

**SECTION - I**

All questions are compulsory.

(40X1 = 40 Marks)

This section deals with objective questions through multiple choice

28<sup>th</sup> April, 2012

1. \_\_\_\_\_ is a characteristic possessive trait of an element of a population  
(a) Unit (b) Sample (c) Frame (d) Attribute
2. \_\_\_\_\_ measurement is the most elementary method of measurement which classifies persons, objects or events into a number of mutually exclusive categories.  
(a) Nominal (b) Ordinal (c) Interval (d) Ratio
3. \_\_\_\_\_ strategy amounts to redefining the business by adding new products/services or new markets or by substantially increasing the current business  
(a) Growth strategy (b) Retrenchment strategy  
(c) Stability strategy (d) Defensive strategy
4. The first company to manufacture and sell a new product or service is called the \_\_\_\_\_  
(a) first mover (b) first advancer (c) fast mover (d) none of the above
5. The first round of tariff negotiations held under GATT was held at  
(a) Britain (b) Tokyo (c) France (d) Geneva
6. The purpose of \_\_\_\_\_ is to create the right structure that fits the requirements of the strategy to be implemented  
(a) organization development (b) organization design  
(c) organization climate (d) none of the above
7. \_\_\_\_\_ empowers a company to build competitive advantage.  
a) Objectives b) Core competencies c) Policies d) None of the above
8. The International Bank for Reconstruction and Development is also known as the  
(a) IMF (b) World Bank (c) Federal Reserve (d) None of the above
9. \_\_\_\_\_ is the value of a variable calculated from the population which is being studied.  
(a) Parameter (b) Statistic (c) Estimate (d) None of the above
10. Acquisition of Universal Luggages (Aristocrat) by Bloplast (V.I.P) is an example of  
(a) Horizontal integration (b) Backward integration  
(c) Forward integration (d) None of the above
11. The strategy in which low prices are charged to capture the market share is \_\_\_\_\_  
a) Skimming pricing strategy b) Penetration pricing strategy  
c) Standard pricing d) None of the above

12. \_\_\_\_\_ analysis deals with the strengths and weakness of the firm.  
a) Competitor analysis    b) internal analysis    c) External analysis    d) None of the above.
13. \_\_\_\_\_ exchange rates are known as pegged exchange rates.  
a) Fluctuating    b) Fixed    c) Notional    d) None of the above
14. The business technique which includes cells based on two parameters - long term industry attractiveness and business competitive position is \_\_\_\_\_  
a) TOWS Matrix    b) BCG Matrix    c) IE Matrix    d) GE Matrix
15. Karl Pearson's Coefficient of Correlation (r) value equal to 0.5 means \_\_\_\_\_  
(a) no correlation    (b) moderate positive correlation  
(c) Perfect positive correlation    (d) moderate negative correlation
16. Strategies operate at different levels and there has to be congruence and coordination among these strategies which is the \_\_\_\_\_  
(a) Horizontal fit    (b) Vertical fit    (c) Diagonal fit    (d) none of the above
17. \_\_\_\_\_ is one of the components of a research report.  
a) Approval    b) Printing    c) Main Text    d) None of the above
18. \_\_\_\_\_ reasoning is a process of applying a general accepted principle to a specific individual case.  
a) Observation    b) Deduction    c) Induction    d) None of the above.
19. \_\_\_\_\_ is a form of direct communication in which an interviewer asks questions to the respondents in a face-to-face conversational situation.  
a) Personal Interview    b) Telephone Interview    c) E-mail    d) None of the above.
20. The principle of division of work was given by \_\_\_\_\_  
a) David Ricardo    b) Alfred Marshal    c) Adam Smith    d) None of the above
21. WIPO stands for  
(a) World Intellectual Property Organization    (b) World Income Parity Organization  
(c) World-India Power Organization    (d) None of the above
22. \_\_\_\_\_ is the primary data collection source.  
a) Government Publication    b) Interview method  
c) Books and Journals    d) None of the above
23. The interview method in which the respondent is encouraged to express his opinion on the topic given for discussion is \_\_\_\_\_.  
a) Non-directive interview    b) Personal Interview  
c) Clinical Interview    d) None of the above
24. A variable which is not a part of the study but it affects the dependent variable which is the part of the study is \_\_\_\_\_.  
a) Extraneous Variable    b) Independent Variable  
c) Dependent Variable    d) None of the above
25. \_\_\_\_\_ is an international reserve asset created by the IMF in 1969  
(a) TRIPS    (b) GAB    (c) SDRs    (d) ESAF
26. \_\_\_\_\_ is not a part of the internal environment of the organization  
(a) Value system    (b) Mission and objectives  
(c) Management structure and nature    (d) Suppliers

