

Test Booklet No. _____

This booklet consists of 150 questions and 30 printed pages.

RGUPET/2024/___/___

RGUPET 2024
Common Entrance Test, 2024
DOCTOR OF PHILOSOPHY IN MANAGEMENT

Full Marks: 150
Hours

Time: 3

Roll No.

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Day and Date of Examination: _____

Signature of Invigilator(s) _____

Signature of Candidate _____

General Instructions:

PLEASE READ ALL THE INSTRUCTIONS CAREFULLY BEFORE MAKING ANY ENTRY.

1. DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO.
2. Candidate must write his/her Roll Number on the space provided.
3. This Test Booklet contains 150 Multiple Choice Questions (MCQs) from the concerned subject. Each question carries 1 mark.
4. Please check the Test Booklet to verify that the total pages and total number of questions contained in the test booklet are the same as those printed on the top of the first page. Also check whether the questions are in sequential order or not.
5. Candidates are not permitted to enter into the examination hall after the commencement of the entrance test or leave the examination hall within two hour.
6. Making any identification mark in the OMR Answer Sheet or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
7. Candidates shall maintain silence inside and outside the examination hall. If candidates are found violating the instructions mentioned herein or announced in the examination hall, they will be summarily disqualified from the entrance test.
8. In case of any dispute, the decision of the Entrance Test Committee shall be final and binding.
9. The OMR Answer Sheet consists of two copies, the Original copy and the Student's copy.

1	<p>Choose the correct speech of the given sentence. The Project Manager asked Vivek, “How much time will you take to finish this Project?”</p> <p>A. The project manager asked Vivek how much time he would take to finish this project. B. The project manager asked Vivek how much time would he take to finish that project. C. The project manager enquired of Vivek how much time he will be taking to finish that project. D. The project manager enquired of Vivek how much time he would take to finish that project.</p>	Answer option (d)										
	<table border="1"> <tr> <td>a) Only A</td> <td>b) Both A& B</td> <td>c) Both C& D</td> <td>d) Only D</td> </tr> </table>	a) Only A	b) Both A& B	c) Both C& D	d) Only D	Answer : D						
a) Only A	b) Both A& B	c) Both C& D	d) Only D									
2	<p>Match the pairs:</p> <table border="1"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>A. Hinder</td> <td>i. Accidental</td> </tr> <tr> <td>B. Hunger</td> <td>ii. Tiny</td> </tr> <tr> <td>C. Immense</td> <td>iii. Distate</td> </tr> <tr> <td>D. Intentional</td> <td>iv. Aid</td> </tr> </tbody> </table>	Column I	Column II	A. Hinder	i. Accidental	B. Hunger	ii. Tiny	C. Immense	iii. Distate	D. Intentional	iv. Aid	Answer option (b)
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a) A-ii, B-iii, C-iv, D-i	b) A-iv, B-iii, C-ii, D-i	c) A-iv, B-ii, C-i, D-iii	d) A-iv, B-i, C-ii, D-iii									
3	<p>Choose the correct voice of the given sentence. Every disaster affected victim has been compensated by the Government.</p> <p>A. The Government have been compensating every disaster affected victim. B. The Government has compensated every disaster affected victim. C. The Government had compensated every disaster affected victim. D. The Government has been compensating every disaster affected victim.</p>	Answer option (d)										
	<table border="1"> <tr> <td>a) Only A</td> <td>b) Both A& B</td> <td>c) Both C & D</td> <td>d) Only B</td> </tr> </table>	a) Only A	b) Both A& B	c) Both C & D	d) Only B	Answer: Only B						
a) Only A	b) Both A& B	c) Both C & D	d) Only B									
4	<p>Assertion (A): Dialects are the broad range of social as well as regional varieties. Reason (R): A dialect describes variations not only at the phonological level but also at the level of lexis and syntax.</p> <p>A. Both A and R are true, and R is the correct explanation of A. B. Both A and R are true, but R is NOT the correct explanation of A. C. A is true, but R is false. D. A is false, but R is true.</p>	Answer option (c)										
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a) Only A	b) Both A & B	c) Only B	d) Both A & C									
5	<p>Choose the correct synonym of the given word: Effusion</p> <p>A. Shocking B. Pouring forth C. Threatening D. Compensation</p>	Answer option (b)										

	a) A	b) B	c) C	d) D	Answer : B										
6	Three Numbers are in ratio 1:2:3 and HCF is 12. The Numbers are: A. 11, 22, 33 B. 5, 10, 15 C. 12, 24, 36 D. 12, 24, 32				Answer option (c)										
	a) A	b) B	c) C	d) D	Answer : C										
7	A dealer sold an article at 6% loss. Had he sold it for Rs. 64 more, he would have made a profit of 10%. Then the cost of the article is A. Rs. 164 B. Rs. 200 C. Rs. 400 D. Rs. 464				Answer option (d)										
	a) Only A	b) Both A & B	c) Both C & D	d) Only C	Answer Only C										
8	Anil after travelling 6 km towards East from his house realized that he has travelled in a wrong direction, he turned and travelled 12 km towards West, turned right and travelled 8 km to reach his office. The straight distance of the office from his house is: A. 10 km B. 12 km C. 14 km D. 20 km				Answer option (a)										
	a) A	b) B	c) C	d) D	Answer A										
9	Assertion: The HCF of two numbers is 18 and their product is 3072. Then their LCM is 169. Reason: If a, b are two positive integers, then $HCF \times LCM = a \times b$. Choose the correct answer from the following code: A. Both assertion (A) and reason (R) are true and reason (R) is the correct explanation of assertion (A). B. Both assertion (A) and reason (R) are true but reason (R) is not the correct explanation of assertion (A). C. Assertion (A) is true but reason (R) is false. D. Assertion (A) is false but reason (R) is true.				Answer option (d)										
	a) Only A	b) Both A & B	c) Both C & D	d) Only D	a) Only D										
10	With an average speed of 50 km/hr, a train reaches its destination in time. If it goes with an average speed of 40 km/hr, it is late by 24 minutes. The total journey is: A. 80 km B. 70 km C. 40 km D. 30 km				Answer option (a)										
	a) A	b) B	c) C	d) D	Answer : A										
11	Match the following: <table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th>List-I (Distinguished Ladies)</th> <th>List-II (Area of work)</th> </tr> </thead> <tbody> <tr> <td>A. Arundhati Roy</td> <td>i. Journalist</td> </tr> <tr> <td>B. Barkha Dutt</td> <td>ii. Novel Writing</td> </tr> <tr> <td>C. Aparna Sen</td> <td>iii. Film Actress</td> </tr> <tr> <td>D. Anushka Sharma</td> <td>iv. Film Director</td> </tr> </tbody> </table>				List-I (Distinguished Ladies)	List-II (Area of work)	A. Arundhati Roy	i. Journalist	B. Barkha Dutt	ii. Novel Writing	C. Aparna Sen	iii. Film Actress	D. Anushka Sharma	iv. Film Director	Answer option (b)
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	(a) (b) (c) (d) (A) (iv) (iii) (ii) (i) (B) (ii) (i) (iv) (iii) (C) (iv) (i) (iii) (ii) (D) (ii) (iii) (iv) (i)				
	a) A	b) B	c) C	d) D	Answer B
12	Which satellite channel uses the adline, “Knowing is everything” ? (A) BBC World (B) Star (C) Sony (D) Zee				Answer option (a)
	a) A	b) B	c) C	d) D	Answer A
13	<p>Assertion (A): In India, the judiciary is independent of the executive. Reason (R): Judiciary favours the government and helps in the implementation of its plants. Choose the correct answer from the following code: A. Both A and R are true and R is the correct explanation of A. B. Both A and R are true but R is not the correct explanation of A. C. A is false but R is true. D. A is true but R is false.</p>				Answer option (d)
	a) Only A	b) Both B & C	c) Both C & D	d) Only D	Answer Only D
14	Which of the following pair is not correctly matched? (A) Aajtaak - 24 hours’ news channel (B) F.M. Stations - Radio (C) National Geography channel - Television (D) Arnab Goswami - India Today				Answer option (d)
	a) A	b) B	c) C	d) D	Answer D
15	<p>From the following list of statements identify the set which has negative implications for ‘research ethics’: (i) A researcher critically looks at the findings of another research. (ii) Related studies are cited without proper references. (iii) Research findings are made the basis for policy making. (iv) Conduct of practitioner is screened in terms of reported research evidences. (v) A research study is replicated with a view to verify the evidences from other researches. (vi) Both policy making and policy implementing processes are regulated in terms of preliminary studies. Codes: (A) (i), (ii) and (iii) (B) (ii), (iii) and (iv) (C) (ii), (iv) and (vi) (D) (i), (iii) and (v)</p>				(d)
	a) Only A	b) A & B	c) B & D	d) Only C	Only C

