

General Instructions:

- i) This question paper contains **34 questions.**
- ii) Marks are indicated against each question.
- iii) Answers should be brief and to the point.
- iv) Answer to the questions carrying 3 marks maybe from **50-75 words.**
- v) Answer to the questions carrying 4 marks maybe about **150 words.**
- vi) Answer to the questions carrying 6 marks maybe about **200 words.**
- vii) Attempt all parts of the question together.

1. What out of the following is the effect of optimum capital structure? 1
 - a) Capital cost-minimum
 - b) Total value of company-maximum
 - c) Both (a) and (b)
 - d) Market share of price minimum.

2. When the method of sales promotion is adopted in quick session by a company, this reflect _____ . 1
 - a) Crisis
 - b) Goodwill
 - c) Competition
 - d) Happy future

3. All the people have to pay tax on their income according to the rule of the tax system of the country. Everybody wants to pay the minimum tax. To realise this objective, some people get their tax reduced by availing of the concession provided by the tax rules. But some others try to get their tax reduced through unacceptable means. Through the medium of demonetisation, the government has made an attempt to make the people have their tax reduced through only acceptable methods. 1

Which feature of demonetisation has been explained in the above event?

 - a) Tax administration measure.
 - b) Creating less cash economy.
 - c) Channelising saving into the formal financial system.
 - d) Tax evasion control measure.

4. 'Perfection Ltd', entered into the market with coloured television and have now introduced products like audio system, air conditioner, washing machine etc. The company is not only offering the product but also handling complaints and offering after sale services. Identify the element of marketing mix discussed above. 1
 - a) Place Mix
 - b) Product Mix
 - c) Price Mix
 - d) Promotion Mix

5. Which of the following take the advantage of the insider trading? 1
 - a) All shareholders
 - b) All debenture holders
 - c) People having secret knowledge of the company.
 - d) All the employees

6. People's behaviour is affected by rumours and sometimes may hamper work environment. Name the communication used by the managers to transmit information so as to know the reaction of his/her subordinates. 1
 - a) Formal Communication
 - b) Informal Communication
 - c) Horizontal Communication
 - d) Vertical Communication



7. Which of the following helped to eliminate the use of share certificate in physical form? 1
 - a) Dematerialization of securities.
 - b) Securities exchange commission
 - c) Depository Trust Company
 - d) Federal Depository Insurance corporation

8. Even after the best efforts of the employees, the standards could not be achieved. An effective control system of management found that they needed to be reframed as they were unrealistic. Which point of importance of control is highlighted? 1
 - a) Controlling helps in accomplishing organisational goals.
 - b) Controlling helps in efficient use of resources.
 - c) Controlling helps in judging accuracy of standards.
 - d) Controlling helps in ensuring order and discipline.

9. Which of the following plays an important role in introducing a new product to the customers? 1
 - a) Publicity
 - b) Advertisement
 - c) Personal selling
 - d) Sales promotion.

10. **Assertion (A):** In an organisation, coordination is required so that production and sales department can work hand in hand.
Reason (R): Coordination integrates group efforts.
 Choose the correct alternative. 1
- a) Both Assertion(A) and Reason(R) are true and Reason (R) is the correct explanation of Assertion.
 - b) Both Assertion(A) and Reason(R) are true but (R) is not correct explanation of Assertion.
 - c) Both Assertion(A) and Reason(R) is correct.
 - d) Both Assertion (A) and Reason (R) is wrong.
11. A tall structure has a: 1
- a) Narrow span of management.
 - b) Wide span of management.
 - c) No span of management.
 - d) less levels of management.
12. **Assertion (A):** Control is required at all the levels of management.
Reason (R): Controlling is a pervasive function of management. 1
- 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.
13. Match the following: 1
- | | |
|----------------------|------------------|
| a) Order processing | 1. Time utility |
| b) Transportation | 2. Cost Control |
| c) Warehousing | 3. Availability |
| d) Inventory Control | 4. Speedy orders |
- a) 1, 2, 3, 4
 - b) 4, 3, 1, 2
 - c) 4, 2, 3, 1
 - d) 3, 4, 1, 2
14. Which of the following is NOT one of the tracks that the G20 Working Groups will focus on in 2023? 1
- a) Environment and climate sustainability.
 - b) Trade and investment.
 - c) Space exploration.
 - d) Digital economy.
15. "Delegation does not mean abdication". This statement means: 1
- i) Authority granted to the subordinates cannot be taken back.
 - ii) Responsibility depends on the extent of authority delegated to the subordinate.
 - iii) The Manager shall be responsible for the performance of the assigned task and even accounts for the same.
 - iv) Delegation is entrustment of responsibility and authority to the subordinate relieving the manager from accountability for performance.
- a) (i) b) (ii) c) (iii) d) (iv)
16. For the following two statements to the correct option: 1
- Statement I: It is generally accepted that an exact degrees speculation is necessary to ensure liquidity and price discontinuity in the stock market.
- Statement II: Financial market facilitates easy purchase and sale of financial assets.
- Alternative:
- a) Statement I is correct and statement II is wrong.
 - b) Statement II is correct and statement I is wrong.
 - c) Both the statements are correct.
 - d) Both the statements are incorrect.
17. Even though the political conditions vary from country to country, they impact the sentiments of an investor in the business, if the instability of the political conditions cause uncertainty and make it difficult for him to predict the future. Which feature of the business environment is being highlighted in the above statement?
- i) Specific and general forces
 - ii) Relativity
 - iii) Dynamic nature
 - iv) Inter-relatedness
 - a) Only (i)
 - b) All options i), ii), iii) & iv)
 - c) Only options i), ii) & iii)
 - d) Only i) & ii)

