



9. Survey research studies
 - A) Circumstances
 - B) Events
 - C) Populations
 - D) Processes
10. Evaluation research is concerned with
 - A) How well are we doing ?
 - B) What are we doing ?
 - C) Why are we doing ?
 - D) None of the above
11. Action research is a type of
 - A) Applied research
 - B) Quantity research
 - C) Survey research
 - D) Population research
12. Hypothesis relates
 - A) Constant to variables
 - B) Constant to constant
 - C) Variables to constant
 - D) Variables to variables
13. In the purposive method of sampling design, items are selected according to
 - A) Law of certainty
 - B) Law of probability
 - C) Personal judgement
 - D) None of the above
14. Primary data for the research process be collected through
 - A) Experiment
 - B) Survey
 - C) Both A) and B)
 - D) None of the above
15. 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 ?
 - A) Cluster sampling
 - B) Random sampling
 - C) Stratified random sampling
 - D) Systematic sampling
16. A research problem is not feasible if
 - A) It consists of independent and dependent variables
 - B) It has utility and relevance
 - C) It is new and adds something to knowledge
 - D) It is researchable
17. Determining the relationship between two or more variables occurs in
 - A) Correlational research
 - B) Action research
 - C) Naturalistic observation
 - D) Survey research



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

List – I

- a. The level of government revenue
- b. The rate of inflation
- c. The price of TV set
- d. The amount saved by households last year

List – II

- 1. Macroeconomics
- 2. Microeconomics

Codes :

	a	b	c	d
A)	1	1	2	2
B)	1	1	2	1
C)	2	2	1	1
D)	2	2	2	1

27. Which characteristic is not likely to be a part of perfect competition ?
- A) Perfect knowledge of price and technology
 - B) Perfect mobility of resources
 - C) Absence of advertisement
 - D) Strong rivalry
28. If coefficient 'b' in regression equation $Y = a + bX$ is equal to zero, then the regression line will
- A) Pass through origin
 - B) Be parallel to the x-axis
 - C) Be parallel to y-axis
 - D) Be making an angle of 45 degrees with x-axis
29. For 'make or buy decision' which cost is to be considered?
- A) Marginal cost
 - B) Total cost
 - C) Variable cost
 - D) Fixed cost
30. If demand function is given by $D = 1000 - P$ and supply function is given by $S = 100 + 4P$, then price in the situation of equilibrium will be
- A) 160
 - B) 180
 - C) 200
 - D) 170
31. Which one of the following is the correct expression for the Fisher equation, where
- n = the annual nominal interest rate
 - r = the annual real interest rate
 - i = the expected annual inflation rate
- A) $(1 - r) = (1 + i) (1 + n)$
 - B) $(1 + r) = (1 + i) (1 + n)$
 - C) $(1 + i) = (1 + r) (1 + n)$
 - D) $(1 + n) = (1 + r) (1 + i)$



32. In a mixed economy, the central problems are solved through
 A) Price mechanism
 B) Regulated market mechanism
 C) Economic planning and control
 D) Market mechanism and economic planning
33. When there is no change in demand on a substantial change in price, the demand is said to be
 A) Perfectly elastic
 B) Perfectly inelastic
 C) Unitary elastic
 D) Moderately inelastic
34. Additional revenue generated by selling an additional unit is
 A) Marginal revenue
 B) Additional revenue
 C) Average revenue
 D) Total revenue

35. Match the following :

List- I

- a. Theory Z
- b. Theory Y
- c. Hierarchy of Needs Theory
- d. Hygiene Theory

List- II

- 1. Herzberg
- 2. Maslow
- 3. McGregor
- 4. Ouchi

The correct sequence of these needs is

Codes :

