

DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE ASKED TO DO SO

TEST BOOKLET NO-25022

MAIN PAPER

Time : 3:00 hrs

Total Marks: 200

BUSINESS MANAGEMENT

INSTRUCTIONS TO CANDIDATES

Read the instructions carefully before answering the questions: -

1. This Test Booklet consists of 12 (twelve) pages and has 64(SIXTY FOUR) items (questions).
2. IMMEDIATELY AFTER THE COMMENCEMENT OF THE EXAMINATION, YOU SHOULD CHECK THAT THIS BOOKLET **DOES NOT** HAVE ANY UNPRINTED OR TORN OR MISSING PAGES OR ITEMS ETC. IF SO, GET IT REPLACED BY A COMPLETE TEST BOOKLET.
3. Please note that it is the candidate's responsibility to fill in the Roll Number and other required details carefully and without any omission or discrepancy at the appropriate places in the OMR Answer Sheet and the Separate Answer Booklet. Any omission/discrepancy will render the OMR Answer Sheet and the Separate Answer Booklet liable for rejection.
4. Do not write anything else on the OMR Answer Sheet except the required information. Before you proceed to mark in the OMR Answer Sheet, please ensure that you have filled in the required particulars as per given instructions.
5. Use **only Black Ball Point Pen** to fill the OMR Answer Sheet.
6. This Test Booklet is divided into 4 (four) parts – **Part – I, Part – II, Part III and Part IV.**
7. All parts are **Compulsory.**
8. **Part-I consists of Multiple Choice-based Questions.** The answers to these questions have to be marked in the **OMR Answer Sheet** provided to you.
9. **Part – II, III & IV consists of Conventional Questions.** The answers to these questions have to be written in the **Separate Answer Booklet** provided to you.
10. In Part-I, each item (question) comprises of 04 (four) responses (answers). You are required to select the response which you want to mark on the OMR Answer Sheet. In case you feel that there is more than one correct response, mark the response which you consider the best. In any case, choose **ONLY ONE** response for each item.
11. After you have completed filling in all your responses on the OMR Answer Sheet and the Answer Booklet(s) and the examination has concluded, you should hand over to the Invigilator **only the OMR Answer Sheet and the Answer Booklet(s).** You are permitted to take the Test Booklet with you.
12. **Penalty for wrong answers in Multiple Choice-based Questions:**
THERE WILL BE PENALTY FOR WRONG ANSWERS MARKED BY A CANDIDATE.
 - (i) There are four alternatives for the answer to every question. For each question for which a wrong answer has been given by the candidate, **one-third** of the marks assigned to the question will be deducted as penalty.
 - (ii) If a candidate gives more than one answer, it will be treated as a **wrong answer** even if one of the given answers happens to be correct and there will be same penalty as above to the question.
 - (iii) If a question is left blank. i.e., no answer is given by the candidate, there will be **no penalty** for that question.

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MULTIPLE CHOICE BASED QUESTIONS

Instructions for Questions 1 to 50:

- Choose the correct answer for the following questions
- Each question carries 2 marks (50 x 2 = 100 marks)

1. Who is considered the Father of Modern Management?

- A. Henry Fayol
- B. Elton Mayo
- C. Peter Drucker
- D. F.W. Taylor

2. Which function of management comes first?

- A. Leading
- B. Organizing
- C. Controlling
- D. Planning

3. Scalar chain principle is given by:

- A. Koontz and O'Donnell
- B. Elton Mayo
- C. Henry Fayol
- D. Max Weber

4. Management by Objectives (MBO) is associated with:

- A. Abraham Maslow
- B. Peter Drucker
- C. Taylor
- D. Fayol

5. The technique of **time and motion study** was introduced by:

- A. Fayol
- B. Maslow
- C. Taylor
- D. Elton Mayo

6. Delegation involves:

- A. Assigning work
- B. Granting authority
- C. Creating responsibility
- D. All of the above

7. Line and Staff Authority means:

- A. No authority
- B. Authority without power
- C. Direct and advisory roles
- D. Authority of shareholders

8. In India, Public Sector Undertakings (PSUs) are examples of:

- A. Private enterprise
- B. Sole proprietorship
- C. Public ownership
- D. Partnerships

9. The "span of control" refers to:

- A. Financial control
- B. Control over market
- C. Number of subordinates under a manager
- D. Control over employees' salary

10. Controlling is done to:

- A. Set targets
- B. Organize teams
- C. Measure and correct performance
- D. Hire workers

11. The **4Ps** of marketing include all except:

- A. Product
- B. Price
- C. Publicity
- D. Place

12. A product priced at ₹99 instead of ₹100 is an example of:

- A. Odd pricing
- B. Prestige pricing
- C. Loss leader pricing
- D. Skimming

13. Branding helps in:

- A. Increasing labour
- B. Identifying products
- C. Price reduction
- D. Tax planning

14. Which of the following is a **non-monetary** promotion tool?

- A. Cashback
- B. Buy-one-get-one
- C. Free samples
- D. Trade discount

15. Penetration pricing is used when the firm wants to:

- A. Earn profit
- B. Enter market at low price
- C. Skim the market
- D. Avoid demand

16. A market in India with no regulation or middlemen is called:

- A. Monopoly
- B. Perfect competition
- C. Unorganized market
- D. Oligopoly

17. FMCG products in India are usually promoted via:

- A. Personal selling
- B. Rural direct marketing
- C. Mass media
- D. B2B marketing