16	The principal of a school conducts an interview session of teachers and students with a view to explore the possibility of their enhanced participation in school programmes. This endeavour may be related to which type of research?				(c)
	a) Evaluation Research	b) Fundamental Research	c) Action Research	d) Applied Research	Action Research
17	Match the two sets and indicate your answer by selecting the correct code:				(a)
	Set – I (Research Methods)		Set – II (Data Collection Tools)		
	a. Experimental method b. Ex post-facto method c. Descriptive survey method d. Historical method		i. Using primary and secondary sources ii. Questionnaire iii. Standardized tests iv. Typical characteristic tests		
	Codes:				
		a	b	c	d
	(A)	ii	i	iii	iv
	(B)	iii	iv	ii	i
	(C)	ii	iii	i	iv
	(D)	ii	iv	iii	i
	a) Only B	b) A & C	c) B & D	d) Only C	Only B
18	Identify the correct sequence of research steps: A) Selection of topic, review of literature, data collection, interpretation of findings B) Review of literature, selection of topic, data collection, and interpretation of findings C) Selection of topic, data collection, review of literature, interpretation of findings D) Selection of topic, review of literature, interpretation of findings, data collection				(a)
	a) A	b) B	c) C	d) D	A
19	Assertion (A): The Purpose of research is also revisiting the situations in a bid to ensure needed amelioration and improvement. Reason (R): Action research is a format of research is basically directed at bettering the situations. (A) Both (A) and (R) are true and (R) is the correct explanation of (A). (B) Both (A) and (R) are true, but (R) is not the correct explanation of (A). (C) is true, but (R) is false. (D) is false, but (R) is true				(a)
	a) Only A	b) Only B	c) Only C	d) Both A & B	Only A
20	Which of the following is the feature of case study method; A) It is appreciative B) It is particularistic. C) It is descriptive. D) it is inductive				(d)

	a) Only A, B & C	b) Both A & B only	c) A, C & D only	d) B, C & D only	B, C & D only										
21	Statement-I: The research questions should be linked to each other Statement-II: The research questions should be broad or narrow. A. Both (I) and (II) are true. B. Both (I) and (II) are false. C. Statement (I) is true, but (II) is false. D. Statement(I) is false, but (II) is true				(c)										
	a) Only B	b) Both B & D	c) Only C	d) Both A & B	Only C										
22	The limitations of a personal interview include- A. Personal biases B. Lack of space and time C. Both of them D. None of them				(c)										
	a) A	b) B	c) C	d) D	C.										
23	Directions: In the following questions, a statement of Assertion (A) is followed by a statement of Reason (R). Mark the correct choice as: Assertion (A): A good questionnaire helps in the collection of Primary Data. Reason (R): Primary Data is the first hand data collection. A. Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of Assertion (A). B. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A). C. Assertion (A) is true, but Reason (R) is false. D. Assertion (A) is false, but Reason (R) is true.				(a)										
	a) Only B	b) Both B & D	c) Only C	d) Both A & B	Only B										
24	Research is conducted to: I. Generate New Knowledge II. Not to develop a theory III. Obtain research degree IV. Reinterpret existing knowledge				(d)										
	a) I, III & II	b) III, II & IV	c) II, I & III	d) I, III & IV	I, III & IV										
25	What is the right match? <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Column A</th> <th style="width: 50%; text-align: center;">Column B</th> </tr> </thead> <tbody> <tr> <td>A. Indirect oral investigation</td> <td>i. Investigator sends a prepared questionnaire to a respondent with a cover letter.</td> </tr> <tr> <td>B. Mailed questionnaire</td> <td>ii. Appointed local agents to provide information</td> </tr> <tr> <td>C. Personal investigation or interview</td> <td>iii. Investigators collect information from third party authorities or sources</td> </tr> <tr> <td>D. Information gathered from local sources</td> <td>iv. The investigator gathers information through first-hand observation, interviews etc.</td> </tr> </tbody> </table>				Column A	Column B	A. Indirect oral investigation	i. Investigator sends a prepared questionnaire to a respondent with a cover letter.	B. Mailed questionnaire	ii. Appointed local agents to provide information	C. Personal investigation or interview	iii. Investigators collect information from third party authorities or sources	D. Information gathered from local sources	iv. The investigator gathers information through first-hand observation, interviews etc.	(a)
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26	From the following list of statements identify the set which has negative implications for 'research ethics':				(c)										

	(i) A researcher critically looks at the findings of another research. (ii) Related studies are cited without proper references. (iii) Research findings are made the basis for policy making. (iv) Conduct of practitioner is screened in terms of reported research evidences. (v) A research study is replicated with a view to verify the evidences from other researches. (vi) Both policy making and policy implementing processes are regulated in terms of preliminary studies.				
	a) i), (ii) and (iii)	b) (ii), (iii) and (iv)	c)(ii), (iv) and (vi)	d) (i), (iii) and (v)	(ii), (iv) and (vi)
27	Assertion (A)- No technique of gathering primary data is free from the prejudiced perspective of the Investigators or the informants. Reason (R)- The investigator's lack of training can cause errors. A. Both assertion (A) and Reason (R) are false. B. Both assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of assertion (A) C. Assertion (A) is true, but the reason (R) is false. D. Both Assertion (A) and Reason (R) are true, but the reason (R) is not the correct explanation of the assertion (A).				(b)
	a) A	b) B	c) C	d) D	B
28	What are the main purposes of data analysis? I) Description II) Construction of Measurement Scale III) Generating empirical relationships IV) Explanation and prediction CODE: A) I, II and III B) II, III and IV C) I, III and IV D) All of the above				(C)
	a) Only B	b) Both B & D	c) Only D	d) Both A & B	Only D
29	Which of the following is not true regarding ethnography? I) Ethnographers typically adopt a naturalistic approach, studying people in their own environment II) Most commonly used technique is stratified judgmental sample, with ethnographers relying on their own judgment to select for study the most appropriate members of the culture in different categories or roles, based on the research question. III) It is a detailed investigation of a single, event, situation or an individual in order to explore complex issues				(a)
	a) I and II	b) I and III	c) II and III	d) All of the above	I and II
30	In which type of sampling, population elements are selected based on the ease of access for inclusion in the sample? A. Simple random sampling B. Convenience sampling C. Judgement sampling D. Systematic sampling				(b)
	a) A & B	b) Only B	c) A & D	d) B & C	Only B

