## UNIVERSITY OF MYSORE Postgraduate Entrance Examination November - 2021



MAXIMUM MARKS : 50
MAXIMUM TIME : 75 MINUTES
(Including time for filling O.M.R. Answer sheet)

## INSTRUCTIONS TO THE CANDIDATES

1. The sealed question paper booklet containing 50 questions enclosed with O.M.R. Answer Sheet is given to you.
2. Verify whether the given question booklet is of the same subject which you have opted for examination.
3. Open the question paper seal carefully and take out the enclosed O.M.R. Answer Sheet outside the question booklet and fill up the general information in the O.M.R. Answer sheet. If you fail to fill up the details in the form as instructed, you will be personally responsible for consequences arising during evaluating your Answer Sheet.
4. During the examination:
a) Read each question carefully.
b) Determine the Most appropriate/correct answer from the four available choices given under each question.
c) Completely darken the relevant circle against the Question in the O.M.R. Answer Sheet. For example, in the question paper if "C" is correct answer for Question No.8, then darken against SI. No. 8 of O.M.R. Answer Sheet using Blue/Black Ball Point Pen as follows:

Question No. 8. (A) (B) (D) (Only example) (Use Ball Pen only)
5. Rough work should be done only on the blank space provided in the Question Booklet. Rough work should not be done on the O.M.R. Answer Sheet.
6. If more than one circle is darkened for a given question, such answer is treated as wrong and no mark will be given. See the example in the O.M.R. Sheet.
7. The candidate and the Room Supervisor should sign in the O.M.R. Sheet at the specified place.
8. Candidate should return the original O.M.R. Answer Sheet and the university copy to the Room Supervisor after the examination.
9. Candidate can carry the question booklet and the candidate copy of the O.M.R. Sheet.
10. The calculator, pager and mobile phone are not allowed inside the examination hall.
11. If a candidate is found committing malpractice, such a candidate shall not be considered for admission to the course and action against such candidate will be taken as per rules.
12. Candidates have to get qualified in the respective entrance examination by securing a minimum of 8 marks in case of SC/ST/Cat-I Candidates, 9 marks in case of OBC Candidates and 10 marks in case of other Candidates out of 50 marks.

## INSTRUCTIONS TO FILL UP THE O.M.R. SHEET

1. There is only one most appropriate/correct answer for each question.
2. For each question, only one circle must be darkened with BLUE or BLACK ball point pen only. Do not try to alter it.
3. Circle should be darkened completely so that the alphabet inside it is not visible.
4. Do not make any unnecessary marks on O.M.R. Sheet.
5. Mention the number of questions answered in the appropriate space provided in the O.M.R. sheet otherwise O.M.R. sheet will not be subjected for evaluation.

6. In India which of the following has the highest share in the disbursement of credit to agriculture and allied activities?
a) Micro finance Institutions
b) Regional Rural Banks
c) Commercial Banks
d) Cooperative Banks
7. Who decides the Minimum Support Price (MSP) for agricultural crops in India?
a) Finance Commission
b) APMC
c) Agriculture Cost and Price Commission (ACPC)
d) None of the above
8. Economic planning is a subject in
a) Concurrent list
b) State list
c) Union list
d) Special list
9. Who announced the launched of Rashtriya Krishi Vikas Yojana?
a) I.K Gujral
b) Narendra Modi
c) Atal Bihari Vajpayee
d) Manmohan Singh
10. The Quantitative approach using quantitative techniques in management is called
a) Scientific Method
b) Operational research
c) Quantitative approach
d) None of these
11. Red Color of onion is caused due to the presence of -
a) Zinc
b) Sulpher
c) Iron
d) Anthocynin
12. Which of the following process includes the activities of planning, scheduling and controlling material?
a) Material Management
b) Resource Management
c) Resource Planning
d) ERP
13. Scientific management works on
a) Research and experimentation
b) Trial and error
c) More attention on production only
d) Tradition management theory
14. E-tailing refers to $\qquad$ .
a) Sales of electronic items in a store
b) Catalog shopping
c) Music store
d) Retailing shopping using the inter
15. Assertion (A) During the decline phase of the product in the PLC, the company reduces advertising and sales promotion to minimum level.
Reason (R) This is important to lengthen the span of this stage.
a) Both $(\mathrm{A})$ and $(\mathrm{R})$ are true and $(\mathrm{R})$ is the correct explanation of (A).
b) Both $(A)$ and $(R)$ are true, but $(R)$ is not the correct explanation of $(A)$.
c) (A) is true, but ( $R$ ) is false.
d) (A) is false, but (R) is true.
16. Which of the following state declare Jackfruit as the official state fruit?
a) Karnataka
b) West Bengal
c) Kerala
d) Tamil Nadu
17. How many stages are there in PLC?
a) Four
b) Five
c) $\operatorname{Six}$
d) Seven

