☐

The four unique elements to services include:

- ☐ Independence, intangibility, inventory, and inception
- ☐ Intangibility, independence, inseparability, and inventory
- ☐ Intangibility, inconsistency, inseparability, and inventory
- ☐ Independence, increase, inventory, and intangibility

Question No.72

4.00

Bookmark ☐

The ability of an organization to produce goods or services that have some uniqueness in their characteristics is:

- ☐ Time – based competition
- ☐ Competing on differentiation
- ☐ Mass production
- ☐ Competing on productivity

Question No.73

4.00

Bookmark ☐

The term maquiladora is most synonymous with:

- ☐ Free trade zones
- ☐ Chinese forced labour campus
- ☐ Area that do not meet standards for work place safety and pollution
- ☐ Home – based industry

Question No.74

4.00

Bookmark ☐

In the one-way ANOVA, the F statistic is used to:

- ☐ Compare the between groups variance estimate with the total variance
- ☐ Compare the between groups and within groups variance estimates
- ☐ Measure the average variance across the different treatment groups
- ☐ Measure the magnitude of the within groups or error variance

Question No.75

4.00

Bookmark ☐

When formulating strategic options, it is a valid option to 'do nothing'. However, this can lead to:

- ☐ An infinite option future
- ☐ A competency trap
- ☐ A core competence
- ☐ A limited-option future

Question No.76

4.00

Bookmark ☐

Dad often comes home late these days, _____?

- ☐ isn't it?
- ☐ does he?
- ☐ doesn't he?
- ☐ is it?

Question No.77

4.00

Bookmark ☐

The concept of Plant-wide quality control systems was developed by:

- ☐ Henry Ford
- ☐ Eli Whitney
- ☐ Frederick Taylor
- ☐ W. Edwards Deming

Question No.78

4.00

Bookmark ☐

Cost minimization is an appropriate strategy in which stage of product life cycle?

- ☐ Decline
- ☐ Growth
- ☐ Introduction
- ☐ Maturity

Question No.79

4.00

Bookmark ☐

In which of Likert's four systems of leadership, managers do not have complete confidence and trust in subordinates but nevertheless, solicit advice from subordinates while retaining the right to make final decision?

- ☐ Participative leadership style
- ☐ Benevolent-authoritative leadership style
- ☐ Consultative leadership style
- ☐ Trait theory of leadership style

Question No.80

4.00

Bookmark ☐

book : _____ : : comb : tooth

- ☐ Knowledge
- ☐ Page
- ☐ Cover
- ☐ Title

Question No.81

4.00

Bookmark ☐

Which of the following is an example of globalization of operations strategy?

- ☐ Hard Rock cafe provides an "experience differentiation" at its restaurant.
- ☐ Boeing's Dream liner has engines with higher fuel/pay load efficiency.
- ☐ Ford's new auto models have dent – resistant panels.
- ☐ A Chinese manufacturer, Haier, now operates plants in the United States.

Question No.82

4.00

Bookmark ☐

Which itemized rating scale takes longer to complete than other itemized rating scales because respondents have to read each statement?

- ☐ Likert scale
- ☐ Semantic differential scale
- ☐ Stapel scale
- ☐ Continuous rating scale

Question No.83

4.00

Bookmark ☐

Statement: Opening a Library in Achupatti will be a wastage.

Assumptions:

I. Inhabitants of Achupatti are illiterate.

II. Inhabitants of Achupatti are not interested in reading

- ☐ If neither I nor II is implicit
- ☐ If only assumption I is implicit
- ☐ If both I and II are implicit
- ☐ If only assumption II is implicit

Question No.84

4.00

Bookmark ☐

A company's EBIT is Rs.1120000, Profit before Tax is Rs.320000 and fixed costs are Rs.700000. What will be the Operating Leverage of the company?

- ☐ 2.52
- ☐ 5.69
- ☐ 1.62
- ☐ 3.53

Question No.85

4.00

Bookmark ☐

The process improvement techniques that sorts the “Vital few” from the “Trivial many” is

- ☐ Pareto analysis
- ☐ Bench Marking
- ☐ Deming analysis
- ☐ Taguchi analysis

Question No.86

4.00

Bookmark ☐

One of the elements of ergonomics is

- ☐ Designing tools and machines that facilitate human work
- ☐ The establishment of time standards
- ☐ Allocating work time based on economic studies
- ☐ The cost justification of technology

Question No.87

4.00

Bookmark ☐

Which of the following tasks is NOT a component of research design?

- ☐ Design the exploratory, descriptive and / or causal phase of the research.
- ☐ Develop Hypotheses.
- ☐ Construct and pretest a questionnaire or an appropriate form for data collection.
- ☐ Specify the sampling process and sample size.

Question No.88

4.00

Bookmark ☐

In the model of consumer adoption of new products developed by Everett M. Rogers, the first category of people to adopt a new product is called:

- ☐ Innovators
- ☐ Initial adopters
- ☐ First users
- ☐ Early adopters

Question No.89

4.00

Bookmark ☐

An activity has an optimistic time of 15 days, a most likely time of 18 days, and a pessimistic time of 27 days. What is its expected time?

- ☐ 19 days
- ☐ 60 days
- ☐ 18 days
- ☐ 20 days

Question No.90

4.00

Bookmark ☐

An organization diversifies in backward sequence in the product chain and enters specific product/process to be used in existing products. It is:

- ☐ Forward diversification.
- ☐ Horizontal diversification.
- ☐ Vertical diversification.
- ☐ Reactive diversification

Question No.91

4.00

Bookmark ☐

The concept of market segmentation was introduced by:

- ☐ Wendell .R. Smith
- ☐ Jerome McCarthy
- ☐ Phillip Kotler
- ☐ N.H. Borden

Question No.92

4.00

Bookmark ☐

The difference between performance management and performance appraisal is that:

- ☐ performance management is a joint process; appraisal is top-down
- ☐ performance management is forward looking; appraisal looks backwards to past performance
- ☐ performance management does not involve ratings; appraisal does
- ☐ performance management is a continuous process; appraisal is an annual or periodical event

Question No.93

4.00

Bookmark ☐

Study the following information carefully and answer the question below it

The Director of an MBA college has decided that six guest lectures on the topics of Motivation, Decision Making, Quality Circle, Assessment Centre, Leadership and Group Discussion are to be organised on each day from Monday to Sunday.

- (i) One day there will be no lecture (Saturday is not that day), just before that day Group Discussion will be organised.
- (ii) Motivation should be organised immediately after Assessment Centre.
- (iii) Quality Circle should be organised on Wednesday and should not be followed by Group Discussion
- (iv) Decision Making should be organised on Friday and there should be a gap of two days between Leadership and Group Discussion

On which day there is no lecture?

- ☐ Monday
- ☐ Sunday
- ☐ Wednesday
- ☐ Tuesday

Question No.94

4.00

Bookmark ☐

Choose the best synonym of the italicized word.

Nobody knew that Sunil had a *sinister* design in marrying her.

- ☐ selfish
- ☐ sinful
- ☐ evil
- ☐ murderous

Question No.95

4.00

Bookmark ☐

The time horizon involved with regard to basic financial planning is usually

- ☐ One year
- ☐ Ten years
- ☐ Five years
- ☐ one quarter

Question No.96

4.00

Bookmark ☐

Evaluation location alternatives by comparing their composite (weighted – average) scores involves:

- ☐ Factor rating analysis
- ☐ Regression analysis
- ☐ Cross over analysis
- ☐ Cost – volume analysis

Question No.97

4.00

Bookmark ☐

A pricing strategy which sets prices primarily, but not exclusively, according to the estimated value of a product or service to the customer rather than according to the cost of the product is:

- ☐ Cost plus pricing
- ☐ Value pricing
- ☐ Penetration pricing
- ☐ Power price points

Question No.98

4.00

Bookmark ☐

In a modern exchange economy, all of the following markets are likely to exist EXCEPT:

- ☐ Resource Market
- ☐ Consumer Market
- ☐ Class Market
- ☐ Government Market

Question No.99

4.00

Bookmark ☐

Which of the following is NOT among the ethical and social challenges facing operations managers?

- ☐ Maintaining a clean environment.
- ☐ Increasing Executive pay.
- ☐ Honoring Community Commitments.
- ☐ Developing safe quality products.

Question No.100

4.00

Bookmark ☐

A researcher wants to study the relationship of family size to income. He classifies his population into different income slabs and then takes a random sample from each slab in order. Which technique of sampling is he working with?

