

National Testing Agency

Question Paper Name :	Online Refresher Course In Management 21st AUGUST 2021 Shift2
Subject Name :	Online Refresher Course in Management
Creation Date :	2021-08-21 19:41:05
Duration :	180
Total Marks :	100
Display Marks:	Yes

Online Refresher Course In Management

Group Number :	1
Group Id :	603489133
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Online Refresher Course In Management-1

Section Id :	603489191
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	75
Number of Questions to be attempted :	75
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489373
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348910045 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is a valuable corporate governance tool. It empowers employees to act on incidences of misconduct and helps in maintaining a safe workplace while protecting profits and reputation.

- 1. HR-bots
- 2. Digital Governance
- 3. Whistle Blowing
- 4. Integrated Reporting

Options :

- 60348938091. 1
- 60348938092. 2
- 60348938093. 3
- 60348938094. 4

Question Number : 2 Question Id : 60348910046 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following are amongst the 5 E's in the new type of economy that employees generally look to achieve?

- A. Efficiency, Entrepreneurship
- B. Effectiveness, Ethics
- C. Enjoyment
- D. Engagement

Choose the correct answer from the options given below

- 1. A and B only
- 2. B and C only
- 3. A, B and C only
- 4. A, B and D only

Options :

- 60348938095. 1
- 60348938096. 2
- 60348938097. 3
- 60348938098. 4

Question Number : 3 Question Id : 60348910047 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following statements best describes the context for entrepreneurship?

- 1. Entrepreneurship takes place in small businesses
- 2. Entrepreneurship takes place in a wide variety of contexts
- 3. Entrepreneurship does not take place in social enterprises
- 4. Entrepreneurship takes place in large businesses

Options :

- 60348938099. 1
- 60348938100. 2
- 60348938101. 3
- 60348938102. 4

Question Number : 4 Question Id : 60348910048 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following is an arrangement in some organizations where the employers permit the employees to present their issues before an internal committee comprised of employees themselves and its function is to evaluate disciplinary actions and make recommendations or take decisions?

1. Peer Review Panel
2. Instructive Panel
3. Constructive Panel
4. Distributive Panel

Options :

60348938103. 1

60348938104. 2

60348938105. 3

60348938106. 4

Question Number : 5 Question Id : 60348910049 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Knowledge, education, training, skills and expertise of a firm's worker is quite essential in determining the success of a company. There is need to administer the competencies in a way where they can be put to use when and where required in an efficient manner. Which one of these options identifies this mechanism best?

1. Physical capital
2. Competency management
3. Production capital
4. Human capital

Options :

60348938107. 1

60348938108. 2

60348938109. 3

60348938110. 4

Question Number : 6 Question Id : 60348910050 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

1. Pay per click
2. Digital Asset Optimization
3. Social Media Marketing
4. Search Engine Optimization

Options :

60348938111. 1

60348938112. 2

60348938113. 3

60348938114. 4

Question Number : 7 Question Id : 60348910051 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In _____ consumers are encouraged to share information about a company's goods or services via the Internet. While in _____ through amplification additional back links can be generated as new influencer sites link back to content assets on the brand site

1. Viral Marketing, Traditional Marketing
2. Word of mouth Marketing, Viral Marketing
3. Viral Marketing, SEO
4. SEO, Viral Marketing

Options :

60348938115. 1

60348938116. 2

60348938117. 3

60348938118. 4

Question Number : 8 Question Id : 60348910052 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In marketing by leveraging _____, effectiveness of content & advertisements can be improved: (Choose the most relevant option applicable in contemporary context)

1. Neuroscience and biometric sensors
2. Offline sales data
3. Sales person's input
4. Customer inputs

Options :

60348938119. 1

60348938120. 2

60348938121. 3

60348938122. 4

Question Number : 9 Question Id : 60348910053 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A research initiated to solve an immediate problem or a reflective process of progressive problem solving led by individuals working with others in teams or as part of a "community of practice" to improve the way they address issues and solve problems is which type of research?

1. Grounded Theory Research
2. Collaborative Research
3. Action Research
4. Case Study Research

Options :

60348938123. 1

60348938124. 2

60348938125. 3

60348938126. 4

Question Number : 10 Question Id : 60348910054 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In the current era, dynamic changes are affecting work environment significantly. The research domain is no exception to it. So, the researchers of today's time can focus on core research aspects by leveraging _____ Intelligence.

1. Social
2. Emotional
3. Artificial
4. Contextual

Options :

60348938127. 1

60348938128. 2

60348938129. 3

60348938130. 4

Question Number : 11 Question Id : 60348910055 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Many scholars have been arguing over the definition of education and yet no perfect definition has been evolved. However, in Bharat, we are fortunate enough to have a wonderful idea of "Saa-vidya-yaa-vimuktaye" implying that education is one that

1. Provides employment
2. That provides knowledge
3. Liberates
4. Develops skills

Options :

60348938131. 1

60348938132. 2

60348938133. 3

60348938134. 4

Question Number : 12 Question Id : 60348910056 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A number of educationists consider examination as a tool to control _____ of education,
and to obtain _____ for both the students and the teachers.

