

Time allowed: 45 minutes

Maximum Marks: 200

General Instructions: Same as Practice Paper-1.

Choose the correct option in the following questions.

1. The policies framed by the top management is interpreted by _____ level of management.
(a) Top (b) Middle (c) Lower (d) Operational
2. The terms 'Cooperation' and 'Coordination' are _____.
(a) Opposite (b) Synonym (c) Complementary (d) All of these
3. Google and Microsoft make the provision of creche, laundry, gym and entertainment facilities for their employees. Which objective of management is achieved by the management?
(a) Social objective (b) Personal objective
(c) Organisational objective (d) Economic objective
4. Which of the following is a cost benefit analysis?
(a) Effectiveness (b) Efficiency
(c) Both (a) and (b) (d) None of these
5. The purpose of one of the training methods is to make the new employee feel at home and develop a feeling of belongingness in the organisation. That method is
(a) Induction training (b) Apprenticeship training
(c) Internship (d) Vestibule school
6. Organisation interest supersede employees interest is indicated in
(a) Principle of Subordination of Individual Interest to General Interest
(b) Principle of Espirit De Corps
(c) Principle of Initiative
(d) Principle of Discipline
7. If a manager is biased in dealing with people from different states, he is violating
(a) Principle of Discipline (b) Principle of Espirit De Corps
(c) Principle of Remuneration (d) Principle of Equity
8. The Directors of 'Bhupendra Computers Limited', an organisation manufacturing computers, want to double the sales and have given this responsibility to their sales manager. The sales manager has no authority either to increase the sales expense or to appoint new salesman. Hence, he could not achieve his target. Identify the relevant principle associated in the above case.
(a) Division of Work (b) Authority and Responsibility
(c) Scalar Chain (d) Remuneration

9. **Payment of salary/wage to the employees according to the piece work**
 - (a) Time-based plan
 - (b) Performance-based plan
 - (c) Insertion-based plan
 - (d) Compensation
10. **Which principle of management is violated when Aman, a worker in Malik Crafts Limited, through his personal experience, was able to identify the time-saving techniques of production but when he approached management with his suggestion he was not appreciated?**
 - (a) Remuneration
 - (b) Initiative
 - (c) Equity
 - (d) Division of Work
11. **The Rajasthan government has developed surveillance network using latest satellite technology. Under this system, the state's mining department would be in a position to check illegal mining activities across the state. The state government is also considering the use of drones in its proposed campaign against illegal mining. Identify the related dimensions of business environment.**
 - (a) Economic dimension and Legal dimension
 - (b) Social dimension and Economic dimension
 - (c) Political dimension and Economic dimension
 - (d) Technological dimension and Political dimension
12. **Understanding of business environment may assist an enterprise in planning and policy formulation.**
 - (a) True
 - (b) False
 - (c) Can't say
 - (d) Partially false
13. **"There is a great demand for reservation in jobs for economically weaker sections of the society". Identify the type of dimension of business environment mentioned.**
 - (a) Technological environment
 - (b) Political environment
 - (c) Legal environment
 - (d) Social environment
14. **The business environment consist of numerous inter-related and dynamic forces. Because of this it may be difficult to know the extent of the relative impact of social, economic, political, technological or legal factors on change in the demand of a product in the market. The feature of business environment being discussed in the above para is**
 - (a) Totality of external forces
 - (b) Relativity
 - (c) Inter-relatedness
 - (d) Complexity
15. **To see whether plans are being implemented and activities are being performed according to the schedule, is a step of planning process. Identify the step.**
 - (a) Setting objectives
 - (b) Follow up
 - (c) Implementation of plan
 - (d) Developing premises
16. **"Following a pre-decided plan, when circumstances have changed, it may not turn out to be in the organisations' interest." Identify the limitation of planning highlighted above.**
 - (a) Planning leads to rigidity
 - (b) Planning may not work in a dynamic environment
 - (c) Planning does not guarantee success
 - (d) Planning reduces creativity
17. **"If the end result is clear it becomes easier to work towards the goal." Identify the step of one of the functions of management highlighted above.**
 - (a) Setting Objectives
 - (b) Follow-up Action
 - (c) Developing Premises
 - (d) Implementing the Plan
18. **Inter-departmental conflicts are one of the disadvantages of _____ structure.**
 - (a) Functional
 - (b) Divisional
 - (c) Both (a) and (b)
 - (d) None of the above
19. _____ is a framework within which organisational activities are performed.
 - (a) Divisional structure
 - (b) Organisational structure

