

221/2015

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. The technique of spreading a marketing message from one person to another by word-of-mouth is known as :
(A) Viral Marketing (B) Virtual Marketing
(C) B2B Marketing (D) Synchro Marketing
2. The process of protecting an endangered animal species in its natural habitat is :
(A) Biodiversity Conservation (B) Sustainable Development
(C) Ex Situ Conservation (D) In Situ Conservation
3. Tata Tea 'Jaago Re' campaign is an example for :
(A) Customer Relationship Management (B) Corporate Social Responsibility
(C) Cause Related Marketing (D) Green Marketing
4. Charting the expenditure of resources over the proposed time of a project is known as :
(A) J Curve (B) Phillips Curve
(C) IS Curve (D) S Curve
5. An inspiring leader with exceptional personal qualities is known as :
(A) A Charismatic Leader (B) A Transactional Leader
(C) A Transformational Leader (D) An Autocratic Leader
6. A registered word or symbol used to distinguish and promote a product is known as :
(A) Brand (B) Landmark
(C) Trademark (D) Label
7. The form of advertising resorted by companies to promote banned products is :
(A) Surrogate Advertising (B) Covert Advertising
(C) Overt Advertising (D) PPC Advertising
8. Who was the father of Co-operative movement in India?
(A) Mahatma Gandhi (B) Dr.M.S.Swaminathan
(C) Frederick Nicholson (D) Bal Gangadhar Tilak

9. Expansion of AMUL is :
- (A) All India Milk Union Ltd. (B) Agricultural Marketing Union Ltd.
(C) Asian Marketing Union Ltd. (D) Anand Milk Union Ltd.
10. The headquarters of NDDB is at :
- (A) Bihar (B) Gujarath
(C) New Delhi (D) Rajasthan
11. TOWS analysis is conducted during :
- (A) Project Control (B) Project Execution
(C) Project Initiation (D) Project Closure
12. The type of marketing suitable during the period of irregular demand is :
- (A) Social Marketing (B) Synchro Marketing
(C) Demarketing (D) Remarketing
13. Which among the following is the mission of NABARD?
- (A) Agricultural Credit
(B) Sustainable and Equitable Agriculture and Rural Prosperity
(C) Agricultural Research
(D) Agricultural Development
14. The section of the Co-operative Societies Act which deals with the constitution of the Co-operative Election Commission is :
- (A) Section 28B (B) Section 28C
(C) Section 28D (D) Sections 28A
15. All around review of an employee's performance is known as :
- (A) 180° Appraisal (B) 90° Appraisal
(C) 360° Appraisal (D) 100° Appraisal
16. The Multi State Co-operative Societies Act was passed in :
- (A) 2002 (B) 2000
(C) 2001 (D) 2008
17. The process of identifying the specific skill, abilities and behaviour in a job is :
- (A) Job Analysis (B) Competency Mapping
(C) Job Specification (D) Job Evaluation

18. "An employee rises to his level of incompetence" is a principle formulated by :
- (A) Lawrence J. Peter (B) Peter F. Drucker
(C) Abraham Maslow (D) Frederick Herzberg
19. The concept of target marketing describes :
- (A) A large market of extravagant buyers
(B) A type of domestic market
(C) Targeted needs of a company
(D) Consumer group focused by a company
20. The final authority of a Co-operative Society is :
- (A) The Chief Minister (B) The Minister of Co-operation
(C) The Registrar (D) The General Body
21. Introducing the job and the organisation to a new recruit is :
- (A) Recruitment (B) Training
(C) Induction (D) Introduction
22. In which of the following projects, the contractor agrees to handle every details of the project for his client including the training of the operating staff?
- (A) BTO (B) Turnkey Project
(C) BOOT (D) Joint Venture
23. Who developed the dual factor theory of motivation?
- (A) David McClelland (B) John Stacey Adams
(C) Frederick Herzberg (D) Clayton Alderfer
24. Redesigning of jobs to make them more challenging to the employees is referred to as :
- (A) Job Satisfaction (B) Job Designing
(C) Job Enlargement (D) Job Enrichment
25. In a demand curve, 'ceteris paribus' is a condition of :
- (A) All else Inconsistent (B) All else Constant
(C) All else Inverse (D) All else Proportional
26. Who authored the book "The Human Problems of an Industrialised Civilization"?
- (A) George Elton Mayo (B) Karl Marx
(C) Keith Davis (D) Stephen P. Robbins

