

(3 Hours)

(Total Marks 100)

28/6/12

- Instructions : -
- 1) All the Three Sections are Compulsory.
 - 2) Section I consists of 40 objective type (multiple choice) questions.
 - 3) Section II consists of short answer questions.
 - 4) Section III consists of long answer (Essay type) questions.
 - 5) Return the question paper along with the answer sheets.

SECTION - I

All Questions are Compulsory
Each Question carries one mark (40X1=40 Marks)

Indicate the correct answer by writing the letter of the proper response in the BOX provided in the question paper itself

1. The overall strategy of the firm and the strategies of functional department must be
A. rigid B. consistent
C. flexible D. comprehensive
2. Frank and Lillian Gilberth made significant contribution to
A. human relations movement B. behavioral science approach,
C. scientific management D. leadership theory
3. BOT concept is a variation of
A. global strategy B. acquisition
C. licensing D. turnkey operation
4. Planned elimination of positions or jobs is called
A. employee turnover B. career development
C. employee retention D. downsizing

5. MSMED Act 2006 has increased the investment limit in plant and machinery for micro units in service sector to
- A. Rs. 25 lakhs B. Rs 10 lakhs
C. Rs. 5 lakhs D. Rs. 1 crore
6. According to BCG matrix dogs have
- A. high market share B. have potential for success
C. low market share D. potential for being market leasers
7. Times series analysis is extensively used in
- A. corporate strategies B. product strategies
C. sales forecasting D. distribution strategies
8. In marketing flank attack indicates
- A. attacker matches its competitors marketing -mix
B. captures a large share of the competitors
C. competitors' weak areas are targeted
D. small or intermittent attacks on the competitors to gain market share
9. Strategic momentum control is suitable for organizations operating in
- A. unstable environment B. weak environment
C. stable environment D. rigid environment
10. Pricing technique that makes a distinction between fixed cost and variable costs is called
- A. differentiated pricing B. perceived value pricing
C. marginal pricing D. two part pricing
11. Consumer behaviour is
- A. Rigid B. Static
C. Flexible D. Stiff
12. Proper mixing of Marketing Mix ingredients needs
- A. Shrewdness B. Providence
C. Assessment D. Intelligence

13. Niche Marketing depends on
- A. Test marketing B. Physical distribution
C. Government rules D. Brand loyalty
14. When information is passed on random and selection basis, it is called
- A. Gossip Chain B. Cluster Chain
C. Single Strand Chain D. Probability Chain
15. Market segmentation is the process of segmenting
- A. Niche market B. Heterogeneous market
C. Consumer behaviour D. Product mix
16. Product elimination strategy is related to
- A. New additions of the product B. Withdrawal of products.
C. Expansion of the product D. Modification of the product
17. Mental Revolutions means
- A. Eliminates unnecessary movements on the job.
B. Positive attitude of management towards the workers
C. Higher wage rate for efficient workers
D. Collectively formulating action plans.
18. The statement "No smoking in the factory" is an example of
- A. an objective B. a strategy
C. a policy D. a rule
19. Queuing Theory is useful to find solutions to
- A. Decision Making B. Career Development
C. Waiting Line D. Scalar Chain.
20. In International marketing, specific duty is based on
- A. According to value
B. According to price of commodity
C. According to physical characteristics of goods
D. According to rules of Government

21. Achievement Motivation Theory was developed by

- A. Porter and Lawler
B. McClalland
C. Victor H. Vroom
D. Edwin Locke

22. The contingency theory leadership model was developed by

- A. Martin G. Evans
B. Robert House
C. Paul Hersey & Kenneth Blanchard
D. Fred E. Fiedler

23. In Johari window if a person knows about himself but not known to others, it is called as

- A. Open self
B. unknown self
C. Hidden self
D. Blind self

24. The concept of lateral thinking was developed by

- A. Alex Osborn
B. Edward de Bono
C. Elton Mayo
D. Stephen Robbins

25. In negotiation a person who provides an informal communication link between the conflicting parties is called

- A. Arbitrator
B. Conciliator
C. Mediator
D. Consultant

26. An interview conducted by the group of interviewers, is called

- A. Formal Interview
B. Panel Interview
C. Group Interview
D. Structured Interview

27. Matrix organizations are really a combination of the

- A. product and process bases
B. process and geographic bases
C. customer and functional bases
D. functional and product bases.

28. Performance appraisal is useful for determining the employees

- A. retention
C. promotion
- B. training
D. all of these

29. Delegation of authority is effective when

- A. the concern is doing business in different branches
B. responsibility is also delegated
C. dual subordination is avoided
D. None of these

30. The methods in which the relative percentage ranking of each employee is indicated in respect to each factor, rather than on an overall basis, is the

- A. ranking method
C. critical incidents method
- B. check list method
D. graphic scales method

31. The method in which participants are placed in a simulated competitive environment and operate as executive team is

- A. special training courses
C. business games
- B. role playing
D. sensitive training

32. Which marketing expert said that "marketing takes a day to learn, but unfortunately it takes a lifetime to master"

- A. Jacob Malcolm
C. Philip Kotler
- B. Anderson
D. AL Ries

33. Zero-based budgeting is a

- A. Tool for financial analysis
C. Tool for operation cost
- B. A tool for cost analysis
D. Tool for micro expenses

34. Which of the following out these theories assumes that average human beings have an inherent dislike of work and they will avoid work if they can?

- A. Theory X
C. Theory Z
- B. Theory Y
D. Theory K

35. In the international business what is regarded as the biggest hurdle in communication?
- A. Noisy communication
C. cross-cultural barrier
- B. Misunderstanding in role play
D. trade barriers
36. Whose contribution is time and motion study?
- A. Henry Mintzberg
C. K.Prahlad
- B. Rencil Likertz
D. Frank Gillberth
37. Who is known as 'Father of modern management'?
- A. Fredrick Taylor
C. Henri Fayol
- B. Henry Gantt
D. Max Weber
38. Who among the following is credited for the idea that people fall into two personality types; introvert and extrovert.
- A. Sigmund Freud
C. Karl Marx
- B. Abraham Maslow
D. Carl Jung
39. Marketing Mix term was coined by
- A. James Forbes
C. Philip Kotler
- B. James Culliton
D. Philip Mathews
40. The only business man to get a Bharat Ratna award
- A. K.K.Birla
C. Jamnalal Bajaj
- B. JRD Tata
D. K.Chettiyar

SECTION – II

Attempt any three (03) out of five (05) questions

Each question carries 10 marks.

(3x10=30 Marks)

1. Explain the meaning of stress. Discuss the various approaches to stress management.
2. Discuss the shipping procedure in export trade.
3. Explain Adam's Equity theory of Motivation.
4. What is meant by succession planning? Discuss the steps in succession planning.
5. What is meant by product positioning? Explain the various positioning strategies.

SECTION - III

Attempt any two (02) questions out of four (04) questions

Each question carries 15 marks.

(2x15=30 Marks)

1. What is employee safety? Explain the steps to be taken in developing a safety programme in an organization.
 2. What are the challenges in International Marketing in view of the current global scenario?
 3. Discuss the role of government and NGOs in supporting women entrepreneurs in India.
 4. Define integrated marketing communication. Discuss its steps.
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