31	Which of the statement/statements is true regarding qualitative research? I) Focus groups, unstructured or in-depth interviews, and document evaluations etc. are some of the methods used for data collection II) A mostly deductive technique for putting pre-specified concepts, constructions, and hypotheses or a theory to the test III) It is more subjective, so describes an issue or circumstance from the perspective of those who are experiencing it IV) More in-depth information on a few cases with unstructured or semi structured questionnaires				(b)
	a) I, II and III	b) I, III and IV	c) II, III and IV	d) I, II, III and IV	I, III and IV
32	Which of the following is not a data collection method? A) Observation B) Schedules C) Interview D) Research question				(c)
	a) Only A	b) Both A & B	c) Only D	d) Both C & D	D
33	In doing action research what is the usual sequence of steps? A. Reflect, observe, plan, act B. Plan, act, observe, reflect C. Plan, reflect, observe, act D. Act, observe, plan, reflect				(b)
	a) A	b) B	c) C	d) D	B
34	Which of the following is a steps in designing a cross-sectional survey? I) Conceptualization or research design II) sample design III) Questionnaire design IV) Operations planning				(d)
	a) I, II and III	b) II, III, and IV	c) I, II and IV	d) All of the above	All of the above
35	Match the following: List – I a. Experimental b. Historical c. Case study d. Ethnography List – II i. Criticism ii. Control iii. Interpretative iv. Intensive v. Intuitive Codes: a b c d (A) ii iii iv v (B) i ii v iii (C) iii i iv v (D) ii i iv iii				(d)
	a) A	b) B	c) C	d) D	D
36	Type-I error, in the testing of a null hypothesis, occurs when the researcher				

	a) rejects it when it is true	b) accepts it when it is false	c) Both (A) and (B)	d) Neither (A) nor (B)	rejects it when it is true										
37	Match List A with List B and choose the correct answer from the code given below: List A <table border="1" style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr> <td>A. Historical Method</td> <td>(i) Past events</td> </tr> <tr> <td>B. Survey Method</td> <td>(ii) Vision</td> </tr> <tr> <td>C. Philosophical Method</td> <td>(iii) Present events</td> </tr> <tr> <td>D. Experimental Method</td> <td>(iv) Exceptional cases</td> </tr> <tr> <td></td> <td>(v) Future action</td> </tr> </table>				A. Historical Method	(i) Past events	B. Survey Method	(ii) Vision	C. Philosophical Method	(iii) Present events	D. Experimental Method	(iv) Exceptional cases		(v) Future action	(b)
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D. Experimental Method	(iv) Exceptional cases														
	(v) Future action														
	a) A-i, B-iii, C-ii, D-v	b) A-i, B-ii, C-iv, D-v	c) A-i, B-iv, C-ii, D-v	d) A-i, B-ii, C-iii, D-iv	A-i, B-ii, C-iv, D-v										
38	Which of the following is not a nonprobability sampling technique? (A) Snow-ball sampling (B) Stratified random sampling (C) Incidental sampling (D) Purposive sampling														
	a) A	b) B	iii) C	d) D	B										
39	Which of the following variables is discrete? (A). Achievement (B). Intelligence (C). Aptitude (D). Attribute				(d)										
	a) A & C	b) A & B	c) B & D	d) D	D										
40	An investigator wants to study the vocational aspirations of visually challenged children in a wide geographical area. He should select his sample by using (A) Sample Random sampling (B) Stratified sampling (C) Purposive sampling (D) Convenient sampling				Answer option (d)										
	a) Both A & B	b) B & C	c) B & D	d) Only C	Only C										
41	Which of the following is not correctly matched? <table border="1" style="display: inline-table; vertical-align: top; margin-left: 20px;"> <tr> <td>(A) Achievement Test</td> <td>i. Content validity</td> </tr> <tr> <td>(B) Aptitude Test</td> <td>Ii. Predictive validity</td> </tr> <tr> <td>(C) Reasoning Test</td> <td>Iii. Content validity</td> </tr> <tr> <td>(D) Personality test</td> <td>iv. Concurrent validity</td> </tr> </table>				(A) Achievement Test	i. Content validity	(B) Aptitude Test	Ii. Predictive validity	(C) Reasoning Test	Iii. Content validity	(D) Personality test	iv. Concurrent validity	Answer option (d)		
(A) Achievement Test	i. Content validity														
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(C) Reasoning Test	Iii. Content validity														
(D) Personality test	iv. Concurrent validity														
	a) A & B	b) B & C	c) A & D	d) Only C	Answer C										
42	Read the following statements about a laboratory experiment. I. It has relatively complete control of extraneous variables. II. Its results are applicable to real life situations. Which of the following is correct? (A) Both I and II are correct. (B) I is incorrect, but II is correct.				Answer option (d)										

	(C) Neither of I and II is correct. (D) I is correct, but II is incorrect.				
	a) A	b) B	c) C	d) D	Answer D
43	Assertion (A): Longer tests are more reliable than shorter ones. Reason (R): Each item adds to test reliability. Which of the following is correct? Codes: (A) Both (A) and (R) are correct. (B) Only (A) is correct. (C) Only (R) is correct. (D) None of the (A) and (R) is correct.				Answer option (b)
	a)A	b) B	c) C	d) D	Answer B
44	Stratified sampling is adopted when (A) the universe is homogeneous (B) the universe is heterogeneous (C) selected groups need to be studied (D) data about the universe is not available				Answer option (b)
	a) Only A & B	b) Only B	c) Only D	d) Only B &D	Answer only B
45	Which of the following is the first step in starting the research process? (A) Searching sources of information to locate problem. (B) Survey of related literature (C) Identification of problem (D) Searching for solutions to the problem				Answer option (c)
	a) A	b) B	c) C	d) D	Answer C
46	What is the right match?				
	A. Indirect oral investigation	i. Investigator sends a prepared questionnaire to a respondent with a cover letter.		Answer option (a)	
	B. Mailed questionnaire	ii. Appointed local agents to provide information			
	C. Personal investigation or interview	iii. Investigators collect information from third party authorities or sources			
	D. Information gathered from local sources	iv. The investigator gathers information through first-hand observation, interviews etc.			
	a) A- ii,B- i, C-iv, D-iii	b) A- i, B-ii, C- iii, D-iv	c) A-iv, B-ii, C- iii, D-i	d) A-iii,B- ii, C-iv, D-i	Answer A- ii,B- i, C- iv, D-iii
47	Primary data is also known as first-hand or original data. This statement is- A. False B. True				Answer option (b)

