



### General Instructions

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- (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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