Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – Nov/Dec – 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **16MS 1001** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BASICS OF BUSINESS AND MANAGEMENT** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | | | | **Course outcome** | **Marks** |
| **PART-A (40X1=40 MULTIPLE CHOICE QUESTIONS)** | | | | | | |
| 1. | The sum of money value of all final goods and services produced within the domestic territories of a country during an accounting year is called | | | | CO1 |  |
|  | a. GNP | b. NNP | c. GDP | d.NDP |  | (1) |
| 2. | The difference between GDP and GNP | | | | CO1 |  |
|  | a. Government Expenditure | b.Taxes | c. Net factor income from abroad | d. Depreciation |  | (1) |
| 3. | All currency bear the signature of | | | | CO1 |  |
|  | a. Prime minister | b. Finance minister | c. RBI Governor | d. President |  | (1) |
| 4. | The numerical measure designed to help to compare how the prices of some class of goods and service ,taken as a whole,differ between time period is known as | | | | CO1 |  |
|  | a. Price of Stock | c. Price index | c. Overall cost of living | d. None of these |  | (1) |
| 5. | The price of a selection of goods purchased by a “typical consumer” is | | | | CO1 |  |
|  | a. Consumer Price Index | b. Wholesale Price Index | c. Producer Price Index | d. None of these |  | (1) |
| 6. | ------------------ measures average changes in prices received by domestic producers for their output | | | | CO1 |  |
|  | a. CPI | b. PPI | c. WPI | d. None of these |  | (1) |
| 7. | Which of the following currency notes are not in circulation? | | | | CO1 |  |
|  | a. 50 Rupee note | b. 100 Rupee note | c. 2 Rupee note | d. 10 Rupee note |  | (1) |
| 8. | The currency notes issued by RBI are put into circulation across the country through | | | | CO1 |  |
|  | a. Issue Department | b. Currency Chests | c. Central Government | d. None of these |  | (1) |
| 9. | The common meaning of inflation is | | | | CO1 |  |
|  | a.Rise in price of Commondities | b. Rise in value of currency | c. Decrease in value of currency | d.Decrease in price of commodities |  | (1) |
| 10. | ---------------------- is printing of additional currency on demand of government to meet its needs of expenditure and or loans | | | | CO1 |  |
|  | a. Deficit financing | b.surplus | c.Fiscal measures | d.None of these |  | (1) |
| 11. | ----------------------- refers to the effects of falling unemployment rates in the curve | | | | CO1 |  |
|  | a. Demand pull inflation | b. Cost pull inflation | c. Built in inflation | d. None of these |  | (1) |
| 12. | ---------------------- occurs when supply of goods is not fully responsive to increase in supply of money | | | | CO1 |  |
|  | a.Money Inflation | b. Price inflation | c. Deflation | d. Disinflation |  | (1) |
| 13. | The first state for a group to become a team is | | | | CO1 |  |
|  | a. Anxiety stage | b. Formative stage | c. Functional stage | d. Creative stage |  | (1) |
| 14. | Fiscal policy is concerned with | | | | CO1 |  |
|  | a. Taxes and Government Expenditure | b. Revenue and Expenditure | c. Revenue and taxes | d. None of these |  | (1) |
| 15. | Which of the following is NOT a need specified in Maslows theory | | | | CO1 |  |
|  | a. Basic Needs | b. Esteem | c. Derived needs | d. Social Needs |  | (1) |
| 16. | -------------- presents the union budget in the parliament | | | | CO1 |  |
|  | a. President | b. Prime minister | c. RBI Governor | d. Finance Minister |  | (1) |
| 17. | The art of influencing people so that they will strive willingly and enthusiastically toward the achievement of group goals | | | | CO1 |  |
|  | a. Leadership | b. Popularity | c.Concept of group | d. Followership |  | (1) |
| 18. | The leader consults with subordinates on proposed action and decision and encourages participation from them is | | | | CO1 |  |
|  | a. Autocrat | b. Participative | c. Free-rein | d. Political |  | (1) |
| 19. | The grid has two dimensions; Concern for--------------------- and concern for---------- | | | | CO1 |  |
|  | a.Organization, Production | b.Production, Society | c.People, Production | d.People,Society |  | (1) |
| 20. | The 1,1 style under management grid,managers concern themselves very little with either people or production and have minimum involvement in their | | | | CO1 |  |
|  | a. Jobs | b. Organization | c. Personal goals | d. Social goals |  | (1) |

