

SET 2013
PAPER – II

MANAGEMENT

Signature of the Invigilator

Question Booklet No.

1.

OMR Sheet No..

Subject Code

ROLL No.

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Time Allowed : 75 Minutes

Max. Marks : 100

No. of pages in this Booklet : 8

No. of Questions : 50

INSTRUCTIONS FOR CANDIDATES

1. Write your Roll No and the OMR Sheet No in the spaces provided on top of this page.
2. Fill in the necessary information in the spaces provided on the OMR response sheet.
3. This booklet consists of fifty (50) compulsory questions each carrying 2 marks.
4. Examine the question booklet carefully and tally the number of pages/questions in the booklet with the information printed above. **Do not accept a damaged or open booklet.** Damaged or faulty booklet may be got replaced within the first 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time given.
5. Each Question has four alternative responses marked (A), (B), (C) and (D) in the OMR sheet. You have to completely darken the circle indicating the most appropriate response against each item as in the illustration.



6. All entries in the common OMR response sheet for Papers I and II are to be recorded in the original copy only.
7. Use only Blue/Black Ball point pen.
8. Rough Work is to be done on the blank pages provided at the end of this booklet.
9. If you write your Name, Roll Number, Phone Number or put any mark on any part of the OMR Sheet, except in the spaces allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
10. You have to return the Original OMR Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. **You are, however, allowed to carry the test booklet and the duplicate copy of OMR Sheet** on conclusion of examination.
11. Use of any calculator, mobile phone or log table etc. is strictly prohibited.
12. **There is no negative marking.**

24-13

MANAGEMENT

PAPER-II

Note : This paper contains **fifty (50)** objective type questions, each question carrying **two (2)** marks.

Attempt **all** the questions.

1. The organization theory of Theory Z has been propounded by :
 - (A) Peter F Drucker
 - (B) Vilfredo Pareto
 - (C) William Ouchi
 - (D) Robert Blake
2. Considering Time Involved at the least and Difficulty involved at the lowest, with continuum of both dimensions increasing the sequence of change in the organization will be :
 - (A) Attitude, Knowledge, Individual behavior, Group behavior
 - (B) Knowledge, Attitude, Individual behavior, Group behavior
 - (C) Group Behaviour, Individual behavior, Attitude, Knowledge
 - (D) Knowledge, Individual Behaviour, Attitude, Group Behaviour
3. The coining of the acronym 'POSDCROB' was by :
 - (A) Luther Gullick
 - (B) Henry Fayol
 - (C) F.W.Taylor
 - (D) Lilian Girbreth
4. The concept of interpersonal role, informational role, decision role that managers play in an organization was mooted by :
 - (A) Elton Mayo
 - (B) Lilian Girbreth
 - (C) Henry Mintzberg
 - (D) Mc Kinsey
5. The twelve important factors of decision making has been given by :
 - (A) Sekler Hudson
 - (B) Ichak Adizes
 - (C) Harold Koontz
 - (D) None of the Above
6. The jargon 'Inferiority complex' was coined by :
 - (A) Sigmund Freud
 - (B) Alfred Adler
 - (C) Elton Mayo
 - (D) Cyril O' Donnel
7. The concept of 'Noise' in management communication refers to :
 - (A) Loss of data
 - (B) Sound pollution
 - (C) Absence of feedback system
 - (D) None of the above
8. Considering the dimensions of Task Behaviour and Relationship Behaviour the leadership styles are :
 - (A) Benevolent, Autocratic, Consultative, Participative
 - (B) Telling, Selling, Participating, Delegating
 - (C) Interpersonal, Informational, Decisional
 - (D) None of the above.
9. According to Blake and Mouton the 'Country Club' manager is one who has :
 - (A) High concern for production and high concern for people
 - (B) High concern for production and low concern for people
 - (C) Low concern for production and high concern for people
 - (D) Low concern for production and Low concern for people

10. The term 'Strokes' in Transaction Analysis means :
- (A) Two persons transacting on the PAC ego states
 - (B) Some kind of recognition to a person
 - (C) Expected transaction
 - (D) None of the above

11. Match List – I with List – II and select the correct answer using the codes given below the lists :

List – I

Maturity level

- (a) Unable & Unwilling (M1)
- (b) Unable but Willing (M2)
- (c) Able but Unwilling (M3)
- (d) Able & Willing (M4)

List – II

Leadership Styles

- 1. Selling Style
- 2. Participating Style
- 3. Telling Style
- 4. Delegating

Codes :

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

12. In case of Johari Window, Match List – I with List– II and select the correct answer using the codes given below the lists :