- ☐ Cluster sampling
- ☐ Systematic sampling
- ☐ Stratified random sampling
- ☐ Random sampling

Sr No.	PhD Management Studies
1	Find the missing term in the series: 3, 20, 63, 144, 275,?
Alt1	354
Alt2	468
Alt3	548
Alt4	554

2	Choose word from the given options which bears the same relationship to the third word, as the first two bears: Anaemia: Blood :: Anarchy:?
Alt1	Lawlessness
Alt2	Government
Alt3	Monarchy
Alt4	Disorder

3	Teeth is related to Grit in the same way as Fist is related to.....?.....
Alt1	Blow
Alt2	Hand
Alt3	Open
Alt4	Clench

4	Select the lettered pair that has the same relationship as the original pair of words: Reproof: Scold
Alt1	Respite: Spite
Alt2	Romantic: Strong
Alt3	Salient: Prominent
Alt4	Chastise: Erring

5	Choose the alternative, which is similar to the given words: Bleat : Bray : Grunt
Alt1	Bark
Alt2	Croak
Alt3	Cry
Alt4	Scream

6	Spot the defective segment from the following:
Alt1	I wish
Alt2	I have a car
Alt3	to go shopping
Alt4	in the rain

7	Choose the meaning of the idiom/phrase from among the options given: Out of sorts
Alt1	unwell
Alt2	irrelevant
Alt3	in disorder
Alt4	out of love

8	The rowdy was at last done -----.
Alt1	over
Alt2	off
Alt3	away
Alt4	away with

9	Choose the option closest in meaning to the given word: BUCOLIC
Alt1	rustic
Alt2	utopian
Alt3	peaceful
Alt4	noisy

10	Choose the antonymous option you consider the best: CALLOW
Alt1	immature
Alt2	green
Alt3	clumsy
Alt4	veteran

11	If the seventh day of a month is three days earlier than Friday, what day will it be on the nineteenth day of the month ?
Alt1	Sunday
Alt2	Monday
Alt3	Wednesday
Alt4	Friday

12	Water is related to Ocean in the same way as Snow is related to
Alt1	Peaks
Alt2	Hail
Alt3	Glacier
Alt4	Mountain

13	A's father's brother's father is D. how is D related to A ?
Alt1	Father
Alt2	Grandfather
Alt3	Uncle
Alt4	Son

14	Find the odd man out:
Alt1	Squash
Alt2	football
Alt3	hockey
Alt4	Cricket

15	In a certain code language, if CRICKET is coded as 3923564, ROCKET is coded as 913564 and KETTLE is coded as 564406, then how is LITTLE coded in that language ?
Alt1	024406
Alt2	240406
Alt3	20446
Alt4	200446

16	At what angles are the hands of a clock inclined at 20 minutes past 7 ?
Alt1	80 degrees
Alt2	90 degrees
Alt3	100 degrees
Alt4	120 degrees

17	Odd one out: 2,4,6,8
Alt1	2
Alt2	4
Alt3	6
Alt4	8

18	Which is smallest:
Alt1	Quarter of 140
Alt2	Double of 4*4
Alt3	7*5
Alt4	Half of 72

19	What is the next alphabet in the following series Z D X H V L T ?
Alt1	Q
Alt2	N
Alt3	P
Alt4	O

20	How many times is the abbreviation FB shorter than the word FACEBOOK?
Alt1	4times
Alt2	3times
Alt3	5times
Alt4	Many

21	Which one of the following is not one of Drucker's five guiding principles of management?
Alt1	Making people's strengths effective and their weakness irrelevant.
Alt2	Enhancing the ability of people to contribute.
Alt3	To operate the organisation's status system.
Alt4	Integrating people in a common venture by thinking through, setting and exemplifying the organisational objectives, values and goals.

22	What are the three interpersonal roles of managers?
Alt1	Figurehead, leader and liaison

Alt2	Spokesperson, leader, coordinator
Alt3	Director, coordinator, disseminator
Alt4	Communicator, organiser, spokesperson

23	Which of these is not part of the recognised challenges for modern managers?
Alt1	Micro-managing the workforce
Alt2	Managing communications
Alt3	Managing change
Alt4	Managing the learning organisation

24	What is distinctive about “mode 2” knowledge production?
Alt1	It proceeds in a linear fashion building on existing knowledge
Alt2	It is driven primarily by an academic agenda
Alt3	It involves academics, policy makers and practitioners in problem solving
Alt4	It places limited emphasis on the practical dissemination of knowledge

25	An understanding of business research methods is important because:
Alt1	Business research is laden with terminology and jargon specific language
Alt2	Business research draws on complex research designs
Alt3	It is imperative to understanding frontline staff needs
Alt4	It helps you to avoid the common pitfalls of research methods, it helps you to critically read others’ research, and it helps you to better understand your own topics of interest

26	What sources of information contribute to evidence-based management?
Alt1	Practitioner expertise and judgement; evidence from the local context; critical evaluation of the best available research evidence; perspectives of those who may be affected by a particular decision (Briner et al. 2009: 19)
Alt2	Websites, business newspapers and feedback from management
Alt3	Practitioner expertise and judgement; websites, business newspapers and feedback from customers
Alt4	This book and the library

27	A literature review is an important part of the research process because
Alt1	It is a summary of what literature is available on your topic
Alt2	It allows you identify and read key books and articles by some of the main figures who have written in the field
Alt3	My supervisor likes to create more reading for me
Alt4	I like to visit the library and read generally around my topic

28	Having no research questions or poorly formulated research questions will lead to poor research because
Alt1	I will only consider epistemological queries
Alt2	Marks are allocated for having a research question and without them my project will be penalised
Alt3	I won’t know what data analysis method to use
Alt4	The research is likely to be unfocused and I am likely to be unsure what data to collect

29	Which is not an example of an external factor for learning and knowledge?
Alt1	Demographic change
Alt2	Political influences

Alt3	Organisational structure
Alt4	Social change

30	Profitability stemming from how well a firm positions itself in the market is an key feature of which writer's view on strategy?
Alt1	Peter Drucker
Alt2	Jay Barney
Alt3	Michael Porter
Alt4	Henry Mintzberg

31	What is the term used in Ansoff's matric for increasing market share with existing products in existing markets?
Alt1	Product development
Alt2	Market penetration
Alt3	Diversification
Alt4	Market development

32	Vertical integration forwards is when a firm mergers or acquires another
Alt1	Towards the source of supply
Alt2	Towards the consumer
Alt3	At the same stage of the supply chain
Alt4	In another industry

33	What is the term for the extent to which competition in one country is influenced by competition in other countries?
Alt1	International trade
Alt2	Global economics
Alt3	Global competition
Alt4	Globalisation

34	What do companies that focus on filling a gap in the market engage in?
Alt1	Direct marketing
Alt2	Traditional marketing
Alt3	Niche marketing
Alt4	Outbound marketing

35	What is the term for the development and design of value adding products and/or services to meet the demand characteristics of individual customers?
Alt1	Customisation
Alt2	Personalisation
Alt3	Individualism
Alt4	Bespoke

36	The brand of BP is an example of what type of brand name?
Alt1	Expressive
Alt2	Free-standing
Alt3	Abbreviated

Alt4	Descriptive
------	-------------

37	Which is not a characteristic of corporate social responsibility?
Alt1	Product safety
Alt2	Consumer rights
Alt3	Environmental policies
Alt4	Price-fixing

38	What is the term for a process that enables an organisation to assess and demonstrate its social, economic and environmental benefits and limitation?
Alt1	Social plan
Alt2	Social strategy
Alt3	Social audit
Alt4	Social account

39	What does Unitarism as a human resource management approach assume?
Alt1	People are individuals and should be treated as such
Alt2	People are individuals but should be part of a group
Alt3	People in the organisation share the same aims and objectives
Alt4	People in the organisation engage in internal competition

40	Hygiene factors are associated with which author?
Alt1	Frederick Hertzberg
Alt2	D.C. McClelland
Alt3	Abraham Maslow
Alt4	Douglas McGregor

41	For a healthy business the current ratio lies between
Alt1	0 to 1.5
Alt2	1.5 to 3
Alt3	3 to 4.5
Alt4	4.5 to 6

42	In ABC analysis 'A' class consist of items having _____
Alt1	Accurate records
Alt2	Good records
Alt3	Minimal records
Alt4	No records

43	The total cost that arises when the quantity produced is increased by one unit is called
Alt1	Average cost
Alt2	Marginal cost
Alt3	Fixed cost
Alt4	Unit cost

44	A person machine-system and a highly integrated grouping of information-processing functions designed to provide management with a comprehensive picture of specific operation is called
----	--

Alt1	DSS
Alt2	MIS
Alt3	IIS
Alt4	All of the above

45	This innovative science of operations research was discovered during _____
Alt1	Civil war
Alt2	World War I
Alt3	World War II
Alt4	Industrial revolution

46	What does emotional intelligence refer?
Alt1	How people view and understand the world
Alt2	How people view and understand themselves
Alt3	How people view and understand others
Alt4	How people view and understand themselves and others

47	Key concept under which technique are network of events and activities, resource allocation, time and cost considerations, network paths and critical paths?
Alt1	Game theory
Alt2	Network analysis
Alt3	Decision theory
Alt4	None of the above

48	What is the richest form of information?
Alt1	Telephone
Alt2	Face-to-face
Alt3	E-mail
Alt4	Video conference

49	Which one is not an element in the primary activities of a value chain?
Alt1	Procurement
Alt2	Inbound logistics
Alt3	Outbound logistics
Alt4	Service

50	What is the term for the action in which managers at an organisation analyse the current situation of their organisation and then develop plans to accomplish its mission and achieve its goals?
Alt1	Synergy planning
Alt2	Strategy formulation
Alt3	Functional planning
Alt4	SWOT analysis

51	Current ratio is 2:5. Current liability is Rs.30000. The Net working capital is
Alt1	Rs.18,000
Alt2	Rs.45,000
Alt3	Rs.(-) 45,000

Alt4	Rs.(-)18000
------	-------------

52	Which of the following would be consistent with a more aggressive approach to financing working capital?
Alt1	Financing short-term needs with short-term funds.
Alt2	Financing permanent inventory buildup with long-term debt.
Alt3	Financing seasonal needs with short-term funds.
Alt4	Financing some long-term needs with short-term funds.

53	Market values are often used in computing the weighted average cost of capital because
Alt1	this is the simplest way to do the calculation.
Alt2	this is consistent with the goal of maximizing shareholder value.
Alt3	this is required in the U.S. by the Securities and Exchange Commission.
Alt4	this is a very common mistake.

