

# M.Phil./Ph.D. ADMISSION TEST, 2018

## Paper II

### Subject : 129 - MANAGEMENT

Roll No. (In figures) .....(In words) .....

OMR Sheet Barcode No. ....

Signatures of Invigilators 1. .... 2. ....

Names of Invigilators 1. .... 2. ....

Time : 2 Hours

Max. Marks : 200

### GENERAL INSTRUCTIONS

1. Read the instructions given on the Question Booklet and OMR Sheet before starting the answers. All the entries should be filled by **blue or black ball point pen**.
  2. The Question Booklet contains **100** questions and all questions are compulsory.
  3. Each question is of **2** marks. There is **no negative marking**.
  4. Candidates must ensure that the Question Booklet issued to them has all the questions. Defective Question Booklet can be got changed within **10** minutes.
1. प्रश्नों के उत्तर लिखने से पूर्व प्रश्न-पुस्तिका और ओ.एम.आर. शीट पर दिये हुए निर्देश पढ़ें। सभी प्रविष्टियाँ नीले अथवा काले बॉल पॉइन्ट पेन से भरें।
  2. प्रश्न-पुस्तिका में **100** प्रश्न हैं और सभी प्रश्न अनिवार्य हैं।
  3. प्रत्येक प्रश्न **2** अंक का है। कोई नकारात्मक अंकन (**negative marking**) नहीं होगा।
  4. परीक्षार्थी सुनिश्चित कर लें कि उन्हें जो प्रश्न-पुस्तिका दी गई है उसमें सभी प्रश्न अंकित हैं। त्रुटिपूर्ण प्रश्न-पुस्तिका **10** मिनट की अवधि में बदलवाई जा सकती है।

5. In case of any discrepancy between English and Hindi versions of a question, English version will be taken as correct, wherever there are both versions.
6. Select and darken the circle corresponding to the answer [(A) or (B) or (C) or (D)] in OMR sheet.
7. In case more than one circles are darkened in a question, it will not be evaluated.
8. Do not make any stray marks on OMR sheet and do not fold it.
9. Any candidate found removing pages from the Question Booklet may be disqualified and prosecuted.
10. Use of unfair means will disqualify the candidate from the examination.
11. Cell phone, calculator or any such devices are not allowed in the Examination Hall.
12. No candidate is allowed to leave the seat before handing over the original OMR sheet to the invigilator. Candidate can take Question Booklet and Carbon copy of OMR sheet.

5. किसी प्रश्न के अंग्रेजी और हिन्दी रूपान्तरणों में भिन्नता होने की स्थिति में अंग्रेजी रूपान्तरण सही माना जायेगा जहाँ प्रश्न-पत्र दोनों भाषाओं में है।
6. सही उत्तर का चयन करें तथा सम्बन्धित [(A) अथवा (B) अथवा (C) अथवा (D)] गोले को ओ.एम.आर. शीट में काला करें।
7. किसी प्रश्न में एक से अधिक गोले को काला करने पर उसे जाँचा नहीं जायेगा।
8. ओ.एम.आर. शीट पर किसी तरह का चिह्न न बनायें और न ही उसे मोड़ें।
9. प्रश्न-पुस्तिका से पृष्ठ निकालते हुए पाये जाने पर परीक्षार्थी को अयोग्य घोषित किया जा सकता है और उसके विरुद्ध विधिक कार्यवाही भी की जा सकती है।
10. अनुचित साधनों का उपयोग करने पर परीक्षार्थी को परीक्षा के लिए अयोग्य घोषित कर दिया जायेगा।
11. सेलफोन, संगणक और ऐसी किसी भी अन्य प्रविधियों को परीक्षा भवन में लाने की अनुमति नहीं है।
12. ओ.एम.आर. शीट की मूल प्रति वीक्षक को सुपुर्द किये बिना किसी भी परीक्षार्थी को अपना स्थान छोड़ने की अनुमति नहीं है। परीक्षार्थी प्रश्न-पुस्तिका एवं ओ.एम.आर. शीट की कार्बन प्रति को अपने साथ ले जा सकेगा।

