

Time: 90 minutes]

[Marks: 100

Guiding Note for Paper Setting

Twenty questions must be set from each subject. In each subject the question should be equally distributed among the units of Syllabi@ 5 questions from each unit.

Answer ALL Questions. Each question carries ONE Mark

1. The aggregate of all conditions, events and influences that surround and affect the business organizations
 1. Internal Environment
 2. Micro Environment
 3. Macro Environment
 4. Business Environment

2. A measure used in economics to show the responsiveness or elasticity, of the quantity demanded of a good or service to a change in the price of other good or service.
 1. Price Elasticity of Demand
 2. Income Elasticity of Demand
 3. Cross Elasticity of Demand
 4. Point Elasticity of Demand

3. Who characterized management as three sets of ten roles, each of which exhibits critical managerial skill sets useful for business leaders in a variety of contexts?
 1. Henry Fayol
 2. Henry Mintzberg
 3. Victor H Vroom
 4. F W Taylor

5. A formalized intentional structure of roles or positions is called as
 1. Organization
 2. Management
 3. System
 4. Administration

- 5 A discrete classification of data, in which data are neither measured nor ordered but subjects are merely allocated to distinct categories
- 1 Nominal Scale
 2. Interval Scale
 3. Ordinal Scale
 4. Ratio Scale
- 6 Rejecting a null hypothesis when it is true leads to committing
1. Type-II Error
 2. Type-I Error
 3. Standard Error
 4. Arithmetic Error
- 7 A marketing strategy which involves dividing a broad target market into subsets of consumers, businesses or countries that have, or are perceived to have, common needs, interests, and priorities, and then designing and implementing strategies to target them is called as
- 1 Market Positioning
 - 2 Market Segmentation
 3. Market Penetration
 4. Market Concentration
8. A short-sighted and inward looking approach to marketing that focuses on the needs of the company instead of defining the company and its products in terms of the customers' needs and wants is called as
- 1 Marketing Myopia
 - 2 Marketing Strategy
 - 3 Marketing Mix
 - 4 Marketing Management
- 9 Business Risk is measured by
- 1 Financial Leverage
 - 2 Operating Leverage
 - 3 Combined Leverage
 - 4 Working Capital Leverage
- 10 Rs.5,000 (Five Thousand) deposited in a Bank for 6 years @ an interest rate of 12 percent per annum and compounded 4 times in a year yields a maturity value of
- 1 Rs 10,100
 - 2 Rs 10,461
 - 3 Rs 10,164
 - 4 Rs.10.641
