

1. Which aspect of the strategic management process does environmental analysis and competitor analysis represent?
  - A) Strategic program component
  - B) Strategic implementation and control
  - C) Formulation of strategic marketing program
  - D) Strategic opportunity analysis
  
2. ----- is a desired future state that every organization attempts to realize.
  - A) Strategy
  - B) Goal
  - C) Policy
  - D) Procedure
  
3. Consumer decision making is essentially a ----- process
  - A) Search
  - B) Problem solving
  - C) Involvement
  - D) Evaluation
  
4. Arrange the following steps in the correct order of perceptual process.  
Memory—Exposure—Interpretation—Attention
  - A) Exposure –Attention—Interpretation—Memory
  - B) Attention—Exposure—Interpretation—Memory
  - C) Attention—Interpretation—Memory—Exposure
  - D) Exposure—Memory—Attention--Interpretation
  
5. When an individual is caught between two or more positive but mutually exclusive goals, it is known as -----
  - A) Approach-Approach conflict
  - B) Approach – Avoidance conflict
  - C) Avoidance- Avoidance conflict
  - D) None of these
  
6. The process of using an established relationship between a stimulus and response to bring out the learning of the same response to a different stimulus is called-----
  - A) Operant conditioning
  - B) Cognitive conditioning
  - C) Classical conditioning
  - D) Reasoning
  
7. A person who accompanies another on a shopping trip primarily to aid in the purchase process by providing symbolic and social aids is called-----
  - A) Market maven
  - B) Purchase pal
  - C) Buyer
  - D) None of these
  
8. In terms of BCG growth –share matrix, business in high growth industries with high market shares are termed -----
  - A) Stars
  - B) Cash cows
  - C) Question marks
  - D) None of these



**Answer question 17 to 20 from the following information in respect of a company.**

Current Ratio = 2.5, Quick Ratio = 1.5, Working capital = Rs.60, 000, Bank overdraft = Rs.10, 000, Proprietary Ratio (fixed assets to proprietary funds) = 0.75, Reserves and Surplus = Rs.40, 000.

17. How much is the current liability?  
A) Rs.60000 B) Rs.100000  
C) Rs.40000 D) None of these
18. How much is the quick assets?  
A) Rs. 40000 B) Rs. 60000  
C) Rs.100000 D) None of these
19. How much is the current assets?  
A) Rs.60000 B) Rs.40000  
C) Rs.100000 D) None of these
20. How much is the share capital?  
A) Rs.100000 B) Rs.150000  
C) Rs.220000 D) None of these
21. Sales of a company is 20, 000 units with a variable cost of Rs.20 per unit and Rs.30 as selling price. Fixed cost is Rs.100, 000. What is the degree of operating leverage?  
A) 2.0 B) 3.0  
C) 5.0 D) None of these
22. Moon Company sells its product for Rs.6 a unit. Next year, fixed expenses are expected to be Rs.200, 000 and variable expenses are estimated at Rs.4 a unit. How many units must Moon sell to generate net operating income of Rs.40, 000?  
A) 20,000 units B) 60,000 units  
C) 100,000 units D) 120,000 units
23. For a company, the EBIT is Rs.1120, Profit before tax is Rs.320, Tax rate is 50% and fixed cost is Rs.700. What is the degree of financial leverage?  
A) 1.5 B) 2.5  
C) 3.5 D) None of these
24. What is the most appropriate goal of a firm?  
A) Shareholder's wealth maximization  
B) Profit maximization.  
C) Gross margin enhancement  
D) EPS maximization
25. Which method provides accurate choice of mutually exclusive projects in case the firm is not subject to capital rationing.  
A) Internal rate of return B) Profitability index  
C) Payback period D) Net present value

