

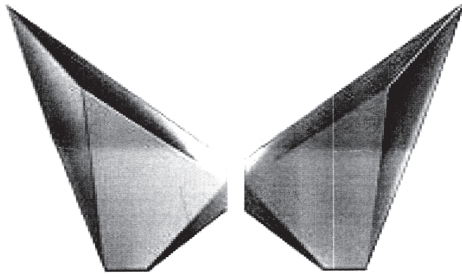
Seat No.	
-------------	--

P.G. Entrance Examination, June - 2022**M.B.A. (Rural Management)****Sub. Code: 71137****Day and Date : Monday, 13- 06 - 2022****Total Marks : 100****Time : 1.00 p.m. to 2.30 p.m.**

- Instructions :**
- 1) All questions are compulsory.
 - 2) Each question carries one mark.
 - 3) Answers should be marked in the given OMR answer sheet by darkening the appropriate option.
 - 4) Follow the instructions given on OMR Sheet.
 - 5) Rough work shall be done on the sheet provided at the end of question paper.

- 1) Listening, reading, speaking and writing are all types of:
A) Communication skills B) Emotional barriers
C) Evaluation techniques D) Nonverbal communication
- 2) Two Mega confectionery brands - Maha Lacto and Eclairs are owned by which company?
A) Parry's B) Lotte
C) Cadbury D) Nutrine
- 3) Innovation in marketing is same as
A) Motivation B) Inspiration
C) Aspiration D) Creativity

- 4) Which Company has introduced this new logo?



- A) Mahindra
B) McDonald's
C) MakeMyTrip
D) None of the above
- 5) Write antonym.
His religious views are rather FANATICAL.
- A) bigoted
B) rabid
C) moderate
D) militant
- 6) Fill in the blank.
I parked my car in a no parking zone but I _____ it.
- A) came up with
B) got away with
C) made off with
D) got on with
- 7) Fill in the blank.
We live _____ tower block. Our apartment is at fifteenth floor.
- A) at
B) in
C) over
D) above
- 8) Fill in the blank.
Nobody believed Ram at first but he _____ to be the right.
- A) came out
B) carried out
C) worked out
D) turned out
- 9) Fill in the blank.
How we _____ to the ageing is a choice we must make wisely.
- A) respond
B) absolve
C) discharge
D) overlook
- 10) Which of the following indicates the correct sequence of the elements of communication in the communication process?
- A) Sender, Receiver, Channel, Message, Feedback
B) Receiver, Feedback, Sender, Message, Channel
C) Sender, Channel, Message, Feedback, Receiver
D) Sender, Message, Channel, Receiver, Feedback

ENT - 19

- 11) _____ are our body parts especially arms, legs, hands and head convey meaning.
- A) Gestures
B) Proxemics
C) Time language
D) Paralanguage
- 12) Directions: choose the word opposite in meaning to the given word
GRUESOME
- A) attractive
B) beneficial
C) gracious
D) amicable
- 13) The main objective of communication is:
- A) Information and persuasion
B) Skill and personality development
C) Control and management
D) Need
- 14) Directions: choose the word opposite in meaning to the given word
HARASS
- A) reward
B) praise
C) flatter
D) relieve
- 15) Directions : choose the word opposite in meaning to the given word
ENIGMATIC
- A) simple
B) reticent
C) plain
D) nervous
- 16) Directions: choose best expressing meaning of the given word
ACCEDE
- A) consent
B) access
C) assess
D) proceed
- 17) Directions: choose best expressing meaning of the given word
OBSTINATE
- A) stubborn
B) pretty
C) silly
D) clever
- 18) Passage Faith in progress is deep within our culture. We have been taught to believe that our lives are better than the lives of those who came before us. The ideology of modern economics suggests that material progress has yielded enhanced satisfaction and well-being. But much of our

ENT - 19

confidence about our own well-being comes from the assumption that our lives are easier than those of earlier generations. The lives of the so-called primitive peoples are thought to be harsh - their existence dominated by the 'incessant quest for food'. In fact, primitives did very little work. By contemporary standards we'd have to judge them very lazy. The key to understanding why these 'stone-age people' failed to act like us - increasing their work effort to get more things - is that they had limited desires. In the race between wanting and having, they had kept their wanting low - and, in this way ensured their own kind of satisfaction. They were materially poor by contemporary standards, but in at least one dimension - time - we have to count them richer.

 Question : What is the key to understanding the primitive peoples' behaviour according to the passage?