## 13. Match the following

## List I

(Stages of PLC)
A) Introduction
B) Growth
C) Maturity
D) Obsolesces

Codes
$\begin{array}{llll}\text { A } & \text { B } & \text { D }\end{array}$
a) $4 \quad 3 \quad 2 \quad 1$
b) $123 \quad 3 \quad 4$
c) $3 \quad 2 \quad 1 \quad 4$
d) 2413

## List II

(Critical factors)

1. Cost Efficiency
2. Marketing Effectiveness
3. Advertising and distribution
4. Product development and design

## Directions : Read the passage carefully and answer the questions that follow (14 to 17)

Ever since the Centre and the States passed the landmark legislation in 2016 adopting a single countrywide Goods and Services Tax (GST), the federal council that is tasked with overseeing all the regulatory aspects of the indirect tax has had its hands full. From recommending the rates that could apply to various products and services, to deciding on what could be tax exempted, the GST Council has had the onerous task of laying out the policy framework for administering the tax in a manner that benefits all stakeholders - the governments, the consumers and the suppliers along the value chain. Given the complexity of the legacy taxes that GST subsumed and replaced and the teething troubles of operating a new tax system, ensuring optimal outcomes has proved an abiding challenge. A significant concern relates to the loopholes that unscrupulous operators have sought to exploit, whereby revenue that ought to have accrued to the Centre and the States has leaked while allowing these elements to derive illicit profits. And the scale of some has been breath-taking.

Earlier this month, the Directorate General of GST Intelligence and the Directorate General of Revenue Intelligence conducted a pan-India joint operation, which saw about 1,200 officers simultaneously conducting searches at 336 different locations. In the process they unearthed a network of exporters and their suppliers who had connived to claim fraudulent refunds of Integrated GST, with more than 470 crore of input tax credit availed being based on nonexistent entities or suppliers with fictitious addresses. A further 450 crore of IGST refund is also under review. It is against the backdrop of such cases, and the fact that frauds totalling up to a staggering 45,682 crore have been detected since the roll-out of the tax in July 2017, that the GST Council has decided "in principle" to recommend linking Aadhaar with registration of taxpayers. In its 37th meeting in Goa on Friday, the council also agreed to appraise the possibility of making the biometrics-based unique identifier mandatory for claiming refunds. Already the GST Network - the information technology backbone on which the whole tax system runs - has made it mandatory for new dealers registering under the composition scheme for small businesses to either authenticate their Aadhaar or submit to physical verification of their business, starting January 2020. The council too needs to follow the network's lead and move swiftly to recommend mandatory linking for refunds, especially since that has proved to be the main source of most frauds. In a becalmed economy, neither the Centre nor States can afford to forego even a rupee of revenue that is due to the public coffers.
14. Which of the following is true as per the passage?
I. The GST has opened up a can of worms and needs to be scrapped.
II. There would be no frauds after the Aadhar is linked with taxpayers.
III. The new dealers have to physically go for new registrations.
a) Only II
b) Only III
c) Only I and II
d) None of the above
15. According to the passage, what remedial actions are suggested to avoid fraudulent activities?
a) Authentication of Aadhar for new registrations
b) Biometrics-based unique identifier mandatory for claiming refunds
c) Physical verification of their business
d) All of the above
16. Which of the following is true about GST?
I. GST applies different rates to same products.
II. The tax has become a subject of national unrest.
III. Some loopholes have been exploited to dupe government.
a) Only I
b) Only II
c) Only I and III
d) Only III
17. Why has the GST legislation and its successful implementation become a challenge?
a) GST council has been very busy in day to day activities.
b) Not all revenue has been going to the Government.
c) Public outcry against it has made it difficult to implement.
d) The regulatory aspects are yet to come in full force.
18. The next term in the series $2,7,28,63,126$, is
a) 245
b) 276
c) 215
d) 296
19. Replace the question mark (?) in the following series with suitable option?

