

Paper – II
Management

Booklet Code

A

TEST BOOKLET NO.

Subject Code :

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Roll No. :

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(Figures as per admission card)

Roll No. (in words) :

OMR Sheet No. :

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Name and Signature of Invigilator/s

Signature : _____

Name : _____

Time : 2 Hours

Maximum Marks : 200

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 100

Instructions for the Candidates

- Write your roll number in the space provided on the top of this page.
- This paper consists of hundred (100) multiple-choice type of questions.
- At the commencement of examination, the test booklet will be given to you. In the first 5 minutes, you are requested **to open the booklet and compulsorily examine it as below** :
 - To have access to the Test Booklet, tear off the paper seal on the edge of the cover page. Do not accept a booklet without sticker seal or open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Test Booklet will be replaced nor any extra time will be given.**
 - After the verification is over, the Test Booklet Number should be entered in the OMR Sheet and the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the circle as indicated below on the correct response against each item.

Example : (A) (B) (C) (D)

where (C) is the correct response.
- Your responses to the questions are to be indicated in the **OMR Sheet kept inside this Booklet**. If you mark at any place other than in the circles, the OMR Sheet will not be evaluated.
- Read the instructions given in OMR Sheet carefully. Fill the Booklet Code of Paper – II in OMR Sheet **Compulsorily**.
- Rough Work is to be done in the end of this booklet.
- If you write your name or put any mark on any part of the OMR Answer Sheet, except for the space provided for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- You have to return the OMR Answer Sheet to the invigilators at the end of the examination compulsorily and must NOT carry it with you outside the Examination Hall.
- You can take away test booklet and carbon copy of OMR Answer Sheet after the examination.
- Use only Blue/Black Ball point pen.**
- Use of any calculator, electronic gadgets or log table, etc. is prohibited.**
- There is no negative mark for incorrect answer.**

MANAGEMENT
Paper – II

- | | |
|---|---|
| <p>1. Purchasing power parity theory signifies which one of the following ?</p> <p>(A) Ability to exchange one currency for another at a given conversion rate and in terms of the usability of a currency for foreign transactions</p> <p>(B) Which states that exchange rates between currencies are in equilibrium when their purchasing power is the same in each of the two countries</p> <p>(C) When one party of an economic transaction has equal degree of information in currency market about it and shared equally to arrive at uniform foreign exchange selection decision</p> <p>(D) No one party can significantly influence foreign exchange rate in the market and all will be guided by asymmetric information</p> | <p>3. Which one of the following statements is most appropriate ?</p> <p>(A) Business decisions cannot be taken without a sound knowledge of Macro Economic Theories.</p> <p>(B) Knowledge of Economic Theory is misleading in making business decisions.</p> <p>(C) With the help of Economic Theories, it is always possible to predict the future accurately.</p> <p>(D) Every Economic Theory is based on realistic facts which are common to all societies.</p> |
| <p>2. Crypto Currency is a</p> <p>(A) Public Money</p> <p>(B) Private Money</p> <p>(C) Both (A) and (B)</p> <p>(D) Neither (A) nor (B)</p> | <p>4. Components of the Feasibility Study are</p> <p>(A) Financial Feasibility</p> <p>(B) Economic Feasibility</p> <p>(C) Technical Feasibility</p> <p>(D) All of the above</p> <p>5. In simple regression, if one coefficient is greater than one, the other will be</p> <p>(A) Equal to zero</p> <p>(B) Equal to one</p> <p>(C) Less than one</p> <p>(D) Negative</p> |

6. In the question given below/are two statements labelled as Assertion (A) and Reason (R). In the context of the two statements, which one of the following is correct ?

Assertion (A) : There is always a trade-off between the two errors i.e. Type I and Type II.

Reason (R) : Type I error denotes probability of rejecting null hypothesis when it is true and Type II error shows probability of accepting null hypothesis when it is false.