- A) They had no desires
 - B) They had everything they needed
 - C) They had limited desires
 - D) They kept their wants high
- 19) The target market for Debit Cards is
- A) All existing account-holders
 - B) All agriculturists
 - C) All DSAS
 - D) All vendors
- 20) The introduction of Goods and Service Tax from July 2017 is expected to create-
- A) An uniformity in Indian market
 - B) Improve tax compliance
 - C) Only (A) above
 - D) Both (A) and (B) above
- 21) The first showroom in India of the retail furniture giant 'Ikea' was opened in which city in 2018?
- A) Bengaluru
 - B) Hyderabad
 - C) New Delhi
 - D) Mumbai
- 22) Who among the following publishes the Economic Survey of India?
- A) National Development Council
 - B) Ministry of Finance
 - C) Institute Finance
 - D) Indian Statistical Institute
- 23) _____ company produce the Product 'Munch' chocolate.
- A) Nestle
 - B) Cadbury
 - C) Unibic
 - D) Perfetti

- 24) The two broad areas of communication are
A) Oral and written communication
B) Verbal and written communication
C) Verbal and non-verbal communication
D) Oral and non-verbal communication
- 25) What is the process of administering and overseeing the finances related to business projects?
A) Training Management
B) Budget Management
C) Sales Management
D) Agribusiness Management
- 26) Financial Management function does not involve
A) Audit
B) Selection
C) Budget
D) Cost control
- 27) Which company has the tagline of “Applying Thought”?
A) Epson
B) WIPRO
C) The Indian Express
D) Haier
- 28) Firm’s performance can be better measured by
A) Current sales
B) Customer equity
C) Market share
D) Both (A) and (B)
- 29) Fabsta is a private label brand for which Indian retail chain?
A) Star Bazaar
B) DMart
C) Big Bazaar
D) Hyper
- 30) Charminar is located at _____.
A) Ahmedabad
B) Daulatabad
C) Aurangabad
D) Hyderabad
- 31) Dandiya is a popular dance of _____.
A) Gujarat
B) Rajasthan
C) Punjab
D) Pondicherry
- 32) Which is the National Game of India?
A) Hockey
B) Cricket
C) Kabaddi
D) Football

- 33) Who is known as flying Sikh of India?
A) Yuvraj Singh
B) Milkha Singh
C) Virender Sehwag
D) Yo Yo Honey Singh
- 34) Who was the first Indian Economist who won Nobel prize?
A) Arvind Subramanian
B) Manmohan Singh
C) Arvind Panagariya
D) Amartya Sen
- 35) The excess of total expenditure of Government over its total receipts, excluding borrowings, is known as
A) Primary deficit
B) Fiscal deficit
C) Current deficit
D) Capital deficit
- 36) Which of the following agencies releases the index of industrial production to measure industrial performance in India?
A) The National Sample Survey Office (NSSO)
B) The Reserve Bank of India (RBI)
C) The Central Statistics Office (CSO)
D) The Indian Statistical Institute (ISI)
- 37) When does the International Labour's Day celebrated?
A) 14 February
B) 1 May
C) 30 August
D) 5 September
- 38) Which of the following is a prime number?
A) 9
B) 11
C) 15
D) 21
- 39) Arvind obtained 18 marks in Arts and 16 marks in History out of 20. Calculate average percentage obtained.
A) 75
B) 80
C) 85
D) 90
- 40) The profit of a company increased from 1,75,000 to 2,18,750 in a year. What is the percentage profit growth?
A) 10
B) 15
C) 20
D) 25
- 41) What will be the ratio of simple interest earned by certain amount at the same rate of interest for 6 years and that for 9 years?
A) 1:3
B) 2:3
C) 1:4
D) 1:1
- 42) 1397×1397
A) 1951649
B) 1951699
C) 1951609
D) 1951599

- 43) Find the next number in the series 2, 4, 12, 48, 240
A) 960
B) 1440
C) 1200
D) 1680
- 44) ATM stands for _____.
A) All Time Money
B) Auto Timer Machine
C) Automated Teller Machine
D) None of these
- 45) What is the symbol of “Make in India” campaign?
A) Tiger
B) Elephant
C) Peacock
D) Lion
- 46) Which one of the following may be classified as FMCG?
A) Printing machines
B) Tobacco products
C) Life saving drugs
D) Coin vending machines
- 47) NSE stands for _____.
A) National Stock Exchange
B) National Standard Education
C) Nominally Selected Employee
D) Nagpur Stock Education
- 48) A train running at the speed of 60 km/hr crosses a pole in 9 seconds. What is the length of the train?
A) 120
B) 135
C) 150
D) 165
- 49) A and B started a business by investing Rs. 4000/- and Rs. 5000/- respectively. Find the A's share out of a total profit of Rs. 1800.
A) 1400
B) 1200
C) 1000
D) 800
- 50) Average of all prime numbers between 30 to 50
A) 39
B) 39.8
C) 41
D) 40.2
- 51) Odd-man-out----- 3, 5, 11, 14, 17, 21
A) 3
B) 5
C) 11
D) 14
- 52) Find the odd one from the following.
A) Hard disk
B) RAM
C) Windows XP
D) Monitor
- 53) Which classical dance form is famous in Tamil Nadu?
A) Mohiniattam
B) Kuchipudi
C) Kathakali
D) Bharatanatyam