1. Which of the following is **not** the stage of new product development ?
  - (A) Idea Generation
  - (B) Business Analysis
  - (C) Test Marketing
  - (D) Market Segmentation
2. Marketing research does **not** normally :
  - (A) Gather environmental information
  - (B) Provide a continuous source of information
  - (C) Relate to all aspects of marketing operations
  - (D) Describe the current situation
3. Which of the following is **not** included in 7P's of services marketing ?
  - (A) Marketing plan
  - (B) People
  - (C) Process
  - (D) Physical evidence
4. Which of the following statements is **true** ?
  - (A) The essence of marketing is a transaction of an exchange
  - (B) Marketing orientation is philosophy, which has to pervade the organization structure
  - (C) Marketing is also a managerial function involving analysis, planning and control of marketing activities in an organization
  - (D) All of the above
5. Who defines advertising as "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor ?
  - (A) American Marketing Association
  - (B) C.K. Prahlad
  - (C) Chartered Institute of Marketing
  - (D) Philip Kotler
6. Selection of specific media in which advertisements will be run and when they will be run to reach the target market is called :
  - (A) Publicity
  - (B) Public Relations
  - (C) Media Planning
  - (D) Advertising
7. Which communication component is **not** a paid form of communication ?
  - (A) Publicity
  - (B) Personal selling
  - (C) Advertising
  - (D) Sales promotion
8. Before a company decides to target a particular market segment, which important factors are to be examined against organization's objectives and resources ?
  - (A) Market size
  - (B) Growth rate
  - (C) Structural attractiveness
  - (D) All of the above
9. In the buying decision process, what is the term used for a person who first suggests buying the product or service ?
  - (A) Buyer
  - (B) Initiator
  - (C) Influencer
  - (D) Decider
10. Selling the products only through a single wholesaler or retailer is called :
  - (A) Selective distribution strategy
  - (B) Extensive distribution strategy
  - (C) Exclusive distribution strategy
  - (D) Mass Merchandise strategy
11. Which of the following is **not** a market oriented pricing technique ?
  - (A) Penetration pricing
  - (B) Going rate pricing
  - (C) Perceived value pricing
  - (D) Early-cash recovery pricing
12. Exit policy primarily emphasises in the broad sense, for policy makers as :
  - (A) Bringing new blood to the organization
  - (B) Removing employees
  - (C) Down sizing
  - (D) Retiring people and rehabilitating them
13. Which one of the following is **not** included in job descriptions ?
  - (A) Job title
  - (B) Location
  - (C) Penal actions
  - (D) Duties

14. Which one of the following are the functions of Human Resource Management ?
- (A) Planning, Organizing, Staffing, Directing and Controlling.
  - (B) Procurement, Development, Compensation, Integration and Maintenance.
  - (C) Planning, Organizing, Coordinating, Budgeting and Controlling.
  - (D) Perception, Development, Learning, Organization and Behaviour.

15. Sensitivity training method is a part of :
- (A) On-the-job training method
  - (B) Off-the-job training method
  - (C) Vestibule training method
  - (D) None of the above

16. Match the following :

List - I		List - II	
(a) Indian Trade Union Act	(i)	1923	
(b) Industrial Disputes Act	(ii)	1926	
(c) The Workmen's Compensation Act	(iii)	1948	
(d) The Employees' State Insurance Act	(iv)	1947	

Codes :

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

17. Out of the following, which are the schemes of Social Security ?
- (i) Provident Fund Scheme
  - (ii) Health Insurance Scheme
  - (iii) Job Guarantee Scheme
  - (iv) Maternity Benefit Scheme
  - (v) Compulsory and Voluntary Social Insurance Scheme
  - (vi) Merit Promotion Scheme
  - (vii) Child Insurance Scheme

Codes :

- (A) (i), (iii), (iv) and (vi)
- (B) (ii), (iii), (iv) and (v)
- (C) (i), (v), (vi) and (vii)
- (D) (i), (ii), (iv) and (v)