	C. Partially false D. Partially true				
	a) A	b) B	c) C	d) D	Answer B
48	A company sells a popular brand of bottled water. They are considering a price increase. What is the MOST important factor for them to consider before raising the price? A. The cost of the plastic bottles they use. B. How much profit they will make per bottle. C. The price their competitors are charging for bottled water. D. How their customers will react to the price change.				Answer option (d)
	a)Only A	b)Only B	c)Both C & D	d)Only D	Only D
49	Qualitative data includes- A. Numerical and percentile information of a subject B. Every major and minor detail of a subject C. Both of them D. None of them				Answer option (b)
	a) A	b) B	c) C	d) D	Answer B
50	A research problem is feasible only when: (A) it has utility and relevance (B) it is researchable (C) it is new and adds something to knowledge (D) all the above				(d)
	a) A	b) B	c) C	d) D	Answer d
51	What are the problems commonly associated with the scientific management? Choose the correct answer from the options below: A Managers often implement only the increased output part of the plan B. Managers allow workers to share the benefit thus increased labour costs C. Jobs become over-simplified and repetitive, often replaced by new technology D. Workers feel comfortable due to job security and practiced work				(d)
	a) (A), (C) and (D) only	b) (B), (C) and (D) only	c) (C) and (D) only	d) . (A) and (C) only	(a) and (c) only
52	From the following two statements of Assertion (A) and Reasoning (R) suggest the correct code: Assertion (A): The equilibrium price is decided at the level where the quantity demanded equals the quantity supplied. Reasoning (R): At this level excess of demand and excess of supply both remain zero. Code: A) Both Assertion (A) and Reason (R) are True and Reason (R) is the correct explanation of Assertion (A). B) Both Assertion(A) and Reason (R) are True, but Reason (R)is not the correct explanation of Assertion(A). C) Assertion (A) is True, but Reason(R) is False. D)Assertion (A) is False, but Reason(R) is true.				(d)

	a) Only A	b) A & B	c) B & D	d) only B	Both Assertion(A) and Reason(R) are True, but Reason(R) is not the correct explanation of Assertion(A)
53	Match List I with List II				
	List I (Training Technique)		List II (Description)		
	A) Skill games		i) Games to test ability to plan ahead		
	B) Mirroring		ii) Insight into a given interaction		
	C) Strategic planners		iii) Test to develop analytical skills		
	D) Monodrama		iv) Training with an external perspective		
	a) (A)-(i), (B)-(ii), (C)-(iii), (D)-(iv)	b) (A)-(iv), (B)-(iii), (C)-(ii), (D)-(i)	c) (A)-(ii), (B)-(iii), (C)-(iv), (D)-(i)	d) A-iii, B-iv, C-i, D-ii	A-iii, B-iv, C-i, D-ii
54	By which three of the following ways can an individual performance be planned? A. Task analysis or activities analysis B. Key Result Areas and Goal setting C. Key Performance Area D. Key Description Area Choose the correct answer from the options given below: (A) 1, 2 and 4 only (B) 1, 2 and 3 only (C) 1, 3, and 4 only (D) 2, 3 and 4 only				(b)
	a) A,B & D Only	b) A,B & C	c) A,C & D	d) B,C & D	A,B & C
55	Arrange the following in the process of Job Analysis: (A) Understanding the relevance of Job Analysis (B) Collecting information (C) Design the job (D) Processing the information Choose the correct answer from the options given below:				(c)
	a) D A, B, C	b) A, B, C, D	c) A, C, B, D	d) C, A, B, D	A, C, B, D
56	Assertion (A): Human resources in a business firm are important but are not reflected in the financial statements of the firm. Reason (R): Transactions should be recorded from view point of business and not from the view point of businessman/owner. Choose the correct option:				

	(A) Both Assertion and Reason are correct and Reason is the correct explanation of the Assertion. (B) Both Assertion and Reason are correct but Reason is not the correct explanation of the Assertion (C) Only Assertion is correct (D) Only Reason is correct	
	a) Only B b) Both B & D c) Only C d) Both A & B	Only B
57	For the following two statements of Assertion (A) and Reasoning (R) select the correct code: Assertion (I): Risk analysis of capital investment is the most complex and controversial area in finance. Reasoning (II): Capital investment decisions are based on estimates of future cash inflows. Code: (A) (I) is incorrect but (II) is correct. (B) (I) is correct but (II) is incorrect. (C) (I) and (II) both are correct and (II) is right explanation of (I). (D) (I) and (II) both are correct but (II) is not right explanation of (I).	(d)
	a) Only A b) A & C c) A & D d) Only C	Only C
58	Arrange the process of strategic management in proper sequence – P. Where we want to be? Q. How can we ensure arrival? R. How might we get there? S. Where are we now? T. Which way is best? Select the correct answer from the options given below. (A) S, P, R, T, Q (B) S, T, R, P, Q (C) P, R, S, T, Q (D) R,S,P,Q,T	(c)
	a) Both A & B b) Only B c) Only A d) None	Only A
59	Assertion (A) Packaging is known as a silent salesman. Reasoning (R) Attractive and innovative package can attract a lot of customers to purchase the product. A) Both are correct and (R) is the correct explanation of (A) B) Both are correct but (R) is not the correct explanation of (A) C) Both statements are incorrect D) (A) is correct but (R) is incorrect	(C)
	a) Both A & C b) Both A & B c) Only A d) None	Only A
60	Which of the following statements are true? Select the correct code. (a) WTO rules are mainly applied to trade in goods but other areas such as services, intellectual property, etc., are not covered by them. (b) GATT had contracting parties, whereas WTO has members.	(d)

	(c) The dispute settlement system under WTO is much more efficient, speedy and transparent unlike the GATT system which was highly susceptible to blockages. Code: (A) (a) and (b) (B) (b) and (c) (C) (a), (b) and (c) (D) (a) and (c)									
	a) Both A & C b) Both B & C c) Only A & D d) Only B	Only B								
61	Which one among the following relates to the probability-based sampling technique? (A) Quota sampling (B) Snow-ball sampling (C) Stratified sampling (D) Judgement sampling	(b)								
	a) A b) B c) C d) D	C								
62	Bill Gates is an example of which type of entrepreneurship? A. Innovative B. Agricultural C. Social D. None of the above	(a)								
	a) Only A b) A & C c) B & D d) Only C	Only A								
63	A company manufactures smartphones and is considering entering a new foreign market. They have gathered data on the following factors for this market: <ul style="list-style-type: none"> • Average income per capita • Average price of competing smartphones • Import tariffs on electronics • Consumer preferences for specific phone features (e.g., large screen, high-resolution camera) Which of the following economic concepts is MOST relevant for the company to consider when making their decision?	Answer option (d)								
	a) Economies of scale b) Opportunity cost c) Law of demand d) Consumer surplus analysis	Consumer surplus analysis								
64	Match the following economic concepts in Column I with their descriptions in Column II.									
	<table border="1"> <tr> <td>A. Economies of Scale</td> <td>i. The additional benefit a consumer receives from a good or service beyond the price they paid.</td> </tr> <tr> <td>B. Price Elasticity of Demand</td> <td>ii. The tendency for production costs to decrease per unit as the volume of output increases.</td> </tr> <tr> <td>C. Opportunity Cost</td> <td>iii. A government-imposed tax on imported goods.</td> </tr> <tr> <td>D. Consumer Surplus</td> <td>iv. The responsiveness of quantity demanded to change in price.</td> </tr> </table>	A. Economies of Scale	i. The additional benefit a consumer receives from a good or service beyond the price they paid.	B. Price Elasticity of Demand	ii. The tendency for production costs to decrease per unit as the volume of output increases.	C. Opportunity Cost	iii. A government-imposed tax on imported goods.	D. Consumer Surplus	iv. The responsiveness of quantity demanded to change in price.	Answer option (b)
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D. Consumer Surplus	iv. The responsiveness of quantity demanded to change in price.									