- 54) Which is the highest award of India?
A) Padma Shri
B) Arjun Award
C) Padma Bhushan
D) Bharat Ratna
- 55) A train is running at a speed of 40 km/hr and it crosses a post in 18 seconds. What is the length of the train?
A) 200m
B) 150m
C) 250m
D) 300m
- 56) Varun obtained 76, 65, 82, 67 and 85 marks (out of 100) in English, Mathematics, Chemistry, Biology and Physics. What is his average marks?
A) 70
B) 75
C) 80
D) 68
- 57) Marketing mix involves_____.
A) Product mix
B) Promotional mix
C) Service mix
D) All of these
- 58) Informal communication is otherwise known as _____ communication.
A) Grapevine
B) Lateral
C) Visual
D) Horizontal
- 59) Good reading is the best antidote for boredom.
A) anecdote
B) apparatus
C) remedy
D) emetic
- 60) Directions: four alternatives are given for the idiom/phrase with quotation mark in the sentence. Choose the alternative which best expresses the meaning of the idiom/phrase and mark it

 He was progressing by leaps and bounds because of his hardwork.
A) rapidly
B) peacefully
C) slowly
D) strongly
- 61) Directions: four alternatives are given for the idiom/phrase with quotation mark in the sentence. Choose the alternative which best expresses the meaning of the idiom/phrase and mark it

 The student is on the verge of breakdown.
A) on the brink of
B) at the outset of
C) in the midst of
D) at the risk of

ENT - 19

- 62) Directions: four alternatives are given for the idiom/phrase with quotation mark in the sentence. Choose the alternative which best expresses the meaning of the idiom/phrase and mark it

 to After independent Indian agriculture rose like a phoenix due to the Green Revolution.
A) with a new life
B) with a start
C) with royal gait
D) with vengeance
- 63) Directions: four alternatives are given for the idiom/phrase with quotation mark in the sentence. Choose the alternative which best expresses the meaning of the idiom/phrase and mark it

 to die in harness means to die while
A) riding a horse
B) in a stable
C) in a uniform
D) still in service
- 64) Directions: In each group, one word is correctly spelt. Find the correctly spelt word and mark your answer

A) humorous
B) humanitarianism
C) hulabaloo
D) hurrecane
- 65) Directions: In each group, one word is correctly spelt. Find the correctly spelt word and mark your answer

A) discription
B) discretion
C) dessemination
D) dessertation
- 66) I shall call and see you when I _____ to Pune.
A) come
B) am coming
C) shall come
D) will come
- 67) The only feasible purpose of financial management is
A) Wealth Maximization
B) Sales Maximization
C) Profit Maximization
D) Assets Maximization
- 68) Marketing refers to the_____.
A) sale of product
B) goods and services are exchanged to each other
C) goods distribution
D) all of these
- 69) Accountability means
A) Doing accounting duty
B) Obligation for the performance of duty
C) Ability to answer
D) Willingness to perform duty
- 70) Financial management process deals with
A) Investments
B) Financing decisions
C) Both (A) and (B)
D) None of the above

- 71) The basic managerial skill (s) is (are)
A) To supervise
B) To stimulate
C) To motivate
D) All of the above
- 72) Advertising, personal selling, point-of-purchase displays, and publicity are related to which element of the marketing mix?
A) Place
B) Product
C) Price
D) Promotion
- 73) The following is (are) the objective (s) of inspection.
A) Quality product
B) Defect free products
C) Customer satisfaction
D) All of the above
- 74) Profit maximisation is
A) It is indicator of economic efficiency
B) Primary objective of business
C) Measurement of Success of business decisions
D) All of the above
- 75) SAARC Agriculture Centre (SAC) is based in which city?
A) Islamabad
B) Dhaka
C) Colombo
D) Kathmandu
- 76) A key HR role in the firm will be multidisciplinary consulting around
A) Individual
B) Team
C) Business unit
D) All of the above
- 77) Performance development plan is set for the employee by his immediate boss.
A) Employer
B) Department Head
C) Immediate boss
D) Any of the above
- 78) Who launched 'Bharat fibre' for high speed broadband internet service with local channel partner in Pulwama?
A) BSNL
B) Vodafone
C) Airtel
D) Jio
- 79) _____ is defined as the processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal.
A) Leadership
B) Management
C) Learning
D) Motivation
- 80) Which one of the following is the oldest form of organization?
A) Functional organization
B) Staff organization
C) Line and Staff organization
D) Departmentation

81) Identify company using the following image.



