

MODEL QUESTION PAPER

WRITTEN TEST FOR THE POST OF
MANAGEMENT TRAINEE (COMMERCIAL & OPERATION)

Max. Marks: 170

Duration: 3 Hrs.

Part I (Max. Marks: 120)

All questions are Compulsory. All Questions carry equal marks

1. Briefly discuss the various elements of logistics environmental assessment. What are the future challenges in logistics management?
2. Explain the concept of online marketing and electronic commerce. List the three benefits that it provides to the consumers. Also list its three possible advantages to the marketers.
3. What do you understand by the term, "Marketing Logistics"? What all does it involve? List three important tasks of the logistics manager of a manufacturing firm.
4. Distinguish between quantitative and qualitative factors considered in location decisions. Illustrate how these factors are integrated in location choices.
5. What do you mean by Total Quality Management? Explain the various Quality Standards prevalent in India?
6. What is aggregate planning in supply chain? Briefly discuss the various elements to be considered in the supplier relationship strategy.
7. Choose the correct answer of the Questions mentioned below: (5X4=20)

i The marketing environment is best described as being:

(1) Composed of Controllable Variables	(2) Composed of variables independent of one another.
(3) An indirect influence on marketing activity	(4) Dynamic and changing
(5) None of these.	

ii All of the following are marketing management tasks except:

(1) Marketing Planning	(2) Organizing marketing activities
(3) Coordinating Marketing Activities	(4) Project Development and Analysis
(5) None of these	

iii When Compaq computers collect information about political, legal, regulatory, societal, economic, competitive and technological forces that may affect its marketing activities. This process is called

(1) Environmental Scanning	(2) Survey of Environment
(3) Marketing Information Analysis	(4) Environmental Analysis
(5) None of These	

iv The Chairman of Unilever states that the world is just one big market. He feels anyone not taking this stance is systematically passing up profitable business. His approach most closely resembles

(1) Exporting	(2) Global Marketing
(3) Export Marketing	(4) Full-Scale international marketing
(5) None of these	

v If Erin Farm Insurance saw a sudden increase in the number of farmers seeking flood insurance in Ireland due to major floods in Britain, the floods would be presenting the company with a marketing:

(1) Opportunity	(2) Strategy
(3) Concept	(4) Mix
None of these	

Part II (Max. Marks: 50)

1. Choose the correct answer of the questions mentioned below: (10x2=20)

1. For the first time 60th Republic Day (26 January, 2009) held in the absence of the

(a) Prime Minister	(b) Vice President
(c) President	(d) Defence Minister

2. Pranab Mukherjee on 26 January, 2009 received the Chief Guest _____ President Nursultan Nazrbayev at the Rashtrapati Bhavan.

(a) Iran	(b) Kazakhstan
(c) Uzbekistan	(d) Tazikistan

3. Which of the following statements are correct:

- (a) The "Gram Nyayalayas Bill" has been passed by the parliament.
- (b) The bill provides for holding of mobile courts in the villages.

(1) (a) only	(2) (b) only
(3) Both (a) and (b)	(4) None of these

4. Who is the HRD Minister of India?

(a) Kapil Sibal	(b) Arjun Singh
(c) Lalu Prasad Yadav	(d) Mamta Banerjee

5. With a view of checking human trafficking, the government plans to introduce biometric passport system by which year?

(a) 2010	(b) 2011
(c) 2012	(d) 2013

6. What is India's rank in the 'Education for All global Monitoring Report' of UNESCO?

(a) 105	(b) 110
(c) 115	(d) 120

7. Russia has signed an agreement with India to build four additional atomic reactors in:

(a) Kodankulam	(b) Kaiga
(c) Tarapur	(d) Narora

8. Indian Union cabinet has given a go ahead to the draft agreement on avoidance of double taxation with which Nordic country?

(a) Finland	(b) Denmark
(c) Norway	(d) Sweden

9. Indian Union Cabinet has cleared the signing of an MoU with which Arab country in the field of manpower?

(a) Oman	(b) Kuwait
(c) Iran	(d) Iraq

10. Barak Hussein Obama became the 44th President of the United States on_____

(a) 20 January, 2009	(b) 20 December, 2008
(c) 12 January, 2009	(d) 22 January, 2009

3. Read the paragraph extract and choose any one relevant answer to the questions mentioned below: (10X2=20)

We should recognize the indebtedness of the country to its farm families who toil to safeguard national food security. Loan waiver is the price we have to pay for the neglect of rural India over the past several decades. There has been a gradual decline in investment in key sectors related to agriculture such as infrastructure, marketing, post harvest technology etc. The four crore farmers whose debt is to be relieved will be eligible for institutional credit for their cultivation expenses during Kharif 2008. The challenge is to prevent them from getting into the debt trap again. For this purpose the Central and various State governments should set up an Indebted Farmers' Support Consortium, comprising scientists, panchayat raj officials and other relevant to assisting farmers to improve the profitability and productivity of their farms in an environmentally sustainable manner. The smaller the farm the greater is the need for marketable surplus to reduce indebtedness.