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

36. “Employees will be motivated to exert a high level of efforts when they believe that effort will lead to good performance appraisal which leads to increase in salary, bonus etc.”. Which theory explains the above situation ?
 A) Goal Setting Theory
 B) Equity Theory
 C) Reinforcement Theory
 D) Expectancy Theory
37. The principle of organization that no employee should report to more than one superior called ‘Unity of command’ was given by
 A) Fayol
 B) Taylor
 C) Skinner
 D) Adam
38. When we judge someone on the basis of our perception of the group to which he or she belongs, we are using the short-cut called
 A) Selective perception
 B) Halo effect
 C) First impression
 D) Stereotyping



39. The Classical Conditioning Theory of learning was propounded by
A) Taylor B) Pavlov C) Maslow D) Drucker
40. 'Grapevine' is the term used in relation to
A) Formal communication B) Informal communication
C) Lateral communication D) Upward communication
41. In the 'Big Five' personality factors the trait of being dependable, organized, responsible and persistent on task is called
A) Agreeableness B) Extroversion
C) Conscientiousness D) Emotional stability
42. Field Force Theory of change was propounded by
A) Kurt Lewin B) Fiedler C) Eric Berne D) Skinner
43. Human Resource Management function is
A) Line function B) Staff function
C) Both line and staff function D) Neither line nor staff function
44. A job design technique where in there is an increase in the number of tasks associated with a certain job is known as
A) Job enlargement B) Job enrichment
C) Job evaluation D) Job analysis
45. The conflict that hindrance group performance is known as
A) Functional conflict B) Dysfunctional conflict
C) Negative conflict D) Process conflict
46. Referring a dispute to an agreed third party for settlement or advice without the force of litigation or resort to law is known as
A) Adjudication B) Conciliation C) Arbitration D) Negotiation
47. Organisational Development (OD) is a planned change plus
A) Evaluation B) Reinforcement C) Intervention D) Coercion
48. The process of studying and collecting information relating to a specific job is known as
A) Job description B) Job analysis
C) Job specification D) Job enrichment
49. A wage period, according to Payment of Wages Act 1936, shall not exceed
A) One week B) One month C) Fifteen days D) Thirty five days
50. The Employee Stock Ownership Plan (ESOP) was developed by
A) Michael Porter B) Peter Drucker C) Dave Ulrich D) Louise Kelso



51. The scope of Financial Management, as per modern approach includes the following
- The investment decision.
 - The financing decision.
 - The dividend policy decision.
 - The accounting decision.

Codes :

- A) a, b and c B) a, b and d C) b, c and d D) a and b only

52. The major difference between the primary and secondary stock market is that
- The primary market is regulated by SEBI, whereas the secondary market is regulated by stock market
 - The primary market is situated in India, whereas secondary market is situated abroad
 - Creation of securities takes place in primary market whereas such created securities are traded in secondary market
 - Shares are traded in primary market whereas debentures are traded in secondary market

53. An analysis of percentage financial statement where all the Balance Sheet items are divided by the total assets and all the income statement items are divided by net sales or revenue is known as
- Index analysis
 - Percentage analysis
 - Ratio analysis
 - Common size analysis

54. The capital budgeting appraisal criterion that is most appropriate in the situation of capital rationing is
- Accounting Rate of Return
 - Internal Rate of Return
 - Net Present Value
 - Profitability Index

55. Time value of money explains that
- A unit of money received today is worth more than a unit received in future
 - A unit of money received today is worth less than a unit received in future
 - A unit of money received today is worth same as a unit received in future
 - There is no relation between the worth of unit of money today and in future

56. Consider the following statements and select the correct option
- Cost of debt is higher than cost of equity.
 - Cost of preference share is less than cost of equity.

Codes :

- A) Both a and b are correct B) a is correct, but b is incorrect
C) a is Incorrect, but b is correct D) Both a and b are incorrect



57. Consider the following statements and select the correct option
- a. Firms at their infancy should rely more on equity.
 - b. To retain control over management, a firm would prefer use of debt.

Codes :

- A) Both a and b are Correct
- B) a is Correct but b is Incorrect
- C) a is Incorrect but b is Correct
- D) Both a and b are Incorrect

58. Consider the following statements and select the correct option
- a. Bonus shares involve payment to existing owners of dividend in the form of share.
 - b. Dividend can only be paid out of the current year's earnings.