1. Depth, feedback
2. Penetration, feedback
3. Quality, feedback
4. Problems, interest

Options :

60348938135. 1

60348938136. 2

60348938137. 3

60348938138. 4

Question Number : 13 Question Id : 60348910057 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following are good practices towards examination reforms?

- A. One of the approaches to education is to design tests that have a diagnostic orientation and assess learner needs and then accordingly plan for the teaching pedagogy and material for students
- B. Adhering to the academic calendar
- C. Changing syllabus very frequently
- D. Introducing Comprehensive Continuous Assessment

Choose the correct answer from the options given below

1. A, B and C only
2. A, B, C and D
3. B, C and D only
4. A, B and D only

Options :

60348938139. 1

60348938140. 2

60348938141. 3

60348938142. 4

Question Number : 14 Question Id : 60348910058 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

It is suggested that for getting best results of semester system and choice-based credit system, it is essential to introduce

1. Open Book Examination
2. Online courses
3. No Detention Policy
4. Comprehensive Continuous Assessment

Options :

60348938143. 1

60348938144. 2

60348938145. 3

60348938146. 4

Question Number : 15 Question Id : 60348910059 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A major deficiency is linking of education to job and keeping aside the core essence of education that is _____creation, _____development and _____inculcation.

1. Skill, knowledge, value
2. Knowledge, value, skill
3. Value, skill, knowledge
4. Knowledge, skill, value

Options :

60348938147. 1

60348938148. 2

60348938149. 3

60348938150. 4

**Question Number : 16 Question Id : 60348910060 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

Which of the following is/are correct?

- A. CBCS allows interdisciplinary curriculum
- B. Permits the transfer of credits from one institute to another
- C. Allows a student to decide upon his/her own pace of learning depending upon his/her capabilities and priorities

Choose the correct answer from the options given below

- 1. A and B only
- 2. B and C only
- 3. A, B and C
- 4. None of the above

Options :

60348938151. 1

60348938152. 2

60348938153. 3

60348938154. 4

**Question Number : 17 Question Id : 60348910061 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

Two methods to convert marks into grades are the _____method and the _____method.

1. Nominal, Ordinal
2. Nominal, Scale
3. Absolute, Relative
4. Relative, Nominal

Options :

60348938155. 1

60348938156. 2

60348938157. 3

60348938158. 4

**Question Number : 18 Question Id : 60348910062 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

Relative grading is based on _____distribution of marks obtained by all the students in a particular course.

1. Normal
2. Binomial
3. Exponential
4. Discrete

Options :

60348938159. 1

60348938160. 2

60348938161. 3

60348938162. 4

**Question Number : 19 Question Id : 60348910063 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

Which of the following captures the essence of CBCS best?

1. It is teacher-centric because, for a high quality of teaching, the curriculum and pedagogy revolve around the teacher
2. It is teacher-centric but it is the student who is at the focal point and the entire pedagogy, curriculum, material, evaluation etc are designed taking him/her into consideration; so is difficult to implement.
3. It is student-centric because it is the student who is at the focal point and the entire pedagogy, curriculum, material, evaluation etc are designed taking him/her into consideration.
4. It is student-centric but, for the high quality of teaching, the curriculum and pedagogy revolve around the teacher, so is difficult to implement

Options :

60348938163. 1

60348938164. 2

60348938165. 3

60348938166. 4

Question Number : 20 Question Id : 60348910064 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Semester system is more suited in the CBCS because in the annual system,

1. Teaching, learning and examinations are not student-oriented
2. There is a generalization of the diversified needs and realities of the students
3. Both 1 and 2
4. None of the above

Options :

60348938167. 1

60348938168. 2

60348938169. 3

60348938170. 4

Question Number : 21 Question Id : 60348910065 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Although CBCS seems to be very promising in elevating the quality of higher education but like any other system it too needs to address certain issues. Which of the following is the major issue with respect to current scenario in India?

1. Less number of students joining university because of online modes of education
2. Scarcity of qualified teachers and supporting staff in institutes
3. Implementation of CBCS will result in lesser jobs for teachers
4. Financial challenges of such system will result in poor implementation

Options :

60348938171. 1

60348938172. 2

60348938173. 3

60348938174. 4

Question Number : 22 Question Id : 60348910066 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following holds true for Entrepreneurship?

