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Booklet Code : **A**

Marks : 100

Time : 120 minutes

DL-319-COMM

Signature of the Candidate

Signature of the Invigilator

Total No. of Questions : 100

[Total No. of Printed Pages : 24

INSTRUCTIONS TO THE CANDIDATE

(Read the Instructions carefully before Answering)

1. Separate Optical Mark Reader (OMR) Answer Sheet is supplied to you alongwith Question Paper Booklet. Please read and follow the instructions on the OMR Answer Sheet for marking the responses and the required data.
2. The candidate should ensure that the **Booklet Code** printed on OMR Answer Sheet and Booklet Code supplied are same.
3. Immediately on opening the Question Paper Booklet by tearing off the paper seal, please check for (i) The same booklet code (A/B/C/D) on each page, (ii) Serial Number of the questions (1-100), (iii) The number of pages and (iv) Correct Printing. In case of any defect, please report to the invigilator and ask for replacement of booklet with same code within five minutes from the commencement of the test.
4. Electronic gadgets like Cell Phone, Calculator, Watches and Mathematical/Log Tables are not permitted into the examination hall.
5. **There will be 1/4 negative mark for every wrong answer.** However, if the response to the question is left blank without answering, there will be no penalty of negative mark for that question.
6. Record your answer on the OMR answer sheet by using Blue/Black ball point pen to darken the appropriate circles of (1), (2), (3) or (4) corresponding to the concerned question number in the OMR answer sheet. *Darkening of more than one circle against any question automatically gets invalidated and will be treated as wrong answer.*
7. Change of an answer is **NOT** allowed.
8. Rough work should be done only in the space provided in the Question Paper Booklet.
9. **Return the OMR Answer Sheet and Question Paper Booklet to the invigilator before leaving the examination hall.** Failure to return the OMR sheet and Question Paper Booklet is liable for criminal action.

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1. The job a finance manager is confined to
 - (1) Raising of funds.
 - (2) Management of cash.
 - (3) Raising of funds and their effective utilization.
 - (4) Maximization of profits.

2. According to traditional approach, cost of capital is affected by
 - (1) Debt capital
 - (2) Equity capital
 - (3) Preference capital
 - (4) Debt-equity mix

3. Fixed cost bearing securities should be mixed with equity when the rate of earnings is more than the rate of of the company.
 - (1) Equity Dividend
 - (2) Preference Dividend
 - (3) Brokerage
 - (4) Interest

4. A firm will have favorable leverage if it's are more than the debt cost.
 - (1) Earnings
 - (2) Sales
 - (3) Incomes
 - (4) Losses

5. Which of the following formula is used for calculation of operating leverage ?
 - (1) $EBIT / EBT$
 - (2) $Contribution / EBIT$
 - (3) $Contribution / EBT$
 - (4) Percentage change in EBIT / Percentage changes in Sales.

6. The gross working capital is a concept.

- Going Concern
- Dual Aspect
- Historical
- Liquidity

7. Which one of the following is **not** the method of estimating working capital requirements ?

- Percentage of sales method.
- Regression analysis method.
- Operating cycle method.
- Projected cash flow method.

8. Which one of the following is **not** the cost of maintaining receivables ?

- Cost of sales.
- Cost of collection.
- Bad debts.
- Cost of financing receivables.

9. According to model, the dividend decision is irrelevant.

- Walter's
- Gordon's
- Linter's
- MM

10. Which of the following is a usual method of paying dividend ?

- Cash
- Stock
- Property
- Bond or Scrip

11. The collective process of recording and processing the accounting events of a company is known as :

- Accounting Cycle
- Accounting Entry
- Accounting Process
- Account

12. Double entry system means

- Writing two times the same entry.
- Having every debit for every credit and similarly credit for each debit.
- Writing all entries twice in the books.
- Maintaining double account for all business transactions.

13. The Accounting Standard that deals with Interim Financial Reporting is ...

- AS - 32
- AS - 27
- AS - 25
- AS - 22

14. "There is no direct relationship between cost incurred on an individual and his value to an organization. It is nothing but present worth of set of future services that he renders to an organization that matters". This relates to which of the following Human Resource Accounting methods ?

