

Code No.

J – 2280

**Entrance Examination for Admission to the P.G. Courses in the Teaching
Departments, 2020**

CSS

COMMERCE

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General Instructions

1. The Question Paper is having two Parts — Part 'A' Objective type (60%) & Part 'B' Descriptive type (40%).
2. Objective type questions which carry 1 mark each are to be (✓) 'tick marked' in the response sheets against the appropriate answers provided.
3. 8 questions are to be answered out of 12 questions carrying 5 marks each in Part 'B'.
4. **Negative marking** : 0.25 marks will be deducted for each wrong answer in Part 'A'.

Time : 2 Hours

Max. Marks : 100

To be filled in by the Candidate

Register Number	in Figures								
	in words								

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PART – A
(Objective Type)

Choose appropriate answer from the options in the questions. **One mark each.**

(60 × 1 = 60 marks)

1. Marketing Management is the process of product planning, pricing, promotion and _____ along with the services to generate transaction that satisfies the organizational and user objectives.
 - a) Distribution or Place
 - b) Reward
 - c) Goals
 - d) None of these

DO NOT WRITE HERE

2. A Product line is a group of products that are closely related to

- a) Product
- b) Promotion
- c) Product style and Brand
- d) Power

3. Maximum value of correlation is

- a) 2
- b) 1.5
- c) 1
- d) 0

4. The need for inferential statistical methods derives from the need for
 - a) Population
 - b) Association
 - c) Sampling
 - d) Probability

5. What is the apex organization of Industrial Finance in India?
 - a) Industrial Finance Corporation
 - b) Industrial Credit and Investment Corporation of India
 - c) Industrial Development Bank of India
 - d) None of these

6. The oldest stock exchange of India is
 - a) Bangalore Stock Exchange
 - b) Bombay Stock Exchange
 - c) Hyderabad Stock Exchange
 - d) Ahmadabad Stock Exchange

7. Demand is determined by
 - a) Price of the product
 - b) Relative prices of other goods
 - c) Tastes and habits
 - d) All of the above

8. Managerial economics generally refers to the integration of economic theory with business
 - a) Ethics
 - b) Management
 - c) Practice
 - d) All of the above

9. Compared to B2C e-commerce, B2B e-commerce is
- a) Of equal size
 - b) Slightly smaller
 - c) Slightly larger
 - d) Much larger
10. Which of the following is an example of a portal?
- a) Amazon
 - b) e Bay
 - c) Yahoo
 - d) Face Book
11. Which of the following managers is held accountable for the profit of the unit?
- a) Revenue centre manager
 - b) Profit centre manager
 - c) Investment centre manager
 - d) Both (b) and (c)
12. Fund Flow Statement and sources and application statement are
- a) Synonymous
 - b) Antagonistic
 - c) Depletion
 - d) None of these
13. Balance Sheet is always prepared
- a) For the year ended
 - b) As on a specified date
 - c) For the year stated
 - d) None of these
14. A technique uses in comparative analysis of financial statement is
- a) Graphical analysis
 - b) Preference analysis
 - c) Common size analysis
 - d) Returning analysis

15. The observation of people at work that would reveal the one best way to do a task is known as
- a) Scientific Management
 - b) Classical Management
 - c) Human Relations Management
 - d) Creative Management
16. The first management principles were developed by
- a) Frederick Taylor
 - b) Charles Handy
 - c) Henri Fayol
 - d) Victor Meldrew
17. _____ is a systematic examination of the books and records of a business.
- a) Auditing
 - b) Vouching
 - c) Verification
 - d) Checking
18. Instruction of audit issued by controller and auditor general of India.
- a) Statutory audit
 - b) Final audit
 - c) Management audit
 - d) Government audit
19. _____ heads and conducts the affairs of RBI :
- a) Central Board
 - b) Local Board
 - c) Regional Board
 - d) None
20. Global Market means market of
- a) USA
 - b) China
 - c) OPEC members
 - d) All major countries and their alliances