- A. It is beyond starting a new venture
- B. Include all types and at all stages of organizations (venture startup, running, not performing, etc.)
- C. It is only about earning a lot of money
- D. It is about continuous renewal

Choose the correct answer from the options given below

1. A, B and D only
2. A, B and C only
3. All of the above are true
4. None of the above is true

Options :

60348938175. 1

60348938176. 2

60348938177. 3

60348938178. 4

Question Number : 23 Question Id : 60348910067 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which one of the following is true for super artificial intelligence?

1. Mimics human thoughts and even surpasses it
2. Fully developed in today's time
3. Good for well-defined tasks
4. Controlled cognitive abilities

Options :

60348938179. 1

60348938180. 2

60348938181. 3

60348938182. 4

Question Number : 24 Question Id : 60348910068 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

It is important to observe _____ for getting cues to student's _____ to make better prediction of the choices they might make and thus teacher can be more prepared with the most apt response on their part. (Choose the most appropriate option)

1. approach, concern
2. attitude, requirements
3. nonverbal behavior, emotional state
4. Teacher need not to focus on any such thing.

Options :

60348938183. 1

60348938184. 2

60348938185. 3

60348938186. 4

Question Number : 25 Question Id : 60348910069 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

One of the social dimensions of grading is that it reduces societal pressure by eliminating ____ competition

1. Healthy
2. Unhealthy
3. Cut-throat
4. Both 2 and 3

Options :

60348938187. 1
60348938188. 2
60348938189. 3
60348938190. 4

Question Number : 26 Question Id : 60348910070 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Without CBCS students have very little choice in selecting their subjects, after opting for a particular programme or degree. Which analogy (analogies) explain(s) the phenomenon best?

- A. It is like a hostel mess where one has to eat only what is served, unlike a hotel where one has the option to select what one wants to eat
- B. It is like public transport rather than private taxi or car, wherein one can travel only to pre-defined routes
- C. It is like ATM machines where only a pre-fed amount can be withdrawn

Choose the correct answer from the options given below

1. Only A and B
2. Only B and C
3. Only A and C
4. A, B and C

Options :

60348938191. 1

60348938192. 2

60348938193. 3

60348938194. 4

Question Number : 27 Question Id : 60348910071 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Absolute grading system marks are converted to grades based on _____class intervals of marks.

1. Random
2. Probabilistic
3. Non-linear
4. Pre-determined

Options :

60348938195. 1

60348938196. 2

60348938197. 3

60348938198. 4

Question Number : 28 Question Id : 60348910072 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Nifty is trading in 9130 on 20th May. An investor, Mr Aakash enters a short straddle by selling a June Rs 9000 Nifty Put for Rs. 180 and a June Rs. 9200 Nifty Call for Rs. 150. Calculate the break-even level.

1. 9000
2. 9100
3. 9200
4. None of the above

Options :

60348938199. 1

60348938200. 2

60348938201. 3

60348938202. 4

Question Number : 29 Question Id : 60348910073 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Approaches to the study of leadership which emphasize the personality of the leader are termed as

1. Contingency theories
2. Trait theories
3. Group theories
4. Inspirational theories

Options :

60348938203. 1

60348938204. 2

60348938205. 3

60348938206. 4

Question Number : 30 Question Id : 60348910074 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A _____ is a person, who develops others and leads from any position within an organization by leading down, leading across and leading up.

1. 360 Degree Leader
2. Authentic Leader
3. Autocratic Leader
4. Democratic Leader

Options :

60348938207. 1

60348938208. 2

60348938209. 3

60348938210. 4

Question Number : 31 Question Id : 60348910075 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

According to the Attribution Theory of Leadership, there are many ways in which an organization might be negatively impacted by a leader's attributions. How might that organization be positively affected?

1. A false sense of security might develop in the organization through given attributions
2. The leader might develop an overly positive view of an employee on a day that is not representative of that employee overall
3. The leader's perspectives and assumptions could be incorrect about employees
4. Employees could be recognized and accurately placed within the organization, based on attributions

Options :

60348938211. 1

60348938212. 2

60348938213. 3

60348938214. 4

Question Number : 32 Question Id : 60348910076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What does 'Contingent' mean when used in the context of leadership?

1. That the success of a leader depends on certain factors the leader must be cognizant of and must adjust their approach appropriately
2. Leadership is about taking into account the emotions of others
3. Leaders must be ruthless in their approach
4. Leaders can either be task or people oriented

Options :

60348938215. 1

60348938216. 2

60348938217. 3

60348938218. 4

Question Number : 33 Question Id : 60348910077 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The kind of advertising that appears while consumers are browsing the internet, such as, search-related ads, online classifieds and display ads are classified as

1. Inbound advertising
2. Outbound advertising
3. Online advertising
4. Buzz advertising

Options :

60348938219. 1

60348938220. 2

60348938221. 3

60348938222. 4

Question Number : 34 Question Id : 60348910078 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Arrange the following as per the risk factor associated with them in descending order (starting with highest risk and ending with lowest risk)

- A. Cash equivalents (such as deposits)
- B. Bonds and Mutual funds
- C. Stocks/equity

Choose the correct answer from the options given below

1. A>B>C
2. A>C>B
3. B>A>C
4. C>B>A

Options :

- 60348938223. 1
- 60348938224. 2
- 60348938225. 3
- 60348938226. 4

Question Number : 35 Question Id : 60348910079 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Factor analysis is a _____ technique.