	E. Import Tariff	v. The highest price a consumer is willing to pay for a good or service.			
	a) A - i B - v C - ii D - iii E - iv	b) A - ii B - iv C - i D - v E - iii	c) A - i B - v C - iii D - iv E - ii	d) A - ii B - iv C - v D - iii E - i	A - ii B - iv C - i D - v E - iii
65	A company is considering launching a new product line. They estimate the variable cost per unit to be \$5 and the total fixed costs to be \$20,000. They believe they can sell the product for a price of \$10 per unit. What is the minimum number of units the company needs to sell to break even?				Answer option (c)
	a)100	b)200	c)400	d)500	400
66	A company is analysing customer demand for their product. They observe that when the price of a substitute product increases by 10%, the quantity demanded for their product increases by 5%. What can be concluded about the price elasticity of demand for the company's product?				Answer option (b)
	a)Perfectly elastic	b)Elastic	c)Inelastic	d)Unit elastic	Elastic
67	Identify the TRUE statement(s) from the following statements. A. Consumer demand is always perfectly elastic. B. A firm with a monopoly has no incentive to innovate. C. The marginal cost of production is the additional cost of producing one more unit of output. D. In a perfectly competitive market, all firms earn economic profits in the short run.				Answer option (d)
	a)Both A & B	b)Only A	c)Both C & D	d)Only C	Only C
68	Assertion (A): A company notices that a competitor has launched a new product with similar features to their own. They decide to immediately lower their price to maintain market share. Reason (R): Price competition is the most effective strategy in all competitive markets. Choose the most appropriate option:				Answer option (c)
	a)Both A and R are true, and R is a correct explanation of A.	b)Both A and R are true, but R is not a correct explanation of A.	c)A is true, but R is false.	d)A is false, but R is true.	A is true, but R is false.
69	A company wants to increase its production efficiency. This means they want to produce the same amount of output with:				Answer option (a)
	a)Lower overall costs	b)More workers	c)Less raw materials	d)Fewer working hours	Lower overall costs
70	Match the following cost analysis concepts in Column I with their definitions in Column II.				Answer option (b)
	A. Fixed Cost	i. The additional cost of producing one more unit of output.			Answer option (b)
	B. Variable cost	ii. Costs that remain constant regardless of the level of production output.			

	C. Total cost	iii. The sum of fixed and variable costs at a specific output level.			a
	D. Average total cost	iv. Costs that vary in proportion to the level of production output.			
	E. Marginal cost	v. Total cost divided by the total output level.			
	a)A - ii B - v C - iii D - i E - iv	b)A - ii B - iv C - iii D - v E - i	c)A - iii B - iv C - ii D - v E - i	d)A - iii B - iv C - i D - v E - ii	A - ii B - iv C - iii D - v E - i
71	A clothing manufacturer is reviewing its inventory management practices. They are considering implementing a new system to optimise inventory levels and reduce costs. Which of the following inventory management systems is MOST likely to be beneficial for the clothing manufacturer?				Answer option (b)
	a)Fixed order quantity (FOQ) system	b)Economic order quantity (EOQ) model	c)Just-in-Time (JIT) inventory system	d)ABC analysis	Economic order quantity (EOQ) model
72	Choose the FALSE statement from the following: A. Implementing a Just-in-Time (JIT) inventory system can lead to reduced storage costs. B. Kanban systems rely on visual cues to signal production needs. C. The main objective of scheduling in operations management is to minimise project completion time. D. Total Quality Management (TQM) focuses solely on product inspection at the end of the production line.				Answer option (b)
	a)Both A & B	b)Both C & D	c)Only A	d)Only B	Both C & D
73	Assertion (A): A company decides to outsource a portion of their non-core manufacturing activities to a supplier in a different country. They believe this will lead to a reduction in overall production costs. Reason (R): Outsourcing to a country with lower labour costs can significantly reduce production expenses. Choose the most appropriate answer:				Answer option (b)
	a)Both A and R are true, and R is a correct explanation of A.	b)Both A and R are true, but R is not a correct explanation of A.	c)A is true, but R is false.	d)A is false, but R is true.	Both A and R are true, but R is not a correct
74	Choose the TRUE statement from amongst the following: A. A higher safety stock level always guarantees uninterrupted production. B. Kanban systems are primarily used for managing finished goods inventory at warehouses. C. The main objective of scheduling in operations management is to minimise project cost. D. The critical path in a project management plan refers to the tasks with the most flexibility in their completion time.				Answer option (d)
	a)Only A	b)Only C	c)Both A & B	d)None of these	None of these

75	A company tracks customer lifetime value (CLTV), the total revenue a customer generates from their relationship with the company. The company suspects a seasonal trend in CLTV, with higher values in the winter months. To investigate this, they plan to conduct a hypothesis test. Which of the following is the MOST appropriate statistical test for this scenario?				Answer option (d)
	a) One-sample z-test for proportions	b) One-sample t-test for means	c) Paired t-test for means	d) Chi-square test for goodness-of-fit	Chi-square test for goodness-of-fit
76	A company produces widgets and has been tracking the daily production numbers for the past month. They want to know the “typical” number of widgets produced each day. Which of the following statistical measures would be MOST appropriate to use?				Answer option (b)
	a) Mean	b) Median	c) Mode	d) Range	Median
77	A company wants to understand the variability in its monthly sales data over the past year. They calculate the standard deviation of their monthly sales figures. What does a high standard deviation indicate about the company’s monthly sales?				Answer option (b)
	a) The company’s monthly sales are consistently around the mean value.	b) The company’s monthly sales have a large amount of variability.	c) The company’s monthly sales are normally distributed.	d) The company’s monthly sales are trending upwards over time.	The company’s monthly sales have a large amount of variability.
78	Match the following statistical methods with their most appropriate applications:				Answer option (d)
	A. Linear Regression	i. A company wants to summarise the “typical” salary in their dataset (may contain outliers).			
	B. Two-sample t-test	ii. Researchers want to see if there’s a relationship between exercise frequency and weight loss.			
	C. Median	iii. A marketing team wants to predict customer spending based on income and age.			
	D. Correlation Coefficient	iv. A manufacturer wants to compare the average defect rates of two production lines.			
	a) A - iii B - i C - ii D - iv	b) A - i B - ii C - iii D - iv	c) A - iv B - ii C - iii D - i	d) A - iii B - iv C - i D - ii	A - iii B - iv C - i D - ii
79	Which of the following statements about the normal distribution is true? A. The normal distribution is symmetric around its mean. B. The mean, median, and mode of a normal distribution are not equal. C. Approximately 95% of the data in a normal distribution fall within two standard deviations of the mean. D. The tails of a normal distribution touch the horizontal axis.				Answer option (a)