- (A) Both (A) and (R) are correct and (R) gives correct explanation to (A)
 (B) Both (A) and (R) are correct, but (R) does not give correct explanation to (A)
 (C) (A) is correct, but (R) is incorrect
 (D) (A) is incorrect, but (R) is correct
7. Match the following regarding the sampling theory and indicate the codes of their correct matching :

List – I

List – II

- | | |
|----------------------------------|------------------------------------|
| a. Non-sampling errors | 1. Law of statistical regularity |
| b. Sampling techniques | 2. Law of inertia of large numbers |
| c. Theoretical basis of sampling | 3. Quota sampling |
| | 4. Response errors |
| | 5. Non-response errors |

Codes :

- | a | b | c |
|---------|-----|-----|
| (A) 1,2 | 3,4 | 5 |
| (B) 4,5 | 1,2 | 2,3 |
| (C) 4,5 | 3 | 1,2 |
| (D) 3 | 4,5 | 1,2 |

8. When the population size 'N' is very large relative to the sample size 'n', the finite population multiplier takes on value close to

- (A) 0.5
 (B) 0.1
 (C) 1.0
 (D) 0.05

9. Which of the following is for environment management ?

- (A) ISO 9000
 (B) ISO 14000
 (C) ISO 26000
 (D) ISO 31000

10. The slack for an activity is equal to

- (A) $LF - LS$
 (B) $EF - ES$
 (C) $LS - ES$
 (D) $ES - LS - EF - LF$

11. In penetration pricing, a business firm seeks to access deeper market penetration by keeping prices

- (A) High
 (B) Competitive
 (C) Low
 (D) Moderate

12. Critical path method is good for
 (A) Small project only
 (B) Large project only
 (C) Both small and large projects equally
 (D) Neither small nor large projects
13. Choose the incorrect property of the data warehouse.
 (A) Collection from heterogeneous sources
 (B) Subject oriented
 (C) Time variant
 (D) Volatile
14. A researcher wants to study the association between gender and using a mobile phone. Data collection for this study will be
 (A) Discrete data
 (B) Categorical data
 (C) Continuous data
 (D) Classified data
15. If the price elasticity is equal to 1, then
 (A) The demand is more elastic
 (B) The demand is unitary elastic
 (C) The demand is inelastic
 (D) The demand is relatively elastic

16. Below are two statements labelled as Assertion (A) and Reason (R). In the context of the two statements, which one of the following is correct ?

Assertion (A) : Exchange rate is the price of one country's currency in terms of another country's currency.

Reason (R) : It is the rate at which one currency is exchanged for another currency.

Codes :

- (A) Both (A) and (R) are correct and (R) is the correct explanation of (A)
 (B) Both (A) and (R) are correct, but (R) does not give correct explanation of (A)
 (C) (A) is correct, but (R) is incorrect
 (D) (A) is incorrect, but (R) is correct
17. Which of the following statement is true ?
 1. Rs. 63/USD is direct quote in India.
 2. Rs. 63/USD is direct quote in USA.
 3. 1 Rupee=0.0158 dollars is indirect quote in India.
 4. 1 Rupee=0.0158 dollars is indirect quote in USA.

Codes :

- (A) Both 1 and 2 (B) Both 2 and 3
 (C) Both 1 and 3 (D) Both 2 and 4
18. Who introduced DAGMAR model ?
 (A) Robert Ishikawa
 (B) Augustin Cournot
 (C) Solomon Ezra
 (D) Russel H. Colley
19. Which of the following are the hardest areas in the McKinsey 7S Framework ?
 (A) Skills (B) Strategy
 (C) Staff (D) Style

20. Match the following :

List – I	List – II
a. Porter's Five Force Model	1. External Analysis
b. PESTEL Analysis	2. Threat of Entry
c. Resource Based View	3. External-Internal Analysis
d. SWOT Analysis	4. Internal Analysis

Codes :

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

21. The _____ is based on the environment. Though _____ like thinking, expectations and perception do exist, and they are not needed to manage or predict behavior.

