

35/2014

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. The continuous process of measuring a firm's goods, practices and services against those of its toughest competitors is :
(A) megamarketing (B) overmarketing
(C) benchmarking (D) none of these
2. Performance appraisal done by the appraisers like supervisors, peers, subordinates, employees themselves users of services and consultants is known as:
(A) 360* performance appraisal (B) Forced choice method
(C) BARS (D) Group appraisal
3. _____ committee reviewed the role, structure and operations of development financial institutions and banks in the emerging operating environment and submitted its report in 1998 :
(A) Verma Committee (B) Narasimham committee
(C) Khan committee (D) None of these
4. An agreement in restraint of marriage is valid in the case of :
(A) minor (B) uneducated
(C) married (D) none of these
5. An investor must be very cautious when he is buying a share belongs to :
(A) A group (B) S group
(C) Z group (D) None of these
6. In which production function, the degree of homogeneity is always 1?
(A) Cobb-Douglas production function
(B) Homogeneous production function
(C) Linear Homogeneous production function
(D) None of these
7. Which of the following ratio is not used for determining the solvency of the concern?
(A) debt-equity ratio (B) proprietary ratio
(C) debt service ratio (D) creditors turnover ratio

8. Rent of owned building is :
- (A) sunk cost (B) shut down cost
(C) imputed cost (D) out of pocket cost
9. Matrix type of marketing organisation is most suited for :
- (A) single product, single market situation
(B) multi product, single market situation
(C) multi product, multi market situation
(D) single product, multi market situation
10. Franco price covers :
- (A) only charges for placing the goods near the ship
(B) only the cost of loading the goods on board of the ship
(C) only cost freight and insurance
(D) all charges necessary for sending the goods to the buyers' place of business
11. Which of the following is not an important source of power of the leader in an organisation?
- (A) referent power (B) behavioural power
(C) legitimate power (D) coercive power
12. Which of the following bank set up its merchant banking division in 1969 for the first time in India?
- (A) State Bank of India (B) Grindlays Bank
(C) ICICI (D) None of these
13. Novation means :
- (A) cancellation of the existing contract
(B) change in one or more terms of the contract
(C) substitution of existing contract for a new one
(D) none of these
14. _____ is a tradable instrument with detachable warrant against which the holder gets equity shares after a fixed period of time :
- (A) secured premium notes (B) zero coupon bond
(C) collable bond (D) equity warrant

15. Which of the following is not a property of isoquant?
(A) downward sloping (B) convex
(C) negative slope (D) positive slope
16. Which of the following is a non-current liability?
(A) mortgage loan (B) bank balance
(C) outstanding salary (D) salary
17. Which of the following method is used in the control of spare parts?
(A) ABC analysis (B) HML analysis
(C) JIT (D) VED analysis
18. The aspect of marketing that deals with discouraging customers in general or a certain class of customers in particular either temporary or permanent basis, is known as :
(A) remarketing (B) demarketing
(C) overmarketing (D) none of these
19. _____ is a statement of the minimum acceptable human qualities necessary to perform a job properly :
(A) job specification (B) job description
(C) job classification (D) job enrichment
20. Expansion and contraction of currency takes place through the _____ of RBI.
(A) Banking department (B) Currency department
(C) Credit department (D) None of these
21. Rejecting a true null hypothesis is committing a :
(A) Type I error (B) Type II error
(C) Type III error (D) Sampling error
22. A agrees to pay Rs.1000 to B if it rains, and B promises to pay Rs.1000 to A if it does not rain, this is :
(A) quasi contract (B) contingent contract
(C) wagering agreement (D) voidable contract.
23. A company making a public issue through book building process issues :
(A) shelf prospectus (B) statement in lieu of prospectus
(C) deemed prospectus (D) red-heering prospectus.