- 1. Non-linear
- 2. Multivariate
- 3. Qualitative
- 4. None of the above

Options :

- 60348938227. 1
- 60348938228. 2
- 60348938229. 3
- 60348938230. 4

Question Number : 36 Question Id : 60348910080 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Two types of factor analysis are _____ factor analysis and _____ factor analysis.

- 1. Exploratory, Confirmatory
- 2. Parametric, Non-parametric
- 3. Linear, Non-linear
- 4. Regressive, Non-regressive

Options :

- 60348938231. 1
- 60348938232. 2

60348938233. 3

60348938234. 4

Question Number : 37 Question Id : 60348910081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Governments encourage people to keep their surroundings clean and practice good hygiene, running campaigns supported through mass media. This is an example of:

1. Political marketing to draw strategic benefit
2. Mandatory part of Government regulations
3. Social marketing campaign
4. Diverting attention from the real issues

Options :

60348938235. 1

60348938236. 2

60348938237. 3

60348938238. 4

Question Number : 38 Question Id : 60348910082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Contrary to popular belief, the Indian civilization has always been excellent at marketing skills. Many indigenous ideas of grassroots business persons have taken centre stage in the public domain. However, management researchers from India could not conceptualize those ideas and bring them to class. What could be the most appropriate reason and solution?

1. Reason – less market opportunities, Solution – increase consumption
2. Reason– poor social marketing campaign, Solution – increase digital media expenditure
3. Reason– low awareness levels of researchers, Solution – conducting indigenous research
4. Reason– absence of research grants, Solution – let foreign researchers develop new theories

Options :

60348938239. 1

60348938240. 2

60348938241. 3

60348938242. 4

**Question Number : 39 Question Id : 60348910083 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

The _____ has become an important area for generating campaign finance and grassroots support and has also become the battleground of political campaigning efforts in elections around the world. This change calls on faculty members to ensure a higher level of

1. Social media, digital literacy
2. Polling, political literacy
3. Money, financial literacy
4. Lobbying, diplomatic literacy

Options :

60348938243. 1

60348938244. 2

60348938245. 3

60348938246. 4

**Question Number : 40 Question Id : 60348910084 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

The scenario when theories and frameworks developed in another socio-economic and political scenario are forcefully being fitted into the Indian organizational scenario is considered detrimental to the development. The possible solutions discussed in some of the videos include:

- A. Developing postcolonial studies to critique academic imperialism
- B. Creating indigenous content
- C. Do nothing as everything gets settled in the long run
- D. Bias against indigenous theories is too strong to be challenged
- E. Start practising first and take a step by step approach

Select the suitable combination

- 1. A, D and E only
- 2. A, B and D only
- 3. C, D and E only
- 4. A, B and E only

Options :

- 60348938247. 1
- 60348938248. 2
- 60348938249. 3
- 60348938250. 4

Question Number : 41 Question Id : 60348910085 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Post-colonial studies critique the mind colonization of an indigenous researcher. Which of the following is least likely to fall in this category?

- 1. Teaching concepts in classes, even if not relevant to the Indian context
- 2. Conducting research on Indian population with scales and questionnaires developed in the West
- 3. Developing indigenous theories and models using grounded theory approach
- 4. Nothing like 'colonization of mind' exists

Options :

60348938251. 1

60348938252. 2

60348938253. 3

60348938254. 4

Question Number : 42 Question Id : 60348910086 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In a country like India, various indigenous ideas do not get patented because of less awareness levels of the inventors as well as researchers. What could be the one of the best possible ways through which a researcher can address this gap?

1. Train the inventor to file a patent
2. Run a campaign to criticize government's inaction
3. The researcher helps the inventor to file a patent and also develops case studies
4. Files a Public Interest Litigation

Options :

60348938255. 1

60348938256. 2

60348938257. 3

60348938258. 4

Question Number : 43 Question Id : 60348910087 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Companies are doing less _____ and more _____ as a result of an explosion of more focused media that better match today's targeting strategies.

