

- N.B. 1. In Section I all questions are compulsory.  
2. In Section II attempt any three questions out of five.  
3. In Section III attempt any two questions out of four.

SECTION - I**Q.1. Choose/Rewrite the correct option****(40X1 = 40 Marks)**

1. \_\_\_\_\_ 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
2. \_\_\_\_\_ is a set of interrelated constructs, definitions and prepositions that present a systematic view of phenomena.
  - a) Concept
  - b) Theory
  - c) Hypothesis
  - d) Validity
3. \_\_\_\_\_ data refers to information that is generated to meet the specific requirements of the investigation at hand.
  - a) Secondary data
  - b) Published data
  - c) Primary data
  - d) None of the above
4. \_\_\_\_\_ arises due to chance differences, between the members of the population included in the sample and those not included.
  - a) Biased errors
  - b) Sampling errors
  - c) Unbiased errors
  - d) Non sampling errors
5. \_\_\_\_\_ is a procedure for the assignment of numbers to a property of objects in order to impact some of the characteristics of numbers to the properties in question
  - a) Scaling
  - b) Dimensions
  - c) Construct validity
  - d) Predictive validity
6. \_\_\_\_\_ is a preliminary study conducted on a limited scale before the original studies are carried out in order to gain some primary information.
  - a) Pilot study
  - b) Pre-testing
  - c) Post-testing
  - d) Item analysis
7. \_\_\_\_\_ are used to assess the attitudes, opinions and preferences.
  - a) Document schedules
  - b) Institutional schedules
  - c) Observation schedules
  - d) Rating schedules
8. \_\_\_\_\_ are extremely good for qualitative and behavioral research
  - a) Multiple choice questions
  - b) Open questions
  - c) Filtered questions
  - d) Ambiguous questions
9. \_\_\_\_\_ is a statistical measure used for comparing a variance to a theoretical variance
  - a) Chi-square test
  - b) ANOVA
  - c) Standard deviation
  - d) Regression
10. \_\_\_\_\_ is a statistical device which helps to analyze co-variation of two or more variables in the same direction
  - a) Negative correlation
  - b) Positive correlation
  - c) Partial correlation
  - d) Linear correlation
11. \_\_\_\_\_ is the pivot around which corporate strategy revolves
  - a) Goals
  - b) Targets
  - c) Mission
  - d) Objectives
12. The success of an organization depends to a large extent on the \_\_\_\_\_ of the employees
  - a) Punctuality
  - b) Morale
  - c) Delegation
  - d) None of the above

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13. \_\_\_\_\_ is a tool for evaluating how satisfactorily a company has discharged its social responsibilities.
- a) Social audit
  - b) Profitability analysis
  - c) Ratio analysis
  - d) None of the above
14. With the \_\_\_\_\_ committee report the stage is set for ushering in good corporate governance in India.
- a) Chakravarty Committee
  - b) Ratan Tata Committee
  - c) K M Birla Committee
  - d) None of the above
15. The WTO agreement came into force from January 1, \_\_\_\_\_.
- a) 1994
  - b) 1995
  - c) 1996
  - d) 2000
16. \_\_\_\_\_ refers to those perspective management measures taken with a view to ensure the survival and long term success of an enterprise in a competitive environment.
- a) Strategic management
  - b) Long term planning
  - c) Future perspective planning
  - d) None of the above
17. \_\_\_\_\_ refers to short range planning that is oriented towards operations and is concerned with specific and short range details.
- a) Formal planning
  - b) Strategic planning
  - c) Tactical planning
  - d) Informal planning
18. \_\_\_\_\_ is concerned with decisions pertaining to the product mix, market segments and maneuvering competitive advantage for the SBU.
- a) Business strategy
  - b) Functional strategies
  - c) Corporate strategies
  - d) Operational strategies
19. \_\_\_\_\_ is an enduring statement of purpose that distinguishes one business from other similar firms. It identifies the scope of a firm's operations in product and market terms.
- a) Goal statement
  - b) Objective statement
  - c) Mission statement
  - d) Social responsibility statement
20. The highest turnover of scripts on stock exchanges in India is on the \_\_\_\_\_.
- a) BSE
  - b) NSE
  - c) OTCEI
  - d) CSE
21. \_\_\_\_\_ is not a part of the external micro environment of an organization.
- a) Suppliers
  - b) Customers
  - c) Competitors
  - d) Political environment
22. The \_\_\_\_\_ strategy aims at minimizing the weaknesses and maximizing the opportunities.
- a) WT or mini-mini
  - b) ST or maxi-mini
  - c) WO or mini-maxi
  - d) SO or maxi-maxi
23. A \_\_\_\_\_ control is needed to thoroughly and often suddenly reconsider the firm's basic strategy based on a sudden, unexpected event like alliance between competitors, a major competitive move by a competitor etc.
- a) Premise control
  - b) Implementation control
  - c) Special alert control
  - d) None of the above
24. In the Boston Consultancy Group Model (BCG matrix), product in the high growth-low market share cell are described as
- a) Stars
  - b) Dogs
  - c) Cash cows
  - d) Question marks