21. Who amongst the following is the chief of SEBI?
- | | |
|---------------------|----------------------|
| a) Milind Bhawe | b) UK Sinha |
| c) Shashikath Verma | d) Shyamala Gopinath |
22. Nominal account having debit balance represents
- | | |
|----------------|--------------------|
| a) Income/Gain | b) Expenses/losses |
| c) Cash | d) Assets |
23. A ledger account is prepared from
- | | |
|------------|----------------------|
| a) Events | b) Transactions |
| c) Journal | d) None of the above |
24. Income from other sources includes
- | |
|--|
| a) Dividend |
| b) Duty drawback |
| c) Income from speculative transaction |
| d) Remuneration |
25. What is MAT?
- | | |
|--------------------------|--------------------------|
| a) Maximum Alternate Tax | b) Maximum Advance Tax |
| c) Minimum Advance Tax | d) Minimum Alternate Tax |
26. A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise
- | | |
|----------------|----------------------|
| a) 35 per cent | b) 51 per cent |
| c) 25 per cent | d) None of the above |

27. Which one of the following is the most important characteristic of a successful business website?
- a) Innovation
 - b) Speed
 - c) Graphics
 - d) Products
28. The method of unit costing is adopted by
- a) Transport Services
 - b) Steel Industry
 - c) Mines
 - d) Bicycle Industry
29. The following is also known as overhead costs or on costs.
- a) Cost of direct labour
 - b) Cost of indirect labour
 - c) Direct expenses
 - d) Indirect expenses
30. In management process, the most misinterpreted word is
- a) Organizing
 - b) Delegating
 - c) Controlling
 - d) Planning
31. Management as a discipline is the function of
- a) Science
 - b) Art
 - c) Creativity
 - d) All of the above
32. Indirect material used in production is classified as
- a) Office overhead
 - b) Selling overhead
 - c) Distribution overhead
 - d) Factory overhead

33. Total of all direct costs is termed as
- a) Prime cost
 - b) Works cost
 - c) Cost of sales
 - d) Cost of production
34. Purpose of management accounting is to
- a) Past orientation
 - b) Help banks make decisions
 - c) Help managers make decisions
 - d) Help investors make decision
35. The main symptom of under trading is
- a) Low inventory turnover ratio
 - b) High inventory turnover ratio
 - c) High current ratio
 - d) Very efficient credit management
36. LIBOR is related to calculation of
- a) Reserves and Surplus
 - b) Depreciation
 - c) Amortization
 - d) International Based Interest Rates
37. The person whose loss is to be made good is called the
- a) Indemnifier
 - b) Principal Debtor
 - c) Indemnity holder
 - d) None of these
38. A contingent contract is
- a) Void
 - b) Voidable
 - c) Valid
 - d) Illegal

39. Financial Management is mainly concerned with
- a) All aspects of acquiring and utilizing financial resources for firms' activities
 - b) Arrangement of funds
 - c) Efficient Management of every business
 - d) Profit maximization
40. Market Value of the shares is decided by
- a) The respective companies
 - b) The investment market
 - c) The Government
 - d) Shareholders
41. Which of the following cooperative society are formed to protect the interest of consumers?
- a) Producers cooperative societies
 - b) Consumers cooperative societies
 - c) Consumer forum
 - d) Cooperative societies
42. Interest Rate of Deposits of a Co-operative Credit Societies are Fixed by
- a) Registrar
 - b) Government
 - c) RBI
 - d) General Body
43. Which of the following device can store large amounts of data?
- a) Floppy Disk
 - b) Hard Disk
 - c) CDROM
 - d) Zip Disk

44. _____ transform one interface into another interface.
- a) Program
 - b) Software
 - c) Data
 - d) None
45. Cash flows that could be generated from an owned asset by the company but not use in project are classified as
- a) Occurred cost
 - b) Mean cost
 - c) Opportunity cost
 - d) Weighted cost
46. Bond risk premium is added into bond yield to calculate
- a) Cost of American Option
 - b) Cost of European Option
 - c) Cost of Common Stock
 - d) Cost of Preferred Stock
47. The Reserve Bank of India was established in
- a) 1921
 - b) 1922
 - c) 1933
 - d) 1935
48. In India, Cooperative Week will be celebrated in the month of
- a) January
 - b) July
 - c) November
 - d) October
49. The number of affiliate members of the WTO is
- a) 272
 - b) 172
 - c) 170
 - d) 270