The Indebted Farmers' Support Consortium should aim to get all the four crore farmers all the benefits of the government schemes such as the Rashtriya Krishi Vikas Yojna, Irrigation Benefit Programme and others. If this is done every farm family released from the debt trap should be able to produce at least an additional half tonne per hectare of food grains. This should help increase food production by about 20 million tones by 2008-010. At a time when global and national food stocks

are dwindling and prices are rising, this will be a timely gain for our national food security. We need to ensure that the outcome of the debt waiver is enhanced farmers' income and production. The prevailing gap between potential and actual yields in the crops of rainfed areas such as pulses and oilseeds is over 200 per cent even with the necessary technologies on the shelf. We are now importing without duty large quantities of pulses and oilseeds. If helped, farmers can produce these at a lower cost.

Opportunities for assured and remunerative marketing are essential if loan waiver is not to become a recurring event leading to the destruction of the credit system. This is why the Minimum Support Price is necessary for all not just for a few crops which is the case at present. This is the single most effective step to make loan waivers history. There is another urgent step which needs to be taken. The loan waiver does not cover those who borrow from money lenders. It will not be possible for the government to scrutinize the veracity of such private deals but steps can be taken such as giving them Smart Cards which will entitle them to essential inputs like seeds and fertilizers. The gram sabha can be entrusted with the task of identifying these farmers so that there is transparency in the process and elimination of the chances for falsification and corruption. Fear of occasional misuse should not come in the way of enabling millions of poor farmers who have borrowed from informal sources if we are to achieve the goal of four percent growth in agriculture.

1. What is the likely impact of ensuring farmers benefit from government schemes?
 - a. They can use the credit from these schemes to repay moneylenders.
 - b. The government can control the price rise.
 - c. Increased agricultural production.
 - i. Both (A) and (B)
 - ii. All (A), (B) and (C)
 - iii. Only (C)
 - iv. Both (B) and (C)
 - v. None of these

2. Why does the author feel that rural India has been overlooked in the past?
 - a Institutional credit was only made available for Kharif crops.
 - b Drop in investment in central areas related to agriculture.
 - C Records of those eligible for loan waivers have not been maintained over time.
 - vi. Only (B)
 - vii. Both (A) and (B)
 - viii. Only (C)
 - ix. All (A), (B) and (C)
 - x. None of these

3. How can small farmers avoid debt?
 - i They need to acquire additional land holdings.
 - ii They need to take advantage of both government schemes as well as credit from money-lenders.
 - lii They have to ensure a sufficient amount of their farm produce is sold.
 - lv The Government should provide periodic loan-waivers.
 - V None of the above.

4. What is the objective of the Indebted Farmers' Support Consortium?
I It is a support group for the families of indebted farmers.
II It has to devise new government schemes for farmers.
III It has to track farmers eligible for government schemes.
IV It has to evaluate government schemes and weed out the inefficient ones.
V It will assist farmers to improve profitability and productivity.
5. What does the author mean by the phrase "indebtedness of the country to its farm families"?
I If farmers are in debt it impacts the entire country.
II Citizens should be grateful to farmers and their families for the hardships borne by them to cultivate crops and safeguard national food security.
III India's food production has fallen causing it to be in debt since it has to import food.
IV The number of farmers' descendants taking up agriculture has fallen.
V None of these.
6. What is the author's opinion of recurring loan waivers?
I They are beneficial to farmers.
II They are detrimental to the system of lending.
III They will reduce the need for a Minimum Support Price for agricultural products.
IV Farmers will no longer be in debt to moneylenders.
V None of these.
7. Which of the following is TRUE in the context of the passage?
I The Minimum Support Price for agricultural products is yet to be implemented.
II Loan waiver is a permanent solution to indebtedness of farmers.
III Current agricultural growth is below four percent.
IV India's food production has increased in 2008.
V Moneylenders benefit from loan waivers.
8. Why does the loan waiver not cover credit taken from moneylenders?
A It is difficult to verify these contracts between farmers and moneylenders.
B It will increase the deficit in the budget.
C There is a risk that the funds may be misappropriated.
I Both (A) and (C)
II All (A), (B) and (C)
III Only (B)
IV Both (A) and (B)
V None of these
9. Why is there a vast gap in actual and potential yields of crops in rainfed areas?
i. The government prefers to import these crops at a lower rate.
ii. No technological advances have been made to improve the growth of crops in these areas.
iii. There is no Minimum Support Price available for these crops.
iv. Farmers are forced to sell these crops at a low rate.
v. None of these.

10. How does the government intend to ensure transparency in the Smart card issuance process?
- I Screening private players involved in the scheme.
 - ii Granting access to those farmers who register with their local moneylenders.
 - iii Providing cards which cannot be forged.
 - iv Regularly rotating members of the gram sabha so there is no corruption.
 - v The gram sabha can be entrusted with the task of identifying farmers.

Choose the which is most similar in meaning to the word (3X2=6)

11. Assured
- i. Insured
 - ii. Definite
 - iii. Doubted
 - iv. Confident
 - v. Reliance

12. Relieved
- i. Exempted
 - ii. Backed
 - iii. Supported
 - iv. Calmed
 - v. Substituted

13. Gap
- i. Hole
 - ii. Break
 - iii. Pause
 - iv. Difference
 - v. Interruption

Choose the word which is most opposite in meaning (2x2=4)

14. Timely
- i. Young
 - ii. Lately
 - iii. Overdue
 - iv. Aged
 - v. Slowly

15. Elimination
- i. Authority
 - ii. Forgiveness
 - iii. Attack
 - iv. Protection
 - v. Provision