- Historical Cost Method.
- Present value of Future Earnings Method.
- Standard Cost Method.
- Expected Realizable Value Method.

15. What do you mean by COSA in Inflation Accounting ?

- Current Cost of Salaries Adjustment.
- Current Cost of Stock Adjustment.
- Current Cost of Sales Adjustment.
- Concurrent Cost of Sales Adjustment.

16. The center that reflects the structure of control system affecting the Organizational strategy :

- Cost Center
- Profit Center
- Investment Center
- Responsibility Center

17. The technique of financial analysis that measures the performance of a business over a period of time.

- Trend Analysis.
- Statement of Profit and Loss.
- Comparative Statements.
- Common Size Times.

18. The test for the long term liquidity of a business :

- interest coverage ratio.
- stock turnover ratio.
- operating ratio.
- current ratio.

19. Which of the following statement(s) is true about the Funds Flow Statement ?

- It highlights change in funds of a firm at different points.
- It highlights change in funds of different firms at a single point.
- It highlights change in funds of different firms at different points.
- It doesn't highlight change in funds.

- only (a)
- only (b)
- only (d)
- (a), (b), (c), (d)

20. Debt-equity ratio is a sub-part of

- Short-term solvency ratio.
- Long-term solvency ratio.
- Debtors turnover ratio.
- Capital structure ratio.

21. Costing doesn't involve

- Ascertainment
- Classification
- Allocation
- Pricing

22. Statement of Costs is also known as

- Cost Sheet
- Cost Statement
- Cost Sheet and Cost Statement.
- Profit Statement

23. Purchase Department deals with

- Production Department.
- Sales Department.
- Marketing Department.
- HR Department.

24. Re-order level is

- (1) Max. Consumption * Max. Delivery Period
- (2) Max. Consumption * Min. Delivery Period
- (3) Min. Consumption * Min. Delivery Period
- (4) Min. Consumption * Max. Delivery Period

25. If on 1-1-2018 the Opening Stock is 200 units at Rs. 3 per unit, on 3-1-2018 Purchases made are 300 units at Rs. 4 per unit and on 4-1-2018 Issues are 250 units. What is the balance of stock under LIFO method ?

- (1) 50 units at Rs. 3 each and 200 units at Rs. 4 each.
- (2) 200 units at Rs. 3 each and 50 units at Rs. 4 each.
- (3) 50 units at Rs. 3 each and 50 units at Rs. 4 each.
- (4) 50 units at Rs. 4 each.

26. Identify the difference between ABC analysis vs. Traditional Costing :

- (1) Allocation of costs based on performance and based on machine hours.
- (2) Allocation of costs based on output and based on machine hours.
- (3) Allocation of costs based on activities and based on machine hours.
- (4) Allocation of costs based on acts and based on machine hours.

27. The Flux method of calculating Labour Turnover considers :

- (1) No. of separations.
- (2) No. of replacements.
- (3) No. of additions.
- (4) No. of separations and No. of additions.

28. What does Contribution Margin signify in CVP analysis ?

- (1) The amount of variable costs met out of total sales.
- (2) The amount of variable costs met out of total fixed costs.
- (3) The amount of profit earned from total sales.
- (4) Profit = Sales + Variable Costs.

29. Uniform Costing facilitates the comparison between

- firms within the industry.
- the industries.
- firms within the industry and industries.
- the firms of different sizes.

30. Zero Based Budgeting was initiated in India in

- 1982
- 1983
- 1984
- 1986

31. An organization that transforms resources into products demanded by consumers :

- Manufacturing organization.
- Service organization.
- Firm
- Business organization.

32. A power function in which the total quantity produced is the result of the product of inputs raised to some power :

- Total Product Function.
- Average Product Function.
- Marginal Product Function.
- Cobb-Douglas Production Function.

33. An increase in output that results from an increase in all of a firm's inputs by some proportion is known as

- Returns to scale.
- Returns to a factor.
- Increasing returns to scale.
- Increasing returns to a factor.

34. The maximum quantity of good or service that can be produced by a set of inputs is known as

- (1) Optimum Production.
- (2) Maximum Production.
- (3) Production Function.
- (4) Total Production.