	a)A and C are true	b)A and D are true	c)B and C are true	d)C and D are true	A and C are true
80	What does the acronym "SWOT" stand for in marketing?				Answer
	a) Strengths, Weaknesses, Opportunities, Threats	b) Strategy, Work, Objectives, Targets	c) Sales, Wages, Output, Trends	d) Strengths, Work, Organization, Tactics	A
81	Which of the following is part of the "4 Ps" of marketing?				Answer
	a)Performance	b) Placement	c) Process	d) Promotion	D.
82	Identify the false statement: A. A successful marketing strategy focuses only on attracting new customers. B. The 4 Ps of marketing are Product, Price, Place, and Promotion. C. Market segmentation involves dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors. D. Social media marketing can significantly enhance brand awareness and customer engagement.				Answer
	A	B	C	D	A
83	What is "market segmentation"?				Answer
	a)Dividing a market into distinct groups with common needs	b)Combining different markets into a larger market	c)Selecting a market segment to enter.	d)Developing a new product for a new market	A.
84	Which of the statements is true: A. Marketing is only about selling products to customers. B. The primary goal of marketing is to create long-term customer relationships. C. Effective marketing does not require understanding customer needs. D. Digital marketing is unrelated to traditional marketing principles.				Answer
	A	B	C	D	B
85	Which stage of the Product Life Cycle (PLC) is characterized by rapid market acceptance and increasing profits?				Answer
	a) Introduction	b) Growth	c) Maturity	d) Decline	B
86	Which pricing strategy involves setting a low price to attract a large number of customers and a large market share?				Answer

	a) Price Skimming	b) Penetration Pricing	c) Premium Pricing	d) Value-Based Pricing	B.
87	What is the primary purpose of a "marketing mix"?				
	a) To identify market segments	b) To balance the product portfolio	c) To execute marketing strategies through the 4 Ps	d) To measure marketing performance.	C
88	Which of the following is a key characteristic of a successful brand?				
	a) High production costs	b) Strong customer loyalty	c) Limited market presence	d) Frequent changes in brand identity.	B
89	What is the primary purpose of a value proposition?				
	a) To outline the company's financial goals.	b) To provide a discount strategy for pricing.	c) To communicate the unique benefits of a product or service to the target market.	d) To describe the production process of a product.	C
90	Which pricing strategy involves setting a high price when a product is first introduced and then gradually lowering the price over time?				
	a) Penetration pricing	b) Skimming pricing	c) Competitive pricing	d) Value-based pricing	b)
91	What is a common objective of a sales promotion?				Answer
	a) To create a long-term relationship with customers	b) To increase sales in the short term	c) To develop a new product line	d) To enhance employee satisfaction	B
92	Which of the statements is false? A. Sales management includes forecasting future sales. B. Sales management involves managing the sales team to achieve targets. C. Sales management is only concerned with direct sales and not with sales support activities. D. Sales management requires the analysis of sales performance data.				Answer
	A	B	C	D	C
93	Which of the following is a personal selling technique?				Answer
	a) Direct Mail	b) Trade Show Presentation	c) Television Commercial	d) Social Media Campaign	B
94	What is the main purpose of a "unique selling proposition" (USP)?				Answer

	a) To lower production costs	b) To differentiate a product from its competitors	c) To establish a pricing strategy	d) To manage supply chain logistics	B
95	What does "lead generation" refer to in sales?				
	a) Identifying potential customers.	b) Closing a sale.	c) Delivering products to customers	d) Providing after-sales service	A
96	Which of the following is a primary objective of advertising?				
	a) To increase production costs	b) To reduce market share	c) To inform, persuade, and remind customers	d) To decrease brand recognition	C
97	Which of the following is a type of advertising that promotes a company's image rather than a specific product?				
	a) Product advertising	b) Institutional advertising	c) Direct-response advertising	d) Comparative advertising	B
98	What is 'brand recall' in the context of advertising?				
	a) The ability of consumers to recognize a brand from its logo.	b) The extent to which a brand is remembered by consumers when making a purchase decision.	c) The frequency of brand advertisements.	d) The process of withdrawing a faulty product from the market.	B
99	Questions here for assertion and justification				
	A: Assertion: Effective recruitment processes can significantly enhance an organization's performance.				Answer
	B: Reason: Recruitment processes ensure that only candidates with the highest qualifications are selected.				
	a) Both A and R are true and R is the correct explanation of A.	b) Both A and R are true but R is not the correct explanation of A.	c) A is true but R is false.	d) A is false but R is true.	b)
100	Questions here for matching pairs:				
	A. Job Analysis	i. The process of evaluating an employee's job performance and providing feedback.			Answer
	B. Performance Appraisal	ii. The systematic process of collecting and analyzing information about a job's responsibilities and requirements			
	C. Employee Onboarding	iii. Programs and activities designed to acclimate new hires to the organization and their roles.			

	D. Compensation and Benefits	iv. The various forms of pay and rewards employees receive for their work			
	a) a-ii, b-i, c-iii, d-iv	b) a-iii, b-i, c-ii, d-iv	c) a-iii, b-ii, c-iv, d-i	d) a-ii, b-iii, c-iv, d-i	a-ii, b-i, c-iii, d-iv
101	Which term refers to the process of evaluating an employee's performance and providing feedback?				Answer
	a) Job Analysis	b) Performance Appraisal	c) Training and Development	d) Recruitment	B
102	Which of the statements is false? A. Human resource management is responsible for developing and implementing policies related to employee welfare. B. Effective human resource management can improve employee retention and satisfaction. C. Human resource management only deals with administrative tasks and does not play a strategic role in the organization. D. Human resource management includes recruitment, performance management, and employee development.				Answer
	A	B	C	D	C
103	What is "succession planning"?				Answer
	a) Training employees for their current jobs.	b) Developing a plan for replacing key employees	c) Conducting job interviews	d) Outsourcing non-core functions	B
104	Which of the following is an example of "direct compensation"?				Answer
	a) Health Insurance	b) Base Salary	c) Paid Vacation	d) Retirement Plans	B
105	Which of the following is NOT a component of a job description?				
	a) Job title	b) Employee's home address	c) Key responsibilities	d) Required qualifications	B
106	Which of the following best describes the concept of "job enrichment"?				
	a) Increasing the number of tasks an employee performs	b) Improving the work environment with better facilities	c) Enhancing a job by adding more meaningful tasks and responsibilities	d) Providing employees with leisure activities during work hours	C

107	What is the primary purpose of conducting a job analysis?				
	a) To increase employee salaries.	b) To determine the specific duties and requirements of a job.	c) To evaluate the financial performance of the company.	d) To assess employee satisfaction.	B
108	What are the four primary functions of management?				Correct Answer
	a) Planning, Organizing, Directing, Controlling	b) Hiring, Training, Monitoring, Evaluating	c) Marketing, Financing, Producing, Selling	d) Recruiting, Retaining, Rewarding, Retiring	A
109	Which management theorist is known for developing the concept of "scientific management"?				Correct Answer
	a) Henry Fayol	b) Max Weber	c) Frederick Taylor	d) Elton Mayo	C
110	Identify the true statement: A. Human resource management has no impact on employee morale and productivity. B. Human resource management involves strategic planning and aligning HR practices with organizational goals. C. Human resource management is solely focused on payroll and benefits administration. D. Human resource management is only concerned with compliance and legal issues.				Answer
	A	B	C	D	B
111	Questions here for assertion and justification A: Assertion: Decentralization of decision-making can lead to increased innovation and faster problem-solving in an organization. B: Reason: Decentralization requires all decisions to be approved by top management, which ensures consistency and control.				Answer
	a) Both A and R are true and R is the correct explanation of A.	b) Both A and R are true but R is not the correct explanation of A.	c) A is true but R is false.	d) A is false but R is true.	c)
112	Which principle of management states that each employee should receive orders from only one superior?				Answer
	a) Unity of Direction	b) Centralization	c) Unity of Command	d) Scalar Chain	C
113	What is "strategic planning"?				Answer

