

SUBJECT CODE		SUBJECT		PAPER	
<b>B-11-17</b>		<b>MANAGEMENT</b>		<b>II</b>	
HALL TICKET NUMBER			QUESTION BOOKLET NUMBER		
			200901		
OMR SHEET NUMBER					
DURATION		MAXIMUM MARKS	NUMBER OF PAGES	NUMBER OF QUESTIONS	
1 Hour 15 Minutes		100	12	50	

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- Write your Hall Ticket Number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- At the commencement of examination, the question 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 Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an 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 Question Booklet will be replaced nor any extra time will be given.
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- 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 items are to be indicated in the OMR Answer Sheet given to you. If you mark at any place other than in the circle in the OMR Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- 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 allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
- The candidate must handover 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. The candidate is allowed to take away the carbon copy of OMR Sheet and used Question Paper Booklet at the end of the examination.
- Use only Blue/Black Ball point pen.
- Use of any calculator or log table etc., is prohibited.
- There is no negative marks for incorrect answers.

**అభ్యర్థులకు సూచనలు**

- ఈ పుట పై భాగంలో ఇవ్వబడిన స్థలంలో మీ హాల్ టికెట్ నంబరు రాయండి.
- ఈ ప్రశ్న పత్రము యాభై బహుళైచ్ఛిక ప్రశ్నలను కలిగి ఉంది.
- పరీక్ష ప్రారంభమున ఈ ప్రశ్నాపత్రము మీకు ఇవ్వబడుతుంది. మొదటి ఐదు నిమిషములలో ఈ ప్రశ్నాపత్రమును తెరిచి కింద తెలిపిన అంశాలను తప్పనిసరిగా సరిచూసుకోండి.
  - ఈ ప్రశ్న పత్రమును చూడడానికి కవర్ పేజీ అంచున ఉన్న కాగితపు సీలును చించండి. స్టికర్ సీలులేని మరియు ఇదివరకే తెరిచి ఉన్న ప్రశ్నాపత్రమును మీరు అంగీకరించవద్దు.
  - కవరు పేజీ పై ముద్రించిన సమాచారం ప్రకారం ఈ ప్రశ్నపత్రములోని పేజీల సంఖ్యను మరియు ప్రశ్నల సంఖ్యను సరిచూసుకోండి. పేజీల సంఖ్యకు సంబంధించి గానీ లేదా సూచించిన సంఖ్యలో ప్రశ్నలు లేకపోవుట లేదా నిజప్రతి కాకపోవుట లేదా ప్రశ్నలు క్రమపద్ధతిలో లేకపోవుట లేదా ఏదైనా తేడాలుండుట వంటి దోషపూరితమైన ప్రశ్న పత్రాన్ని వెంటనే మొదటి ఐదు నిమిషాల్లో పరీక్షా పర్యవేక్షకునికి తిరిగి ఇచ్చివేసి దానికి బదులుగా సరిగా ఉన్న ప్రశ్నపత్రాన్ని తీసుకోండి. తదనంతరం ప్రశ్నపత్రము మార్చబడదు అదనపు సమయం ఇవ్వబడదు.
  - పై విధంగా సరిచూసుకొన్న తర్వాత ప్రశ్నాపత్రం సంఖ్యను OMR పత్రము పై అదేవిధంగా OMR పత్రము సంఖ్యను ఈ ప్రశ్నాపత్రము పై నిర్దిష్టస్థలంలో రాయవలెను.
- ప్రతి ప్రశ్నకు నాలుగు ప్రత్యామ్నాయ ప్రతిస్పందనలు (A), (B), (C) మరియు (D) లుగా ఇవ్వబడ్డాయి. ప్రతి ప్రశ్నకు సరైన ప్రతిస్పందనను ఎన్నుకొని కింద తెలిపిన విధంగా OMR పత్రములో ప్రతి ప్రశ్నా సంఖ్యకు ఇవ్వబడిన నాలుగు వృత్తాల్లో సరైన ప్రతిస్పందనను సూచించే వృత్తాన్ని బాల్ పాయింట్ పెన్ తో కింద తెలిపిన విధంగా పూరించాలి.  
ఉదాహరణ : (A) (B) (C) (D)  
(C) సరైన ప్రతిస్పందన అయితే
- ప్రశ్నలకు ప్రతిస్పందనలను ఈ ప్రశ్నపత్రముతో ఇవ్వబడిన OMR పత్రము పైన ఇవ్వబడిన వృత్తాల్లోనే పూరించి గుర్తించాలి. అలాకాక సమాధాన పత్రంపై వేరొక చోట గుర్తిస్తే మీ ప్రతిస్పందన మూల్యాంకనం చేయబడదు.
- ప్రశ్న పత్రము లోపల ఇచ్చిన సూచనలను జాగ్రత్తగా చదవండి.
- చిత్తుపనిని ప్రశ్నపత్రము చివర ఇచ్చిన ఖాళీస్థలములో చేయాలి.
- OMR పత్రము పై నిర్దిత స్థలంలో సూచించవలసిన వివరాలు తప్పించి ఇతర స్థలంలో మీ గుర్తింపును తెలిపే విధంగా మీ పేరు రాయడం గానీ లేదా ఇతర చిహ్నాలను పెట్టడం గానీ చేసినట్లయితే మీ అనర్హతకు మీరే బాధ్యులవుతారు.
- పరీక్ష పూర్తయిన తర్వాత మీ OMR పత్రాన్ని తప్పనిసరిగా పరీక్ష పర్యవేక్షకుడికి ఇవ్వాలి. వాటిని పరీక్ష గది బయటకు తీసుకువెళ్లకూడదు. పరీక్ష పూర్తయిన తరువాత అభ్యర్థులు ప్రశ్న పత్రాన్ని, OMR పత్రం యొక్క కార్బన్ కాపీని తీసుకువెళ్లవచ్చు.
- పి/సజ్జ రంగు బాల్ పాయింట్ పెన్ మాత్రమే ఉపయోగించాలి.
- లాగరిథమ్ టేబుల్స్, క్యాలిక్యులేటర్లు, ఎలక్ట్రానిక్ పరికరాలు మొదలగునవి పరీక్షగదిలో ఉపయోగించడం నిషేధం.
- తప్పు సమాధానాలకు మార్కులు తగ్గింపు లేదు.