54	A portfolio having two risky securities can be turned risk less if
Alt1	The securities are completely positively correlated
Alt2	If the correlation ranges between zero and one
Alt3	The securities are completely negatively correlated
Alt4	None of the above.

55	Adding new features to a product is advocated by which of the approaches?
Alt1	Product Approach
Alt2	Production Approach
Alt3	Marketing Approach
Alt4	Selling Approach

56	Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
Alt1	Information search
Alt2	Purchase
Alt3	Evaluation of alternatives
Alt4	Post purchase

57	The mental act, condition or habit of placing trust or confidence in another shows which of the following options?
Alt1	Motive
Alt2	Belief
Alt3	Behavior
Alt4	Attitude

58	The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?
Alt1	Personal characteristics
Alt2	Psychological characteristics
Alt3	Behavioral characteristics

Alt4	Demographical characteristics
------	-------------------------------

59	The brand choice is heavily influenced by reference group in which stage of Product life cycle?
Alt1	Introduction
Alt2	Growth
Alt3	Maturity
Alt4	Decline

60	Why does Meta analysis provide a powerful integrative tool?
Alt1	It provides methods for combining and differentiating between the conclusions of a number of data analyses
Alt2	It provides statistical methods for combining a number of variables
Alt3	It provides statistical methods for combining and differentiating between the findings of number of data analyses
Alt4	It provides statistical methods for differentiating between the conclusions of a number of data analyses

61	Taking the idea that the more jealous someone is the more likely there are to be violent, what would the correct hypothesis be?
Alt1	greater levels of jealousy will be associated with lower levels of violent behaviour
Alt2	people with more violent behaviour are likely to be less jealous than individuals who are less violent
Alt3	jealousy is positively linked with violent behaviour
Alt4	none of these

62	Which sort of data is income ?
Alt1	nominal
Alt2	ratio
Alt3	ordinal
Alt4	interval

63	Someone who has responsibility for marketing decisions concerning a group of products is:
Alt1	A marketing manager
Alt2	A brand manager
Alt3	A sales manager
Alt4	A product manager

64	Input measures of capacity are preferred when there is/are:
Alt1	Service processes.
Alt2	High-volume processes.
Alt3	Flexible flow processes.
Alt4	Low customization.

65	When demand exceeds capacity, a firm should
Alt1	Lower prices.
Alt2	Add workers.
Alt3	Temporarily lay-off workers.
Alt4	Advertise.

66	A master production schedule specifies
----	--

Alt1	The financial resources required for production
Alt2	What component is to be made, and when
Alt3	What product is to be made, and when
Alt4	The labor hours required for production

67	Which is not a part of 5R's of buying?
Alt1	Right Quality
Alt2	Right Quantity
Alt3	Right Source
Alt4	Reorder point

68	Procuring an item in staggering deliveries according to the delivery schedule finished to the supplier by the buyer.
Alt1	Seasonal Buying
Alt2	Hand to mouth buying
Alt3	Scheduled Buying
Alt4	Tender Buying

69	Elton Mayo and his team believed in the positive nature of
Alt1	Managers
Alt2	Management
Alt3	Employees
Alt4	All of the above

70	Organizational restructurings and downsizings in any firm leads to
Alt1	early retirement
Alt2	increase in salary
Alt3	self assessment
Alt4	reality feedback

71	Agreement through which terminated employees agrees to get benefits in exchange of not to sue employers is classified as
Alt1	separation agreement
Alt2	contractual agreement
Alt3	statutory agreement
Alt4	non separable agreement

72	Which one of the following becomes a creative factor in production?
Alt1	Land
Alt2	Capital
Alt3	Consumers
Alt4	Human Resources

73	Usage of internet for training employees of an organization is classified as
Alt1	compression training
Alt2	e-learning
Alt3	outsourse learning

Alt4	supported learning
------	--------------------

74	In an Assignment problem involving 4 workers and three jobs, total number of assignments possible are
Alt1	4
Alt2	3
Alt3	7
Alt4	12

75	An autocratic style of leadership exerts ----- control over the employees
Alt1	Partial
Alt2	No
Alt3	Complete
Alt4	Only moderate

76	Who is the father of scientific management?
Alt1	Peter F. Drucker
Alt2	Henry Fayol
Alt3	F.W. Taylor
Alt4	Carles Babbage

77	Grapevine is associated with
Alt1	Formal communication
Alt2	Information communication
Alt3	Horizontal communication
Alt4	Vertical communication

78	What is ignored in Profit maximisation?
Alt1	Wealth
Alt2	Net value
Alt3	Time value of money
Alt4	None of the above

79	Which is not the technique of capital structure analysis
Alt1	Trading on equity
Alt2	Capital gearing
Alt3	Capital budgeting
Alt4	Cost of Capital

80	Which method is a 'crude rule thumb' of capital budgeting
Alt1	NPV method
Alt2	Pay back method
Alt3	Adjusted rate of return method
Alt4	None of these

81	Cognitive dissonance refers to
Alt1	Buying behaviour

Alt2	Pre-purchase behaviour
Alt3	Post purchase behaviour
Alt4	None of these

82	Under ----- method product is launched in a particular area of market
Alt1	Test method
Alt2	Product Test method
Alt3	Market Test Method
Alt4	Trend Analysis

83	Market gridding means
Alt1	Establishing and running a web marketing facility
Alt2	A method of survey of expert opinion
Alt3	Managing brands and developing brand equity
Alt4	an analytical technique, which facilities dividing a market into segments

84	Human resource is the most important ----- in an organization.
Alt1	Liability
Alt2	Asset
Alt3	Capital
Alt4	None of these

85	Career planning is the responsibility of
Alt1	the employee
Alt2	The employer
Alt3	Government
Alt4	HR Department

86	In 360 degree, feedback information is gathered from
Alt1	Two sources
Alt2	Multiple sources
Alt3	Employee himself only
Alt4	None of these

87	The collective relations between employers and employees as a group is called
Alt1	Industrial relation
Alt2	Employment relation
Alt3	Industrial conflict
Alt4	None of these

88	The output of accounting information system includes
Alt1	Financial statement
Alt2	Managerial reports
Alt3	Customer invoice, material purchased order, pay cheques
Alt4	all of the above

89	Two ways, in which Transaction Process Systems process data are
----	---

Alt1	Real time processing
Alt2	Batch processing
Alt3	Inquiry processing
Alt4	Both (a)and (b)

90	Chi-square test is based on
Alt1	Frequencies
Alt2	Mean
Alt3	Standard deviation
Alt4	Mode

91	Regression analysis is a measure of
Alt1	Degree of association
Alt2	Cause and effect relationship
Alt3	Degree and direction of relationship
Alt4	None of the above

92	Which of the following is a data base management system
Alt1	MS access
Alt2	MS excel
Alt3	MS office
Alt4	windows

93	Data collected from the books published are
Alt1	Primary Data
Alt2	Secondary Data
Alt3	Tertiary Data
Alt4	All of these

94	The main purpose of Literature review in research is
Alt1	Knowledge acquisition
Alt2	Report Writing
Alt3	Research gap identification
Alt4	Analysis of data

95	Hypothesis cannot be stated in
Alt1	Declarative terms
Alt2	null and question form terms
Alt3	General terms
Alt4	directional terms

96	Co-efficient of correlation will always
Alt1	More than 0
Alt2	More than -1
Alt3	Less than -1
Alt4	Between -1 and + 1

97	The grouping of related facts into various classes is called
Alt1	Tabulation
Alt2	Classification
Alt3	Range
Alt4	Frequency

98	Purposive sampling is a
Alt1	Probability Sampling
Alt2	Non Probability Sampling
Alt3	Random Sampling
Alt4	None of these

99	The term 'globalization' indicates the process of removal of restriction in respect of
Alt1	Investment
Alt2	Foreign Trade
Alt3	A & B above
Alt4	None of these

100	The apex body of economic planning in India is
Alt1	Parliament
Alt2	Supreme court
Alt3	Planning commission
Alt4	Ministry of Finance

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112 PU_2016_117_E

Tobacco advertising is now virtually banned in all marketing communication forms in many countries around the world. This can be explained as an influence of:-

- ☐ technological environment
- ☐ economic environment
- ☐ ecological environment
- ☐ legal environment

2 of 100

109 PU_2016_117_E

Who is concerned with the auditing of the receipts and expenditure of the State and Central Government?

- ☐ Reserve Bank of India
- ☐ Accountant General
- ☐ Comptroller and Auditor General
- ☐ Chartered Accountant appointed by Govt

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102 PU_2016_117_E

Hyperglobalization is a process of globalization which:-

- ☐ emphasizes the rise of nation states
- ☐ emphasizes the rise of regionalism
- ☐ emphasizes the decline of the TNC
- ☐ emphasizes the rise of the TNC and decline of the nation state

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106 PU_2016_117_E

WTO aims at:

- ☐ liberalizing international trade
- ☐ change in civil laws
- ☐ establishing rules for domestic trade
- ☐ restricting trade practices

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117 PU_2016_117_E

The competencies or skills that a firm employs to transform inputs into outputs are:-

- ☐ Reputational resources
- ☐ Tangible resources
- ☐ Intangible resources

- ☐ Organizational capabilities

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100 PU_2016_117_E

What is the rank of 'Doing Business 2015' for India?

- ☐ 130
- ☐ 172
- ☐ 42
- ☐ 3

7 of 100

111 PU_2016_117_E

Which of the following is not part of the external business environment?