	a) Developing short-term goals	b) Establishing procedures for routine tasks	c) Creating long-term goals and determining the best way to achieve them	d) Hiring and training employees	C
114	What is "contingency planning"?				Answer
	a) Planning for unexpected events and emergencies	b) Setting long-term strategic goals	c) Creating daily operational plans	d) Developing employee training programs	A
115	What is the primary focus of "human relations" management theory?				
	a) Efficiency and productivity	b) Organizational structure	c) Interpersonal relationships and employee well-being	d) Financial performance	C
116	Which of the following is a characteristic of a bureaucratic organization according to Max Weber?				
	a) Flexible and adaptive structures	b) Decentralized decision-making	c) Strict hierarchy and clear rules	d) Informal communication networks	C
117	Which of the following describes a "matrix organization"?				
	a) An organization that is structured by product lines	b) An organization that combines functional and divisional structures.	c) An organization that has a flat hierarchy.	d) An organization that operates without a formal structure.	B
118	What is the primary objective of the "management by objectives" (MBO) approach?				
	a) To establish clear, measurable goals agreed upon by management and employees.	b) To increase managerial control over employees.	c) To reduce the need for employee training.	d) To enhance hierarchical structure within the organization.	A
119	A. all indirect costs. B. all direct costs. C. indirect and direct costs. D. all specific costs.				(a)
	a) A	b) B	c) C	d) D	A
120	You are considering two projects namely Project X and Project Y. Project X has a low standard deviation but a high coefficient of variation as compared to Project Y.				(d)

	Project Y has a high standard deviation but a low coefficient of variation as compared to Project X. Which project will you select? (A) Project X only (B) Both Project X & Project Y (C) Neither Project X nor & Project Y (D) Project Y only	
	a) A & B b) A & C c) Only A d) Only D	Only D
121 refers to the process of conducting research on a company and its operating environment to formulate a strategy. (A) Strategic management (B) Strategic analysis (C) Sensitive analysis (D) Simulation analysis	(B)
	a) Only A b) Both A & B c) Only B d) Both C & D	Only B
122	Make the correct order of following marketing functions I) Market planning II) Gathering and analysing marketing information III) Standardisation and grading IV) Product designing and development A) I, II, IV, III B) I, IV, II, III C) IV, I, II, III D) II, I, IV, III	(d)
	a. A b. B c. C d. D	D
123	The statements relate to International Financial Environment. Denote the code of the statements being correct or incorrect. Statement (I): Foreign exchange risk denotes the variance of domestic currency value of assets, liabilities, or operating income attributable to anticipated changes in exchange rates. Statement (II): Foreign exchange exposures denote the sensitivity of the real value of assets, liabilities and operating income to unanticipated changes in exchange rates expressed in its functional currency. Code: (A) Both the statements are correct. (B) Both the statements are incorrect. (C) Statement (I) is correct while Statement (II) is incorrect. (D) Statement (I) is incorrect while Statement (II) is correct.	(b)
	a) A & C b) Only A c) B & D d) Only C	Only A
124	Which of the following statements is TRUE? A. Consumer surplus is the difference between a firm's total revenue and its total cost. B. Price elasticity of demand measures the responsiveness of quantity demanded to change in price. C. A monopoly can restrict output and raise prices to maximise profits. D. In a perfectly competitive market, all firms earn economic profits in the long run.	Answer option (b)

	a)Only A	b)Only B	c)Both A & B	d)Both C & D	Only B										
125	<p>Assertion (A): A company experiences a shortage of a key raw material, leading to a decrease in production output. This decrease in output will automatically lead to a decrease in total cost.</p> <p>Reason (R): Lower production volume means less raw material is consumed, resulting in lower total cost.</p> <p>Choose the most appropriate option:</p>				Answer option (c)										
	a)Both A and R are true, and R is a correct explanation of A.	b)Both A and R are true, but R is not a correct explanation of A.	c)A is true, but R is false.	d)A is false, but R is true.	A is true, but R is false										
126	<p>Match the following economic concepts in Column I with their description in Column II.</p> <table border="1"> <tr> <td>A. Internal Rate of Return (IRR)</td> <td>i.The additional benefit a consumer receives from a good or service beyond the price they paid.</td> </tr> <tr> <td>B. Break-Even Point</td> <td>ii.The discount rate that makes the net present value of a project equal to zero.</td> </tr> <tr> <td>C.Opportunity Cost</td> <td>iii.The minimum level of output (sales) a firm needs to achieve to cover its total costs.</td> </tr> <tr> <td>D.Consumer Surplus</td> <td>iv.The sacrificed benefit of the next best alternative when making a decision.</td> </tr> <tr> <td>E. Payback Period</td> <td>v. The time it takes to recover the initial investment cost of a project.</td> </tr> </table>				A. Internal Rate of Return (IRR)	i.The additional benefit a consumer receives from a good or service beyond the price they paid.	B. Break-Even Point	ii.The discount rate that makes the net present value of a project equal to zero.	C.Opportunity Cost	iii.The minimum level of output (sales) a firm needs to achieve to cover its total costs.	D.Consumer Surplus	iv.The sacrificed benefit of the next best alternative when making a decision.	E. Payback Period	v. The time it takes to recover the initial investment cost of a project.	Answer option (a)
A. Internal Rate of Return (IRR)	i.The additional benefit a consumer receives from a good or service beyond the price they paid.														
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	a)A - ii B - iii C - iv D - i E - v	b)A - ii B - i C - v D - iii E - iv	c)A - iii B - ii C - iv D - i E - v	d)A - iii B - v C - i D - ii E - iv	A - ii B - iii C - iv D - i E - v										
127	<p>A company is launching a new online clothing store. They are considering strategies to attract customers and increase sales.Which of the following strategies could be MOST beneficial for the new online clothing store?</p> <p>A. Offer competitive prices on popular clothing items. B. Develop a user-friendly and secure website platform. C. Partner with established fashion influencers for product promotion. D. Implement a loyalty program to reward repeat customers.</p>				Answer option (c)										
	a)Only A & B	b)Only C & D	c)Only A, B & C	d)All of these	Only A, B & C										
128	<p>Choose the TRUE statement of the following:</p> <p>A. A higher safety stock level always leads to lower production costs. B. Just-in-Time (JIT) inventory requires strong relationships and communication with suppliers. C. The critical path in a project management plan refers to the tasks with the slackest time. D. The main objective of Total Quality Management (TQM) is to minimise production costs.</p>				Answer option (c)										
	a)Both A & B	b)Both C & D	c)Only B	d)Only C	Only B										
129	<p>Match the following operations management concepts in Column I with their descriptions in Column II.</p>				Answer option (d)										