26. Pick one of the given assumptions of capital structure which is not a proposition given by Modigliani and Miller:
- A) Capital markets are imperfect
  - B) Investors are rational
  - C) There is no corporate taxes
  - D) Investors have homogenous expectations
27. Three statements are given in respect of Lease financing. State which statement (s) is/are correct?
- Statement 1 - Lessee is not entitled to claim depreciation tax shield.  
Statement 2 - Lessee can charge the entire lease rental for tax purpose.  
Statement 3 - Lessee has the claim over the asset's salvage value.
- A) Statement 1 only is correct
  - B) Statements 1 and 2 are correct
  - C) All the statements are correct
  - D) Statements 2 and 3 are correct
28. Merger of two or more companies involved in different stages of production or distribution of a product or service is called -----
- A) Horizontal merger
  - B) Diagonal merger
  - C) Vertical merger
  - D) Conglomerate merger
29. Three statements are given with regard to the essential qualities of a measurement scales in research. State which statement(s) is/are correct?
- Statement 1- Reliability= Repeated measurements giving consistent results.  
Statement 2- Validity = It should measure what it is supposed to measure.  
Statement3- Sensitivity= Ability of the measurement to indicate change.
- A) Statement 1 is only correct
  - B) Statements 1 and 2 only are correct
  - C) All the three statements are correct
  - D) All the three statements are wrong
30. Which of the following scale is the most versatile scale in terms of the power of statistical analysis?
- A) Nominal scale
  - B) Ordinal scale
  - C) Interval scale
  - D) Ratio scale
31. A question in the questionnaire in which a response is suggested or implied is called -----
- A) Suggested question
  - B) Loaded question
  - C) Leading question
  - D) Double barreled question
32. ----- is not a non probability sampling technique
- A) Convenient sampling
  - B) Quota sampling
  - C) Systematic sampling
  - D) Judgment sampling





48. What is the journal entry for payment of cash of Rs.130000?
- A) Debit business purchase account with Rs.130000 and credit cash account with Rs.130000
  - B) Debit Vendor company with Rs.130000 and credit cash account with Rs.130000
  - C) Debit cash account with Rs.130000 and credit Vendor company with Rs.130000
  - D) Debit business purchase with Rs.130000 and credit Vendor company with Rs.130000
49. What is the journal entry for issue of equity share at 10% discount to Vendor company?
- A) Debit Vendor company with Rs.270000, credit equity share with Rs.270000
  - B) Debit Vendor company with Rs. 300000 and credit equity share with Rs.300000
  - C) Debit Vendor company with Rs.270000, Debit Discount on issue of shares with Rs.30000 and credit Equity shares with Rs.300000.
  - D) Debit equity shares with Rs.300000 and credit Vendor company with Rs.270000 and credit discount on issue of shares with Rs.30000
50. Under CPP method of inflation accounting assets are presented at -----
- A) Economic value
  - B) Current replacement cost
  - C) Net realizable value
  - D) Historical cost adjusted to general price level changes
51. Which one of the following inventory valuation ensures as nearly as possible the matching of current cost with current revenue?
- A) FIFO
  - B) HIFO
  - C) LIFO
  - D) Standard price
52. ----- is not an account concept
- A) Money measurement
  - B) Business entity
  - C) Dual aspect
  - D) Consistency
53. A business is having an adjusted net profit of Rs.1, 00, 000 and capital employed is Rs.6, 00, 000. Its goodwill is taken as 3 years purchase of super profit and the expected rate of return is 10%. What is the value of goodwill?
- A) Rs.3, 00, 000
  - B) Rs.5, 00, 000
  - C) Rs.1, 20, 000
  - D) None of these
54. In conventional accounting, the amount spent on human resources is taken as-----
- A) Capital expense
  - B) Revenue expense
  - C) Deferred revenue expense
  - D) Revenue and deferred revenue expense