SEAL



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# MANAGEMENT

## Paper - II

1. The kinked demand curve explains :
- (A) Price rigidity
  - (B) Price flexibility
  - (C) Demand rigidity
  - (D) Demand flexibility
2. For maximization of profit in the short run, the condition is :
- (A)  $AR = AC$
  - (B)  $MR = MC$
  - (C)  $MR = AR$
  - (D)  $MC = AC$
3. Which of the following statement(s) is/are true ?
- (I) Cost which would have been incurred in the absence of self-owned factor inputs is imputed cost
  - (II) Differential cost occurs as result of change in the level of operations
- (A) Statement (I) is correct
  - (B) Statement (II) is correct
  - (C) Both are correct
  - (D) Both are wrong
4. Law of diminishing marginal utility is based on the assumption that :
- (i) Tastes change over time
  - (ii) Consumption is continuous
  - (iii) Different units of goods consumed are homogeneous
- Of these statements :
- (A) Only (i) is true
  - (B) (i) and (iii) are true
  - (C) (ii) and (iii) are true
  - (D) All are true
5. Leader assumes charge during :
- (A) Forming
  - (B) Storming
  - (C) Norming
  - (D) Performing
6. Which of the following is not generally regarded as a trait that differentiates leaders from non-leaders ?
- (A) Job-relevant knowledge
  - (B) Drive
  - (C) Broad general knowledge
  - (D) Intelligence