25. The GE Multifactor Portfolio Matrix rates each SBU against two critical variables: industry attractiveness and \_\_\_\_\_
- Business positioning
  - Business growth
  - Business strength
  - None of the above
26. The sale of shares of public sector enterprises to the institutional investors, private sector and public at large is known as \_\_\_\_\_
- Divestiture
  - Acquisition
  - Merger
  - Takeover
27. According to Porter's Five Forces Analysis the state of competition in an industry depends on five basic competitive forces. \_\_\_\_\_ is not one of them.
- Rivalry among existing firms
  - Threat of substitutes
  - Bargaining power of buyers
  - Bargaining power of employees
28. The Foreign Exchange Management Act (FEMA) was enacted in the year \_\_\_\_\_
- 1974
  - 1992
  - 1997
  - 1999
29. In \_\_\_\_\_ strategy a firm seeks to be unique in its industry along some time dimensions that are widely valued by key buyers.
- Cost leadership
  - Differentiation
  - Focus
  - None of the above
30. \_\_\_\_\_ strategy involves contraction of the scope of business or function.
- Growth
  - Retrenchment
  - Diversification
  - Stability
31. \_\_\_\_\_ is an international reserve asset created by the IMF in 1969
- TRIPS
  - GAB
  - SDRs
  - ESAF
32. \_\_\_\_\_ is the most popular measure of central tendency.
- Arithmetic Mean
  - Range
  - Lorenz Curve
  - None of the above
33. The Bretton Woods conference gave birth to \_\_\_\_\_.
- IMF
  - World Bank
  - RBI
  - None of the above.
34. The research undertaken to find the solution to a particular problem faced by a particular organization is \_\_\_\_\_ research.
- Fundamental
  - Applied
  - Conceptual
  - Descriptive

35. The fundamental economic problem faced by all societies is \_\_\_\_\_
- a) unemployment                      c) poverty  
b) inequality                              d) scarcity
36. "Capitalism" refers to \_\_\_\_\_
- a) the use of markets  
b) government ownership of capital goods  
c) private ownership of capital goods  
- d) private ownership of homes & cars
37. The General Agreement on Tariffs and Trade was replaced by \_\_\_\_\_
- a) NAFTA      b) WTO      c) MTA      d) None of the above
38. An example of a protectionist measure would be \_\_\_\_\_
- a) The imposition of a tariff on a good produced by a domestic infant industry.  
b) The imposition of a tariff on a foreign good also produced by a domestic infant industry  
c) A policy of free trade.  
d) The decision to join the WTO.
39. The system of nontariff barriers discourage imports by \_\_\_\_\_
- a) GATT decision                      c) Dumping products in foreign markets.  
b) Imposing a quota                      d) Requiring autarky
40. What region of the world is making a transition from centrally planned economies to market economies?
- a) Russia and Eastern Europe  
b) South America  
c) Western Europe  
d) North America

### SECTION II

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

**(3X10 = 30 marks)**

- Q.1 Enumerate the steps of scientific research.
- Q.2 Describe the strategic management process.
- Q.3 Explain briefly the different types of research.
- Q.4 Elaborate integrative growth strategies with the help of suitable examples.
- Q.5 What are the problems and prospects of globalization in India and China?

### SECTION III

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

**(2x15 = 30 marks)**

- Q.1 Critically evaluate the steps in preparation of research report. What are the different types of reports?
- Q.2 How do the IMF and World Bank differ in their role, scope and time span of programmes?
- Q.3 What is research design? Explain the important aspects of research design.
- Q.4 Discuss the process and effects of strategies for competing in global markets, local markets and cultural variations.