- (A) Behaviouristic Approach, Cognitive Processes
- (B) Cognitive Processes, Behaviouristic Approach
- (C) Social Cognitive, Behaviouristic Approach
- (D) Cultural Process, Social Cognitive

22. The extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs is known as

- (A) Brand Judgments
- (B) Brand Resonance
- (C) Brand Imagery
- (D) Brand Equity

23. Following are the types of foreign direct investment except

- (A) Horizontal FDI
- (B) Management Contract
- (C) Vertical FDI
- (D) Conglomerate FDI

24. Which of these approaches argues that there is no single best way to manage behavior ?

- (A) Hawthorne
- (B) Scientific Management
- (C) XY Theory
- (D) Contingency

25. The process of developing the applicant's pool for job openings in an organization is called

- (A) Hiring
- (B) Recruitment
- (C) Selection
- (D) Development

26. Compute the price elasticity of demand for the following data.

Q	P
10	10
20	5

- (A) 1
- (B) 2
- (C) 5
- (D) 0.5

27. Kinky demand curve hypothesis was put forward by

- (A) Paul M. Sweezy
- (B) Augustin Cournot
- (C) Bertrand
- (D) Stackelberg

28. Given that GNP at market prices = Rs. 1,92,866 crores, Consumption of fixed capital = Rs. 13,371 crores, Net factor income from abroad = Rs. 975 crores, the NDP at market prices will be
 (A) Rs. 1,78,520 crore
 (B) Rs. 2,07,212 crore
 (C) Rs. 1,80,470 crore
 (D) Rs. 2,05,262 crore

29. "Social responsibility is the personal obligations of everyone as he acts in his own interest to assure that the right and legitimate interests of all other are not impinged". Who said it ?
 (A) Parkinson
 (B) John Honarday
 (C) Koontz and O'Donnell
 (D) D. J. Campbell

30. Match the following :

- | | |
|--|--------------------------------------|
| a. Issues relating to nations | 1. Safety standards of using product |
| b. Issues relating to competitive institutions | 2. Assessment of tax liability |
| c. Issues relating to Government | 3. Dealers and retailers |
| d. Issues relating to customer | 4. International cooperation |
| | 5. Moral standards codes |

Codes :

- | | a | b | c | d |
|-----|---|---|---|---|
| (A) | 4 | 3 | 2 | 1 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 1 | 2 | 4 | 5 |
| (D) | 5 | 2 | 1 | 3 |

31. Gravestones are which type of the products ?

- (A) Sought goods
 (B) Unsought goods
 (C) Shopping goods
 (D) Convenience

32. _____ represents a real life situation.

- (A) Model
 (B) Parameter
 (C) Statistics
 (D) None of the above

33. Which of the following statement is true ?

- Greenfield venturing is the establishment of a new X wholly own subsidiary in a foreign country by constructing its facilities on an existing platform.
- Joint venture is created for the purpose of a specific project or other business activity.
- In strategic alliance, individual identities of the companies are retained.

Codes :

- (A) Both 1 and 3 (B) Both 2 and 3
 (C) Only 2 (D) Only 3

34. Which of the following is not types of disequilibrium in the balance of payment ?

- (A) Structural disequilibrium
 (B) Secular disequilibrium
 (C) Transactional disequilibrium
 (D) Cyclical disequilibrium

35. The term 'Jokeying' in queuing theory refers to

- (A) Shifting from one queue to another parallel queue
 (B) Not entering the long queue
 (C) Leaving the queue
 (D) None of the above