7. Leaders that rely on their personality and charm to influence subordinates are utilising :
- (A) Reward power
  - (B) Referent power
  - (C) Legitimate power
  - (D) Expert power
8. A group can be defined as "collection of individuals in which there is interaction among members, perception of group membership, shared norms & values and.
- (A) mutual benefits
  - (B) shared objectives
  - (C) commonality of intent
  - (D) fate interdependence
9. When a motivated drive is blocked or hindered before it reaches its goal, this leads to :
- (A) conflict
  - (B) stress
  - (C) frustration
  - (D) negativism
10. Organisational culture is seen to have tremendous impact on all but one of the following :
- (A) Commitment to distinctive ideology
  - (B) Motivation
  - (C) Performance
  - (D) Productivity
11. The ability to hold the business together as a totality while simultaneously changing it is known as :
- (A) Coherence in management of change
  - (B) Adherence to management of change
  - (C) Management of change in turbulent times
  - (D) Change management style
12. Johari Window helps in :
- (A) Personal Finances
  - (B) Psychological States
  - (C) Personality Development
  - (D) Sociological Status



13. The following are sources of recruitment in organisations. Identify the internal sources of recruitment :

- (i) Promotions,
- (ii) Retirements,
- (iii) Former employees,
- (iv) Transfers,
- (v) Internal advertisement,
- (vi) Press advertisement,
- (vii) Campus interviews,
- (viii) Competitors

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

14. Hot stove rule is applicable in :

- (A) Welfare schemes
- (B) Promotional issues
- (C) Disciplinary measures
- (D) Selection stages

For questions 15 to 18, use the data below :  
The initial investment of three projects and their payback periods are as follows.  
Expected life of all the above projects is five years

Project	Initial Investment	Expected annual income from the project
A	₹ 10,00,000	₹ 2,00,000
B	₹ 12,00,000	₹ 2,50,000
C	₹ 8,00,000	₹ 1,50,000

15. Calculate the payback period for Project A :

- (A) 5 years
- (B) 3.5 years
- (C) 2.5 years
- (D) 6 years

16. What is the payback period for Project B ?

- (A) 2.44 years
- (B) 2.54 years
- (C) 3.8 years
- (D) 3.45 years

17. Calculate the payback period for Project C :

- (A) 2.78 years
- (B) 2.58 years
- (C) 3.56 years
- (D) 3.78 years

18. Based on the results for product A, B and C which is the best investment in terms of shorter payback period ?

- (A) Project A
- (B) Project B
- (C) Project C
- (D) Either Project A or Project C



19. Which of the following is / are true about margin of safety ?
- (i) Sales - Sales at BEP
  - (ii) Sales  $\times$  P/V ratio
  - (iii) Fixed cost / P/V ratio
  - (iv) Profit / P/V ratio
- (A) Only (i) is correct  
(B) Only (i) and (ii) are correct  
(C) Only (i) and (iv) are correct  
(D) Only (iii) is correct
20. The initiatives by MSL such as Maruti Insurance, Maruti Finance, Maruti Service Stations and Maruti Genuine Accessories is an example of :
- (A) Preemptive defense
  - (B) Mobile defense
  - (C) Flanking defense
  - (D) Counter attacking
21. Quality, features, style options, brand name, packaging, guarantees and warranties and service are related to which element of the marketing mix ?
- (A) Place
  - (B) Price
  - (C) Product
  - (D) Promotion
22. The elimination of entire product line or simplifying the assortment within line is called :
- (A) Product Mix Alteration
  - (B) Product Mix Contraction
  - (C) Trading Back
  - (D) Product Mix Improvement
23. Which matrix is highly suitable for recognizing the weak product for deletion ?
- (A) TOWS Matrix
  - (B) BCG Matrix
  - (C) GE Matrix
  - (D) DP Matrix
24. In the BCG matrix, the following strategies can be followed in the case of Question mark, Dogs, Cash, cows and Star respectively :
- (i) Investment,
  - (ii) Withdrawal,
  - (iii) Harvesting and
  - (iv) Maintenance
- (A) (i), (ii), (iii) and (iv)  
(B) (i), (iii), (iv) and (ii)  
(C) (ii), (iii), (iv) and (i)  
(D) (iii), (ii), (iv) and (i)