72. Batch costing is popularly used in ----- among the following industries  
 A) Construction industries      B) Oil industries  
 C) Garment making units      D) Car making
73. Escalation clause is generally included in ----- costing  
 A) Batch costing      B) Job costing  
 C) Contract costing      D) Standard costing
74. Annual consumption of a factory is 600 units. Ordering cost is Rs.6 per order. Carrying cost is 20% of the unit cost. Cost per unit of material is Rs.2.40. EOQ is  
 A) 212 units (approx.)      B) 315 units (approx.)  
 C) 122 units (approx.)      D) None of these
75. Three statements are given about wages payment system. State which statement (s) is/are correct.  
 Statement 1- When the time saved increases the bonus under Halsey plan also keeps on increasing.  
 Statement 2-When the time saved is 50% of the standard time, then bonus under Halsey plan and Rowan plans are the same.  
 Statement 3-When the time saved is below 50% of the time allowed bonus under Rowan plan is lesser than that of Halsey plan.  
 A) Statement 1 only is correct  
 B) Statement 1 and 2 are correct  
 C) All the statements are correct  
 D) All the statements are wrong
76. A factor which influences all other budgets is called -----  
 A) Factor budget      B) Functional budget  
 C) Fixed factor budget      D) Key factor budget
77. Three statements are given in respect of budgeting. State which statement(s) is correct?  
 Statement 1-Master budget incorporates all functional budgets  
 Statement 2-A budget manual spells out all duties and responsibilities of persons involved in budgeting.  
 Statement 3- Flexible budgets changes with level of activity.  
 A) Statement one only is correct  
 B) Statement two only is correct  
 C) Statements one and two are only correct  
 D) All the three statements are correct

78. Two statements are given in respect of differential costing. State which statement(s) is/are correct?  
 Statement 1-Fixed costs are excluded from marginal costs where as differential cost takes in to consideration changes in fixed cost due to changes in level of activity.  
 Statement 2-Differential costs do not find a place in accounting records.
- A) Statement 1 only is correct  
 B) Statement 2 only is correct  
 C) Both statements are correct  
 D) Both statements are wrong
79. Democratic leadership style goes with -----  
 A) X theory  
 B) Y theory  
 C) Z theory  
 D) None of these
80. Which principle of management lays stress on team work and unity among personnel?  
 A) Equity  
 B) Order  
 C) Unity of direction  
 D) Esprit de corps
81. In line and staff organization the authority lies in -----  
 A) Line  
 B) Staff  
 C) Both line and staff  
 D) Neither line nor staff
82. Full delegation is called -----  
 A) Alter ego  
 B) Non ego  
 C) Shelter ego  
 D) Ego
83. A system of shared meaning held by members that distinguishes the organization from other organizations is known as -----  
 A) Organizational climate  
 B) Organizational culture  
 C) Organizational behavior  
 D) Organizational structure
84. Arrange the following steps in group development.  
 Storming—Forming—Performing---Norming
- A) Forming—Norming—Storming—Performing  
 B) Forming—Performing—Norming—Storming  
 C) Forming—Storming—Norming—Performing  
 D) Norming—Storming—Forming—Performing
85. The way in which individuals translate power bases into specific actions is -----  
 A) Power distance  
 B) Power tactics  
 C) Power action  
 D) Power order
86. Job enrichment involves ----- expansion of job.  
 A) Vertical  
 B) Horizontal  
 C) Diagonal  
 D) Circular