- ☐ Socio-cultural
- ☐ Product
- ☐ Legal
- ☐ Political

8 of 100

107 PU_2016_117_E

The low income economies are sometimes referred to as:-

- ☐ First world
- ☐ Third world
- ☐ Second world
- ☐ Fourth world

9 of 100

105 PU_2016_117_E

Globalization has posed major challenges for:-

- ☐ rural poor
- ☐ big producers
- ☐ small producers
- ☐ none of these

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119 PU_2016_117_M

The bargaining power of the supplier is less than that of the buyer when:-

- ☐ Threat of backward integration by buyers is low
- ☐ Cost savings from the supplier's product are minimal
- ☐ Volume of purchase is low

- ☐ The buyer's profit margin is low

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118 PU_2016_117_M

The "advance work" in the strategic management process is comprised of:-

- ☐ Strategy analysis
- ☐ Strategy implementation
- ☐ Strategic posturing
- ☐ Strategy formulation

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121 PU_2016_117_M

An advantage of the small firm in the innovation process?

- ☐ Ability to raise finance
- ☐ Ability of the entrepreneur to act on new ideas or product development
- ☐ Ability to carry out R&D
- ☐ Ability of the entrepreneur to carry out multiple tasks

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128 PU_2016_117_D

Change may bring some potential _____ to the organizational power to some people.

- ☐ Opportunity
- ☐ Barriers
- ☐ Threat
- ☐ Benefit

14 of 100

127 PU_2016_117_D

Line and staff are forms of _____.

- ☐ Functional
- ☐ Control
- ☐ Communication
- ☐ Authority

15 of 100

129 PU_2016_117_D

The thought of operational management theory was led by _____.

- ☐ Harold Koontz
- ☐ F.W. Taylor
- ☐ George Terry

- ☐ Henri Fayol

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132 PU_2016_117_E

When brands from different organizations combine to create an offering in which each plays a driver role, it is called _____.

- ☐ Multi-branding
- ☐ Crowdsourcing
- ☐ Brand engagement
- ☐ Co-branding

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131 PU_2016_117_E

The responsiveness of the demand for a good to a change in the price of another good is called _____ demand.

- ☐ Inelastic
- ☐ Elastic
- ☐ Cross-elastic
- ☐ Joint

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130 PU_2016_117_E

The approach to cost reduction in which components are studied to determine if they can be redesigned or standardized or made by cheaper methods of production is referred to as:-

- ☐ Downsizing
- ☐ Cost leadership strategy
- ☐ Lean technology
- ☐ Product Value analysis

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144 PU_2016_117_E

The use of in-store advertising to broaden brand equity and encourage favorable purchase decisions is classified as:-

- ☐ Shopper marketing
- ☐ Outbound marketing
- ☐ Exclusive marketing
- ☐ Inbound marketing

20 of 100

141 PU_2016_117_E

Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's _____.

- ☐ Social and cultural norms
- ☐ Natural conditions
- ☐ Technological feasibility
- ☐ Distribution structure

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142 PU_2016_117_E

Which of the following is an ambient condition related to store atmosphere?

- ☐ Customer characteristics
- ☐ Layout
- ☐ Temperature
- ☐ Symbols

22 of 100

155 PU_2016_117_E

Which of the following do not necessarily describe the practice of Green Marketing?

- ☐ Using alternatives to non-renewable natural resources
- ☐ Using bio-degradable materials for making products
- ☐ Using non-polluting or eco-friendly technology
- ☐ Making vegetarian or agro-based products

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153 PU_2016_117_E

Umbrella Branding is the strategy of:-

- ☐ Using the same brand name for different product lines of a company
- ☐ Using a different brand name for each product of a company
- ☐ Competitors using the same brand platform
- ☐ Having many brands in the same product line

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157 PU_2016_117_E

The strategy of using politics and public opinion in addition to the four Ps of the marketing mix is called:-

- ☐ Niche' marketing
- ☐ Image marketing
- ☐ Mega-marketing
- ☐ Concentrated marketing

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151 PU_2016_117_E

SERVQUAL refers to:-

- ☐ Systematic management of quality of marketing strategies
- ☐ A measuring scale for quality of services
- ☐ Software used for qualitative research
- ☐ Strategy of selecting high quality customers in the services sector

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160 PU_2016_117_M

Jeans were first invented to be worn by factory workers on the shop floor. Now they are a fashion statement with designer labels and high priced brands worn by the elite class of consumers. This phenomenon is called:-

- ☐ Status Float
- ☐ Reverse action
- ☐ Trickle across
- ☐ Trickle-down

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146 PU_2016_117_M

Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?

- ☐ Synthetic channel
- ☐ Direct marketing channel
- ☐ Indirect marketing channel
- ☐ Horizontal channel

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161 PU_2016_117_M

When advertising for products like alcohol or tobacco is banned or restricted, marketers advertise for some other products knowing well that consumers will associate them with the intended product. This is called:-

- ☐ Advocacy advertising
- ☐ Primary demand advertising
- ☐ Cooperative advertising
- ☐ Surrogate advertising

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136 PU_2016_117_M

The theory of diffusion of _____ suggests that every market has groups of customers who differ in their readiness and willingness to adopt a new product.

- ☐ products
- ☐ innovation
- ☐ illusion

- ☐ leadership

30 of 100

139 PU_2016_117_D

_____ advertising is one where online advertisements themselves are selected and served by automated systems based on the identity of the online user and the content displayed.

- ☐ Display
- ☐ Contextual
- ☐ Re-target
- ☐ Cloud

31 of 100

163 PU_2016_117_D

A Blind Test is usually conducted to investigate the relationship:-

- ☐ Sales is influenced by promotions
- ☐ Advertising recall is influenced by use of jingles
- ☐ Brand association strongly influences quality perceptions
- ☐ Demand is influenced by price

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138 PU_2016_117_D

_____ refers to organizing structure of the brand portfolio that specifies the brand roles and the relationships among brands and different product-market brand contexts.

- ☐ Positioning map
- ☐ Brand personality
- ☐ Brand-market map
- ☐ Brand architecture

33 of 100

149 PU_2016_117_D

_____ is a marketing channel that has no intermediary levels.

- ☐ Forward channel
- ☐ Hybrid channel
- ☐ Indirect marketing channel
- ☐ Direct marketing channel

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176 PU_2016_117_E

A large and nationally representative sample of households who have agreed to periodically participate in mail questionnaires, product tests, and telephone surveys are called _____.

- ☐ exploratory groups

- ☐ mail panels
- ☐ household constituencies
- ☐ focus groups

35 of 100

165 PU_2016_117_E

Exploratory research is used in all of the following cases EXCEPT: _____.

- ☐ selecting the course of action to take in a given situation
- ☐ when you must define the problem more precisely
- ☐ when you must gain additional insights before an approach can be developed
- ☐ when you must identify relevant causes of action

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166 PU_2016_117_E

Which statement is not true about research design?

- ☐ Research design is undertaken after the marketing research problem is defined
- ☐ Research design specifies the measurement and scaling procedures
- ☐ Research design is undertaken before developing the approach to the problem
- ☐ Research design is a framework for conducting the marketing research project

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171 PU_2016_117_E

Companies that collect and sell common pools of data designed to serve information needs shared by a number of clients are called _____.

- ☐ qualitative research services
- ☐ field services
- ☐ syndicated services/sources
- ☐ pooling services

38 of 100

169 PU_2016_117_E

Compared to the collection cost of primary data, secondary data is _____.

- ☐ more elusive
- ☐ approximately the same cost
- ☐ less expensive
- ☐ more expensive

39 of 100

173 PU_2016_117_E

Which of the following are described as loosely structured conversations with individuals drawn from the target audience?

- ☐ experiments
- ☐ quantitative surveys
- ☐ panels
- ☐ depth interviews

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181 PU_2016_117_E

_____ is defined as the error due to the interviewer's failure to follow the correct interviewing procedures.

- ☐ Interviewer bias
- ☐ The fundamental attribution error
- ☐ Response rate
- ☐ Nonresponse error

41 of 100

168 PU_2016_117_E

_____ is data originated by the researcher for the specific purpose of addressing the research problem.

- ☐ Experimental data
- ☐ Primary data
- ☐ Virtual data
- ☐ Secondary data

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186 PU_2016_117_M

The measure to check the consistency of data from two or more population is _____.

- ☐ Mode
- ☐ Mean
- ☐ Coefficient of variation
- ☐ Median

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183 PU_2016_117_M

A(n) _____ is a scale in which the numbers are used to rate objects such that numerically equal distances on the scale represent equal distances in the characteristic being measured.

- ☐ ratio scale
- ☐ nominal scale
- ☐ interval scale
- ☐ ordinal scale

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185 PU_2016_117_M

The _____ is the value of x for which the frequency of occurrence of x is the maximum.

- ☐ Mode
- ☐ Mean
- ☐ Median
- ☐ Coefficient of variation

45 of 100

190 PU_2016_117_D

The mean and variance are equal for _____ distribution.

- ☐ Normal
- ☐ Binomial
- ☐ Poisson
- ☐ Exponential

46 of 100

191 PU_2016_117_D

Goodness of fit of a given set of data against a given distributing is carried out using _____.

- ☐ Z test
- ☐ F test
- ☐ t test
- ☐ Chi-square test

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192 PU_2016_117_D

The objective of Kolmogorov-Smirnov test is same as that of _____.