## C-3, E-5, G-7, I-9

a) $\mathrm{M}-18, \mathrm{~K}-14$
b) $\mathrm{K}-11, \mathrm{M}-13$
c) $\mathrm{X}-24, \mathrm{M}-24$
d) $\mathrm{Q}-15, \mathrm{X}-24$
20. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
a) Customer relationship management systems cards
b) E-government identity cards
c) Smart cards
d) Fedi cards
21. India's milk production in the year 2015-16 is estimated to be reached the level
a) 140 MMT
b) 146 MMT
c) 150 MMT
d) 154 MMT
22. International Potato Research Centre at $\qquad$
a) Shimla
b) Peru
c) USA
d) Rome
23. From the payment which a retailer may accept is
a) Cash only
b) Cash and credit cards
c) Cash and debit cards
d) All of these
24. Which one of the following sets of conditions is necessary for a good cultivation of wheat?
a) Low temperature and low rainfall
b) High temperature and moderate rainfall
c) High temperature and heavy rainfall
d) Moderate temperature and moderate rainfall
25. Which of the following is not included in 4Cs of marketing?
a) Customer
b) Cost
c) Conveniences
d) Customization
26. One brand can be used for the advertisement of the non-competing brand under which of the following?
a) Cross promotions
b) Prizes
c) Patronage awards
d) Free trails
27. The company that has acquired interest in different industries by taking over or merging with other companies, is called
a) Collateral
b) Conglomerate
c) Coalition
d) None of the above
28. Producers of conveniences goods typically prefer
a) Exclusive distribution
b) Intensive distribution
c) Selective distribution
d) Intermittent distribution
29. Who is known as "Father of Scientific Management"
a) Henry Feyol
b) F.W.Taylor
c) Gilberth
d) Juran
30. Which is part of material management?
a) Inventory Management
b) Marketing Management
c) Both a \& b
d) None
31. Pepsico used $\qquad$ to enter the Indian market in the early 1980s.
a) Mega marketing
b) Meta marketing
c) Micro marketing
d) Multistage marketing

## 32. Match the following

## List-I

A) Shopping goods
B) Unsought goods
C) Specialty goods
D) Convince goods

## Codes

A $\quad$ B $\quad$ C $\quad$ D
a) $\begin{array}{llll}4 & 3 & 2 & 1\end{array}$
b) $4 \quad 2 \quad 3 \quad 1$
c) $\begin{array}{llll}4 & 3 & 1 & 2\end{array}$
d) $\begin{array}{llll}4 & 2 & 1 & 3\end{array}$
33. Given below are the steps of strategy Formulation. Arrange them in proper order and choose the correct code for the same.