24. Grey market is an :
(A) official market (B) unofficial market
(C) regulated market (D) none of these
25. Price discrimination is possible in :
(A) Perfect competition (B) Monopoly
(C) Monopolistic competition (D) None of these
26. If an asset transferred without consideration is again transferred by the transferee, the resultant gain or loss is clubbed with the income of :
(A) Former transferor (B) Former transferee
(C) Latter transferee (D) None of these
27. _____ is calculated to find the extent to which earnings per share have been retained in the business.
(A) Dividend pay-out ratio (B) Dividend yield ratio
(C) Price earning ratio (D) None of these
28. If the annual usage is 6000 units, cost of placing an order is Rs.60 and annual carrying cost per unit is Rs.2, EOQ is :
(A) 60 unit (B) 600 unit
(C) 6000 unit (D) 300 unit
29. Sales based on verbal understanding between buyers and sellers without mentioning the rate with the understanding that buyer will pay the prevailing rate is :
(A) sale by open auction (B) dara sale
(C) moghum sale (D) none of these
30. Market integration is the strategy of :
(A) Counter integration (B) Additional segmentation
(C) Product differentiation (D) Concentrated marketing
31. What is the significance of the year "1926" in the development of HRM in India?
(A) The Payment of Wages Act was passed
(B) The All India Trade Union Congress was formed
(C) Indian Trade Unions Act was passed
(D) The Bombay Trade Disputes Councilliation Act was passed.

32. _____ was established in 1990 with an objective to provide an alternate market for the securities of smaller companies.
- (A) OTCEI (B) NSE
(C) BOLT (D) SHCIL
33. If the variables are measured on nominal and ordinal scales, the tools of analysis are called _____ statistics.
- (A) parametric (B) non-parametric
(C) descriptive (D) inferential
34. A stipulation in a contract of sale of Goods whose violation by seller gives a right of rescission to buyer, is called :
- (A) guarantee (B) warranty
(C) condition (D) term
35. Which of the following is not a mutual fund scheme?
- (A) equity schemes (B) debt schemes
(C) balanced schemes (D) mutual benefit schemes
36. Variables that contains data have only two categories are called _____ variables.
- (A) Interval (B) Ordinal
(C) Nominal (D) Dichotomous
37. The income elasticity of demand is negative for a :
- (A) positive good (B) normal good
(C) elastic good (D) inferior good
38. In the case of gift of movable property, tax is levied on the basis of :
- (A) fair market value (B) stamp duty value
(C) declared value (D) none of these
39. The term "Caveat Emptor" means :
- (A) let the seller beware (B) let the buyer beware
(C) let the buyer and seller beware (D) none of these
40. Rapid penetration strategy opted in the introduction stage of Product Life Cycle is :
- (A) High price, high promotion (B) High price, low promotion
(C) Low price, high promotion (D) Low price, low promotion

41. _____ means shares having no face value.
- (A) Sweat equity (B) Deferred shares
(C) Equity shares (D) No par stock
42. If there is no accessible sampling frame _____ sampling is used.
- (A) judgement (B) snowball
(C) systematic (D) random
43. The threat to commit suicide amounts to :
- (A) undue influence (B) misrepresentation
(C) coercion (D) fraud
44. The principle that a company cannot lawfully do that which is beyond its powers is explained by :
- (A) Doctrine of ultra vires (B) Doctrine of indoor management
(C) Doctrine of constructive notice (D) None of these
45. "A rupee tomorrow is worth less than a rupee today" relates to :
- (A) discounting principle (B) opportunity cost principle
(C) equi-marginal principle (D) none of these
46. Where the employee pays rent which is less than 10% of salary, HRA is :
- (A) not taxable (B) partly taxable
(C) fully taxable (D) proportionally taxable
47. _____ scheme is more beneficial to the workers at lower levels of efficiency :
- (A) Rowan (B) Halsey
(C) Halsey-Weir (D) None of these
48. Who has introduced the concept of marketing-mix?
- (A) N.H. Bordon (B) E.F.L. Brech
(C) Henry. L. Hernam (D) William. J. Stanton
49. Which of the following is not promotional pricing?
- (A) special event pricing (B) price leaders
(C) superficial discounting (D) prestige pricing