18. Arrange the following staffing procedures in the correct sequence :

- (i) Determining sources of personnel supply
- (ii) Preparing personnel specifications
- (iii) Selection of personnel
- (iv) Determining personnel characteristics

Codes :

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

19. Which among the following is **not** a voluntary method for prevention and settlement of disputes ?

- (A) Collective Bargaining
- (B) Works Committee
- (C) Standing Orders
- (D) Joint Consultation

20. The idea that a manager tends to be promoted to the level of his incompetence is referred to as :

- (A) The Parkinson's Law
- (B) The Peter Principle
- (C) The Advancement Principle
- (D) The Promotion Principle

21. On-the-job training does **not** include :

- (A) Job rotation
- (B) Planned progression
- (C) Temporary promotion
- (D) Sensitivity training

22. Which of the following concepts, involves setting objectives and comparing performance against those objectives ?

- (A) Merit Rating
- (B) Job Evaluation
- (C) Management by objectives
- (D) Paired Comparison

23. The four systems of management in terms of Leadership Styles are related to :

- (A) Philip Kotler
- (B) Blake and Mouton
- (C) Rensis Likert
- (D) Peter F. Drucker

24. The number of subordinates a superior can effectively handle is called :
- (A) Organising people  
(B) Coordination  
(C) Span of control  
(D) Direction
25. Match the following :
- | <b>List - I</b>             |       | <b>List - II</b> |  |
|-----------------------------|-------|------------------|--|
| (a) Functional organisation | (i)   | F.W. Taylor      |  |
| (b) Transactional Analysis  | (ii)  | McClelland       |  |
| (c) Managerial Grid         | (iii) | Eric Berne       |  |
| (d) Need Theory             | (iv)  | Blake and Mouton |  |
- Codes :**
- |     | <b>(a)</b> | <b>(b)</b> | <b>(c)</b> | <b>(d)</b> |
|-----|------------|------------|------------|------------|
| (A) | (i)        | (iii)      | (iv)       | (ii)       |
| (B) | (iii)      | (ii)       | (i)        | (iv)       |
| (C) | (i)        | (iv)       | (ii)       | (iii)      |
| (D) | (ii)       | (i)        | (iv)       | (iii)      |
26. Hawthorne experiment is related to the :
- (A) Scientific Management theory  
(B) Classical theory  
(C) Systems theory  
(D) Human Relations theory
27. Transactional Analysis (TA) is related to :
- (A) Personality  
(B) Perception  
(C) Attitudes  
(D) Learning
28. The form of learning in which people acquire new behaviours by systematically observing the rewards and punishments given to others is known as :
- (A) Positive reinforcement  
(B) Operant conditioning  
(C) Law of effect  
(D) Modelling
29. Diffusion of routine information takes place through :
- (A) External Communication  
(B) Upward Communication  
(C) Horizontal Communication  
(D) Downward Communication

30. An integrated group of activities to bring about a change is known as :
- (A) Collaborative culture  
(B) Interventions  
(C) Organization development  
(D) OCTAPACE
31. Match the following :
- | <b>List - I</b>   |       | <b>List - II</b>  |  |
|-------------------|-------|---|--|
| (a) Self-efficacy | (i)   | Determining specific levels of performance for workers to attain them   |  |
| (b) Goal setting  | (ii)  | The belief that one's efforts will positively influence one's performance   |  |
| (c) Expectancy    | (iii) | People strive to maintain ratio of their own outcomes to their own inputs that are equal to that of those with whom they compare themselves |  |
| (d) Equity theory | (iv)  | One's belief about having the capacity to perform a task  |  |
- Codes :**
- |     | <b>(a)</b> | <b>(b)</b> | <b>(c)</b> | <b>(d)</b> |
|-----|------------|------------|------------|------------|
| (A) | (iv)       | (i)        | (iii)      | (ii)       |
| (B) | (iv)       | (i)        | (ii)       | (iii)      |
| (C) | (iii)      | (i)        | (ii)       | (iv)       |
| (D) | (iii)      | (ii)       | (i)        | (iv)       |
32. The general pattern of behaviour, shared belief and values that members have in common is known as :
- (A) Organisation Matrix  
(B) Organisation Culture  
(C) Organisation Climate  
(D) Organisation Effectiveness