Codes :

- A) Both a and b are correct
- B) a is correct but b is incorrect
- C) a is incorrect but b is correct
- D) Both a and b are incorrect

59. In marketing, which is the focal point ?

- A) Profit
- B) Sales
- C) Customer
- D) Retailer

60. The most important task of marketers is, _____ and to create consumer perception that the product is worth purchasing.

- A) To make product easily visible and available
- B) To promote sales of product
- C) To do marketing surveys
- D) To differentiate their products from those of competitors

61. The correct sequence of new product adoption stages is

- A) Evaluation, Interest, Awareness, Trial, Adoption
- B) Interest, Awareness, Evaluation, Trial, Adoption
- C) Awareness, Interest, Evaluation, Trial, Adoption
- D) Awareness, Evaluation, Interest, Adoption, Trial

62. The correct sequence of marketing communication objective is

- A) Interest, Desire, Attention, Action
- B) Attention, Interest, Desire, Action
- C) Attention, Desire, Interest, Action
- D) Action, Interest, Desire, Attention

63. Match the following :

List – I

- a. Complex Buying Behaviour
- b. Dissonance- reducing Buying Behaviour
- c. Habitual Buying Behaviour
- d. Variety-seeking Buying Behaviour

List – II

- 1. Carpet
- 2. Laptop
- 3. Cokies
- 4. Salt

Codes :

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



64. Direct mail and catalog are the examples of
A) Advertising
B) Public relation
C) Sales promotion
D) Direct marketing
65. The strategy of launching the new product at a high price and spending heavily on promotion is known as
A) Rapid penetration strategy
B) Rapid skimming strategy
C) Slow skimming strategy
D) Slow penetration strategy
66. The act of designing the company's offer and image in relation to the competitors is
A) Segmentation
B) Targeting
C) Niching
D) Positioning
67. Which of the following is the least likely decision to be made by operations managers ?
A) Designing and improving the jobs of the workspace
B) How to use quality techniques to reduce waste
C) Deciding which market areas to manufacture products for
D) How much capacity is required to balance demand
68. When the flow of materials is variable
A) Layout by process is most suitable
B) Layout by product is most suitable
C) Layout by fixed position is most suitable
D) Line balancing is most suitable
69. Which of the following factors would tend to reduce productivity ?
A) Improvements in workplace safety
B) Reductions in labor turnover
C) More inexperienced workers
D) Reductions in the scrap rate
70. As productivity refers to the ratio of output to input, how can productivity are increased ?
A) Inputs increase while outputs remain the same
B) Outputs decrease while inputs remain the same
C) Inputs and outputs increase proportionately
D) Inputs decrease while outputs remain the same
71. A philosophy of continually seeking ways to improve operations is
A) Kanban
B) Kaizen
C) Poke-yoke
D) JIT
72. ABC Analysis of inventory is based on
A) The unit price of the item
B) The quantity of item used in a year
C) The annual usage value of the item
D) The life of the item



73. What is the location of lower control limit in the X bar-R control chart ?
A) 3 standard deviations below central line
B) 2 standard deviations below central line
C) 1.5 standard deviations below central line
D) 1 standard deviation below central line
74. Vogel's Approximation Method is used to find
A) Optimal solution of a transportation problem
B) Optimal solution of a linear programming problem
C) Optimal solution of an assignment problem
D) An initial solution of a transportation problem
75. The joint probability $P(AB)$ for two statistically independent events A and B is given by
A) $P(A) \times P(B)$ B) $P(A) + P(B)$ C) $P(A/B) \times P(A)$ D) $P(A/B) \times P(B)$
76. In a normal distribution, the mean is
A) Greater than the mode B) Lesser than the mode
C) Equal to the mode and median D) Greater than the median
77. How many degrees of freedom should be used to apply chi-square test statistic on a contingency table, having 5 rows and 4 columns ?
A) 20 B) 12 C) 9 D) 1
78. Utilisation factor of a queue is
A) Arrival rate divided by service rate
B) Service rate divided by arrival rate
C) Length in system divided by length in queue
D) Waiting time in system divided by waiting time in queue
79. The activity duration in PERT follows
A) Binomial distribution B) Beta distribution
C) Normal distribution D) Poisson distribution
80. Which of the following is not a probability sampling method ?
A) Stratified sampling B) Cluster sampling
C) Quota sampling D) Systematic sampling
81. Rank correlation is calculated by the formula given by
A) Karl Pearson B) Charles Spearman
C) Edward Lorenz D) Irwin Fischer