36. The probability of Type 1 error is referred as
 (A) $1 - \alpha$
 (B) β
 (C) α
 (D) $1 - \beta$
37. Meeting the needs of present generation without compromising the needs of future generation is
 (A) Economic Development
 (B) Social Development
 (C) Sustainable Development
 (D) Economic Growth
38. When at price of Rs. 5 per unit of a commodity, A's demand is for 11 units, B's demand is for 14 units and C's demand is for 8 units, then market demand will be
 (A) 11 units (B) 14 units
 (C) 17 units (D) 33 units
39. What do you understand by the inflationary gap ?
 (A) It is a situation which arises when Aggregate demand in the economy falls short of Aggregate supply at the full employment level.
 (B) It is a situation when inflation rises at an extremely faster rate.
 (C) It is a situation which arises when Aggregate demand in an economy exceeds the Aggregate supply at the full employment level.
 (D) The mechanism through which the central banks controls inflation depends on interest rate.
40. Who was the first to formalise the concept of the division of labour ?
 (A) Edwards Deming, 1950
 (B) Adam Smith, 1776
 (C) Fredrick Taylor, 1911
 (D) Jay Forester, 1963
41. Which of the following represent correct sequence of Strategic HRM process ?
 1. Identifying the tools required.
 2. Evaluate the capability of HR.
 3. Develop an understanding of the goals of the organisation.
 4. Analysing current capacity.
 5. Estimating future human resource requirements of the company.
 6. Implementing strategies.
- Codes :**
 (A) 2, 3, 4, 1, 6, 5 (B) 3, 2, 4, 5, 1, 6
 (C) 3, 4, 2, 6, 1, 5 (D) 3, 4, 2, 5, 1, 6
42. Which theory advocates that the dividend policy of an equity is a part of the financing decision ?
 (A) Miller M. and Modigliani F.
 (B) Residual Theory of Dividend
 (C) Walker J. E.
 (D) Gordon
43. Which of the following formulas represents the calculation of the degree of financial leverage ?
 (A) $[NI + T + I] / [NI - I - PD / (1 - T)]$
 (B) $EBIT / [EBIT - I - PD / (1 - T)]$
 (C) $EBIT / [NI - I - PD / (1 - T)]$
 (D) $[NI - T + I] / [NI - I + PD / (1 - T)]$

44. Standard Deviation as a measure of risk is preferred because

- (A) SD considers every possible event and assigns each event equal weightage
- (B) SD considers every possible event and assigns each event a weight equal to its probability
- (C) SD is a familiar concept and many calculators and computers are programmed to calculate it
- (D) Both (B) and (C)

45. The expected return of ABC stocks calculated using CAPM is 15.5%. The risk free rate is 3.5% and the beta of the stock is 1.2. Calculate the implied market risk premium (i.e. $R_m - R_f$).

- (A) 5.5% (B) 6.5%
- (C) 10.0% (D) 15.5%

46. Modern approach to financial management is

- I. Financing decision
- II. Investment decision
- III. Dividend decision
- (A) I only (B) II only
- (C) II and III only (D) I, II and III

47. The economic order quantity formula is taken using

- (A) Integral calculus
- (B) Differential calculus
- (C) Matrix algebra
- (D) Multivariate analysis

48. Which of the following is not included in the five forces of competition ?

- (A) Power of suppliers
- (B) Bargaining power of consumers
- (C) Threat of substitutes
- (D) Strategic planning

49. Match the following :

- | | |
|-----------------------------|------------------------------------|
| a. Net present value method | I. Inflow after interest and tax |
| b. Average rate of return | II. Discounted cash flow |
| c. Internal rate of return | III. Traditional method |
| d. Payback method | IV. Decision based on cut-off rate |

Codes :

- | | a | b | c | d |
|-----|----------|----------|----------|----------|
| (A) | IV | I | II | III |
| (B) | IV | III | II | I |
| (C) | II | I | IV | III |
| (D) | I | III | IV | II |

50. Liquid assets is determined by

- (A) Current assets – stock – prepaid expenses
- (B) Current assets + stock + prepaid expenses
- (C) Current assets + prepaid expenses
- (D) None of the above

51. Political risk management comes in the ambit of which of the following financial decisions ?

- (A) Non-conventional capital budgeting
- (B) International currency arbitrage
- (C) Foreign exchange market
- (D) Multinational capital budgeting