- A. Marketing
- B. Advertising
- C. Narrowcasting
- D. Broadcasting

Choose the correct answer from the options given below

- 1. A and B
- 2. A and C
- 3. A and D
- 4. C and D

Options :

- 60348938259. 1
- 60348938260. 2
- 60348938261. 3
- 60348938262. 4

Question Number : 44 Question Id : 60348910088 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Initial design thinking approaches were circular in nature. Tim Brown along with David Kelley, the Founder of the IDEO innovation consultancy conceptualized design thinking in a circular approach, known as Brown's Design Thinking Approach. Brown's method of design thinking involves three major steps- termed as "Three Spaces of Innovation". Which of the following are the Spaces?

- A. Inspiration
- B. Instruction
- C. Ideation
- D. Implementation

Choose the correct answer from the options given below

- 1. Only A is incorrect
- 2. Only A, C and D are correct
- 3. Only D is incorrect
- 4. Only A, B and C are correct

Options :

- 60348938263. 1
- 60348938264. 2
- 60348938265. 3
- 60348938266. 4

Question Number : 45 Question Id : 60348910089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Neuromarketing includes the use of neuroscience research in marketing. For example, using MRI (Magnetic Resonance Imaging) or other techniques, researchers may find that _____ in the brain of test subjects.

- 1. a response is not correlated with a desired behavior
- 2. a response is correlated with a desired behavior
- 3. a particular stimulus causes a consistent response
- 4. a particular stimulus causes a non-consistent response

Options :

- 60348938267. 1

60348938268. 2

60348938269. 3

60348938270. 4

**Question Number : 46 Question Id : 60348910090 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

Why is social media considered as a popular way by customers to communicate with sellers or file grievances and complain about any product or service?

(Choose the most appropriate option)

1. The companies are very sensitive about their brand image so there are higher chances of prompt redressal of grievance.
2. The companies feel safe while connecting with consumers on social media.
3. As per IT Act, it is mandatory for companies to respond to grievances of customers on social media.
4. The rising levels of distrust amongst customers is a major reason for using social media.

Options :

60348938271. 1

60348938272. 2

60348938273. 3

60348938274. 4

**Question Number : 47 Question Id : 60348910091 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 1 Wrong Marks : 0

Design thinking encompasses processes such as context analysis, problem finding, framing, ideation and solution generating, creative thinking, sketching and drawing, modelling and prototyping, testing and evaluating. Core features of design thinking also include abilities to:

- A. Resolves ill-defined or 'wicked' problems
- B. Adopt solution-focused strategies
- C. Do not use abductive and productive reasoning
- D. Employs non-verbal, graphic/spatial modelling media

Choose correct answer from the options given below

- 1. A, B and C only
- 2. A, B and D only
- 3. B, C and D only
- 4. A, B, C and D

Options :

60348938275. 1

60348938276. 2

60348938277. 3

60348938278. 4

Question Number : 48 Question Id : 60348910092 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Governments all over the world actively work for creating social security schemes for their citizens. In this pursuit of creating better standards of living, which of the below mentioned is one of the essential aspects on which academic institutions should work to augment the initiatives of the government?

- 1. Promoting digital payments
- 2. Promoting entrepreneurship
- 3. Promoting financial literacy
- 4. Difficult to imagine a role for academic institutions

Options :

60348938279. 1

60348938280. 2

60348938281. 3

60348938282. 4

Question Number : 49 Question Id : 60348910093 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In employees' pension plans, a portion of employees' earnings contribution into fund is classified as

1. Cash balance plans
2. Early retirement window
3. Deferred profit sharing plan
4. Savings and thrift plan

Options :

60348938283. 1

60348938284. 2

60348938285. 3

60348938286. 4

Question Number : 50 Question Id : 60348910094 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

As per Indian culture, knowledge becomes a burden without application and teacher who does not practice, should not preach. The implication of this idea for management education is essentially required to:

- A. Teach ethos and ethics
- B. Make students socially responsible
- C. Upgrade skills of students

Choose the correct answer from the options given below

- 1. No such thing is required for management education as it is professional in nature
- 2. All options are correct
- 3. Only A is incorrect
- 4. Only C is incorrect

Options :

60348938287. 1

60348938288. 2

60348938289. 3

60348938290. 4

Sub-Section Number : 2

Sub-Section Id : 603489374

Question Shuffling Allowed : Yes

Question Number : 51 Question Id : 60348910095 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Case-based teaching is a very learner-centred approach, characterized by intense interaction between the instructor and students as well as among students in a group. This approach redefines the role of a teacher from an instructor to a facilitator. Choose the most appropriate alternative with respect to the above statement.

A. It may involve directed questioning by the faculty to help students draw out the information from the case and identify the central decisions or evaluations that need to be made

B. Depending upon the type of case the teacher may pose open-ended questions and discussions so as to enable students to evaluate options and weigh the evidence focused on specific analytical skills.

C. The students are given significant responsibility for what and how they are learning.

Choose the correct answer from the options given below

1. A and C are correct
2. B and C are correct to an extent
3. A and B are correct to an extent
4. A, B and C are correct

Options :

60348938291. 1

60348938292. 2

60348938293. 3

60348938294. 4

Question Number : 52 Question Id : 60348910096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following set of statements is correct for describing the human communication process?