27. Who developed the Differential Piece Rate System?
(A) Henry Fayol (B) F.A. Halsey
(C) F.W. Taylor (D) D.Rowan
28. The Industrial Dispute Act was passed in :
(A) 1967 (B) 1947
(C) 1957 (D) 1987
29. Which among the following is the training centre of KSEB?
(A) KILA (B) KELTRAC
(C) CDIT (D) PETARC
30. The table showing various quantities of a commodity a consumer is ready to buy at various levels of price is termed as :
(A) Market Demand Schedule (B) Individual Demand Schedule
(C) Consumer Demand Schedule (D) Buyer Demand Schedule
31. The strategy of dividing a large market into subsets of consumers is termed as :
(A) Market Segmentation (B) Market Division
(C) Market Identification (D) Market Evaluation
32. What causes consumers to replace an expensive product with a cheaper product?
(A) Income Effect (B) Price Effect
(C) Substitution Effect (D) Supply Effect
33. The measure of proportionate change in quantity demanded of product B as a result of proportionate change in the price of product A is termed as :
(A) Cross Elasticity (B) Alternative Elasticity
(C) Price Elasticity (D) Income Elasticity
34. Cochin Co-operative Societies Act was passed in :
(A) 1910 (B) 1911
(C) 1905 (D) 1913
35. Expansion of PLC is :
(A) Product Line Cost (B) Product Launch Campaign
(C) Product Line Circle (D) Product Life Cycle

36. Values between 0% and 100% in a task Percentage complete field indicate :
- (A) Task is in progress (B) Task has finished
(C) Task has been temporarily Stopped (D) Task has not finished
37. Price in surplus market tends to fall because :
- (A) Suppliers charge low price to increase demand
(B) Cost of production decreases as volume of production increases
(C) Economies of Scale reduces marginal cost
(D) Consumers are not willing to purchase as much as sellers wish to sell
38. Gossip Chain is a type of :
- (A) Verbal Communication (B) Nonverbal Communication
(C) Grapevine Communication (D) Interpersonal Communication
39. What is the MSP of Paddy per quintal announced by the Government of India for 2015-16 season?
- (A) Rs. 1360 (B) Rs.1410
(C) Rs.1400 (D) Rs.1350
40. Which among the following is not an economic objective of business?
- (A) Employment Generation (B) Innovation
(C) Creation of Customers (D) Best Possible use of resources
41. Lifetime subscription collected by a publishing company from the customers is an example for :
- (A) Accrued Revenue (B) Fictitious Assets
(C) Deferred Credit (D) Prepaid Expenses
42. The term Giffen good is used to denote :
- (A) Superior Products (B) Cheaper Products
(C) Best Quality Products (D) Inferior Products
43. The present Union Minister of agriculture of co-operation is :
- (A) Radha Mohan Singh (B) Ram Vilas Paswan
(C) Sharad Pawar (D) Chaudhary Birender Singh
44. A long term lease agreement which covers the useful life of an asset is :
- (A) Equipment Lease (B) Operating Lease
(C) Service Lease (D) Capital Lease