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| 21. | The 1.9 style under management grid has little or no concern for --------------but is concerned only for------------------ | | | | | | | CO1 |  |
|  | a. Production,People | | b. People,Production | | c. Organization,People | | d.Production, Organization |  | (1) |
| 22. | The --------------leader uses his or her power very little,if at all,giving subordinates a high degree of independence in their operations. | | | | | | | CO1 |  |
|  | a. Autocrat | b. Participative | | c. Laisse Faire | | d. Political | |  | (1) |
| 23. | When a manager is facing a very short deadline with limited resources,what style of leadership should he use | | | | | | | CO1 |  |
|  | a. Autocrat | b. Participative | | c. Laisse Faire | | d. Political | |  | (1) |
| 24. | Which of the following is NOT a leadership trait | | | | | | | CO1 |  |
|  | a. Initiative | b. Willingness to take risk | | c. Managing solely based on authority | | d. Leading by example | |  | (1) |
| 25. | ------------------- is responsible for the design,production and overall management of the nations currency | | | | | | | CO1 |  |
|  | a. Union Government | b. Department of Economic affairs | | c. President’s Office | | d. Reserve Bank of India | |  | (1) |
| 26. | When government expenditure exceeds government revenue,the budget is said to be -------- | | | | | | | CO1 |  |
|  | a. Balanced | b. Deficit | | C .Surplus | | d. Out of Control | |  | (1) |
| 27. | A team consists of employees mostly from the same level but from different work areas or departments | | | | | | | CO1 |  |
|  | a. Cross functional team | b. Problem solving team | | c.Virtual team | | d. Quality circle team | |  | (1) |
| 28. | A team for rectifying a pressing problem that is faced by their department ? | | | | | | | CO1 |  |
|  | a. Cross functional team | b. Problem solving team | | c. Virtual team | | d. Quality circle team | |  | (1) |
| 29. | In ----------------selling there is most likely chance that the seller will not meet the customer in future | | | | | | | CO1 |  |
|  | a. Relationship | b. B2B | | c. B2C | | d. One-off | |  | (1) |
| 30. | Connecting costs are related to which of the following function of the Organization | | | | | | | CO2 |  |
|  | a. Finance Function | b. Outsourcing Function | | c. Human Resource Management | | d. All of these | |  | (1) |
| 31. | ------------------------ is also considered while doing cost-benefit analysis at the time of outsourcing decision | | | | | | | CO2 |  |
|  | a. Finance cost | b. Connecting Cost | | c. Training Costs only | | d. all of these | |  | (1) |
| 32. | HRIS stands for | | | | | | | CO2 |  |
|  | a. Human Resource Intelligence System | b. Human Resource Income System | | c. Human Resource Information System | | d.None of these | |  | (1) |
| 33. | Which of the following is not the part of 4Ps in marketing? | | | | | | | CO2 |  |
|  | a. Product | b. Price | | c. Public | | d. Promotion | |  | (1) |
| 34. | --------------- is a detailed blueprint of the proposed business unit to be established by an entrepreneur | | | | | | | CO3 |  |
|  | a. Risk assessment | b. Business Plan | | c. Business forecast | | d. None of these | |  | (1) |
| 35. | Which of the following are NOT part of the Business Plan | | | | | | | CO3 |  |
|  | a. Financial Profile | b. Market Analysis | | c. Social Profile | | d. Disaster | |  | (1) |
| 36. | which of the following is the last stage for a group to become a team? | | | | | | | CO1 |  |
|  | a. Creative stage | b. Formative stage | | c. Functional stage | | d. None of these | |  | (1) |
| 37. | The type of selling that involves interaction /engagement with the customer to drive repeat sales | | | | | | | CO1 |  |
|  | a. Relationship selling | b. One-off selling | | c. hard selling | | d. Soft selling | |  | (1) |
| 38. | A team for developing a new product ? | | | | | | | CO1 |  |
|  | a. Cross functional team | b. Product development team | | c.Virtual team | | d.Quality circle team | |  | (1) |
| 39. | A team who collaborate with one another using communication links like WAN,LAN ? | | | | | | | CO1 |  |
|  | a. Cross functional team | b. Product development team | | c.Virtual team | | d.Quality circle team | |  | (1) |
| 40. | Sales is a-------------------Strategy | | | | | | | CO1 |  |
|  | a. Pull | b. Innovative | | c. Push | | d. Mandatory | |  | (1) |

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| **PART B(8 X 5 = 40 MARKS) (ANSWER ANY EIGHT)** | | | |
| 41. | Write a short note on historical development on currency system in India? | CO1 | (5) |
| 42. | Distinguish between demand pull and cost pull inflation. Enumerate the underlying causes of each. | CO1 | (5) |
| 43. | Write a short note on McClleland’s need theories of motivation. | CO1 | (5) |
| 44. | If you were selected to be the group leader for a class Project, which leadership style would you use? why? | CO1 | (5) |
| 45. | Discuss the various types of selling. | CO1 | (5) |
| 46. | Explain different stages of team building. | CO1 | (5) |
| 47. | Write a short note on the negotiation process. | CO1 | (5) |
| 48. | Describe the circulation of currency with diagrammatic representation. | CO1 | (5) |
| 49. | Write a short note on Managerial Grid, with suitable examples. | CO1 | (5) |
| 50. | Write a note on use of technology in marketing with suitable examples. | CO2 | (5) |
| **PART C( 2 X 10 = 20 MARKS) (ANSWER ANY TWO)** | | | |
| 51. | Describe the causes and types of inflation. | CO1 | (10) |
| 52. | Compare and contrast Maslow’s Theory of Hierarchy of Needs,Herzberg’s Motivation-Hygiene Theory and McGregor’s Theory X and Theory Y. | CO2 | (10) |
| 53. | Write a detailed note on the contents of a business plan. | CO3 | (10) |

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