(c) Informal organisation

(d) Formal organisation

20. Organisation leads to optimal utilisation of resources which helps in

(a) prevention of confusion

(b) minimisation of wastage

(c) increased project timeline

(d) Both (a) and (b)

21. Match the concept of management in Column I with their respective explanation in Column II.

Column A	Column B
(A) Organisation structure	(i) Number of structure subordinates under a superior.
(B) Decentralisation	(ii) The framework within which managerial and opening tasks are performed.
(C) Span of management	(iii) An optional management policy decision of the top management.

(a) A-(i), B-(ii), C-(iii)

(b) A-(i), B-(iii), C-(ii)

(c) A-(ii), B-(iii), C-(i)

(d) A-(iii), B-(ii), C-(i)

22. Shreya Ltd. has been awarded recently with the 'Best Employer of the Year Award'. The company has believed in the ideas and suggestions of its employees. There is selective dispersal of decision-making authority at all levels. There is no delay in delivery of orders to customers due to prompt decisions taken by employees. Identify the concept of management followed by the company.

(a) Authority

(b) Responsibility

(c) Delegation

(d) Decentralisation

23. _____ gives shape to the organisation structure.

(a) Extent of delegation

(b) Span of management

(c) No. of employees

(d) Planning

24. Which of the following functions of marketing helps in making product more attractive and improving its performance?

(a) Marketing planning

(b) Product designing and development

(c) Branding

(d) Promotion

25. Large scale production done to reduce the average cost of production is the essence of which concept of marketing management?

(a) Product

(b) Selling

(c) Production

(d) Marketing

26. _____ refers to the offer of sale in return of payment in easy installments without any interest charges thereon.

(a) Full finance@ 0%

(b) Sampling

(c) Usable benefit

(d) Quantity gift

27. _____ refers to the important decisions related to the product such as quality, design, branding, product packaging, labelling, etc.

(a) Marketing Mix

(b) Product Mix

(c) Promotion Mix

(d) Marketing

28. "They don't sell what they can make, but they make what they can sell". Which marketing concept is being highlighted in the given statement?

(a) Selling concept

(b) Production concept

(c) Product concept

(d) Marketing concept

29. Brooke Bond's Red label, Green label and Yellow label is the best example of

(a) Labelling

(b) Branding

(c) Grading

(d) None of these

30. Himesh after completing his graduation started working with a multinational company in Delhi. But due to ill health of his parents he had to go back to his village. There he noticed that the villagers were literate but ignorant about their rights. Many vegetable vendors were using stones as weights to sell their vegetables.

Some shopkeepers were selling food items without having 'FPO mark'. Villagers did not find anything wrong with these practices. So to create awareness among villagers Himesh decided to publish a weekly Journal 'Jan Jagriti'. State the 'Right' which Himesh has exercised by doing so.

- (a) Right to safety (b) Right to consumer education
(c) Right to information (d) Right to be heard

31. Ronit Raj, a marketing manager is a patient of diabetes for which he takes medicines regularly. One day, on his tour to Patna, he met with an accident and was hospitalised. Due to doctors' negligence a delicate nerve of his right leg was cut rendering him crippled throughout his life.

Identify the consumer right that has been violated by the doctors under the Consumer Protection Act, 2019 in the above situation.

- (a) Right to consumer education (b) Right to safety
(c) Right to be heard (d) Right to information

32. Vasvi purchased a bottle of pickle from the local grocery shop. The information provided on the bottle was not clear. She fell sick on consuming it. She filed a case in the District Forum under Consumer Protection Act and got the relief.

Identify the important aspect neglected by the marketer in the above case.