1. Performance analysis
2. Establish Organisational Objectives
3. Evaluating Organisational Environment
4. Setting Quantitative Targets
5. Functional Divisions
6. Choice of strategies
a) $2,3,4,5,1,6$
b) $2,4,3,5,1,6$
c) $2,4,3,5,6,1$
d) $2,4,3,1,5,6$
7. $\mathrm{AZ}, \mathrm{BO}, \mathrm{CP}, \mathrm{DQ}$, ?
a) EG
b) $E R$
c) EH
d) EF
8. Which of the following forms components of internal analysis of SWOT analysis?
a) Opportunities and weakness
b) Weakness and threat
c) Strength and weakness
d) Opportunities and threat
9. Out of the following, identify the key constituents for performances marketing of holistic marketing dimensions.
10. Customers
11. Brand and customer equity
12. Employees
13. Environment
14. Sales revenue
15. Financial community
a) $1,2,3,4$
b) $3,4,5,6$
c) $2,4,5,6$
d) 1, 2, 3, 6
16. Scientific management works on
a) Research and experimentation
b) Trial and error
c) More attention on production only
d) Tradition management theory
17. Gravestones are which type of products?
a) Sought goods
b) Shopping goods
c) Unsought goods
d) Convince
18. Which one of the following sets of conditions is necessary for a good cultivation of wheat?
a) Low temperature and low rainfall
b) High temperature and moderate rainfall
c) High temperature and heavy rainfall
d) Moderate temperature and moderate rainfall
19. Which of the following factors affect the return of security in APT?
20. Inflation
21. Change in risk premium
22. GDP
23. Industrial production
24. Beta factor
25. Change in real rate of return
26. Change in interest rate structure
27. Change in default premium
a) $1,3,2,4,5,6$
b) $1,2,3,4,6,5,7,8$
c) $1,4,7,8,3,2,5$
d) $1,3,2,4,5,7,6,8$
28. Which of the following strategic has to be done to prevent losses that a firm has to face?
a) Turnaround strategy
b) Divestment strategy
c) Liquidation
d) Conglomerate diversification
29. Which of the following is an extra payment designed to gain reseller participation in special programs?
a) Trade allowances
b) Functional discount
c) Seasonal discount
d) Allowances
30. Identify the diagram that best represents the relationship among classes given below police, thief and criminal.

a) A
b) B
c) C
d) D
31. Which of the following are organizations with weak market share in low-growth markets?
a) $\operatorname{Dog}$
b) Star
c) Question mark
d) Cash cow
32. Revenue of the state governments are raised from the following sources, except
a) Entertainment tax
b) Expenditure tax
c) Agricultural income tax
d) Land revenue
33. In which of the following production and distribution is clubber under ownership?
a) Administered VMS
b) Corporate VMS
c) Contractual VMS
d) Cooperative VMS
34. $\qquad$ e-commerce consists of the sale of product or service from a business to the general public.
a) B 2 G
b) B2E
c) $\quad \mathrm{B} 2 \mathrm{~B}$
d) $\quad \mathrm{B} 2 \mathrm{C}$

## 48. Match the following

## List-I

A) Human resource management
B) Operational decision
C) Administration decision
D) Marketing and sale

## List-II

1. Primary activities
2. Short-term decision
3. Support activity
4. Medium term

Codes
A $\quad \mathbf{B} \quad \mathbf{C} \quad$ D
a) $\begin{array}{llll}3 & 4 & 1 & 2\end{array}$
b) 3142
c) $\begin{array}{llll}3 & 2 & 4 & 1\end{array}$
d) $3 \quad 4 \quad 2 \quad 1$
49. Assertion (A) The Manager must take into consideration only the quantitative only the quantitative parameter for the evaluation of strategy.

Reason (R) These parameters are performance indicators.
a) Both (A) and (R) are true and (R) is the correct explanation of (A).
b) Both $(A)$ and $(R)$ are true, but $(R)$ is not the correct explanation of $(A)$.
c) (A) is true, but (R) is false.
d) (A) is false, but (R) is true.
50. Which one of the following apex co-operative organization at the national level of India?
a) RRBs
b) FCS
c) TRIFED
d) NAFED


## Rough Work

## అభ్యథిรగษిగి శ్జอఒసేగఆు



 ఎంబదన్ను யరిరిలలిసిరి.



 జదాబ్దారరంగిరుత్తిర.


 లుత్తరహస్ను నిధణరిి.


 కుంబిర:




 ळలళెయల్లిన లుదాळరణ నైలణి.
 యృడ్బొలు.
 పిల్టలిద్యానిలయుద
 ஹృఁగబळుదు.




 అంచగఆన్ను யֹడియత్ర్ప్దు.

## ఓ.ఎం.ఆరా. ळలఆయన్ను కుంబలు ష్యృజసెగళు









Note : English version of the instructions is printed on the front cover of this booklet.