- A. Non-verbal communication can stimulate ideas
- B. Communication is a learnt ability
- C. Communication is not a universal panacea
- D. Communication cannot break-down
- E. More communication means more effective learning by students
- F. Value of what is learnt through classroom communication is not an issue for students.

Choose the correct answer from the options given below

- 1. A, C, E and F only
- 2. B, D, E and F only
- 3. A, B, C and D only
- 4. A, D, E and F only

Options :

60348938295. 1

60348938296. 2

60348938297. 3

60348938298. 4

**Question Number : 53 Question Id : 60348910097 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following can be included in the definition of Worldview?

- A. A view used to describe one's total outlook on life, society and a set of interrelated assumptions about the nature of the worldview
- B. It is a framework of meaning and meaning making that profoundly inform our very understanding and enactment of reality
- C. It is a way in which a society compromises the shared values, understandings, assumptions and goals that are learned from earlier generations imposed by present members of a society and passed on to succeeding generations
- D. A way of describing the universe and life within it, both in terms of what is and what ought to be.

Choose the correct alternative:

- 1. A, B and C
- 2. A, B and D
- 3. A, C and D
- 4. A, B, C and D

Options :

60348938299. 1

60348938300. 2

60348938301. 3

60348938302. 4

Question Number : 54 Question Id : 60348910098 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

For any religion in India, the ultimate goal of freedom is the realization of one's true self. The true self is encapsulated by which of the following layers according to the Indian worldview:

- A. Annamaya kosha.
- B. Pranamaya kosha.
- C. Manomaya kosha.
- D. Vignanamaya kosha.
- E. Anandamaya kosha.

Choose the correct alternative:

- 1. A, B, C and D
- 2. B, C and D
- 3. A, C and D
- 4. A, B, C, D and E

Options :

- 60348938303. 1
- 60348938304. 2
- 60348938305. 3
- 60348938306. 4

**Question Number : 55 Question Id : 60348910099 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following definitions are correct with regard to social marketing?

- A. Social marketing is a consumer oriented and research driven approach aiming to inculcate a behavioural change in a population
- B. Social marketing is a planned activity that is based on analysis, research and designed behaviour interventions
- C. When methods of commercial marketing are used to 'change ideas' and not to 'influence behaviour', is known as social marketing
- D. Social marketing can be described as a form voluntary change regime

Choose the correct alternative:

- 1. A, C and D
- 2. A and C
- 3. A, B and D
- 4. A, B, C and D

Options :

60348938307. 1

60348938308. 2

60348938309. 3

60348938310. 4

**Question Number : 56 Question Id : 60348910100 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The best way to engage students in a business schools is by giving them an option of self-assessment and self-discovery. Which of the following can be considered as one of the prominent ways of self-assessments that can provide the foundation students need for college and career readiness?

- A. Learning style.
- B. Individual strengths.
- C. Helicopter parenting.
- D. Personality type career exploration.

Choose the correct alternative:

- 1. A, B and C
- 2. A, B and D
- 3. A and D
- 4. A, B, C and D

Options :

60348938311. 1

60348938312. 2

60348938313. 3

60348938314. 4

Question Number : 57 Question Id : 60348910101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Match the following

P. Attunement	I. Accurately interpreting these observations for cognitive & emotional empathy
Q. Awareness	II. Utilizing those interpretations to customize one's behavior for interpersonal synchrony
R. Adaptability	III. Observing subtle cues and underlying dynamics in both 'self' and 'social-environment'

Choose the correct alternative:

1. P - I, Q - II, R - III
2. P - I, Q - III, R - II
3. P - III, Q - II, R - I
4. P - II, Q - I, R - III

Options :

60348938315. 1

60348938316. 2

60348938317. 3

60348938318. 4

Question Number : 58 Question Id : 60348910102 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Match the following

P. Index Option	I. The price specified in the options
Q. Stock Options	II. Date specified in the options
R. Expiration date	III. Nifty options
S. Strike Price	IV. Option on stock

Choose the correct alternative:

1. P – I, Q – II, R – III, S – IV
2. P – III, Q – IV, R – II, S – I
3. P – II, Q – III, R – IV, S – I
4. P – IV, Q – III, R – II, S – I

Options :

60348938319. 1

60348938320. 2

60348938321. 3

60348938322. 4

Question Number : 59 Question Id : 60348910103 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

John E. Arnold was one of the first authors to use the term 'Design Thinking'. In "Creative Engineering" he distinguishes four areas of design thinking. According to Arnold, design thinking can cover which of the following four areas:

- A. Higher profits
- B. Lower production cost
- C. Novel functionality
- D. Higher performance level of a solution
- E. Increased stability