18. The process of dividing markets based on income, lifestyle, etc. is:

- A. Targeting
- B. Market segmentation
- C. Positioning
- D. Promotion

19. Which digital marketing tool is most commonly used by Indian businesses?

- A. TV advertising
- B. WhatsApp business
- C. Google Ads
- D. Door-to-door

20. Customer Lifetime Value (CLV) represents:

- A. Stock market worth
- B. Total sales in India
- C. Total income a customer generates
- D. Employee loyalty

21. HRM stands for:

- A. Human Risk Management
- B. Human Resource Management
- C. Human Role Management
- D. Human Review Method

22. Which method is commonly used in India for **employee performance appraisal**?

- A. Forced ranking
- B. Self-assessment
- C. 360-degree feedback
- D. IQ testing

23. Provident Fund (PF) contribution in India is:

- A. ₹250
- B. 8%
- C. 12%
- D. 18%

24. Training provided on the job is called:

- A. Orientation
- B. Simulation
- C. On-the-job training
- D. Apprenticeship

25. Labour laws in India are regulated by:

- A. Ministry of HRD
- B. Ministry of Labour & Employment
- C. SEBI
- D. RBI

26. An HR function that ensures right person for right job:

- A. Selection
- B. Controlling
- C. Auditing
- D. Benchmarking

27. Employee Grievance handling is part of:

- A. Selection
- B. Compensation
- C. Industrial Relations
- D. Job Rotation

28. Job rotation improves:

- A. Salary
- B. Work monotony
- C. Production
- D. Vertical hierarchy

29. Which Act in India governs minimum wages?

- A. Income Tax Act
- B. Minimum Wages Act, 1948
- C. Labour Wages Act
- D. Payment of Wages Act

30. Exit interviews are conducted to:

- A. Demote
- B. Find reasons for leaving
- C. Train
- D. Promote

31. Financial statements include:

- A. Budget only
- B. Profit & Loss A/c and Balance Sheet
- C. Share certificates
- D. Debentures

32. Working capital is calculated as:

- A. Current Assets – Fixed Assets
- B. Capital – Reserves
- C. Current Assets – Current Liabilities
- D. Total Assets – Liabilities

33. A firm bought machinery worth ₹10 lakh. This is:

- A. Revenue expenditure
- B. Capital expenditure
- C. Deferred expense
- D. Loan

34. ABC analysis is related to:

- A. Production scheduling
- B. Inventory control
- C. Accounting
- D. Advertising

35. EOQ stands for:

- A. Essential Order Quantity
- B. Economic Order Quantity
- C. Employee Operating Quantity
- D. Entry of Quantity

36. Variable costs:

- A. Stay fixed
- B. Increase with output
- C. Include rent
- D. Are same as depreciation

37. Break-even point occurs when:

- A. Profit is high
- B. Loss is incurred
- C. Total cost = Total revenue
- D. Total assets = Total liabilities

38. If contribution is ₹50 per unit and fixed cost is ₹5,000, break-even units =

- A. 10
- B. 50
- C. 100
- D. 500

39. Total Quality Management (TQM) focuses on:

- A. Reducing taxes
- B. Increasing salaries
- C. Customer satisfaction and quality
- D. Auditing

40. ISO certification is related to:

- A. Taxation
- B. Quality standards
- C. Employee welfare
- D. Import-Export

41. Which one is a government scheme for entrepreneurs in India?

- A. Swachh Bharat
- B. Udyam Aadhaar
- C. MNREGA
- D. FDI

42. The minimum investment for MSME in India is classified under:

- A. ₹50,000
- B. ₹10 lakh
- C. ₹1 crore
- D. ₹5 crore

43. Startup India was launched in:

- A. 2012
- B. 2014
- C. 2015
- D. 2016

44. DIPP stands for:

- A. Department of Industrial Promotion and Planning
- B. Department for Internal Project Promotion
- C. Development of Indian Planning and Promotion
- D. Department for Promotion of Industry and Internal Trade

45. In SWOT analysis, 'T' stands for:

- A. Transaction
- B. Training
- C. Threat
- D. Turnover

46. Venture Capital is:

- A. Bank deposit
- B. Long-term debt
- C. Equity funding to new businesses
- D. Gold investment

47. Angel Investors are:

- A. Creditors
- B. Government agents
- C. Individuals funding startups
- D. NGOs

48. A public limited company in India must have minimum:

- A. 2 directors
- B. 5 directors
- C. 3 directors
- D. 7 directors

49. Entrepreneurial mindset includes:

- A. Fear of loss
- B. Stability-seeking
- C. Risk-taking and innovation
- D. Dependence on job security

50. A business plan includes all except:

- A. Financial forecast
- B. Business model
- C. Tax audit
- D. Marketing strategy

PART – II

SHORT ANSWER TYPE QUESTIONS

(10x 5 marks each = 50 marks)

51. Define management and explain its key functions.
52. Differentiate between leadership and management
53. What is the importance of planning in management?
54. Explain the principles of scientific management
55. What is delegation? What are its key elements?
56. Describe the steps involved in the decision-making process
57. What is motivation in management? Explain any one theory
58. Explain the concept and importance of coordination in management.
59. What is SWOT analysis in strategic management?
60. What are the differences between centralized and decentralized organization structures?

PART – III

LONG ANSWER TYPE QUESTIONS

(2 x 10 marks each = 20 marks)

61. To what extent should a top level manager delegate strategic planning to lower ranking workers
62. What is bounded rationality, and what are the major factors that influence decision-making in organizations?

PART – IV

ESSAY TYPE QUESTIONS

(2 x 15 marks each = 30 marks)

63. Discuss the role of leadership in effective management. How do leadership styles influence organizational performance and employee motivation? Provide examples to support your arguments
64. Discuss the role of strategic management in organizational success. How can organizations adapt their strategies in response to environmental changes?

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