- ☐ Chi-square test
- ☐ Z test
- ☐ F test
- ☐ t test

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201 PU_2016_117_E

_____ strategy of application development is an iterative process.

- ☐ Life cycle
- ☐ Scale-up
- ☐ Structured
- ☐ Prototyping

49 of 100

197 PU_2016_117_E

DSS is used for _____ decisions.

- ☐ semi structured
- ☐ deterministic
- ☐ structured
- ☐ unstructured

50 of 100

207 PU_2016_117_E

The formula for reorder level (ROL) of the inventory model with constant lead time is:-

- ☐ $ROL = EOQ - D_{LT}$
- ☐ $ROL = D_{LT} + SS$
- ☐ $ROL = EOQ + SS$
- ☐ $ROL = D_{LT} + ES$

51 of 100

195 PU_2016_117_E

Database is a collection of _____ files.

- ☐ known
- ☐ hashed
- ☐ hidden
- ☐ interrelated

52 of 100

199 PU_2016_117_E

In _____ file organization, buckets are used.

- ☐ indexed sequential
- ☐ sequential
- ☐ hashed
- ☐ indexed

53 of 100

210 PU_2016_117_E

All of the following are fundamental reasons for business applications of information technology *except*:-

- ☐ Support of strategies for competitive advantage
- ☐ Support of business processes and operations
- ☐ Decision making support
- ☐ Compliance with environmental regulations

54 of 100

212 PU_2016_117_E

Business applications of information systems are typically combinations of several types of information systems. This integration is referred to as _____ systems.

- ☐ cross-functional informational
- ☐ decision support
- ☐ end user computing
- ☐ information reporting

55 of 100

208 PU_2016_117_E

_____ algorithm is used to find the shortest paths as well as the corresponding shortest distances for all possible pairs of nodes in a distance network.

- ☐ RPW
- ☐ Floyd's
- ☐ Systematic
- ☐ ROC

56 of 100

204 PU_2016_117_E

_____ DBMS software is used to access and manipulate network database.

- ☐ ORACLE
- ☐ IMS
- ☐ IDMS
- ☐ PC-FOCUS

57 of 100

217 PU_2016_117_M

Which of the following would perform the required mathematical and logic operations of a central processing unit (CPU)?

- ☐ Control unit
- ☐ RAID unit
- ☐ Arithmetic-logic unit
- ☐ Fuzzy logic unit

58 of 100

216 PU_2016_117_M

Personal digital assistants most commonly use which of these technologies?

- ☐ Optical scanning
- ☐ Pen-based computing
- ☐ Back-lit keyboards

- ☐ Jump drives

59 of 100

218 PU_2016_117_M

Which of the following would not fit the typical classification of a computer peripheral?

- ☐ Central processing unit
- ☐ CD-ROM drives and backup systems
- ☐ Monitors and printers
- ☐ Scanners and hard disk drives

60 of 100

219 PU_2016_117_D

Companies generally rely on e-business applications to do all of the following *except*:-

- ☐ Promote enterprise collaboration among business teams and workgroups
- ☐ Implement electronic commerce systems
- ☐ Re-engineer internal business processes
- ☐ Monitor employee productivity

61 of 100

220 PU_2016_117_D

While information systems can be classified as either *operations* or *management support* information systems, which one of the following would *not* be classified as an operations support system?

- ☐ Transaction processing systems
- ☐ Enterprise collaboration systems
- ☐ Decision support systems
- ☐ Process control systems

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223 PU_2016_117_D

The rapid development of microcomputer processing power, application software packages, and telecommunications networks gave birth to the phenomenon of _____.

- ☐ manufacturer-to-public direct sales
- ☐ end user computing
- ☐ MIS departments
- ☐ electronic monitoring

63 of 100

241 PU_2016_117_E

When was the payment of wages act passed?

- ☐ 1963
- ☐ 1975

- ☐ 1936
- ☐ 1985

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227 PU_2016_117_E

Recruitment and selection must be effective to ensure it:-

- ☐ To have a surplus in case of sickness and absence
- ☐ Delivers the highest caliber of individuals at optimum most
- ☐ Offsets high labour turnover
- ☐ Encourages new blood into the organization

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231 PU_2016_117_E

What strategies deployed by HR for attracting potential candidates to apply for vacancies might be seen to result in indirect discrimination?

- ☐ Advert in local press
- ☐ Agency or job centre
- ☐ Word of mouth
- ☐ Now recruiting banners/notices

66 of 100

244 PU_2016_117_E

HRM is regarded as old wine in a new bottle. This idea was formulated by:-

- ☐ Peter Drucker
- ☐ Guest
- ☐ Armstrong
- ☐ Storey

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243 PU_2016_117_E

The actual achievements compared with the objectives of the job is:-

- ☐ Job performance
- ☐ Job evaluation
- ☐ Job description
- ☐ Job enrichment

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246 PU_2016_117_E

Performance = f (m, a, e). In this expression 'e' stands for:-

- ☐ Environment

- ☐ Efficiency
- ☐ Effectiveness
- ☐ Entrepreneurship

69 of 100

225 PU_2016_117_E

What did the Hawthorne experiments discover?

- ☐ That people need heat and good lighting to work well
- ☐ That people need to belong to a 'social group'
- ☐ Money is a motivator
- ☐ It makes no difference how you treat people at work in relation to their behaviour

70 of 100

240 PU_2016_117_E

Who have given the 'Balance Score Card' as a measurement based performance management strategy?

- ☐ Hammel and Prahalad
- ☐ Stablein and Nord
- ☐ Robert S. Kaplan and David P. Norton
- ☐ Pascale and Athos

71 of 100

245 PU_2016_117_E

Which one is the correct combination?

- ☐ Operant Conditioning Theory - B.F. Skinner
- ☐ Theory of Conditioning - Bernara
- ☐ Theory of Associates - Marshall
- ☐ Stimulus Response Theory - Hoodman

72 of 100

235 PU_2016_117_M

The view that employees are critical to organizational success is now generally accepted. Does this mean that:-

- ☐ All employees have the same value or potential for the organization
- ☐ Managing the human resource has become even more important because it is the one resource most difficult to replicate
- ☐ It reflects the unprecedented success of HR practitioners to deliver
- ☐ Good management of people will prevail

73 of 100

251 PU_2016_117_M

A written statement of the human qualification, education and experience needed to perform a job is referred to as:-

- ☐ Job design
- ☐ Job description
- ☐ Job enrichment
- ☐ Job specification

74 of 100

249 PU_2016_117_M

The two factor theory was propounded by:-

- ☐ A.H. Maslow
- ☐ Elton Mayo
- ☐ Mc Gregor
- ☐ Frederick Herzberg

75 of 100

252 PU_2016_117_D

Which organisational structure is considered most complex?

- ☐ Matrix structure
- ☐ Divisional structure
- ☐ Strategic Business Unit (SBU) structure
- ☐ Functional structure

76 of 100

254 PU_2016_117_D

Which of the following is a major contribution to workplace stress?

- ☐ Reasonable work pressures
- ☐ Poor working conditions
- ☐ Low pay
- ☐ Social isolation

77 of 100

239 PU_2016_117_D

The individual most associated with first recognizing the link between pay and performance was:-

- ☐ F.W Taylor
- ☐ Kohn
- ☐ Herzberg
- ☐ Mayo

78 of 100

266 PU_2016_117_E

An appropriate project appraisal method to select projects under capital rationing is:-

- ☐ Payback Period Method
- ☐ Profitability Index Method
- ☐ Net Present Value Method
- ☐ Internal Rate of Return Method

79 of 100

259 PU_2016_117_E

Banks use:-

- ☐ Flexible Budgeting
- ☐ Performance Budgeting
- ☐ Programme Budgeting
- ☐ Zero Base Budgeting

80 of 100

265 PU_2016_117_E

MM Model argues that dividend is irrelevant as:-

- ☐ Dividend is a small amount
- ☐ The value of the firm depends upon earning power
- ☐ The investors buy shares for capital gain
- ☐ Dividend is payable after deciding the retained earnings

81 of 100

256 PU_2016_117_E

Observing changes in the financial variables of a firm for various years is:-

- ☐ Intra-firm comparison
- ☐ Horizontal Analysis
- ☐ Vertical Analysis
- ☐ Inter-firm comparison

82 of 100

276 PU_2016_117_E

Which of the following is not a credit control tool used by RBI?

- ☐ SLR
- ☐ Credit Rationing
- ☐ Open Market Operations
- ☐ CRR

83 of 100

269 PU_2016_117_E

In which of the approach, the market value of the firm depends upon the EBIT and the overall cost of capital:-

- ☐ Modigliani-Miller Approach
- ☐ Net Operating Income Approach
- ☐ Net Income Approach
- ☐ None of the above

84 of 100

255 PU_2016_117_E

Accounting which helps to ascertain the results of the business is termed as:-

- ☐ Financial Accounting
- ☐ Environmental Accounting
- ☐ Management Accounting
- ☐ Cost Accounting

85 of 100

280 PU_2016_117_E

Companies with liquidity crunch shall appraise capital investment decisions using the technique of:-

- ☐ Payback Period
- ☐ ARR
- ☐ NPV
- ☐ IRR

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277 PU_2016_117_E

In the absence of RBI, which bank shall function as banker for government?