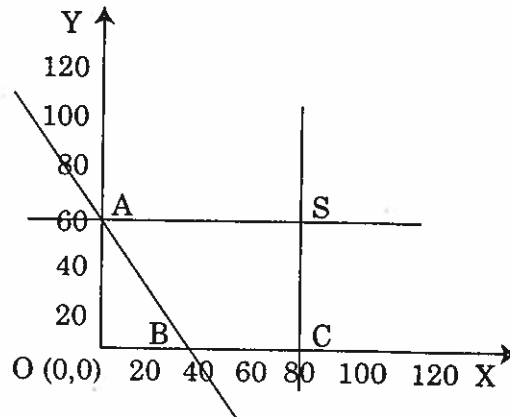
25. Which of the following statement about 'critical path' is true ?

- (A) It describes the longest of all paths through a network.
- (B) Some activities on the critical path may be slack.
- (C) Every network has exactly one critical path.
- (D) It is the longest path of interrelated activities in a project with zero slack time.

26. Identify the correct sequence of steps taken as part of the demand forecasting process :

- (A) Identify influencing factors, understand objectives, identify customer segments, select forecasting technique
- (B) Identify influencing factors, identify customer segments, understand objectives, select forecasting technique
- (C) Identify customer segments, understand objectives, identify influencing factors, select forecasting technique
- (D) Understand objectives, identify influencing factors, identify customer segments, select forecasting technique

Use the diagram to answer the following four questions (Questions 27 - 30). The diagram represents the solution for a linear programming problem where ABCS is the feasible region.



27. Identify the constraint represented by the line passing through the coordinates (40, 0) and (0, 60) :

- (A)  $X + Y = 40$
- (B)  $2X + 3Y = 120$
- (C)  $3X + 2Y = 120$
- (D)  $X + Y = 60$

28. Identify the corner points of the feasible region from the above diagram :

- (A) (0, 0), (80, 0), (60, 0), (40, 0)
- (B) (40, 0), (80, 0), (60, 80), (60, 0)
- (C) (40, 0), (80, 0), (80, 60), (60, 0)
- (D) (0, 60), (40, 0), (80, 0), (80, 60)



29. What is the equation of the line passing through (80, 0) ?

- (A)  $X = 80$
- (B)  $Y = 80$
- (C)  $X + Y = 80$
- (D)  $X - Y = 80$

30. Find the minimum value of the objective function where minimize  $Z = 20X + 35Y$ .

- (A) 2100
- (B) 1600
- (C) 800
- (D) 3700

31. Graph of variables having linear relation will be :

- (A) Curved
- (B) Hyperbola
- (C) Straight line
- (D) None of the above

32. MIS stands for :

- (A) Management Information System
- (B) Multiple Information System
- (C) Maximum Information System
- (D) None of the above

33. Which type of sampling is appropriate when the population consists of well-defined groups such that the elements within each group are homogeneous and between each group they are heterogeneous ?

- (A) Cluster Sampling
- (B) Simple Random Sampling
- (C) Stratified Sampling
- (D) Judgement Sampling

34. If two dice are thrown, the probability that the sum of their points is greater than 10 is :

- (A)  $1/9$
- (B)  $1/12$
- (C)  $1/3$
- (D)  $1/18$

35. In case of calculation of correlation :

List - I	List - II
(a) Scatter Diagram	(i) Actual Figures
(b) Pearson Method	(ii) Graphic Method
(c) Spearman Method	(iii) Ranking

Codes :

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





36. Match the following :

**List - I**

**List - II**

- |                             |   |
|-----------------------------|---|
| (a) Binomial Distribution   | (i) Mean is equal to zero and variance equals one |
| (b) Chi square Distribution | (ii) Mean is equal to $npq$                       |
| (c) Poisson Distribution    | (iii) Rare event                                  |
| (d) Normal Distribution     | (iv) It is a test of association                  |