96. World Trade Organization was established in -----  
 A) 1947                      B) 1995                      C) 2001                      D) 2005
97. Two statements are given in respect of time orientation aspect of culture. State which statement (s) is/are correct?  
 Statement 1—Monochronic culture focuses on doing many things at a time.  
 Statement 2--- Polychronic culture focuses on doing one thing at a time.
- A) Statement 1 only is correct  
 B) Statement 2 only is correct  
 C) Both the statements are correct  
 D) Both the statements are wrong
98. Minimum number of members to form a public company is ----- and maximum is -----  
 A) 2 and 50    B) 7 and 50  
 C) 50 and unlimited    D) 7 and unlimited
99. ----- contains rules and regulations relating to the internal management of a company.  
 A) Memorandum of Association  
 B) Articles of Association  
 C) Prospectus  
 D) None of these
100. Credit policy of the RBI is a part of -----  
 A) Monetary policy    B) Fiscal policy  
 C) Budgetary policy    D) Industrial policy
101. As per RBI measures of money stock, M3 stands for -----  
 A) Currency with public plus demand deposits with banks and other deposits with RBI  
 B) M1 plus post office savings bank deposits  
 C) M1 plus post office savings bank deposits and time deposits with banks  
 D) M1 plus time deposits with banks
102. Three statements are given in respect to warranty. State which statements are correct?  
 Statement 1—Warranty is collateral to the main purpose of the contract.  
 Statement 2—Buyer has right to cancel the contract on breach of warranty.  
 Statement 3—Buyer can claim damages.
- A) Statement 1 only is correct  
 B) Statements 1 and 2 only are correct  
 C) All the statements are correct  
 D) Statements 1 and 3 only are correct

103. Dumping aimed to clear unsold stock at a lower price in the overseas market is called -----  
 A) Distress dumping                      B) Predatory dumping  
 C) Persistent dumping                      D) Price dumping
104. -----is not a principle of multilateral trade  
 A) Non discrimination                      B) Market access  
 C) Reciprocity                                D) Political system
105. Countries which follow a unified internal and external tariff system is called-----  
 A) Customs union                            B) Free trade area  
 C) Common market                          D) Economic union
106. Chairman of the Planning Commission of India is -----  
 A) President of India                        B) Prime Minister of India  
 C) Finance Minister of India              D) Speaker of Lok Sabha
107. Cross border trade conducted where commodities are exchanged for commodities is called -----  
 A) Commodity trade                        B) Counter trade  
 C) Cross border trade                        D) Exchange trade
108. The extent of linear relationship between two variables X and Y is determined by -----  
 A) Coefficient of correlation              B) Coefficient of determination  
 C) Probable error                            D) Standard error.
109. The coefficient of correlation is independent of -----  
 A) Changes of scale only  
 B) Changes of origin only  
 C) Both changes of scale and origin  
 D) None of these
110. What is the probability that a leap year selected at random will contain either 53 Thursdays or 53 Fridays.  
 A)  $\frac{2}{7}$     B)  $\frac{3}{7}$   
 C)  $\frac{5}{7}$     D) None of these
111. Baye's theorem is associated with -----  
 A) Prior probabilities  
 B) Conditional probability  
 C) Mutually exclusive probability  
 D) None of these
112. Vogel's approximation method is used in solving-----problems.  
 A) Transportation  
 B) Linear programming  
 C) Net work analysis  
 D) Linear programming and network analysis

113. In network analysis the earliest start time for the following activity minus the earliest completion time for this activity is called -----  
 A) Independent float                      B) Free float  
 C) Interfering float                      D) Optimum float
114. ----- is not a basic assumption underlying linear programming  
 A) Infinite choice                      B) Certainty  
 C) Continuity                      D) Proportionality
115. In network analysis the deliberate reduction of activity time by putting extra resources is called -----  
 A) Disposal                      B) Crashing  
 C) Cutting                      D) Looping
116. In E-Commerce, Electronic Data Interchange Mechanism does not extend ----- to the user.  
 A) Application service                      B) Exchange service  
 C) Translation service                      D) Communication service
117. A collection of data designed to be used by different people is called a-----  
 A) Data base                      B) RDBMS  
 C) DBMS                      D) None of these
118. Four major E-commerce drivers are -----        -----        ----- and -----  
 A) Computers—networks—information---- people  
 B) Market----- Sales-----people-----profit  
 C) Computers-----people-----market-----profit  
 D) Networks----information---sales -----profit
119. ----- means information is free from bias.  
 A) Accuracy                      B) Speed  
 C) Relevancy                      D) None of these
120. In MIS when the user is presented with too much information than what is necessary for decision making it is called-----  
 A) Information bias                      B) Information overload  
 C) Information filtering                      D) None of these

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