- (a) Branding (b) Packaging
(c) Labelling (d) Transportation

33. The Customers and Competitors are part of

- (a) Specific environment (b) General Environment
(c) Both (a) and (b) (d) None of the above

34. By donating 50% of revenue to nearby blind school, they are following which marketing philosophy?

- (a) Product concept (b) Production concept
(c) Marketing concept (d) Societal concept

35. Tapas Sen, a manufacturer, redesigned his existing soup making machine into a small portable machine. For selling the machine, he entered into an agreement with his uncle who agreed to finance the project with a 50% share in the profits. To launch the machine, they decided to start with direct channels of distribution. They named the venture 'Cup-a-Soup'. In the first year, their main objective was profit maximisation. They appointed 30 trained salesmen for distribution of the machine across the country. They offered incentives and awards to salesmen for achieving their sales targets.

Identify the marketing philosophy used by 'Cup-a-soup'.

- (a) Product Concept (b) Production Concept
(c) Selling Concept (d) Marketing Concept

36. Stock market condition is a factor related to

- (a) Financing decision (b) Dividend decision
(c) Investment decision (d) Financial planning

37. If return on investment is less than the rate of interest, then company must prefer

- (a) Equity (b) Debt
(c) Both (a) and (b) (d) None of the above

38. Financial planning arrives at

- (a) Minimising the external borrowing by resorting to equity issues.
(b) Entering that the firm always have significantly more fund than required so that there is no paucity of funds.
(c) Ensuring that the firm faces neither a shortage nor a glut of unusable funds.
(d) Doing only what is possible with the funds that the firms has at its disposal.

- 39. Sale of securities take place in two steps in**
(a) Offer for sale (b) Private placement
(c) Both (a) and (b) (d) e-IPO
- 40. To buy securities, i.e., share or debentures, it is compulsory to open**
(a) Current Account (b) Demat Account
(c) Fixed Deposit Account (d) Recurring Account
- 41. Which instrument does not relate to money market?**
(a) Call money (b) Treasury bill
(c) Commercial Bill (d) IPOs
- 42. The ABC Ltd. wants to raise ₹500 Cr. to fulfill its expansion plans by issue of equity shares. Identify the market ABC Ltd. will look for raising funds:**
(a) Primary market (b) Secondary Market
(c) Both (a) and (b) (d) None of the above
- 43. The financial management is concerned with**
(a) Efficient acquisition of finance (b) Efficient utilisation of finance
(c) Efficient disposal of surplus (d) All of the above
- 44. When mismatch between plan and actual performance is due to over or under stating of plan, then it is called**
(a) Strategic Control (b) Operational Control
(c) Both (a) and (b) (d) None of the above
- 45. Controlling is performed at**
(a) Top level (b) Middle level
(c) Supervisory level (d) All of the above
- 46. Which of the following is a financial incentive?**
(a) Promotion (b) Stock Incentive
(c) Job Security (d) Employee Participation
- 47. The highest level need in the need Hierarchy of Abraham Maslow is**
(a) Safety need (b) Belongingness need
(c) Self-actualisation need (d) Prestige need
- 48. Use of 'Technical Jargon' is which type of communication barrier?**
(a) Organisational barrier (b) Psychological barrier
(c) Semantic barrier (d) Personal barrier
- 49. Visit by senior manager to various professional colleges to search for prospective candidates is known as**
(a) Internal Recruitment (b) Recommendations from employees
(c) Employment Exchange (d) Campus Recruitment
- 50. Duplicate model is prepared in**
(a) Induction training (b) Vestibule school
(c) Apprenticeship training (d) Internship



Answers

PRACTICE PAPER – 20

- | | | | | | | |
|---------|---------|---------|---------|---------|---------|---------|
| 1. (b) | 2. (c) | 3. (b) | 4. (b) | 5. (a) | 6. (a) | 7. (d) |
| 8. (b) | 9. (b) | 10. (b) | 11. (c) | 12. (a) | 13. (d) | 14. (d) |
| 15. (b) | 16. (a) | 17. (a) | 18. (a) | 19. (b) | 20. (d) | 21. (c) |
| 22. (d) | 23. (a) | 24. (b) | 25. (c) | 26. (a) | 27. (b) | 28. (d) |
| 29. (c) | 30. (b) | 31. (b) | 32. (c) | 33. (a) | 34. (d) | 35. (a) |
| 36. (a) | 37. (a) | 38. (c) | 39. (c) | 40. (b) | 41. (d) | 42. (a) |
| 43. (d) | 44. (a) | 45. (d) | 46. (b) | 47. (c) | 48. (c) | 49. (d) |
| 50. (b) | | | | | | |