- ☐ Indian Bank
- ☐ State Bank of India
- ☐ Bank of India
- ☐ Union Bank of India

87 of 100

281 PU_2016_117_M

The first phase of nationalization of banks was implemented on:-

- ☐ 1968
- ☐ 1970
- ☐ 1969
- ☐ 1967

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262 PU_2016_117_M

If first period sales is Rs.7,00,000 and profit is Rs. 1,20,000; second period sales is:- Rs.9,00,000 and profit is 2,40,000; the P/V ratio will be:-

- ☐ 80%
- ☐ 60%
- ☐ 40%
- ☐ 70%

89 of 100

272 PU_2016_117_M

Financial Leverage measures relationship between:-

- ☐ Sales and EPS
- ☐ Sales and PBT
- ☐ EBIT and EPS
- ☐ EBIT and PBT

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283 PU_2016_117_D

Which of the following Current Liabilities is not a liquid liability?

- ☐ Bills Payable
- ☐ Sundry Creditors
- ☐ Bank OD
- ☐ Reserve for Bad Debts

91 of 100

264 PU_2016_117_D

Decrease in the credit period allowed to customers from 20 days to 10 days will result in _____ of working capital requirements.

- ☐ no change
- ☐ marginal increase
- ☐ Increase
- ☐ Decrease

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274 PU_2016_117_D

The value of the firm mostly influenced by:-

- ☐ The value of assets
- ☐ The value of equity
- ☐ The value of liabilities

- ☐ The value of debt

93 of 100

288 PU_2016_117_E

_____ is an improvement type algorithm for layout design.

- ☐ RPW
- ☐ CRAFT
- ☐ CORELAP
- ☐ ALDEP

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286 PU_2016_117_E

The formula to compute F_t in exponential smoothing method is _____.

- ☐ $F_{t-1} + \alpha(F_{t-1} - D_{t-1})$
- ☐ $F_{t-1} + \alpha(D_{t-1} - F_{t-1})$
- ☐ $F_{t-1} + \alpha(D_{t-1} + F_{t-1})$
- ☐ $F_{t-1} + \alpha(F_{t-1} + D_{t-1})$

95 of 100

285 PU_2016_117_E

A product design that solves the functional problem smoothly, but is impossible to _____, is of no use.

- ☐ store it
- ☐ manufacture
- ☐ control
- ☐ analyze

96 of 100

292 PU_2016_117_E

The stock on hand (SOHi) in MRP is given by the formula _____.

- ☐ $SOH_{i-1} - Receipt_i - Projected-Requirement_i$
- ☐ $SOH_{i-1} - Receipt_i + Projected-Requirement_i$
- ☐ $SOH_{i-1} + Receipt_i + Projected-Requirement_i$
- ☐ $SOH_{i-1} + Receipt_i - Projected-Requirement_i$

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295 PU_2016_117_M

In _____, the peak manpower requirement is minimized without extending the project completion time.

- ☐ Resource leveling
- ☐ Network Crashing

- ☐ Resource allocation
- ☐ PERT

98 of 100

294 PU_2016_117_M

The Johnson's rule can be extended to 3 machines and n jobs flow shop scheduling problem, if one of the following conditions is satisfied.

- ☐ maximum processing time on machine 1 is more than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the maximum processing time on machine 2
- ☐ minimum processing time on machine 1 is less than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the minimum processing time on machine 2
- ☐ maximum processing time on machine 1 is more than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the minimum processing time on machine 2
- ☐ minimum processing time on machine 1 is more than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the minimum processing time on machine 2

99 of 100

299 PU_2016_117_D

Change to become good is called _____.

- ☐ kaizen
- ☐ poka yoke
- ☐ QFD
- ☐ None of the above

100 of 100

298 PU_2016_117_D

ISO stands for _____.

- ☐ International standard for organization
- ☐ International organization for standardization
- ☐ International standardization for organization
- ☐ None of the above

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152 PU_2015_117

In marketing, a flying car and an electric bike can best be called:-

- ☐ Both breakthrough innovations
- ☐ Breakthrough and incremental innovations respectively
- ☐ Both incremental innovations
- ☐ Incremental and breakthrough innovations respectively

2 of 100

113 PU_2015_117

Monopolistic competition in comparison to perfect competition ensures:-

- ☐ Higher price and lower output
- ☐ Price equal to marginal cost
- ☐ Lower price and higher output
- ☐ Output at the minimum average cost

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112 PU_2015_117

Open market operation means:-

- ☐ Lending by Commercial Banks to industry and trade
- ☐ Borrowing by scheduled banks from the Central Bank
- ☐ Deposit mobilization
- ☐ Purchase and sale of Government Securities by the Central Bank

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206 PU_2015_117

Which of the following is an opportunity for effective management in the Supply chain?

- ☐ channel assembly
- ☐ the bullwhip effect
- ☐ multistage control of replenishment
- ☐ random "pull" data

5 of 100

107 PU_2015_117

The prime cost may be considered as:-

- ☐ Direct cost
- ☐ Fixed cost
- ☐ Sunk cost

- ☐ Variable cost

6 of 100

178 PU_2015_117

What does discipline mean in the context of the workplace?

- ☐ Exercising control
- ☐ A system of rules designed to improve and correct behaviour through teaching or training
- ☐ Punishment
- ☐ Enforcing compliance and order

7 of 100

219 PU_2015_117

In the make-or-buy decision, one of the reasons for making is:-

- ☐ to reduce inventory costs
- ☐ to assure adequate supply in terms of quantity
- ☐ to obtain technical or management ability
- ☐ inadequate capacity

8 of 100

128 PU_2015_117

Process of Financial Planning ends with:-

- ☐ Comparison of Actual with Projected
- ☐ Preparation of Projected Statements
- ☐ Ordering the employees that projected figures m come true
- ☐ Preparation of Actual Statements

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140 PU_2015_117

_____ marketing is the targeting strategy of selling products to a small, clearly identifiable, profitable segment of a market.

- ☐ Segment marketing
- ☐ Micro marketing
- ☐ Niche marketing
- ☐ Concentrated marketing

10 of 100

101 PU_2015_117

A model containing a linear objective function and linear constraints but requiring that one or more of the decision variables take on an integer value in the final solution is called _____.

- ☐ A goal programming problem
- ☐ A multiple objective LP problem

- ☐ A branch-and-bound programming problem
- ☐ An integer programming problem

11 of 100

154 PU_2015_117

A Service Blueprint does not include:-

- ☐ Line of interaction
- ☐ Line of customers
- ☐ Line of visibility
- ☐ Line of implementation

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191 PU_2015_117

A Wage differentials depend on the following factor / factors _____.

- ☐ Difference in labour efficiency
- ☐ Obedience
- ☐ Social esteem
- ☐ Occupation

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160 PU_2015_117

An organization is _____.

- ☐ a group of individuals focused on profit-making for their shareholders
- ☐ the physical location where people work
- ☐ any collection of people who all perform similar tasks
- ☐ a deliberate arrangement of people to accomplish some specific purpose

14 of 100

131 PU_2015_117

Which of the following is a WTO procedure to promote globalisation?

- ☐ Reduction of budgetary subsidies.
- ☐ Promotion of foreign portfolio investment
- ☐ Promotion of free trade.
- ☐ Reduction in shipping costs.

15 of 100

182 PU_2015_117

In designing recruitment activities, what two central issues are addressed?

- ☐ Cost and applicant fit within organizational culture
- ☐ Methods to use to find applicants and sources to target

- ☐ Cost and methods to use to find applicants
- ☐ Cost and places to look for applicants

16 of 100

198 PU_2015_117

How organizations should be rewarding their employees is based:-

- ☐ Is based on Herzberg theory
- ☐ On best practice
- ☐ Is arbitrary
- ☐ Is based on understanding behavioural theories

17 of 100

100 PU_2015_117

The saddle point in a payoff matrix is always the _____.

- ☐ Smallest number in its column and the smallest number in its row
- ☐ Largest number in its column and the smallest number in its row
- ☐ Largest number in its column and the largest number in its row
- ☐ Smallest number in its column and the largest number in its row

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121 PU_2015_117

Which one of the following is NOT a key risk associated with a cost leadership oriented business strategy?

- ☐ Exclusive cost leadership can become a trap
- ☐ Obsessive cost cutting can shrink other competitive advantages involving key product attributes
- ☐ Many cost-saving activities are easily duplicated
- ☐ Cost differences seldom decline over time

19 of 100

210 PU_2015_117

_____ is the application of a set of techniques to a new product at the design stage, project concept or preliminary design when no hardware exists to ensure that bad features are not added.

- ☐ Value creation
- ☐ Value analysis
- ☐ Value engineering
- ☐ Value stream mapping

20 of 100

156 PU_2015_117

_____ is a tool can be employed to forecast the effect of sales on several independent variables.

- ☐ Delphi method
- ☐ Logistic regression
- ☐ Multiple regression
- ☐ Moving average technique

21 of 100

179 PU_2015_117

A competitive advantage that is derived from human resources is sustainable for a company when it(s):-

- ☐ uses a centralized program of close supervision
- ☐ product is intangible
- ☐ employees have some rare or specialized skill not easily copied
- ☐ has a newly-created organizational culture

22 of 100

147 PU_2015_117

All of the following factors would be listed as psychological factors that influence consumer behaviour except:-

- ☐ Learning
- ☐ Perception
- ☐ Values
- ☐ Motives

23 of 100

189 PU_2015_117

_____ is the determination of wages, benefits, and working conditions through bargaining with unions that represent public employees.

- ☐ Arbitration
- ☐ Affirmative Action
- ☐ Collective Bargaining
- ☐ Representativeness

24 of 100

184 PU_2015_117

The performance appraisal method which rates the appraisee on various parameters on a point scale is:-

- ☐ Critical Incident Method
- ☐ Bell Curve Appraisal
- ☐ Graphic Rating Sheet
- ☐ MBO Method

25 of 100

190 PU_2015_117

What is WERS?