35. The reduction in cost resulting from the joint production of two or more goods or services is known as

- (1) Economies of Scale.
- (2) Economies of Scope.
- (3) Cost Economies.
- (4) Joint Economies.

36. The relationship between unit cost of labour and all inputs associated with the production process is known as

- (1) Learning curve.
- (2) Cost function.
- (3) Production function.
- (4) Short-run cost function.

37. The cost that varies with the range of options available in a decision :

- (1) Marginal cost
- (2) Sunk cost
- (3) Incremental cost
- (4) Future cost

38. $P=MC$ rule is applicable in

- (1) Perfect competition.
- (2) Monopoly
- (3) Monopolistic competition.
- (4) Oligopoly

39. The shutdown point of a firm under perfect competition occurs at the quantity where

- (1) $MR=MC$
- (2) $AR=AC$
- (3) $AR=AFC$
- (4) $MC=AVC$

40. Price rigidity is explained by

- (1) Kinked demand curve.
- (2) Inelastic demand curve.
- (3) Perfectly inelastic demand curve.
- (4) Perfectly inelastic supply curve.

41. The Scientific management approach to motivation assumes that employees are motivated by

- (1) Money
- (2) Employee Attitudes.
- (3) Brand name of Company.
- (4) CEO of Company.

42. The lowest need according to Maslow theory is

- (1) Security
- (2) Belonging
- (3) Physiological
- (4) Esteem

43. The following is the process theory of motivation -

- (1) Two-factor
- (2) ERG theory
- (3) Hierarchy of needs.
- (4) Expectancy theory.

44. According to Herzberg theory of motivation, Recognition is

- (1) Motivator
- (2) Hygiene
- (3) Job Context
- (4) Extrinsic

45. According to Managerial Grid, 1.1 level is considered as

- (1) Country Club Management.
- (2) Team Management.
- (3) Impoverished Management.
- (4) Middle of the Road Management.

46. According to leadership theory of Fred Fiedler, LPC stands for

- (1) Least Preferred Co-workers.
- (2) Last Pay Certificate.
- (3) Latest Preferred Co-worker.
- (4) Last Paid Colleague.

47. The Hawthorne Studies are associated with

- (1) FW Taylor
- (2) Max Weber
- (3) Henry Fayol
- (4) Elton Mayo

48. Machiavellianism strives in a situation where there are

- (1) Level playing fields.
- (2) More Rules.
- (3) Government Control.
- (4) Minimum Rules.

49. The degree to which group members are attracted to each other in a group is known as

- Group Norm
- Social Loafing
- Group Cohesiveness
- Group Think

50. The degree of correspondence between the message intended by the source and the message understood by the receiver may be termed as

- Communication Fidelity.
- Communication Gap.
- Grapevine.
- Informal Communication.

51. Arrange the following concepts in the order in which they are evolved :

- Selling concept
- Marketing concept
- Customer concept
- Societal marketing concept
- Production concept

- a, e, b, c, d
- c, a, c, b, d
- a, e, c, b, d
- e, a, b, c, d

52. Which of the following is true with regard to Marketing Process ?

- It starts with analyzing marketing opportunities and ends with developing a marketing mix.
- It starts with analyzing marketing opportunities and ends with managing the marketing effort.
- It starts with analyzing marketing opportunities and ends with selecting target markets.
- It starts with selecting the marketing mix and ends with selecting the target markets.

53. Which of the following order of the four “Cs” with regard to the four Ps (Product, Price, Place and Promotion) is correct ?

- (1) Customer convenience, customer cost, customer solution, customer communication.
- (2) Customer cost, customer convenience, customer solution, customer communication.
- (3) Customer solution, customer cost, customer convenience, customer communication.
- (4) Customer solution, customer cost, customer communication, customer convenience.

54. The process of gathering, filtering and analyzing information relating to marketing environment is known as

- (1) Marketing Research.
- (2) Marketing Intelligence.
- (3) Environmental Analysis.
- (4) Environmental Scanning.