52. If mean and mode of some data are 4 and 10 respectively, its median will be

- (A) 1.5 (B) 5.3
- (C) 16 (D) 6

53. Degree of _____ is the ratio of the percentage increase in Earning Per Share (EPS) to the percentage increase in Earnings Before Interest and Taxes (EBIT).
 (A) Operating Leverage
 (B) Combined Leverage
 (C) Working Capital Leverage
 (D) Financial Leverage
54. Porter's value chain theory was introduced in
 (A) 1980 (B) 1985
 (C) 1960 (D) 1995
55. In PERT chart, the activity time distribution is
 (A) Normal (B) Binomial
 (C) Poisson (D) Beta
56. Predictive analytics uses Statistics and _____ to determine the future performance.
 (A) Modeling Techniques
 (B) Algorithmic Techniques
 (C) System development and design techniques
 (D) None of the above
57. Arrange the stages of economic growth in a sequential order :
 I. The age of high mass consumption
 II. The traditional society
 III. The take-off stage
 IV. The drive to maturity
 (A) I, III, IV, II (B) II, IV, I, III
 (C) III, I, II, IV (D) II, III, IV, I
58. What is the name of the conceptual framework in which the research is carried out ?
 (A) Research hypothesis
 (B) Synopsis of Research
 (C) Research paradigm
 (D) Research design
59. In sampling, the lottery method is used for
 (A) Interpretation
 (B) Theorisation
 (C) Conceptualisation
 (D) Randomisation
60. Under _____, price is determined by the interaction of total demand and total supply in the market.
 (A) Perfect competition
 (B) Monopoly
 (C) Imperfect competition
 (D) All of the above
61. The goal of relaxation skills is to enable the individual to relax throughout the day and during times of stress. Which three phases is relaxation best learnt through ?
 (A) Learning complex relaxation skills, blunting tension in daily life and using relaxation at times of stress
 (B) Learning basic relaxation skills, monitoring tension in daily life and using relaxation at times of stress
 (C) Learning basic relaxation skills, monitoring tension in daily life and using relaxation at times of eustress
 (D) Learning basic relaxation skills and using them to take 'time-out' for relaxation.

62. Rearrange the steps mentioned in a remuneration model.

1. Pay survey
2. Job evaluation
3. Pricing jobs
4. Job hierarchy
5. Job description

Select the correct answer using the codes given below :

Codes :

- (A) 1, 2, 3, 4, 5
 (B) 4, 3, 2, 5, 1
 (C) 5, 2, 4, 1, 3
 (D) 5, 1, 3, 4, 2

63. Match the following :

Types of Skill Tests

Sub-tests

- | | |
|---------------------|-------------------------|
| a. Aptitude test | 1. Intelligence test |
| b. Achievement test | 2. Job knowledge test |
| c. Situational test | 3. Group discussion |
| d. Personality test | 4. Projective technique |

Codes :

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

64. Match the following :

Types of Skill Tests

Sub-tests

- | | |
|-----------------------|---|
| a. Digital dashboards | 1. It is Japanese technique comprising of circle of groups. |
| b. Quality circle | 2. It is an information management tool which is used for tracking metrics, Key Performance Indicators (KPIs). |
| c. BPR | 3. It involves the fundamental reshaping of core business activities and processes to attain dramatic developments and improvements in quality. |
| d. Empowerment | 4. It means allowing the individuals and encouraging them to take personal responsibilities for improving their potentials. |

Codes :

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

65. Hofstede's five variables power distance; individualism, masculinity/femininity; uncertainty avoidance and long-term versus short-term orientation; were terms used to describe
- (A) Family traits
 - (B) National differences
 - (C) HR strategy
 - (D) Globalisation
66. In BCG Matrix which division represents the organisation's best long-run opportunities for growth and profitability ?
- (A) Question marks
 - (B) Stars
 - (C) Cash cows
 - (D) Animals
67. Holistic marketing does not include
- (A) Internal marketing
 - (B) Integrated marketing
 - (C) Performance marketing
 - (D) B2B marketing
68. Who proposed the Balance Theory of attitude formation ?
- (A) Herzberg
 - (B) Fritz Heider
 - (C) Maslow
 - (D) Peter Drucker

69. Who developed the four I's of transformational leadership ?

- (A) Bernard A. Bass
- (B) Herzberg
- (C) Peter F. Drucker
- (D) Keynes

70. **Assertion (A)** : Under stressful situations, a person is unable to listen to and understand the message correctly.