33. Which of the following is **not** a principle of management according to Henri Fayol ?
- (A) *Espirit de corps*  
 (B) Management by exception  
 (C) Unity of Direction  
 (D) Subordination of individual interest over the organisational interest
34. The measurement of risk by ex-anti standard deviation is :
- (A) Weighted average of conditional returns with probabilities of occurrence for each state as weights.  
 (B) Weighted average of deviations from the expected returns.  
 (C) Simple average of deviations from the expected returns.  
 (D) The square root of the average squares of deviations of the observed returns from their expected value of returns.
35. While plotting a graph with risk on X-axis and expected return on Y-axis, a line drawn with coordinates (O,  $r_f$ ) and (B,  $r_m$ ) is called :
- (A) Security market line  
 (B) Characteristic line  
 (C) Capital market line  
 (D) CAPM line
36. Consider the following data :  
 Rate of inflation 5.1%; Beta 0.85;  
 Real rate of return 4.2%; Market return 12.6%  
 The risk premium of the security will be :
- (A) 2.5%  
 (B) 2.65%  
 (C) 2.805%  
 (D) 2.95%
37. In behavioural finance the experts have tried to study how the human mind works. This phenomenon is known as operation of system 1 and operation of system 2. Which of the following is the example of operation of system 2 ?
- (A) Answer 2+1  
 (B) Detect that one object is nearer than other  
 (C) Drive a bicycle on empty road  
 (D) Control your behaviour in a social situation
38. Mutually exclusive capital budgeting proposals are :
- (A) When two proposals are prioritised  
 (B) Selection of one proposal precludes the other  
 (C) When both proposals are acceptable  
 (D) None of the above
39. When discount rate declines :
- (A) The Net Present Value rises  
 (B) The Net Present Value falls  
 (C) The Net Present Value is constant  
 (D) The Net Present Value may fall or rise
40. What is the financial break even point from the data given ?  
 EBIT, ₹ 1,20,000; Taxes 35%;  
 Preference shares dividend, ₹ 25,000.
- (A) ₹ 25,000  
 (B) ₹ 53,000  
 (C) ₹ 38,462  
 (D) ₹ 60,000
41. From the data given, what is degree of operating leverage ?  
 Sales, ₹ 12,000; Variable cost ₹ 8,000;  
 Fixed cost ₹ 3,000.
- (A) 2  
 (B) 3  
 (C) 4  
 (D) 1
42. Company A and B are in the same risk class, Company A uses debt while Company B does not. The levered firm has ₹ 9,00,000 debentures carrying 10% rate of interest. Both the firms earn 20% operating profit on the total assets of ₹ 15,00,000. Assume perfect capital market conditions. Tax rate is 35% and capitalisation rate is 15%. What is the value of firms using Net Operating Income (NOI) approach ?
- (A) A, ₹ 18,10,000; B, ₹ 13,00,000  
 (B) A, ₹ 16,15,000; B, ₹ 13,00,000  
 (C) A, ₹ 13,00,000; B, ₹ 18,10,000  
 (D) A, ₹ 13,00,000; B, ₹ 13,00,000