Choose the correct alternative:

- 1. A, C, D, E
- 2. B, C, D, E
- 3. A, B, C, E
- 4. A, B, C, D

Options :

60348938323. 1

60348938324. 2

60348938325. 3

60348938326. 4

Question Number : 60 Question Id : 60348910104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Training needs analysis can take place at organizational, task, and person levels. At the organizational level, it broadly examines what are the organization's strategic plans and where is training and development needed to fit into the planning. Organizational training needs generally occur when:

- 1. Information technology systems need upgrading
- 2. Other competing organizations are conducting extensive training programmes
- 3. Government provides additional funding
- 4. There is some kind of barrier hindering the achievement of organizational aims and objectives which is best removed by training

Options :

60348938327. 1

60348938328. 2

60348938329. 3

60348938330. 4

**Question Number : 61 Question Id : 60348910105 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Important aspects of case based teaching include:

- A. Cases are meant to substitute for a text or a journal article
- B. Cases are supplemental teaching vehicles that illustrate theoretical claims and disciplinary concerns, assumptions, and insights
- C. Cases are meant to confuse students about the theory and practical aspects
- D. Cases provide an opportunity to practice skills that students will use later in their careers

Choose the correct alternative:

- 1. Only A is incorrect
- 2. Only B and C are correct to an extent
- 3. Only B and D are correct
- 4. Only C is incorrect

Options :

60348938331. 1

60348938332. 2

60348938333. 3

60348938334. 4

**Question Number : 62 Question Id : 60348910106 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The main argument behind adopting indigenous approach to management and process for developing content can be summarized as:

1. Only post-colonial studies can lead to challenging the status quo
2. Indigenous research methods are not accepted and thus should be avoided
3. Adopting ideas from grass root and scriptures can significantly improve the quality of management education if approached with open and a decolonized mind
4. There is little scope for indigenous research and thus contemporary management practices should be followed

Options :

60348938335. 1

60348938336. 2

60348938337. 3

60348938338. 4

Question Number : 63 Question Id : 60348910107 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Many students in class might not be accustomed to discussion based learning style as used in case teaching. Thus, the responsibility of facilitator further increases. Which of the following holds true in this regard:

- i. Creating a threatening environment for students who do not participate
- ii. Give them something in writing to remind them about preparing for case discussions
- iii. Provide study question to help students in focussing attention on specific aspects of the case
- iv. Making participation part of the evaluation process to promote constructive discussions

Choose the correct alternative:

1. Only ii and iv should be used
2. Only ii and iii are incorrect
3. Only i, iii and iv are correct
4. Only ii, iii and iv are suitable

Options :

60348938339. 1

60348938340. 2

60348938341. 3

60348938342. 4

**Question Number : 64 Question Id : 60348910108 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Suppose in marketing class you wish to discuss the importance of Social Marketing and its benefit for society, which of the following would be the most appropriate approach?

1. Conducting an activity wherein marketing campaign is designed for addressing declining sales of four wheelers.
2. Conducting an activity wherein marketing campaign is designed for promoting elite sports gear.
3. Conducting an activity wherein marketing campaign is designed for promoting cleanliness and hygiene.
4. Social Marketing is becoming obsolete and therefore emerging concepts should be applied.

Options :

60348938343. 1

60348938344. 2

60348938345. 3

60348938346. 4

**Question Number : 65 Question Id : 60348910109 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Arrange the following steps to be followed for an effective training programme in their correct order:

- A. What should be the level of training?
- B. What are the training needs?
- C. Who are the trainees?
- D. What methods and techniques should be adopted?
- E. Where to conduct the programme?

- 1. A, B, C, D, E
- 2. D, E, C, A, B
- 3. C, A, D, B, E
- 4. C, B, A, D, E

Options :

60348938347. 1

60348938348. 2

60348938349. 3

60348938350. 4

Question Number : 66 Question Id : 60348910110 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

To aware students about the richness of Indian ethos and its potential application in management education and practice, following strategies can be adopted:

- A. Use of native language to connect with the grassroots.
- B. Realising the importance of scriptures by highlighting latest research conducted in this domain.
- C. Introducing Indian ethos as a part of curriculum.
- D. There is no need to include ideas from Indian ethos into the management curriculum as no importance has been highlighted by the global management fraternity.

- 1. Only D makes sense
- 2. Only C makes sense
- 3. A, B,C are correct
- 4. B,C, D are correct

Options :

60348938351. 1

60348938352. 2

60348938353. 3

60348938354. 4

**Question Number : 67 Question Id : 60348910111 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

As discussed in Indian tools of creativity which among the following is not a part of the four pillars on which corporates are built?