55. PEST analysis for understanding macro environmental factors does not include :

- (1) Publics
- (2) Business Cycles
- (3) Digital Revolution
- (4) Social Mobility

56. The criteria for analysis of a market for its successful segmentation does not include :

- (1) Homogeneity
- (2) Measurability
- (3) Accessibility
- (4) Actionability

57. If the buyers are divided into groups based on their knowledge, attitude, uses or responses to a product, the segmentation is known as

- Demographic
- Geographic
- Psychographic
- Behaviour

58. Marketing to a very narrowly defined customer group desiring a distinctive mix of benefits is known as

- Differentiated Marketing
- Micro Marketing
- Niche Marketing
- Macro Marketing

59. In the case of some brands, the consumers may have too narrow an image of the brand. This is a case of

- Over Positioning
- Under Positioning
- Confused Positioning
- Doubtful Positioning

60. Brand switching is mostly due to

- Complex buying behavior.
- Dissonance reducing buying behavior.
- Habitual buying behavior.
- Variety seeking buying behavior.

61. Developing a pool of candidates in line with the human resources plan comes under this function :

- Recruitment
- Training
- Compensation
- Administrative

62. "An employer should only retrench employees who have been most recently hired" relates to the Industrial Disputes Act 1947, Section

- (1) 24-F
- (2) 24-G
- (3) 25-F
- (4) 25-G

63. The authoritarian leadership style goes with

- (1) Theory X
- (2) Theory Z
- (3) Theory A
- (4) Theory Y

64. Job analysis provides information used for writing

- (1) Organisation chart
- (2) Policy
- (3) Job Description
- (4) Procedure

65. The Workmen's Compensation Act came into force in

- (1) 1930
- (2) 1924
- (3) 1944
- (4) 1921

66. The technique of performance appraisal that is least susceptible to personal bias is

- (1) 360 degree Appraisal system.
- (2) Forced-Choice Method.
- (3) Ranking Method.
- (4) Check List.

67. Sequence the following in the order in which they are practiced in an organization :

- (i) Promotion
- (ii) Performance appraisal
- (iii) Recruitment
- (iv) Training and Development

- (1) (iii), (iv), (ii), (i).
- (2) (iii), (ii), (iv), (i).
- (3) (iii), (ii), (i), (iv).
- (4) (iii), (i), (iv), (ii).

68. Recruitment and selection do not involve :

- (1) Building a pool of candidates.
- (2) Completing application form by applicants.
- (3) Reduction of the work force.
- (4) Employment planning and forecasting.

69. The system designed to achieve organizational effectiveness by steering each employee's behavior towards the organization's mission by using a combination of goal setting, planning & evaluation activities :

- (1) Behaviour based Modeling.
- (2) Management Accounting.
- (3) Management by objectives.
- (4) Behaviour Observation method.

70. The process of deciding the filling up of the company's most important executive positions.

- (1) Succession Planning.
- (2) Organisational Restructuring.
- (3) Self directed Teams.
- (4) Corporate down-sizing.

71. If one has to place the policies in the order of their scope, which policy comes first ?

- (1) Fiscal Policy.
- (2) Monetary Policy.
- (3) Industrial Policy.
- (4) Trade Policy.

72. Which of the following legislations of Government of India has come in the way of firms reaching optimum size ?

- (1) Industrial (Development and Regulation) Act.
- (2) MRTP Act.
- (3) FERA.
- (4) Consumer Protection Act.

73. Abolition of Foreign Investment Promotion Board comes under :

- (1) Liberalization
- (2) Privatization
- (3) Globalization
- (4) Deregulation

74. FRBM act is meant to curtail :

- (1) Budget Deficit.
- (2) Current Account Deficit.
- (3) Inflation
- (4) Fiscal Deficit.

75. Rolling back of the state from the lives and activities of the people is known as

- (1) Liberalisation
- (2) Globalisation
- (3) Privatisation
- (4) Socialism

76. Protection of intellectual property rights relating to Pochampally Sarees comes under :

- (1) Patent
- (2) Copyright
- (3) Trademark
- (4) Geographical indication.

77. Which of the following cannot finance Current Account Deficit ?

- (1) FDI
- (2) Internal borrowing.
- (3) ECBs
- (4) NRI deposits.