- A) Amul
- B) Coca-Cola
- C) Gowardhan
- D) Patanjali

82) Identify company from its tagline.

i'm lovin' it™

- A) KFC
- B) Cafe Coffee Day
- C) SUBWAY
- D) McDonald's

83) Identify the TV commercial for car company.



- A) Maruti Suzuki
- B) Fiat
- C) TATA
- D) Mahindra

84) Name the education technology startup which won the Next Billion Edtech Prize.

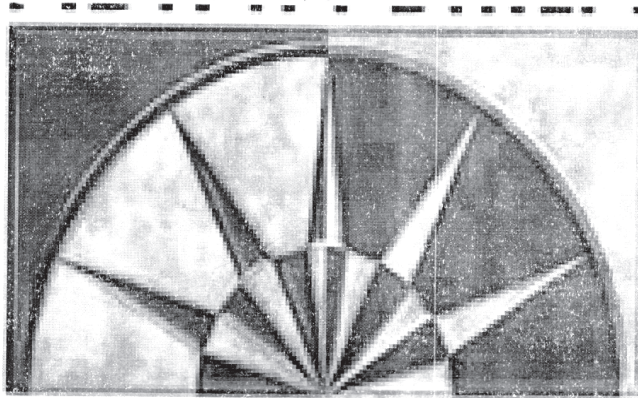
- A) Vedantu
- B) BYJU's
- C) Boosters
- D) Dost Education

- 85) Which of the following is not an advantage of MBO?
A) Success without planning B) Employee commitment
C) Better appraisal D) Self control
- 86) The _____ of business letter is called layout.
A) Body B) Content
C) Pattern D) All of the above
- 87) Communication is the task
A) Training B) Information
C) Knowledge D) Message
- 88) Direct Marketing means _____.
A) Face-to-face marketing B) Melas
C) Seminars D) Indoor marketing
- 89) Delivery channels other than Bank counters are _____.
A) ATM's B) Internet Banking
C) Tele Banking D) All of these
- 90) Overall and strategic planning is done by the
A) Top management B) Middle level management
C) Supervisory level management D) None of these
- 91) Identify name of company by its logo.



- A) Volkswagen B) Fiat
C) TATA D) Honda

92) Identify name of company by its logo.



- | | |
|-----------------------|-------------|
| A) Aditya Birla group | B) Reliance |
| C) Bajaj | D) TVS |

93) Identify name of company by its logo.



- | | |
|----------------|--------------|
| A) Go Air | B) Spice |
| C) Jet Airways | D) Air India |

94) Identify name of company by its logo.



- | | |
|--------|-----------|
| A) IRB | B) NABARD |
| C) RBI | D) SBI |

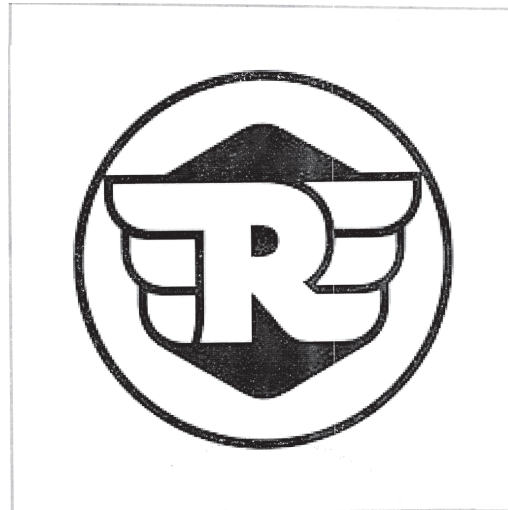
95) Identify name of company by its logo.



- A) TVS
- C) Titan

- B) Mahindra
- D) Reynolds

96) Identify name of company by its logo.



- A) Royal Enfield
- C) Renegade

- B) JAWA
- D) Bobby

97) Identify name of company by its logo.



- | | |
|----------|------------|
| A) Apple | B) OPPO |
| C) VIVO | D) Samsung |

98) Which of the following allowed the investors to buy mutual fund through digital wallets?

- A) Stock Exchange Board of India (SEBI)
- B) Financial analysis department
- C) Monitoring Mutual Fund Investments
- D) Credit Rate List department

99) Individuals invest in insurance policy for __

- | | |
|-------------------------|------------------------------------|
| A) Risk Protection only | B) Easy liquidity |
| C) Low Returns | D) Tax Benefit and Risk Protection |

100) Which stage in product the cycle focuses on expanding marketing and creating product awareness?

- | | |
|-----------------------|--------------------|
| A) Introduction Stage | B) Declining Stage |
| C) Maturity Stage | D) Expansion Stage |



Rough Work