45. A supply curve slopes upward because :
- (A) Price of product and quantity of supply are inversely related
 - (B) Price of product and quantity of supply are directly related
 - (C) Increase in Supply reduces the cost of production
 - (D) Consumers demand more when their income rises
46. The moral Principles which regulate the operations of marketing is known as :
- (A) Marketing Laws
 - (B) Principles of Marketing
 - (C) Marketing Ethics
 - (D) Marketing Regulations
47. Working capital means :
- (A) Cash
 - (B) Current Assets minus Current Liabilities
 - (C) Current Assets
 - (D) Fixed Assets minus Fixed Liabilities
48. Which of the following institutions aims to aid the growth and development of MSMEs in India?
- (A) SIDBI
 - (B) UTI
 - (C) ICICI
 - (D) EXIM Bank
49. Which among the following is not an auxiliary business activity?
- (A) Insurance
 - (B) Logistics
 - (C) Production
 - (D) Banking
50. The degree of bond between members of a group is termed as :
- (A) Cohesion
 - (B) Correlation
 - (C) Conflict
 - (D) Collaboration
51. Planning premise means :
- (A) Anticipated environment in which plans are executed to operate
 - (B) Critical factors which lay down the boundary for planning
 - (C) Logical estimate of the future factors affecting planning
 - (D) All of the Above
52. The type of entrepreneur who observes great caution and skepticism in implementing changes in the organisation is :
- (A) Drone Entrepreneur
 - (B) Fabian Entrepreneur
 - (C) Intrapreneur
 - (D) Solopreneur

53. An unusual increase in the cost of fabrics :
- (A) Shifts the supply curve of garments leftward
 - (B) Shifts the demand curve of the garments rightward
 - (C) Shifts the demand curve of the garments leftward
 - (D) Shifts the supply curve of garments rightward
54. The acronym SLEPT in environment scanning stands for :
- (A) Social, Legal, Educational, Product and Technological Factors
 - (B) Social, Legal, Educational, Political and Technological Factors
 - (C) Social, Legal, Educational, Psychological and Technological Factors
 - (D) Social, Legal, Economical, Political and Technological Factors
55. WBS in Project Management means :
- (A) Work Breakdown Software
 - (B) Work Breakdown Standards
 - (C) Work Breakdown Structure
 - (D) Work Balance Structure
56. The EXIM Bank was set up in the year :
- (A) 1985
 - (B) 1982
 - (C) 1991
 - (D) 1976
57. Equilibrium price is the price at which :
- (A) Products are sold by the manufacturers
 - (B) Products are bought by the buyers
 - (C) Quantity demanded matches quantity supplied
 - (D) Demand exceeds supply
58. NPV in Project Evaluation means :
- (A) New project valuation
 - (B) New Product value
 - (C) Net Profit value
 - (D) Net Present value
59. Which of the following is not an element of the product mix?
- (A) Width
 - (B) Price
 - (C) Length
 - (D) Consistency
60. NCDC was established in the year :
- (A) 1956
 - (B) 1963
 - (C) 1981
 - (D) 1985

61. NSSO estimates the unemployment based on :
- (A) Current weekly status (B) Usual status
(C) Both (A) and (B) (D) None of the above
62. In India full convertibility of rupee on current account was introduced in :
- (A) 1991 (B) 1994
(C) 1992 (D) 1997
63. The Twelfth Five Year Plan aims :
- (A) Towards faster and more inclusive growth
(B) Growth with social justice and equality
(C) Faster, sustainable and more inclusive growth
(D) Faster growth with welfare
64. The largest trading partner of India in 2014 was :
- (A) China (B) UAE
(C) USA (D) Singapore
65. According to the Census 2011 the most populated state in India was :
- (A) Maharashtra (B) Uttar Pradesh
(C) Bihar (D) Madhya Pradesh
66. Macro-economic stabilization programme in India under the New Economic Policy of 1991 includes :
- (A) Fiscal correction (B) Improvement in BoP situations
(C) Control of inflation (D) All the above
67. As per the 68th NSS Round (2011-12) the poverty ratio at the national level was :
- (A) 22 per cent (B) 28 per cent
(C) 31 per cent (D) 25 per cent
68. The Eleventh Five Year Plan aimed at reducing educated unemployment to below :
- (A) 7 per cent (B) 3 per cent
(C) 5 per cent (D) 6 per cent
69. The major item of export in India under the manufactured goods in 2013-14 was :
- (A) Textiles (B) Engineering goods
(C) Gems and Jewellery (D) Chemical and related goods