List – I

- (a) Public
- (b) Private
- (c) Blind
- (d) Unknown

List – II

- 1. Known to Self and Unknown to others
- 2. Known to self and Known to others
- 3. Unknown to self and Unknown to others
- 4. Unknown to self and Known to others

Codes :

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

13. The 3C's of effective Human Resource Development are :

- (A) Confidence, Commitment and Culture
- (B) Competence, Commitment and Culture
- (C) Confidence, Counseling and Compensation
- (D) None of the above

14. What are the types of transfer ?

- (A) Horizontal Transfer, Vertical Transfer, Dry Transfer
- (B) Production transfer, Replacement Transfer, Versatile Transfer, Shift Transfer, Remedial Transfer
- (C) Replacement Transfer, Versatile Transfer, Shift Transfer, Remedial Transfer
- (D) None of the above

15. Which one is not a class room method of job training ?

- (A) Conference
- (B) Case Study
- (C) Apprenticeship
- (D) Role playing

16. The concept of 360* appraisal involves :

- (A) Appraisal by superiors, subordinates, peers and customers
- (B) Appraisal by stakeholders, investors, superiors, subordinates, peers and customers
- (C) Appraisal by superiors, subordinates and peers
- (D) None of the above

17. The 'Graphic Rating Scale Method' of evaluation belong to the category of :

- (A) Individual Evaluation Methods
- (B) Multiple Person Evaluation Methods
- (C) Group Evaluation Method
- (D) None of the above

18. The sources of factors that act as potential stress while in job are namely :
- Individual, Interpersonal, Management induced
 - Environmental, Organizational and Individual
 - Localised, Self-inflicted, Peer Induced
 - None of the above
19. The concept of Job Enrichment refers to :
- Making the person move from one job to another within the organization
 - Increasing the number of task or duties assigned
 - Improving the task efficiency and the employee satisfaction
 - Substituting one job for the other
20. 'Vestibule Training' is a training method :
- Is a Demonstration method of training
 - Training the person by rotating him from one department or job to another that are related
 - It is an impromptu session
 - None of the above
21. Funds Flow Statement is :
- Statement
 - Account
 - Ratio
 - Interpretation
22. Balance Sheet of a company is prepared under Schedule of the Indian Companies Act :
- VI
 - XIV
 - XII
 - V
23. Current Ratio measures :
- Profitability
 - Solvency
 - Capital gearing
 - Liquidity
24. Debt-service coverage ratio measures :
- Liquidity
 - Profitability
 - Solvency
 - Recoverability
25. Ideal Current Ratio is :
- 3:1
 - 4:1
 - 2:1
 - 5:1
26. The ultimate objective of sinking fund creation is :
- Replace an asset at a set date in future
 - Install the new asset when it will be required
 - Maintenance of the existing asset in the business
 - Pay the dividend to the stakeholders if it is required
27. Which one of the following formula would apply for the calculation of Interest on Drawings ?
- $\frac{\text{Amount of the drawings} \times \text{Rate of interest}}{100 \times 12}$
 - $\frac{\text{Amount of the drawings} \times \text{Rate of interest}}{100}$
 - $\frac{\text{Amount of the drawings} \times \text{Rate of interest} \times 12}{100}$
 - $\frac{\text{Rate of interest} \times 12}{\text{Amount of the drawings} \times 100}$

Question Nos. 28 – 30

Read the following passage and answer the question that follow (Q. 28 to 30)

In a marketing study we are interested in testing the null hypothesis H_0 , indicating that at least 40% of the population is willing to buy a new product. In order to do so, a random sample of size $n=20$ is taken, and the test statistic Z number of people in the sample who are willing to buy the new product.

28. At the 10% significance level, the most appropriate critical region for this test is :
- $Z < 4$
 - $Z < 3$
 - $Z > 4$
 - $Z > 3$

29. The power of this test for $p=0.3$ is :

- (A) 0.8929
- (B) 0.7625
- (C) 0.1071
- (D) 0.2375

30. If a r.s. of size $n=100$ is taken and it is decided that the null hypothesis H_0 will be rejected if the number of people in the sample who are willing to buy the new product is smaller than 30. What is the approximate significance level for this new test ?

- (A) 0.052
- (B) 0.016
- (C) 0.026
- (D) 0.979

31. Three products are processed by three different machines. Time required to manufacture one unit of each of the three products and the daily capacity of the three machines are given below :

Machine	Time per Unit (Hrs)			Machine Capacity (Hrs/Day)
	Garment 1	Garment 2	Garment 3	
M1	2	3	2	440
M2	4	–	3	470
M3	4	3	–	430

Which one of the following can be a constraint of the LP model based on the above data ?