43. Following information is available for Firm A :  
Capitalisation rate 10%; EPS, ₹ 10 per share;  
Return on investment 15%; Face value of share, ₹ 10; What would be the price of share as per Walter model, if the firm declares :
- (i) Zero or (ii) 25% dividend ?
- (A) (i) ₹ 150 (ii) ₹ 137.50  
(B) (i) ₹ 137.50 (ii) ₹ 150  
(C) (i) ₹ 140 (ii) ₹ 150  
(D) (i) ₹ 100 (ii) ₹ 137.50
44. If annual demand is 2000 Units; ordering cost per purchase order, ₹ 1200; and annual carrying cost is ₹ 480, what is Economic Order Quantity (EOQ) ?
- (A) 692 Units  
(B) 100 Units  
(C) 287 Units  
(D) 300 Units
45. The individual's demand curve for a commodity represents :
- (A) a maximum boundary of the individual's intentions.  
(B) a minimum boundary of the individual's intentions.  
(C) both a maximum and minimum boundary of the individual's intentions.  
(D) Neither the maximum nor the minimum boundary of the individual's intentions.
46. When an individual's income falls, (while everything else remaining constant) his or her demand for an inferior good :
- (A) increases  
(B) decreases  
(C) remain the same  
(D) any of the above may happen
47. If the quantity of a commodity purchased remains unchanged when the price of another commodity changes, the cross elasticity of demand between them is :
- (A) Negative  
(B) Positive  
(C) Zero  
(D) One
48. Which of the following elasticities measure a movement along a curve rather than a shift on the curve ?
- (A) Price elasticity of demand  
(B) Income elasticity of demand  
(C) Cross elasticity of demand  
(D) Elasticity of substitution
49. If Marginal Utility (MU) of the last unit of X consumed is twice the MU of the last unit of Y consumed, the consumer is in equilibrium, only if :
- (A) the price of X is twice the price of Y  
(B) the price of X is equal to the price of Y  
(C) the price of X is one-half the price of Y  
(D) any of the above is possible
50. If the Price Consumption Curve (PCC) for a commodity is horizontal at all relevant prices for it, the demand curve for this commodity is :
- (A) Horizontal  
(B) Positively sloped  
(C) Vertical  
(D) Rectangular hyperbola
51. The expansion path of production theory is analogous in consumption theory to the :
- (A) Price consumption curve  
(B) Engel curve  
(C) Income consumption curve  
(D) Budget constraint line
52. P exceeds AVC but is smaller than the AC at the best level of output under perfect competition, the firm is :
- (A) making a profit  
(B) incurring a loss but should continue to produce in the short run  
(C) incurring a loss and should stop producing immediately  
(D) breaking even
53. If the monopolist faces identical demand curve for its commodity in two separate markets, by practicing third degree of price discrimination the monopolist :
- (A) will increase TR and total profit  
(B) can increase TR and total profit  
(C) cannot increase TR and total profit  
(D) will charge different price in different market

54. With reference to the Cournot Model, which of the following statements is **false** ?
- (A) the duopolists do not recognise their interdependence
  - (B) each duopolist assumes the other will keep its quantity constant
  - (C) each duopolist assumes the other will keep its price constant
  - (D) the solution is stable
55. The inflation rate in Germany is 3% and in UK, 4%. The sterling can be expected to depreciate against Euro over a period of one year will be :
- (A) 0.96%
  - (B) 0.97%
  - (C) 1%
  - (D) 0.99%
56. A deductive theory is one that :
- (A) allows theory to emerge out of data
  - (B) involves testing an explicitly defined hypothesis
  - (C) uses qualitative methods whenever possible
  - (D) allows to finding to feedback into the stock of knowledge
57. Which of the following is **not** a type of research question ?
- (A) a hypothesis
  - (B) developing a good practice
  - (C) evaluating a phenomenon
  - (D) predicting an outcome
58. Which of the following is **not** a data collection method ?
- (A) Unstructured interviewing
  - (B) Postal survey questionnaire
  - (C) Participant observation
  - (D) Research question
59. What is a research design ?
- (A) a way of conducting research that is not grounded in theory.
  - (B) a framework for every stage of the collection and analysis of data.
  - (C) the system in which you present your research findings.
  - (D) the choice between using qualitative and quantitative methods.
60. In an experimental design, the dependent variable is :
- (A) the one that is not manipulated and in which any changes are observed.
  - (B) the one that is manipulated in order to observe any effects on the other.
  - (C) a measure of the extent to which personal values affect research.
  - (D) an ambiguous concept whose meanings depend on how it is defined.
61. What is the difference between a bar chart and histogram ?
- (A) A histogram does not show the entire range of scores in a distribution.
  - (B) Bar charts are circular, whereas histograms are square.
  - (C) There are no gaps between the bars on a histogram.
  - (D) Bar charts represent numbers whereas histograms represent percentages.
62. If there were a perfect positive correlation between two intervals/ratios variables, the Pearson's r test would give a correlation coefficient of :
- (A) - 0.328
  - (B) + 0.328
  - (C) + 1
  - (D) - 1
63. What is the name of the test that is used to assess the relationship between two ordinal variables ?
- (A) Phi
  - (B) Cramer's V
  - (C) Chi square
  - (D) Spearman's rho
64. Setting the p level of 0.01 increases the chances of making a :
- (A) Type I error
  - (B) Type II error
  - (C) Type III error
  - (D) All of the above
65. In order to identify response sets in a Likart scale, you could :
- (A) Pre-code all items consistently from 1 - 5
  - (B) Reverse the scoring of pre-coded answers
  - (C) Only include items about socially desirable behaviours
  - (D) Include explicit instructions to respondents not to deceive you