82. The _____ answers the question “What do we want to become” ? Whereas _____ answers the question “What is our business” ?
- A) Vision statement ; mission statement
B) Short-term objectives ; long-term objectives
C) Objectives ; strategies
D) Mission statement ; vision statement
83. _____ is adding new, unrelated products or services for new customers.
- A) Concentric diversification B) Horizontal diversification
C) Conglomerate diversification D) Product development
84. Which one of the following is not a support activity of value chain ?
- A) Human Resource Management B) Procurement
C) Technology development D) Service
85. Which of the following is not a part of macro environment ?
- A) Legal provisions B) Suppliers C) Technology D) Social values
86. What does ‘Question Mark (?)’ symbolize in BCG matrix ?
- A) Resource should be invested to enhance competitive position
B) Resource should be invested to maintain competitive position
C) Source of current cash flows to fund investment in other SBUs
D) SBUs need to be divested
87. Low cost, Differentiation and Focus are
- A) Operational strategies B) Business strategies
C) Functional strategies D) Corporate strategies
88. A popular strategy that occurs when two or more companies form a temporary partnership for the purpose of capitalizing on some opportunity is called
- A) Merger B) Acquisition C) Takeover D) Joint venture
89. The term “TRP” associated with TV shows, stands for
- A) Total Rating Points B) Television Rating Points
C) Time Rating Percentage D) Television Rating Percentage
90. Which of the following agencies has the power to declare any industrial unit as potentially sick unit ?
- A) BIFR B) SEBI C) FICCI D) IFC
91. A shop gives 10% discount on the purchase of an item. If paid for in cash immediately a further discount of 12% is given. If original price of the item is Rs. 250, what price a customer has to pay if a cash purchase is made ?
- A) Rs. 200 B) Rs. 195 C) Rs. 202 D) Rs. 198



92. What is the median of the data ?
10,14,13,11,16,10,17,14,8,11, ___
A) 13 B) 11 C) 12.4 D) 12
93. Carbon Footprint represents
A) Area of productive land and water to meet the resource requirement
B) CO₂ emission per person
C) Ratio of total forest area to the total land area
D) Energy consumption per person
94. AGMARK grading is not given on
A) Silk B) Wool C) Wood D) Raw meat
95. The evaluation of activities and behavior in business as right or wrong is called
A) Corporate Governance B) Business Ethics
C) Corporate Social Responsibility D) Environmental Concern
96. Corporate governance revolves around
a. Stakeholders
b. Organisation
c. Society
- Codes :**
A) a and b only B) a and c only C) b and c only D) a, b and c
97. Which of the following is related to protection of environment ?
A) ISO 9000 B) ISO 14000 C) ISO 19000 D) None of the above
98. In India, the first report on corporate governance was given by
A) Narayan Murthy Committee B) Research Media Committee
C) Kumarmangalam Birla Committee D) Naresh Chandra Committee
99. Who among the following is not a first generation entrepreneur ?
A) Dhirubhai Ambani B) Shiv Nadar
C) G. D. Birla D) Narayan Murthy
100. A written statement of policies and principles that guide the behavior of employees how should they approach the problems, is called
A) Code of ethics B) Descriptive ethics
C) Word of ethics D) Ethical dilemma
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SPACE FOR ROUGH WORK