- (A) $2X_1 + 3X_2 + 2X_3 \leq 440$
- (B) $2X_1 + 3X_2 + 2X_3 \geq 440$
- (C) $2X_1 + 3X_2 + 2X_3 = 440$
- (D) $4X_1 + 0X_2 + 3X_3 \geq 470$

32. A basic feasible solution of a $(m \times n)$ transportation problem is said to be non-degenerate if :

- (A) Total no. of non negative allocations is exactly $m - n + 1$
- (B) Total no. of non negative allocations is exactly $m + n - 1$
- (C) Total no. of non negative allocations is exactly $m + n + 1$
- (D) None of the above

33. EOQ model of inventory management is a :

- (A) Probabilistic model
- (B) Deterministic model
- (C) Both (A) and (B) are right
- (D) None of the above

34. Critical Path in a PERT is :

- (A) Maximum time in which the whole project can be completed
- (B) Maximum delay in the whole project
- (C) Minimum time in which the whole project can be completed
- (D) None of the above

35. Which one of the following is not correct in a single sampling plan ?

- (A) Draw n number of samples from a batch of N and inspect them
- (B) If the number of defectives in the sample is less than acceptance number, accept the batch
- (C) If the number of defectives in the sample is equal to the acceptance number, accept the batch
- (D) If the number of defectives in the sample is greater than the acceptance number, reject the batch

36. The feed-forward theory in Sales Management is :

- (A) The Right Set of Circumstances Theory
- (B) Buying Formula Theory
- (C) AIDA
- (D) None of the above

37. The strategies opted by the Market leader are :

- (A) Position Defence, Flank Defence, Pre-emptive Defence, Counter Offensive, Mobile Defence, Contraction Defence.
- (B) Guerilla Warfare, Flank Defence, Pre-emptive Defence, Counter Offensive, Mobile Defence, Contraction Defence.
- (C) Position Defence, Flank Defence, Pre-emptive Defence, Counter Offensive, Mobile Defence, Encirclement Defence.
- (D) None of the above.

38. The different roles that Buying Center plays are :
- User, Gatekeeper, Influencer, Buyer, Decider, respectively
 - Initiator, Influencer, Buyer, Decider, User, respectively
 - Initiator, Influencer, Buyer, Decider, Gatekeeper, respectively
 - None of the above
39. The Competitive Advantage in Services is said to be existing when :
- MSS (+) and MSA (+)
 - MSS (+) and MSA (-)
 - MSS (-) and MSA (-)
 - None of the above
40. The 'Discerning Customers' are those who have :
- Knowledge about the market
 - Do not have knowledge about the market
 - Are having false notion of knowledge
 - None of the above
41. The Right Set of Circumstances Theory takes care of :
- Internal factors affecting the buyer
 - External factors affecting the buyer
 - Both Internal and External factors affecting the buyer
 - None of the above
42. The List price is the reflection of :
- Mark up
 - Mark up less discount
 - Mark up plus Mark on
 - None of the above
43. In PLC in case of 'Growth' the following strategy prevails in reference to promotion :
- Conviction to Acceptance
 - Awareness to Acceptance
 - Acceptance to Reassurance
 - None of the above
44. The formula of vendor rating Incorporates :
- Technical Capacity, Financial Capacity, Management Capability
 - Sequential attention of goals
 - Quality rating, Delivery rating and Service rating
 - None of the above
45. The period of 1700s to early decades of 1900s in advertising is referred as :
- The pre-marketing era
 - The mass communication era
 - The research era
 - The interactive era
46. The 'Referral Gift' is a Sales Promotion tool targeted at :
- Middlemen
 - Consumers
 - Middlemen and Consumers
 - None of the above
47. VALS-II talks of the following segments :
- Achievers, Believers, Strivers, Survivors
 - Activities, Interest, Opinion
 - Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers, Survivors
 - None of the above
48. The concept of 'Flexible Market Offering' is :
- Limitless offering to the consumer
 - A combination of naked solution and discretionary option
 - Making the marketing P's more responsive
 - None of the above
49. The 'Trading Stamp' as Sales Promotion tool is :
- Non-Negotiable Instrument
 - Negotiable Instrument
 - Is a rebate document
 - None of the above
50. Source Credibility is conditioned by :
- Expertise, Exclusiveness, Likeability
 - Expertise, Trustworthiness, Likeability
 - Desirability, Exclusiveness, Believeability
 - None of the above

ROUGH WORK

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