50. A key ingredient of the marketing management process is insightful marketing strategies and plans that can guide marketing activities.
- a) Creative
 - b) Measurable
 - c) Macro
 - d) Micro
51. A certain percentage of the sum assured is paid periodically according to the terms of policy is known as
- a) Term Policy
 - b) Endowment Policy
 - c) Money-Back Policy
 - d) Group Insurance Policy
52. Insurance is based on the principle of
- a) Co-operation
 - b) Democracy
 - c) Equality
 - d) Welfare
53. Transfer of rights and remedies of the insured to the insurer after indemnity has been affected is called
- a) Insurable interest
 - b) Subrogation
 - c) Proximate cause
 - d) Cause proxima
54. ODBC stands for
- a) Object Database Connectivity
 - b) Oral Database Connectivity
 - c) Oracle Database Connectivity
 - d) Open Database Connectivity
55. The view of total database content is
- a) Conceptual view
 - b) Internal view
 - c) External view
 - d) Physical view

56. Which of the following is not a fee-based financial service?
- a) Corporate counseling
 - b) Lease financing
 - c) Profit management
 - d) Issue management
57. Which of the following is India's largest Public Sector Commercial Bank?
- a) IDBI Bank
 - b) SBI
 - c) AXIS Bank
 - d) UBI
58. The everyday tasks of management include
- a) Planning and creativity
 - b) Planning and leading
 - c) Publicity and loss adjustment
 - d) Plotting and leading
59. _____ of the surplus of co-operative credit societies should be allotted to Reserve Fund.
- a) 10%
 - b) 15%
 - c) 20%
 - d) 25%
60. The first society was registered by the name is the present Kerala State Co-operative Bank
- a) Trivandrum Central Co-operative Bank Ltd.
 - b) Cochin Central Co-operative Bank Ltd.
 - c) Travancore Co-operative Bank Ltd.
 - d) Edavanakkad Service Co-operative Bank

ANSWER SHEET — PART — A

1	A	B	C	D	E
2	A	B	C	D	E
3	A	B	C	D	E
4	A	B	C	D	E
5	A	B	C	D	E
6	A	B	C	D	E
7	A	B	C	D	E
8	A	B	C	D	E
9	A	B	C	D	E
10	A	B	C	D	E
11	A	B	C	D	E
12	A	B	C	D	E
13	A	B	C	D	E
14	A	B	C	D	E
15	A	B	C	D	E
16	A	B	C	D	E
17	A	B	C	D	E
18	A	B	C	D	E
19	A	B	C	D	E
20	A	B	C	D	E

21	A	B	C	D	E
22	A	B	C	D	E
23	A	B	C	D	E
24	A	B	C	D	E
25	A	B	C	D	E
26	A	B	C	D	E
27	A	B	C	D	E
28	A	B	C	D	E
29	A	B	C	D	E
30	A	B	C	D	E
31	A	B	C	D	E
32	A	B	C	D	E
33	A	B	C	D	E
34	A	B	C	D	E
35	A	B	C	D	E
36	A	B	C	D	E
37	A	B	C	D	E
38	A	B	C	D	E
39	A	B	C	D	E
40	A	B	C	D	E

41	A	B	C	D	E
42	A	B	C	D	E
43	A	B	C	D	E
44	A	B	C	D	E
45	A	B	C	D	E
46	A	B	C	D	E
47	A	B	C	D	E
48	A	B	C	D	E
49	A	B	C	D	E
50	A	B	C	D	E
51	A	B	C	D	E
52	A	B	C	D	E
53	A	B	C	D	E
54	A	B	C	D	E
55	A	B	C	D	E
56	A	B	C	D	E
57	A	B	C	D	E
58	A	B	C	D	E
59	A	B	C	D	E
60	A	B	C	D	E

COMMERCE

PART – B (Descriptive Type)

Answer **any eight** questions.

(8 × 5 = 40 Marks)

1. Explain the objectives of marketing management.
2. Elaborate the concept of corporate governance and social responsibility with reference to India scenario.
3. Briefly discuss the different types of advertising media used for promoting services.
4. Enumerate the various problems encountered by researches in India.
5. What is 'Voucher'? Explain the types of voucher.
6. Discuss the scope of Electronic Commerce.
7. What is motivation? State the McClelland's theory of motivation.
8. What is entrepreneurship? Explain the scope of entrepreneurship in India.
9. Discuss the implications of the situational approach to leadership.
10. What is Tourism Product? Explain its salient features.
11. What do you mean by Taxable Salary? How will you compute Taxable Salary for an employee?
12. Define cost of capital? How the cost of Debt be computed?