**Codes :**

(a) (b) (c) (d)

(A) (i) (ii) (iii) (iv)

(B) (ii) (iv) (iii) (i)

(C) (iii) (iv) (i) (ii)

(D) (iv) (i) (ii) (iii)

37. Maintaining self-developed networks of outside contacts and informers who provide favours and information can best be described as :

- (A) The entrepreneur role
- (B) The liaison role
- (C) The monitor role
- (D) The disseminator role

38. The major differences in skill requirements between middle and top managers are that :


- (A) Top managers generally require better technical and interpersonal skills than middle managers.
- (B) Top managers generally require higher level conceptual skills but less technical skills than middle managers.
- (C) Top managers must generally be more skilled than middle managers in every respect.
- (D) Top managers require better interpersonal skills but less conceptual skills than middle managers.

39. A type of departmentalization in which similar specialists and people with common skills, knowledge and orientations are grouped together is referred to as :

- (A) Geographic departmentalization
- (B) Functional departmentalization
- (C) Product departmentalization
- (D) Process departmentalization



40. The four contingency factors on which a structure depends are :
- (i) strategy
  - (ii) autonomy
  - (iii) technology
  - (iv) environment
  - (v) size
  - (vi) bureaucracy
- (A) (i), (ii), (iii) and (iv)
- (B) (i), (ii), (iii) and (v)
- (C) (i), (iii), (iv) and (vi)
- (D) (ii), (iii), (iv) and (vi)
41. How does a business model affect value chain management ?
- (A) A business model identifies the value chain links.
- (B) A business model physically demonstrates incoming materials and outgoing products and services
- (C) A business model identifies the customers in a value chain
- (D) A business model is the organisation's strategic design for how to profit from its value chain management
42. Which of the following generic terms is **not** a management function ?
- (A) Leading
- (B) Planning
- (C) Systemising
- (D) Organising
43. The three characteristics of an organisation are :
- (i) First line managers, deliberate structure and people
  - (ii) Distinct purpose, bureaucracy and people
  - (iii) Distinct purpose, deliberate structure and people
  - (iv) Distinct purpose, deliberate structure and permanent jobs
- (A) (i) only
- (B) (ii) only
- (C) (iii) only
- (D) (iv) only
44. Which of the following can be classified as a decision-making style ?
- (A) Directive
- (B) Analytic
- (C) Conceptual
- (D) All of the above



45. Problem-solving skills are most effectively acquired using :

- (A) Classroom lectures
- (B) Simulation exercises
- (C) On the job training
- (D) Job rotation

46. Employee skills can be grouped into the following three categories :

- (i) technical
  - (ii) interpersonal
  - (iii) logical
  - (iv) personal
  - (v) problem solving
  - (vi) training
- (A) (i), (ii) and (iii)
  - (B) (i), (ii) and (iv)
  - (C) (i), (ii) and (v)
  - (D) (i), (iii) and (v)

47. If you believe in making decisions for the good of most people, you can be described as following which school of thought ?

- (A) Utilitarianism
- (B) Teleology
- (C) Deontology
- (D) Egoism

48. Which statement is/are true ?

- (A) Ethics is not synonymous to religious morality or moral theology
- (B) Ethics is the principle that guide the human behaviour
- (C) The terms 'ethics' and 'morality' are not synonymous terms
- (D) All of the above

49. The ethical dilemma of choosing between two rights refers to :

- (A) choosing between the lesser of two evils
- (B) deciding which of two employee rights is the most important
- (C) deciding to offer a bribe or lose out on an important opportunity
- (D) choosing between the two types of sexual harassment

50. The framework for establishing good corporate governance and accountability was originally set up by the :

- (A) Cadbury committee
- (B) Nestle committee
- (C) Thronton committee
- (D) Rowntree committee

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Space For Rough Work

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