50. _____ is a process of fixing price for an issue of securities on a feedback from potential investors based on their perception about a company :
- (A) tender method (B) book building
(C) underwritten placement (D) none of these
51. _____ samples are best suited for exploratory research.
- (A) systematic (B) convenience
(C) judgement (D) random
52. Which of the following is not a form of delivery of goods?
- (A) constructive delivery (B) structured delivery
(C) actual delivery (D) symbolic delivery
53. The transfer of right shares in favour of a third party is called :
- (A) renouncement of shares (B) allotment of shares
(C) transfer of shares (D) transmission of shares
54. Take out financing is :
- (A) a sort of bank financing (B) coming under hire purchase
(C) coming under lease financing (D) none of these
55. Capital gains used for acquiring land, buildings, plant or machinery to shift the industrial undertaking to non-urban area is eligible for exemption under section _____ of I.T. Act.
- (A) 54 A (B) 54B
(C) 54 GA (D) 54G
56. Retention money is the difference between the work certified and :
- (A) work uncertified (B) contract price
(C) cash received (D) none of these
57. In the intensive growth strategies, develop new markets for its current products is :
- (A) Market penetration strategy (B) Market development strategy
(C) Product development strategy (D) None of these
58. The authority to implement Ecomark scheme on voluntary basis in India is :
- (A) The Central Pollution Control Board (B) Environment and Pollution Board
(C) Eco-planning Management Board (D) None of these

59. Contango charge is related to :
(A) Liquidation by payment of differences (B) Liquidation in fully
(C) Carry over to next settlement (D) None of these
60. _____ scale is also called summated rating scale.
(A) Likert (B) Semantic differential
(C) Nominal (D) Ordinal
61. Which of the following is not representing a virtual organisation?
(A) digital organisation (B) network organisation
(C) modular organisation (D) concurrent organisation
62. Dow theory is associated with :
(A) Market analysis (B) Technical analysis
(C) Fundamental analysis (D) All of these
63. Income tax is shared among Centre and States based on the recommendations of :
(A) Finance ministry (B) Finance commission
(C) Planning commission (D) None of these
64. Supervisor's salary is an example of :
(A) variable cost (B) fixed cost
(C) step cost (D) semi-variable cost
65. Market orchestration is the technique of selecting :
(A) product integration (B) additional segmentation
(C) concentrated marketing (D) marketing mix
66. Settlement of Forward Delivery contract cannot be done through :
(A) liquidation in full (B) liquidation by payment of difference
(C) carry over to the next settlement (D) none of these
67. The listing of the accessible population from which the sample is drawn is called
(A) sample design (B) sample block
(C) sampling frame (D) sampling premises

68. Long-term capital losses can be set-off against :
- (A) any capital gain (B) long-term capital gains only
(C) short-term capital gains only (D) none of these
69. For the purpose of verification, material cost variance is equal to :
- (A) material price variance + material usage variance
(B) material price variance + material yield variance
(C) material mix variance + material yield variance
(D) material usage variance + material mix variance
70. When the buyers have too narrow an image of the brand, it is known as :
- (A) under positioning error (B) confused positioning error
(C) doubtful positioning error (D) overpositioning error
71. A name neither related to product, nor the producer is termed as
- (A) coined name (B) arbitrary name
(C) suggestive name (D) none of these
72. Consumers likely to retain only that information which support their beliefs and attitudes are known as :
- (A) selective exposure (B) selective distortion
(C) selective retention (D) none of the above
73. _____ was set up by RBI in 1994 for developing secondary market for Government dated securities.
- (A) SHCIL (B) OTCEI
(C) NSE (D) STCI
74. Coefficient of variation is developed by :
- (A) Rensis Likert (B) Wilkoxen
(C) Pearson (D) R.A.Fisher
75. The concept of "producer company" is based on the recommendations of committee led by :
- (A) Narayana Murthy (B) Y.B. Tandon
(C) P.K. Gupta (D) Y.K. Alagh