- ☐ Work Employment Regulation Survey.
- ☐ Worker Employer Relations Survey.
- ☐ Work Employment Regular Statistics
- ☐ Workplace Employment Relations Survey.

26 of 100

151 PU_2015_117

In marketing, the diffusion of products from higher to lower socio-economic classes is called:-

- ☐ Trickle across
- ☐ Mass appeal
- ☐ Status Float
- ☐ Trickle-down

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176 PU_2015_117

Reward management in the modern era involves:-

- ☐ Dealing solely with trade unions
- ☐ A total reward approach
- ☐ Just dealing with issues of pay
- ☐ Dealing solely with legal issues

28 of 100

192 PU_2015_117

Criticisms of training are based on the understanding that:-

- ☐ Disliked by trade unions
- ☐ The nature of work has changed and therefore it is unsuitable for the type of employees engaged
- ☐ It's linked with short-term goals
- ☐ It's an outmoded method of providing learning

29 of 100

115 PU_2015_117

Custom as a source of law:-

- ☐ Is limited in its application
- ☐ A part of ordinary law of the land
- ☐ Has unlimited application
- ☐ Is of recent origin

30 of 100

136 PU_2015_117

Which among the following is the low risk entry strategy in foreign markets?

- ☐ Export strategies
- ☐ Licensing strategies
- ☐ Strategic alliances
- ☐ Franchising strategies

31 of 100

217 PU_2015_117

Among the tools of TQM, the tool ordinarily used to aid in understanding the sequence of events through which a product travels is a:-

- ☐ Check sheet
- ☐ Process chart
- ☐ Taguchi map
- ☐ Pareto chart

32 of 100

203 PU_2015_117

Which of the following is not an advantage of the "few suppliers" concept?

- ☐ suppliers' willingness to participate in JIT systems
- ☐ trust
- ☐ vulnerability of trade secrets
- ☐ creation of value by allowing suppliers to have economies of scale

33 of 100

157 PU_2015_117

FMCG marketers use _____ distribution to distribute the products.

- ☐ Channel
- ☐ Selective
- ☐ Intensive
- ☐ Retailer

34 of 100

166 PU_2015_117

What is a heuristic?

- ☐ a complicated and systematic method of decision making
- ☐ a shortcut or rule of thumb that is used for decision making
- ☐ a purely intuitive method of decision making
- ☐ a totally unreliable method of decision making

35 of 100

110 PU_2015_117

What is 'Stagflation'?

- ☐ Inflation with growth
- ☐ Deflation with growth
- ☐ Inflation after deflations
- ☐ Inflation with depression

36 of 100

169 PU_2015_117

Which term refers to an organization's capital, workers, and patents?

- ☐ Abilities
- ☐ Core competencies
- ☐ Capabilities
- ☐ Resources

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164 PU_2015_117

The role of _____ is more important for managers of small organizations than for managers working in large corporations.

- ☐ spokesperson
- ☐ resource allocator
- ☐ entrepreneur
- ☐ disseminator

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129 PU_2015_117

The basic objective of financial management is:-

- ☐ maximization of shareholders' wealth
- ☐ maximization of profits
- ☐ ensuring financial discipline in the organization
- ☐ maximizing wealth

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134 PU_2015_117

Minimum Rate of Return that a firm must earn in order to satisfy its investors, is also known as:-

- ☐ Net Profit Ratio
- ☐ Average Cost of borrowing
- ☐ Weighted Average Cost of Capital
- ☐ Average Return on Investment

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200 PU_2015_117

The transfer of some of what are traditional internal activities and resources of a firm to outside vendors is:-

- ☐ offshoring
- ☐ not allowed by the ethics code of the Supply Management Institute
- ☐ outsourcing
- ☐ a standard use of the make or buy decision

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161 PU_2015_117

How many management functions were originally proposed by Henri Fayol?

- ☐ four: plan organize, lead, control
- ☐ ten: 3 interpersonal, 3 informational, 4 decisional
- ☐ three: plan, organize, lead
- ☐ five: plan, organize, command, coordinate, control

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146 PU_2015_117

Market skimming as a new product pricing strategy is advisable if:-

- ☐ Product's quality and image must support its higher price
- ☐ Market entry barriers are minimal
- ☐ The market is not crowded with competition
- ☐ Customers are highly price-sensitive

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196 PU_2015_117

A multinational company that manufactures leather products employs third-country nationals (TCNs) as managers. How is the employment of TCNs advantageous to the company?

- ☐ The host countries welcome the hiring of TCNs and are more cooperative with the company
- ☐ TCNs are happy to return to their own country when they finish their assignment for the parent company
- ☐ The salary and benefit requirements for TCNs are typically lower than for PCNs
- ☐ Hiring TCNs expands the opportunities for parent-company nationals (PCNs) to gain overseas experience

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212 PU_2015_117

_____ pattern exists when there is no trend in data and when the mean value does not change over time.

- ☐ Cyclical

- ☐ Latent demand
- ☐ Historical
- ☐ Seasonal demand

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204 PU_2015_117

A disadvantage of the "few suppliers" strategy is:-

- ☐ the lack of cost savings for customers and suppliers
- ☐ possible violations of the Sherman Antitrust Act
- ☐ the high cost of changing partners
- ☐ the risk of not being ready for technological change

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201 PU_2015_117

Vertical integration appears particularly advantageous when the organization has:-

- ☐ little experience operating an acquired vendor
- ☐ a large market share
- ☐ a very specialized product
- ☐ a very common, undifferentiated product

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145 PU_2015_117

A group of individuals from different functional areas of an organization that makes decisions about a substantial purchase is referred to as _____.

- ☐ Assessment team
- ☐ Buying centre
- ☐ Buying process
- ☐ Purchase influencers

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159 PU_2015_117

Sound sensation store offers stereo equipments and accessories. It has a deep assortment and low prices and operated on a self-service, no-frills concept. This store is a:-

- ☐ Warehouse membership club
- ☐ Specialty store
- ☐ Factory outlet
- ☐ Discount store

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118 PU_2015_117

Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities.

- ☐ long-range planning
- ☐ short-range planning
- ☐ strategy-implementation
- ☐ strategy-formulation

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139 PU_2015_117

The responsiveness of the demand for a good to a change in the price of another good is called _____ demand.

- ☐ Joint
- ☐ Inelastic
- ☐ Elastic
- ☐ Cross-elastic

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125 PU_2015_117

What term is used to describe the process which basic goods pass through as they are transformed into goods for final consumption?

- ☐ circular flow of income
- ☐ value chain
- ☐ final delivery
- ☐ logistics

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218 PU_2015_117

Which of the following is not a concern of the supply chain?

- ☐ Maintenance scheduling
- ☐ Suppliers
- ☐ Warehousing and inventory level
- ☐ Credit and cash transfers

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144 PU_2015_117

How do you call the act of behaving like an entrepreneur, except within a larger organization?

- ☐ Innovative leadership
- ☐ Intrapreneurship
- ☐ Interpreneurship
- ☐ Entrepreneurship

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105 PU_2015_117

When respondents are asked to rank-order their preferences for a new set of automobile tires in terms of their three most likely brands to be selected, this is an example of which type of scale?

- ☐ Ratio scale
- ☐ Ordinal scale
- ☐ Interval scale
- ☐ Nominal scale

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177 PU_2015_117

The solution to many so-called 'people problems' is often associated with improving the effectiveness of the recruitment process by:-

- ☐ Devolving to line managers
- ☐ Careful selection of the right people for the job
- ☐ Outsourcing the HR department
- ☐ Having a robust HR department to carry out the process

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171 PU_2015_117

The origins of Personnel Management were an outcome of:-

- ☐ The government
- ☐ Legislation relating to factory reform
- ☐ Welfare workers
- ☐ The work of nineteenth century social reformers and Quaker employers

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120 PU_2015_117

Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products?

- ☐ Market penetration
- ☐ Horizontal diversification
- ☐ Retrenchment
- ☐ Forward integration

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172 PU_2015_117

Which aspect of employment is fairness in the management of HR linked to?

- ☐ Reward management
- ☐ Just recruitment and selection

- ☐ All aspects of HR
- ☐ Grievance and discipline

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137 PU_2015_117

The approach to cost reduction in which components are studied to determine if they can be redesigned or standardized or made by cheaper methods of production is referred to as:-

- ☐ Cost leadership strategy
- ☐ Downsizing
- ☐ Product Value analysis
- ☐ Lean technology

60 of 100

124 PU_2015_117

Government can make globalization more 'fair' by:-

- ☐ Increasing competition
- ☐ Implementing the labour laws
- ☐ Increasing employment
- ☐ Imposing trade barriers

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248 PU_2015_117

What term refers to the usefulness of a predictor for correctly inferring the future job behavior of applicants?

- ☐ Effectiveness
- ☐ Congruency
- ☐ Validity
- ☐ Reliability

62 of 100

246 PU_2015_117

The number of different merchandising categories within a store or department is called:-

- ☐ Categories
- ☐ Depth
- ☐ Assortment
- ☐ Breadth

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241 PU_2015_117

Strategic Intent of an Organization should clearly spell out:-

- ☐ How will we measure the performance

- ☐ Mission of the organization
- ☐ Where are we going in the long term
- ☐ Who are we

64 of 100

230 PU_2015_117

The phenomenon that customers are happy to work with companies and organizations to solve problems is referred as:-

- ☐ crowd-sourcing
- ☐ mass-sourcing
- ☐ communication-sourcing
- ☐ customer co-creation

65 of 100

220 PU_2015_117

The F-test is frequently used in conjunction with:-

- ☐ t-test of three means
- ☐ Analysis of variance
- ☐ Chi-square analysis
- ☐ Z-test of three proportions

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239 PU_2015_117

The theory of diffusion of _____ suggests that every market has groups of customers who differ in their readiness and willingness to adopt a new product.