Reasoning (R) : During stressful situations, the psychological frame of mind changes and the message gets distorted due to the beliefs, experiences, goals and values held by the receiver of the message.

Codes :

- (A) (A) and (R) both are correct and (R) is the correct explanation of (A)
- (B) (A) and (R) both are correct but (R) is not the correct explanation of (A)
- (C) (A) is correct whereas (R) is incorrect
- (D) (R) is correct whereas (A) is incorrect

71. Who introduced 4 Ps of marketing ?

- (A) E. J. McCarthy
- (B) Philip Kotler
- (C) T. Levitt
- (D) P. F. Drucker

72. SDR is international reserve asset created by

- (A) World Bank
- (B) WTO
- (C) IBRD
- (D) IMF

73. Edwards Deming, one of the Quality Gurus, introduced a concept of cycle for continuous improvement of quality. The cycle consists of

- i. Act
- ii. Plan
- iii. Do
- iv. Check

The correct order of this cycle of activities is

- (A) i, iii, iv, ii
- (B) ii, iv, iii, i
- (C) ii, iii, iv, i
- (D) i, ii, iii, iv

74. Which one of the following is not a part of Process of Human resource planning ?

- (A) Analyzing existing HR
- (B) Implementation of HR plan
- (C) Recruitment
- (D) Analyzing organizational objective

75. "Third Party Intervention" as "Conflict Resolution" is

- (A) Often required
- (B) Seldom required
- (C) Required as a mandate, when conflict remains unresolved
- (D) Not at all considered as an option

76. **Assertion (A)** : A manager delegates authority.

Reason (R) : The manager wants to shirk his responsibility.

- (A) Both (A) and (R) are true
- (B) Both (A) and (R) are false
- (C) (A) is true, but (R) is false
- (D) (A) is false, but (R) is true

77. When the Bretton Woods Agreement was signed by the delegates from 44 nations which led to the establishment of the IMF ?

- (A) 1940
- (B) 1952
- (C) 1944
- (D) 1954

78. How many member countries are in World Bank now ?

- (A) 200
- (B) 250
- (C) 189
- (D) 100

79. If the critical region is evenly distributed, then test is referred as

- (A) Two tailed
- (B) One tailed
- (C) Three tailed
- (D) No tail

80. In which of the following situation a product oriented layout is appropriate ?

- (A) A medical clinic
- (B) An automated carwash
- (C) A work center for welding, heat and painting
- (D) A home plumbing repair business

81. Which of the following software's are not used for AI ?

1. Java
2. C++
3. ENCORE
4. LISP
5. Adobe
6. Illustrator
7. LOTUS-123
8. VisiCale

Select the correct answer by using the codes given below codes.

Codes :

- (A) 1, 3, 5, 7, 8 (B) 2, 5, 6, 7, 8
(C) 1, 3, 4, 6, 7 (D) 3, 5, 6, 7, 8

82. "The entrepreneur is more than a manager. He or she is an innovator and promoter as well." Who said it ?

- (A) Joseph A. Schumpeter
(B) Forrest Frantz
(C) George Gilder
(D) Taylor

83. Match the following :

List – I (Subject)	List – II (Technique)
a. Entrepreneurship	1. Innovation
b. Marketing inventory	2. Promotion mix
c. Inventory management	3. Reorder level
d. HR planning	4. Appraisals

Codes :

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

84. A transportation is known as balanced transportation, if

- (A) Total demand is less than total supply
(B) Total demand is greater than total supply
(C) Total demand is not equal to total supply
(D) Total demand is equal to total supply

85. In the question given below/are two statements labelled as Assertion (A) and Reason (R). In the context of the two statements, which one of the following is correct ?

