



General Instructions

- (i) The examination will be conducted in Computer-Based Test (CBT) mode.
- (ii) Each question carries +5 marks for correct answer and -1 mark for wrong answer.
- (iii) The total number of questions are 50.
- (iv) Duration of the exam is 1 hour (60 minutes).

1. Which principle of management suggests that there should be one and only one boss for every individual employee to avoid conflict?

- (A) Unity of Direction
 - (B) Unity of Command
 - (C) Scalar Chain
 - (D) Order
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2. Planning is described as a 'mental exercise.' Which feature of planning does this statement primarily highlight?

- (A) Planning is pervasive
 - (B) Planning is futuristic
 - (C) Planning is a mental exercise
 - (D) Planning is continuous
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3. Which component of the marketing mix includes activities like advertising, personal selling,

and sales promotion?

- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
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4. According to Taylor's Scientific Management, what is the core objective of 'Standardization and Simplification'?

- (A) Increasing the variety of products
 - (B) Eliminating unnecessary diversity of products
 - (C) Promoting individual intuition
 - (D) Maximizing the cost of production
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5. What is the primary limitation of planning that makes it difficult to change plans once they are implemented?

- (A) Planning reduces creativity
 - (B) Planning leads to rigidity
 - (C) Planning is a time-consuming process
 - (D) Planning does not guarantee success
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6. In the marketing philosophy of 'Selling Concept,' what is the primary focus of the business?

- (A) Customer satisfaction
 - (B) Aggressive sales and promotion
 - (C) Product quality improvement
 - (D) Societal welfare
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7. Which technique of Scientific Management involves the study of time, motion, and fatigue to set a standard task?

- (A) Method Study
- (B) Fatigue Study

- (C) Work Study
 - (D) Motion Study
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8. What is the final step in the planning process?

- (A) Developing premises
 - (B) Identifying alternative courses of action
 - (C) Follow-up action
 - (D) Setting objectives
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9. Which packaging level refers to the immediate container of the product, like a toothpaste tube?

- (A) Secondary packaging
 - (B) Primary packaging
 - (C) Transportation packaging
 - (D) Labeling
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10. According to Fayol's Principles, 'Esprit de Corps' emphasizes what?

- (A) Individual achievement
 - (B) Promoting team spirit and unity
 - (C) Strict adherence to rules
 - (D) Fair remuneration
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