

Reg.No. _____

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

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 Commodity 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)
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. Laissez 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. Laissez 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	d. all of these		(1)

			only			
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)

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 McClelland'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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