Assertion (A) : With the assistance of SSIs, this problem can be fixed to a greater extent as they are labour intensive in nature and have shown remarkable growth over the past decade.

Reason (R) : Small scale industries are set in the backward and remote areas. Thus, these industries decentralise the economic concentration of power and resources. It facilitates both rural and urban growth of India.

- (A) Both (A) and (R) are correct and (R) is the correct explanation of (A)
(B) Both (A) and (R) are correct, but (R) is not the correct explanation of (A)
(C) (A) is correct, but (R) is incorrect
(D) (A) is incorrect, but (R) is correct

86. Dell laptop have sticker on them, which says 'Intel inside'. This is example of what ?

- (A) Corporate Branding
- (B) Co-branding
- (C) Multibranding
- (D) Dual Branding

87. Match the items of List – I with that of List – II and suggest the correct code :

List – I	List – II
(Pricing Strategies)	(Explanations)
a. Customary pricing	i. Ending a price with 99 paise
b. Skimming	ii. Pricing a product based on perceived expectations of customers
c. Penetration pricing	iii. Setting a high price which gradually reduces as competitors enter the market
d. Psychological pricing	iv. Offering at a low price for a new product during its initial offering

Codes :

- | | | | | |
|-----|----------|----------|----------|----------|
| | a | b | c | d |
| (A) | i | iii | iv | ii |
| (B) | ii | iii | iv | i |
| (C) | iv | ii | iii | i |
| (D) | i | ii | iii | iv |

88. How many Scheduled Public Sector Commercial Banks are in India as of 2022 ?

- (A) 12
- (B) 27
- (C) 15
- (D) 20

89. What is the full form of CBDC ?

- (A) Central Bank Deposit Creation
- (B) Commercial Bank Deposit Creation
- (C) Central Bank Disinvestment Committee
- (D) Central Bank Digital Currency

90. What are the three types of machine learning ?

- (A) Supervised, Unsupervised and Realistic learning
- (B) Reinforcement, Unsupervised and Actual learning
- (C) Supervised, Reinforcement and Actual learning
- (D) Supervised, Unsupervised and Reinforcement learning

91. Which of the following is not the stage of new product development ?

- (A) Idea generation
- (B) Business analysis
- (C) Test marketing
- (D) Positioning

92. Which of the following method of capital budgeting does not take into account the time value of money ?

- (A) Payback period method
- (B) Accounting rate of return method
- (C) Net present value method
- (D) Profitability index

93. The BCG matrix is based on
 (A) Industry attractiveness and business strength
 (B) Industry growth rate and business strength
 (C) Industry attractiveness and relative market share
 (D) Industry growth rate and relative market share
94. The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopaedias, and funeral plots.
 (A) Societal marketing concept
 (B) Selling concept
 (C) Production concept
 (D) Holistic marketing concept
95. Which of the following sources of power is dependent on authority ?
 (A) Legitimate power
 (B) Coercive power
 (C) Knowledge power
 (D) Referent power
96. Which of the following activities is true about the cost variance under the Standard Costing System ?
 (A) Cost variance is the difference between the standard cost and the actual cost
 (B) Cost variance is the difference between the standard cost and the budgeted cost
 (C) Cost variance is the difference between the standard cost and the marginal cost
 (D) Cost variance is the difference between the actual cost and the marginal cost
97. Kaizen is a Japanese term meaning
 (A) Continuous improvement
 (B) Just-in-time (JIT)
 (C) A fishbone diagram
 (D) Setting standards
98. Which of the following is an important money market instrument ?
 (A) Debentures
 (B) Commercial Paper
 (C) Public Deposits
 (D) None of the above
99. Random sampling is helpful as it is
 (A) Reasonably accurate
 (B) Free from personal biases
 (C) An economical method of data collection
 (D) All of the above
100. Who is known as father of Artificial Intelligence ?
 (A) Steve Job
 (B) Elon Musk
 (C) John McCarthy
 (D) Peter Drucker

Space for Rough Work