78. The expansion of TS-iPASS :

- (1) Telangana State Industrial Promotion Authority and Self Certification System.
- (2) Telangana State Industrial Project Approval and Self Certification System.
- (3) Telangana State Industrial Project Approval and Sustenance System.
- (4) Telangana State Industrial Progression Authority and Self Certification System.

79. With regard to capital markets, DRHP means

- (1) Draft review of High Potential Investors.
- (2) Draft Red herring Prospectus.
- (3) Detailed Red herring Prospectus.
- (4) Demi Red herring Prospectus.

80. NCLT in India is a successor to

- Company Law Board.
- MRTP Commission.
- Registrar of Companies.
- Planning Commission.

81. The measure of variation that is least affected by extreme observations is

- Range
- MD
- SD
- QD

82. When coefficient of skewness is zero, the shape of the distribution is

- J
- U
- Bell
- L

83. Coefficient of determination is defined as

- r^2
- r^3
- $1-r^2$
- $1+r^2$

84. While drawing a scatter diagram if all points appear to form a straight line going downward from left to right, it is inferred that there is

- Perfect positive correlation.
- Perfect negative correlation.
- No correlation.
- High degree of correlation.

85. There will be only one regression line in case of two variables, if

- (1) $r = 0$
- (2) $r = +1$
- (3) $r = -1$
- (4) $r = +$ or -1

86. If the event cannot take place, the probability will be

- (1) +1
- (2) -1
- (3) 0
- (4) + or -1

87. Analysis of Variance technique originated in

- (1) Industrial research.
- (2) Agricultural research.
- (3) Biological research.
- (4) Experimental research.

88. Large sample theory is applicable when n is

- (1) ≥ 30
- (2) < 30
- (3) $= 30$
- (4) > 30

89. In case of this distribution there are more than two possible outcomes for each trial, the probabilities of various outcomes remain the same for each trial, and the trials are independent :

- (1) Multinomial
- (2) Binomial
- (3) Negative Binomial.
- (4) Normal

90. Which of the following you regard as a discrete variable ?

- (1) Height of students.
- (2) Weight of students.
- (3) Marks of students.
- (4) Number of students.

91. EDI stands for

- (1) Electronic Data Interchange.
- (2) Electronic Data Intermittance.
- (3) Efficient Data Interchange.
- (4) Express Data Interface.

92. Business to Administration Model is a key concept in

- (1) e-ticketing.
- (2) e-governance.
- (3) Corporate social responsibility.
- (4) Commercial logistics.

93. Firewall is software which enforces an access control policy between an internal network in an organization and

- (1) Rest of the internet.
- (2) Other networks of the same organization.
- (3) Networks of other organization.
- (4) None of the given.

94. use simple rules to evaluate each packet they encounter on its own merits.

- (1) Proposed packet walls.
- (2) Packet-filtering firewalls.
- (3) Packet-evaluation firewall.
- (4) None of the given.

95. is the archetypal block cipher - an algorithm that takes a fixed-length string of plain text bits and transforms it through a series of complicated operations into another cipher text bit string of the same length.

- (1) Device Encryption System.
- (2) Data Encryption System.
- (3) Data Encryption Standard.
- (4) Diligence Encryption Standard.

96. is a system which ensures security and integrity of electronic transactions done using credit cards in a scenario.

- (1) Certified Electronic Transaction.
- (2) Secure Electronic Transmission.
- (3) Secure Electronic Transaction.
- (4) Certified Electronic Transmission.

97. A smart card is a special type of card like device which contains an embedded on it.

- (1) integrated circuit chip.
- (2) encrypted software.
- (3) intelligent chip.
- (4) integrated code.

98. is a method of protecting information and communications through the use of codes so that only those for whom the information is intended can read and process it.

- (1) Cryptography
- (2) Texting
- (3) Cryptanalysis
- (4) Scrambling

99. Affiliate tracking is the process of managing and tracking activities, usually through the use of a special software and different plugins installed in affiliate websites.

- (1) administrative
- (2) advertising
- (3) marketing
- (4) management

100. Delivery address verification, AVS checks, Computer finger printing technology are examples of

- (1) Gateway fraud detection tools.
- (2) Online transactions.
- (3) Manual verification.
- (4) None of the given.

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