27. The signing of the Final Act of the Uruguay Round by member nations of GATT in April 1994 paved the way for setting up of the \_\_\_\_\_  
(a) World Trade Organization (b) International Trade Organization  
(c) IMF (d) None of the above
28. When dependent variable is not free from the influence of extraneous variables, the relationship between dependent and independent variable is said to be \_\_\_\_\_.  
a) Confounded Relationship b) Dependent Relationship  
c) Independent Relationship d) None of the above
29. \_\_\_\_\_ is not one of the variables as described in the McKinsey 7-S Framework  
a) Structure (b) Shared values  
(c) Skills (d) Status
30. The Bretton Woods conference gave birth to \_\_\_\_\_.  
a) IMF b) World Bank c) RBI d) None of the above.
31. \_\_\_\_\_ managers have a vital role in strategic decision making.  
a) Middle level management b) Senior level management  
c) Lower level management d) None of the above
32. \_\_\_\_\_ is applied in big inquiries extending to a considerable large geographical area.  
a) Multi Stage Sampling b) Convenience Sampling  
c) Stratified Sampling d) None of the above.
33. Call money deposit is part of the \_\_\_\_\_ sector .  
a) Unorganised sector b) Organised sector c) Mixed sector d) None of the above.
34. \_\_\_\_\_ monitors the environment for a broad range of events inside and outside the organization that might affect the course of strategy.  
(a) Premise control (b) Operational control  
(c) Strategic surveillance (d) none of the above
35. \_\_\_\_\_ is a method of data collection in which there is no respondent's bias  
a) Observation b) Interview c) Questionnaire d) None of the above
36. \_\_\_\_\_ is a source of primary data  
a) Newspapers b) Journals c) Memoirs d) Questionnaire
37. \_\_\_\_\_ is a combination of two or more organizations in which one acquires the assets and liabilities of the other in exchange for shares or cash  
(a) Joint venture (b) Merger (c) Strategic Alliance (d) None of the above
38. \_\_\_\_\_ grant exclusivity to an international company to market a product in the field of pharmaceuticals and agricultural chemical products  
(a) Exclusive Marketing Regime (b) Exclusive Marketing Rights  
(c) Exclusive Management Regime (d) None of the above
39. When an organization takes up an activity in such a manner that it is related to the existing businesses either in terms of customer groups, customer functions or alternative technologies it is \_\_\_\_\_  
(a) Concentric diversification (b) Conglomerate diversification  
(c) Un-related diversification (d) None of the above
40. The fundamental goals of \_\_\_\_\_ is cooperative peace and shared prosperity.  
(a) WTO (b) SAARC (c) ASEAN (d) NAFTA

**SECTION II**

**Attempt any three questions out of five.**

**(3X10 = 30 marks)**

- Q.1. Enumerate business policy and strategic management and elaborate their definition, nature, scope, significance, elements and process.
- Q.2. Define the term schedule. What are the essential characteristics of a good schedule? Distinguish between schedule and questionnaires.
- Q.3. Describe in detail mergers, takeovers, joint ventures and disinvestment
- Q.4. Comment on the statement - "WTO – Trespassing the sovereignty of nation states".
- Q.5. Explain in detail techniques of evaluation and control – PERT, CPM, Budgetary control and variance analysis.

**SECTION III**

**Attempt any two questions out of four.**

**(2x15 = 30 marks)**

- Q.1 Critically evaluate the emerging issues in global finance and trade ?
  - Q.2. Enumerate and discuss strategy implementation and explain in detail corporate ethos, culture, ethics and management of change in the Indian context.
  - Q.3. What is strategic formulation and explain different aspects of environment scanning necessary for SWOT Analysis – strengths, weaknesses, opportunities and threats analysis.
  - Q.4. Analyze the concept of sampling? Discuss various types of sampling methods used in research.
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