	A. Forecasting	i.A project management tool that visually tracks tasks and their dependencies.			
	B. Gantt Chart	ii.The process of strategically managing inventory levels to minimise costs and optimise production flow.			
	C.Material Requirements Planning (MRP)	iii.The process of predicting future demand for a product or service.			
	D.Critical Path Method (CPM)	iv.A software-based system that plans and manages all aspects of the production process.			
	a)A - ii B - i C - iii D - iv	b)A - ii B - iv C - iii D - i	c)A - ii B - iv C - i D - iii	d)A - iii B - i C - ii D - iv	A - iii B - i C - ii D - iv
130	Which of the following is MOST likely to directly improve customer satisfaction for a clothing retailer who is looking for ways to improve customer satisfaction with online orders.?				Answer option (c)
	a)Negotiating lower prices with suppliers for clothing items.	b)Offering a wider variety of clothing styles and sizes on their website.	c)Implementing faster and more efficient order processing within the company.	d)Using more visually appealing packaging materials for shipped orders.	Implementing faster and more efficient order processing within the company.
131	An organisation is considering implementing an ISO standard to improve its supply chain management practices. They are particularly interested in reducing waste and optimising resource utilisation.Which ISO standard is MOST likely to address these goals?				Answer option (b)
	a)ISO 9001:2015	b)ISO 14001:2015	c)ISO 26000:201	d)ISO 45001:2018	ISO 14001:2015
132	Match the statistical methods in Column I with their descriptions and applications in Column II.				
	A. ARIMA	i. Classifying data points into discrete categories based on independent variables			Answer option (b)
	B. Logistic Regression	ii. Analysing time series data with trends and seasonality			
	C. Principal Component Analysis (PCA)	iii. Building a robust prediction model by combining multiple decision trees			
	D. Random Forest	iv. Reducing dimensionality of data while capturing most of the variance			
	a)A - i B - ii C - iii D - iv	b)A - ii B - i C - iv D - iii	c)A - ii B - iii C - iv D - i	d)A - i B - ii C - iv D - iii	A - ii B - i C - iv D - iii
133	Which of the following tests is commonly used to assess whether a dataset follows a normal distribution?				Answer option (b)
	a) Chi-square test	b) Shapiro-Wilk test	c) ANOVA	d) Kruskal-Wallis test	Shapiro-Wilk test
134	A researcher wants to see if there's a relationship between the number of hours spent using a mobile application and customer satisfaction.				Answer option

	Which of the following statistical tests would be MOST appropriate to investigate this relationship?				(c)
	a) Chi-Square test for independence	b) One-sample t-test for means	c) Correlation Coefficient analysis	d) Linear Regression analysis	Correlation Coefficient analysis
135	<p>Which of the statements is true:</p> <p>A. Marketing is primarily about creating advertisements.</p> <p>B. The 7 Ps of marketing include Product, Price, Place, Promotion, People, Process, and Physical Evidence.</p> <p>C. Marketing strategies are effective without understanding consumer behavior.</p> <p>D. The goal of marketing is to increase sales regardless of customer satisfaction.</p>				Answer
	A	B	C	D	B
136	What is the primary goal of advertising?				Answer
	a) To decrease product costs	b) To inform and persuade consumers	c) To manage inventory	d) To develop new products	B
137	What does the acronym "AIDA" stand for in advertising?				Correct Answer
	a) Awareness, Interest, Desire, Action	b) Attention, Insight, Decision, Action	a) Awareness, Insight, Decision, Action	b) Attention, Interest, Desire, Action	a) Awareness, Interest, Desire, Action
138	<p>Identify the true statement:</p> <p>A. Sales management is only concerned with setting sales targets.</p> <p>B. Sales management involves recruiting, training, and motivating the sales team.</p> <p>C. Sales management does not require knowledge of market trends.</p> <p>D. The primary role of sales management is to handle customer complaints.</p>				Answer
	A	B	C	D	B
139	<p>Questions here for assertion and justification</p> <p>A: Assertion: Digital advertising has become a crucial part of modern marketing strategies.</p>				Answer

	B: Reason: Digital advertising is only effective for targeting older demographics.				
	a) Both A and R are true and R is the correct explanation of A.	b) Both A and R are true but R is not the correct explanation of A.	c) A is true but R is false.	d) A is false but R is true.	c)
140	Questions here for matching pairs:				Answer
	A. CPC (Cost Per Click)	i. A form of online advertising where advertisers pay each time a user clicks on one of their ads			
	B. B2B Marketing	ii. The text or content of an advertisement.			
	C. Banner Ad	iii. An online advertisement displayed in a rectangular graphic at the top, bottom, or side of a web page.			
	D. PPC (Pay-Per-Click)	iv. A metric that indicates the amount advertisers pay each time their ad is clicked			
	a) iv	b) ii	c) iii	d) i.	a-iv, b-ii, c-iii, d-i
141	Questions here for Assertion and Reason A: Assertion: Sales training programs are essential for the development of a successful sales team. B: Reason: Sales teams need to have advanced technical knowledge about the products they are selling.				Answer
	a) Both A and R are true and R is the correct explanation of A.	b) Both A and R are true but R is not the correct explanation of A.	c) A is true but R is false.	d) A is false but R is true.	b)
142	Questions here for Assertion and Reason A: Assertion: Effective sales management leads to improved sales performance and customer satisfaction. B: Reason: Sales managers are responsible for setting sales targets, coaching the sales team, and analyzing sales data to identify areas for improvement.				Answer
	a) Both A and R are true and R is the correct	b) Both A and R are true but R is not the correct	c) A is true but R is false.	d) A is false but R is true.	a)

	explanation of A.	explanation of A.			
143	Which of the following is a key function of HRM?				Correct Answer
	a) Product Development	b) Financial Planning	c) Recruitment and Selection	d) Marketing Strategy	C
144	What does the acronym "HRIS" stand for?				Correct Answer
	a) Human Resource Information System	b) Human Resource Integration Service	c) Human Recruitment Information Source	d) Human Resource Incentive Strategy	A
145	<p>Identify the true statement:</p> <p>A. Human resource management is solely responsible for the financial performance of a company.</p> <p>B. Human resource management includes activities such as recruiting, training, and employee development.</p> <p>C. Human resource management is not concerned with employee satisfaction and motivation.</p> <p>D. Human resource management only focuses on administrative tasks and does not involve strategic planning.</p>				Answer
	A	B	C	D	B
146	In the context of HRM, what does the term "360-degree feedback" refer to?				
	a) A comprehensive employee evaluation system involving feedback from supervisors, peers, subordinates, and sometimes clients	b) A method of rotating employees across different departments	c) An evaluation system solely conducted by the HR department	d) A technique used for analyzing market trends	A
147	<p>A company is analysing customer purchase data to understand buying habits. They find that customers who purchase product A are also highly likely to purchase product B. Based on this information, it can be concluded that purchasing product A causes customers to purchase product B.</p> <p>The conclusion drawn is:</p>				Answer option (c)

	a) True	b)False - There might be a lurking variable influencing both purchases.	c)False - We need to conduct a controlled experiment to establish causation.	d)True - Correlation always implies causation.	False - We need to conduct a controlled experiment to establish causation.
148	A company tracks the number of customer service calls received each day for the past month. The data shows a clear upward trend over time. Which of the following statistical measures would be LEAST appropriate to use to summarise the number of daily calls?				Answer option (a)
	a) Mean	b) Median	c) Mode	d) Standard Deviation	Mean
149	Quantitative techniques can only analyse numerical data and do not help work with qualitative data (like customer reviews).				Answer option (b)
	a) True	b) False	c) Depends on specific technique	d) Needs more information about the data	False
150	A company manages a large warehouse with frequent stockouts and high storage costs. Its goal is to reduce stockouts and storage costs. Which of the following strategies is MOST appropriate to achieve the goal? A. Implement ABC analysis for inventory classification. B. Increase safety stock levels for all items. C. Review lead times and implement forecasting techniques. D. Negotiate lower rent for the warehouse space.				Answer option (c)
	a)Only A	b)Only B	c)Only C	d)Both A & B	Only C