- ☐ products
- ☐ illusion
- ☐ leadership
- ☐ innovation

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253 PU_2015_117

Which of the following is synonymous with work specialization?

- ☐ chain of command
- ☐ job discrimination
- ☐ division of labor
- ☐ job preference

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243 PU_2015_117

Marketers attempt to reduce the demand for a product when the demand is greater than the manufacturer's ability to produce, is called:-

- ☐ Reverse marketing
- ☐ Neuro-marketing
- ☐ Synchro-marketing
- ☐ De-marketing

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221 PU_2015_117

A chi-square test between a measure of price consciousness and a measure of brand awareness will:-

- ☐ Show if the variables are related
- ☐ Show the strength of the relationship
- ☐ Show the direction of the relationship
- ☐ Be meaningless

70 of 100

244 PU_2015_117

Which of the following do not necessarily describe the practice of Green Marketing?

- ☐ Using bio-degradable materials for making products
- ☐ Using non-polluting or eco-friendly technology
- ☐ Using alternatives to non-renewable natural resources
- ☐ Making vegetarian or agro-based products

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226 PU_2015_117

When current income of the Government is less than its current expenditure, it is known as:-

- ☐ Primary deficit
- ☐ Revenue deficit
- ☐ Budget deficit
- ☐ Fiscal deficit

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255 PU_2015_117

A quality loss function utilizes all of the following costs except:-

- ☐ sales cost
- ☐ inspection, warranty, and service costs
- ☐ the cost of customer dissatisfaction
- ☐ the cost of scrap and repair

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249 PU_2015_117

An equal opportunities approach to fairness at work is essentially about:-

- ☐ Taking a more strategic approach
- ☐ Taking a business perspective
- ☐ Having a diverse workforce
- ☐ Compliance and maintaining minimum standards

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247 PU_2015_117

An assortment of items that the customer sees as reasonable substitutes for each other is called:-

- ☐ Category
- ☐ Variety
- ☐ Assortment
- ☐ Backup

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236 PU_2015_117

Market risk is also known as:-

- ☐ Systematic risk or diversifiable risk
- ☐ Unsystematic risk or non-diversifiable risk
- ☐ Systematic risk or non-diversifiable risk
- ☐ Unsystematic risk or diversifiable risk

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258 PU_2015_117

In _____, the peak manpower requirement is minimized without extending the project completion time.

- ☐ PERT
- ☐ Resource allocation
- ☐ Network Crashing
- ☐ Resource leveling

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233 PU_2015_117

Calculate the Degree of Total Leverage of Monica Enterprises Ltd. The information regarding the expenses, shares, and sales of the company is 10,000 units, variable cost per unit is Rs. 300 per unit, selling price per unit is Rs. 500, fixed expenses is Rs. 10,00,000, number of equity shares is 1,00,00, debt is 10,00,000 at 10% interest, preference shares dividend is 10,000 shares of Rs.100 each at 5% and tax rate 40%.

- ☐ 3.15
- ☐ 2.44

- ☐ 2.86
- ☐ 2.95

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222 PU_2015_117

In a multiple regression equation, the coefficient of each independent variable shows:-

- ☐ The effect on the dependent variable of a unit increase in the independent variable
- ☐ The amount of explained variation in Y
- ☐ The amount of explained variation in Y
- ☐ The precision of the estimated value of Y

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254 PU_2015_117

Line authority gives a manager the ability to direct the work of _____.

- ☐ any employee in the firm
- ☐ only subordinates one level down
- ☐ any subordinate, after consulting with the next higher level
- ☐ any subordinate

80 of 100

224 PU_2015_117

A simple random sample of 100 observations was taken from a large population. The sample mean and the standard deviation were determined to be 80 and 12 respectively. The standard error of the mean is _____.

- ☐ 0.80
- ☐ 1.20
- ☐ 8.00
- ☐ 0.12

81 of 100

261 PU_2015_117

Which of the following is NOT a reason for drawing a sample?

- ☐ A sample is less costly to administer than a census
- ☐ A sample is less time consuming than a census
- ☐ A sample is less cumbersome and more practical to administer
- ☐ A sample is usually not a good representation of the target population

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275 PU_2015_117

Which of the following transactions reflect economic exposure but not transaction exposure?

- ☐ Interest owed on foreign funds borrowed

- ☐ Interest received from foreign investments
- ☐ A firm's imports/exports denominated in local currency
- ☐ A firm's imports/exports denominated in foreign currency

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268 PU_2015_117

The seller's duties according to Free Alongside Ship refer to:-

- ☐ To carry the goods freely
- ☐ To deliver the goods alongside the ship
- ☐ To deliver when possible
- ☐ To deliver when demanded

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260 PU_2015_117

If $n = 10$ and $p = 0.70$, then the mean of the binomial distribution is _____.

- ☐ 7.00
- ☐ 14.29
- ☐ 0.07
- ☐ 1.45

85 of 100

284 PU_2015_117

Laddering is a marketing research technique that has been developed to identify links between _____.

- ☐ attributes, consequences, and values
- ☐ attributes, consumers, and values
- ☐ attitudes, consequences, and values
- ☐ attitudes, consumers, and values

86 of 100

286 PU_2015_117

A measure of the customer's current and future opportunity value if the current level of business is maintained over time and how much you could expand the customer's share of wallet is termed as:-

- ☐ Customer Potential
- ☐ Customer Market Share
- ☐ Customer Loyalty
- ☐ Customer Lifetime Value

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272 PU_2015_117

In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, are called:-

- ☐ conversion strategies
- ☐ strategic leverage
- ☐ Vulnerability
- ☐ strategic windows

88 of 100

277 PU_2015_117

A firm has Capital of Rs.10,00,000; Sales of 5,00,000; Gross Profit of Rs.2,00,000 and Expenses of Rs.1,00,000. What is the Net Profit Ratio?

- ☐ 40 %
- ☐ 10 %
- ☐ 20 %
- ☐ 50 %

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294 PU_2015_117

Post-modernist ideas have impacted our understanding of the role of rationality in workplaces by recognizing:-

- ☐ Employees must learn to respect management's version of rationality at work
- ☐ One type of rationality prevails
- ☐ More than one type of rationality prevails in work organizations
- ☐ That management's type of rationality is the only true one to exist at work

90 of 100

269 PU_2015_117

Under section 55 of the Indian Partnership Act, the state of goodwill after dissolution of the firm will be:-

- ☐ Included in the assets
- ☐ Will not be included in the assets
- ☐ Will be treated as liability
- ☐ Will be totally ignored

91 of 100

299 PU_2015_117

The Johnson's rule can be extended to 3 machines and n jobs flow shop scheduling problem, if _____.

- ☐ four conditions are satisfied
- ☐ two conditions are satisfied
- ☐ three conditions are satisfied

- ☐ any one of the two conditions is satisfied

92 of 100

295 PU_2015_117

A carpet manufacturer has delivered carpet directly to the end consumer rather than to the carpet dealer. The carpet manufacturer is practicing:-

- ☐ channel assembly
- ☐ Postponement
- ☐ direct shipping
- ☐ drop shipping

93 of 100

266 PU_2015_117

A project management team is evaluating the causes that might contribute to unsatisfactory performance and quality. Which of the following statements is not true?

- ☐ Special causes are unusual events
- ☐ Normal process variation is attributable to random causes
- ☐ A process can be optimized to limit the bandwidth of variations due to random causes
- ☐ Special causes are easier to predict and handle than random causes

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264 PU_2015_117

Game theory assumes that players behave:-

- ☐ Emotionally
- ☐ Rationally
- ☐ Logically
- ☐ A, B, and NOT C

95 of 100

289 PU_2015_117

The type of market where a single seller dominates the entire market is referred to as:-

- ☐ Local
- ☐ Perfect
- ☐ Imperfect
- ☐ Global

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281 PU_2015_117

The technique of *embedding* messages in advertisements which can be perceived by the subconscious human mind is called:-

- ☐ Subliminal advertising

- ☐ Sensual advertising
- ☐ Sublime advertising
- ☐ Surrogate advertising

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297 PU_2015_117

If the annual demand of a product is 1,000 units, the ordering cost is Rs.50 per order and the carrying cost is Rs.10 per unit per year, then the EOQ is _____ units.

- ☐ 10
- ☐ 20
- ☐ 100
- ☐ 200

98 of 100

291 PU_2015_117

For managers, communication can't be overemphasized because _____ requires communication.

- ☐ planning
- ☐ supervising and monitoring employees
- ☐ decision making
- ☐ everything a manager does

99 of 100

273 PU_2015_117

These products and brands can shape the nature of competition in the market, set out standards relating to price, quality, speed of innovation, communications, as well as influencing the key distribution channels. This market positioning is called:-

- ☐ market leader
- ☐ market nicher
- ☐ market challenger
- ☐ market follower

100 of 100

288 PU_2015_117

Entry of laggards happens in which stage of Product Life Cycle?

- ☐ Introduction stage
- ☐ Maturity stage
- ☐ Decline stage
- ☐ Growth stage