66. One advantage of using diaries in quantitative research is that :
- There is a reduced risk of attrition, as respondents tend to be highly motivated
  - They highlight the thoughts, feelings and experiences that are unique to each respondent
  - They are likely to elicit data about sensitive issues or deviant activities
  - None of the above
67. The purpose of the organization is best described by :
- Vision Statement
  - Mission Statement
  - Values Statement
  - Business Definition
68. Enduring strength of a firm is depicted by :
- Core Competency
  - Sustained Competitive Advantage
  - Cost Leadership
  - Market Share
69. Failure of acquisitions is mainly due to :
- Lack of Resources
  - Corporate Greed
  - Environmental Uncertainty
  - Cultural Misfit
70. Performance Gap is caused by :
- Over-ambitious targets
  - Unclear objectives
  - Poor employee performance
  - Lack of leadership
71. Hybrid Differentiation Strategies denote :
- Existence of Entry Barriers
  - Operation in niche markets only
  - Offering added-value at lower prices brought about by cost reduction
  - Operation with sustained competitive advantage
72. The most popular mode of business expansion is through :
- Joint Ventures
  - Acquisitions
  - Diversification and Integration
  - Modernization of existing facilities
73. Strategic managers are likely to adopt one of the following alternatives to deal with environmental uncertainty :
- Influence
  - React
  - Avoid
  - Anticipate
74. Major Corporate decisions are made by :
- CEO
  - Shareholders
  - Board of Directors
  - Functional Directors
75. Consolidation strategies imply :
- Remaining standstill
  - Maintaining market share in existing markets
  - Ensuring adequate return on investment
  - Undertake modernization
76. Digitalization of business is leading to :
- Continuous Innovation and R & D
  - Success of Strategy
  - Disruptive economies
  - Cost Leadership
77. The type of concept that treats the whole world as one market is described as :
- Transnational marketing
  - International marketing
  - Glocal marketing
  - Global marketing
78. The dominant motivation for regional economic cooperation between countries is :
- Political
  - Economic
  - Cultural
  - Geographic
79. The variation in exchange rate of INR to USD on a daily basis is caused by :
- Adverse Balance of Payments situation
  - Political uncertainty in the world
  - Domestic economic conditions
  - Supply and demand of foreign currencies in the foreign exchange market

