

**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:

- ReMarketing
- DeMarketing
- 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

- expert 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 Everitt 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