76. Venture capital Financing is :
- (A) High risk low return business (B) High risk high return business
(C) Low risk high return business (D) None of these
77. Products which donot give immediate satisfaction to customers, but these are beneficial in the long-run are :
- (A) pleasing products (B) satutory products
(C) desirable products (D) deficient products
78. A projector that can project objects on to a screen at rates so fast that the viewer can not detect the message is :
- (A) Psychogalvanometer (B) Eye camera
(C) Techistoscope (D) None of these
79. Under the "Family Decision Making" model of consumer behaviour those family members who control the flow of information about a product /service are called :
- (A) influencer (B) dealers
(C) buyers (D) gatekeepers
80. White candlestick represents :
- (A) beerish trend (B) neutral trend
(C) bullish trend (D) none of these
81. The Keibul Lamjao National park, an integral part of Loktak lake, world's only floating National Park, is located in the state of :
- (A) Himachal Pradesh (B) Manipur
(C) Uttarakhand (D) West Bengal
82. Adam's bridge connects :
- (A) India and Myanmar (B) India and Pakistan
(C) India and Srilanka (D) India and China
83. Which of the following is known as a universal fibre?
- (A) Cotton (B) Silk
(C) Linen (D) Wool

84. The Salt Satyagraha began with the Dandi March on :
(A) 12th March 1930 (B) 12th April 1930
(C) 12th May 1930 (D) 12th June 1930
85. Central statistical organisation is located in :
(A) Mumbai (B) Bangalore
(C) Delhi (D) Kolkata
86. Mars Orbiter Mission (Mangalyan) was launched on 5 November 2013 using the space vehicle :
(A) PSLV-CA-9 (B) PSLV-C-25
(C) PSVL-XL-22 (D) PSLV-20
87. Prime Minister of India inaugurated Sardar Vallabhai Patel national museum on 29 October 2013 :
(A) New Delhi (B) Kolkata
(C) Guwahati (D) Ahmedabad
88. Sachin Tendulkar, the cricket icon of India, bid farewell to cricket matches after the final test against :
(A) Australia (B) West Indies
(C) Newzealand (D) England
89. The Bollywood actress who was honoured in the house of commons in London in October 2013 :
(A) Priyanka Chopra (B) Aishwarya Rai
(C) Kareena Kapoor (D) Deepika Padukone
90. The autobiography "Kathayillathavante katha" which got Kendra Sahithya academy award was written by :
(A) Attoor Ravivarma (B) Sachidanandan
(C) P. Ramachandran (D) M.N. Palooru
91. Kasturirangan panel recommended a ban on developmental activities in ecologically sensitive area spread over six states of India. Which of the following states does not come under the reference of Kasturirangan panel report?
(A) Karnataka (B) Goa
(C) Maharashtra (D) Andhra Pradesh

92. Kerala coast was affected by the Indian ocean Tsunami for the first time in :
(A) 2000 (B) 2003
(C) 2004 (D) 2005
93. Bekal fort of Kasargod in Kerala was constructed by :
(A) Shivappa Nayak (B) Tipu Sultan
(C) Bhaskara Ravi II (D) Ikkeri Nayak
94. Which of the following is an east flowing river in Kerala?
(A) Pamba (B) Chaliyar
(C) Pambar (D) Chandragiri
95. Attappadi reserve forest is in the district of :
(A) Wayanad (B) Idukki
(C) Thrissur (D) Palakkad
96. Which of the following renaissance leader is referred to as Sampooranathevan?
(A) Thycaud Ayya (B) Ayya Vaikundar
(C) Kumara Guru (D) Chattampi Swami
97. Velutheri Kesavan Vaidhyan was one of the disciples of :
(A) Sree Narayana Guru (B) Chattampi Swami
(C) Thycaud Ayya (D) Brahmananda Sivayogi
98. Who among the following was a leader of Vaikom Satyagraha?
(A) T. K. Madhavan (B) A.K. Gopalan
(C) Barrister G.P. Pillai (D) C. Kesavan
99. "Vedadhikara Niroopanam" was written by :
(A) Sree Narayana Guru (B) Kumara Guru
(C) Chattampi Swami (D) Pandit Karuppan
100. 'Malayalee memorial' was submitted before :
(A) Swathy Thirunal (B) Rani Gouri Lakshmi Bhai
(C) Ayilyam Thirunal (D) Sree Moolam Thirunal