80. The Par Value System established by the IMF was instrumental in :
- Reduction of inflation in global markets
  - Providing financial assistance to countries to overcome BOP problems
  - Fixation of exchange rates of all currencies in terms of the USD
  - Introduction of Special Drawing Rights
81. WTO has been instrumental in regulation of international trade through :
- Reduction of poverty among member nations
  - Providing financial assistance for economic development
  - Abolition of the Quota system
  - Promoting mutual understanding among trading nations
82. Coca Cola exited the Indian market in 1976 as a result of the prevalent government policy which may be described as a measure of :
- Expropriation of foreign businesses
  - Enforcing provisions of FERA
  - Political compulsions
  - Domestication policy
83. India has accumulated the highest ever level of foreign exchange reserves to the tune of \$ 428 Billion, which has been the result of :
- Reduction of Repo rates by Reserve Bank of India from time to time
  - Inward remittances by NRIs
  - Increase in the value of gold held by RBI
  - Inward flow of FPI
84. Diffusion of product innovation in international markets is brought about by :
- Aggressive market expansion
  - Continuous communication and promotion over time
  - Bringing a cultural change
  - Reduction of prices
85. Customs Union is described as a cooperation among countries that leads to :
- Elimination of import tariffs and imposition of individual export tariffs
  - Elimination of import duties and imposition of a common export tariff
  - Free trade among countries
  - Establishment of an association of customs clearing agents in a country
86. When a country envisages exporting its products to suit the specific needs of a country, the concept is described as :
- Regiocentric orientation
  - Domestic market extension
  - Polycentric orientation
  - Geocentric orientation
87. As consumer habits and customs are subject to constant change, new products and ideas often face resistance in foreign markets. In such a situation, an International marketer has the option to :
- Wait for the change to occur
  - Cause the change
  - Resort to lobbying with government and interest groups to bring in change in policy
  - Withdraw the product
88. Thums Up has been a successful drink in the Indian market for several decades, and looking at the success of the brand, Coca Cola is now looking at its expansion in International markets. Which of the following modes of entry will be best suited to enter a foreign market ?
- Exporting the product
  - Manufacturing through establishment of subsidiaries
  - Franchise operations
  - Turn key operations
89. Preparation of a Business Plan is a pre-requisite for promotion of a start-up. Which one of the following activities reflects the **true** characteristics of a Business Plan ?
- Make arrangements for land, buildings and manpower recruitment.
  - Make arrangements for finance and prevent occurrence of NPAs after starting operations.
  - Ensure that there is no flaw in the business idea, resources, execution and mindset of the entrepreneur.
  - Make sure that the business activity always works at break-even level.
90. Founders of a business who conceptualize the starting of a business from the idea generation stage, whether original or developed by someone else, to successful implementation of the venture with hands-on experience are best described as :
- Bold entrepreneurs
  - Pure entrepreneurs
  - Quasi entrepreneurs
  - Owner managers

91. Which one of the following is **not** a personal characteristic of an entrepreneur ?
- (A) Hardworking  
(B) Innovative  
(C) Submissive  
(D) Pragmatic
92. The entrepreneur should act ethically to guide the business for which of the following reasons ?
- (A) To maximize profits for the business  
(B) To safeguard interests of all stake-holders  
(C) To protect the interest of the society and promote uplifting their life quality and standards of living  
(D) To minimize effects of climate change and depletion of resources
93. Which one of the following authors viewed an entrepreneur as a non-fixed income earner with known costs of production but uncertain income and therefore operating at a risk ?
- (A) Adam Smith  
(B) Richard Contillon  
(C) David Ricardo  
(D) Jean-Baptiste Say
94. The most successful entrepreneur is known for his qualities in :
- (A) Budgeting and financial management  
(B) Production and quality control  
(C) Marketing in adverse conditions  
(D) Innovation
95. Which one of the following is **not** a factor external to the working of an entrepreneur ?
- (A) Arranging financial assistance from non-governmental sources.  
(B) Business experience in the same or related lines.  
(C) Arranging machinery on hire-purchase basis.  
(D) Establishment of the business in an Industrial estate.
96. The innovation theory stands for :
- (A) Adoption of new techniques through mergers and acquisitions.  
(B) Following a strategy of disruptive technology.  
(C) Introduction of a product which is new to the world.  
(D) Directing entrepreneurial efforts towards bringing a change in society's cultural values and habits.
97. Who among the following bridges the gap between the investors and the managers ?
- (A) The investment banker  
(B) The entrepreneur  
(C) The intrapreneur  
(D) The industrialist
98. Which among the following is **not** a generic strategy ?
- (A) Cost leadership  
(B) Unity strategy  
(C) Differentiation strategy  
(D) Niche strategy
99. In the BCG matrix, describe the situation below which requires maximum marketing and promotional support to gain competitive advantage.
- (A) The dogs  
(B) The cash cow  
(C) The stars  
(D) The question marks
100. The motives behind the ongoing trade war between USA and China are :
- (A) Economic  
(B) Political  
(C) Personality conflicts between strong leadership  
(D) To obtain global politico-economic supremacy

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