1. Survival of the fittest
2. Survival of the unique
3. Survival of the weakest
4. Survival of the rest

Options :

60348938355. 1

60348938356. 2

60348938357. 3

60348938358. 4

**Question Number : 68 Question Id : 60348910112 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Application of Artificial Intelligence in Banking has brought transformative changes. Which of the following is/are best example(s) of this change?

- A. Pre-approved loans.
- B. Option of auto delivery of cheque books.
- C. Auto conversion of Savings to Fixed Deposit above a certain limit.
- D. No such change is visible.

1. Only D is true
2. Only B and C are true
3. A, B, C are true
4. Only A and C are true

Options :

60348938359. 1

60348938360. 2

60348938361. 3

60348938362. 4

Question Number : 69 Question Id : 60348910113 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

To ensure that management research is effective, the researcher should make special consideration to ensure cultural and Contextual relevance of the research. Which of the following can be a good example of such type of research?

1. Management ideas from Panchtantra.
2. Marketing lessons from grassroots businesses.
3. Revisiting management principles considering rural business systems.
4. All of the above.

Options :

60348938363. 1

60348938364. 2

60348938365. 3

60348938366. 4

Question Number : 70 Question Id : 60348910114 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

One of the role of a teacher is to enhance the learnability of the student. Which of the following is/are suitable example of the teacher's approach in this regard?

1. Sharing examples and deducing the concept by involving students in the discussion.
2. Sharing a story related to the concept and taking inputs from students before teaching the concept.
3. Conducting activities related to concept and asking students to reflect on the phenomenon.
4. All of the above.

Options :

60348938367. 1

60348938368. 2

60348938369. 3

60348938370. 4

Question Number : 71 Question Id : 60348910115 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Once upon a time, there was a *Saadhu*(sage) who was invited by a King to have a look at his Fort and Palace built by him. *Saadhu* was initially reluctant to visit, but on the insistence of the King, he agreed. On reaching there and having visited all places, he was asked by King to share feedback. *Saadhu* was extremely critical about it and said this exit-door should be removed. King was perplexed and asked him to demystify. *Saadhu* said, "one day you will have to leave this world and your body will be taken out of the palace through this gate only! Thus, this gate will be an obstacle in your long-lasting happiness. So, get rid-off this gate." King realized the importance and essence of the point *Saadhu* wanted to convey and thereon he started spending more time, resources, and energy in discharge of his duties towards public and society. Choose the most appropriate lesson that the story conveys for the management education's curriculum:

1. Management education should not be sensitive towards corporate demands.
2. Management education should be focused only on social development.
3. Management education should be responsible towards sustainable development.
4. Management education should remain aloof from such stories and make no change in its curriculum.

Options :

60348938371. 1

60348938372. 2

60348938373. 3

60348938374. 4

Question Number : 72 Question Id : 60348910116 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The drastic changes brought by online learning has impacted the teacher-student relationship in absence of the in-person meetings. The emotional disconnect is leading to unwanted outcomes. In this backdrop which of the following approaches is/are likely to benefit?

1. Do nothing, as this is global phenomenon because of the pandemic.
2. Teacher should focus on good content and students will themselves understand.
3. This is not the responsibility of teacher and university should take care.
4. None of the above.

Options :

60348938375. 1

60348938376. 2

60348938377. 3

60348938378. 4

Question Number : 73 Question Id : 60348910117 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Suppose you wish to discuss the importance of management lessons and ideas from Bhagwad Gita in an MBA programme, which of the following approaches is/are more likely to be appreciated by the students?

1. Teaching theoretical concepts derived from Gita by various researchers.
2. Sharing stories of leaders like E.Sreedharan who have followed such principles.
3. Developing a short case-let based on cases of organizations where leaders have followed this approach.
4. Both 2 and 3 are appropriate

Options :

60348938379. 1

60348938380. 2

60348938381. 3

60348938382. 4

Question Number : 74 Question Id : 60348910118 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

After attending a few online sessions on application of ethos in management, a teacher is convinced that these ideas can enrich the learning experience of students. He/she tries to discuss the same with colleagues, but somehow, they were not convinced. Rather, they demotivated him/her from exploring this dimension. So, what could be the most appropriate response of the teacher?

1. Accept the viewpoint of the colleagues and discard the idea to explore this dimension.
2. Continue to argue with colleagues until they agree.
3. Read more about the application of ethos, interact with experts and proceed step-by-step.
4. Avoid attending such programmes which create doubts and provide such opportunities for self-reflection.

Options :

60348938383. 1

60348938384. 2

60348938385. 3

60348938386. 4

Question Number : 75 Question Id : 60348910119 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Today in the post-Covid-world the role of IoT devices has become significant. But many people have shared challenges in the complexity of using this medium. In this backdrop, choose the appropriate alternative

1. It's clear that there are endless opportunities for marketers to tap IoT to connect with their consumers so governments will not focus on putting ban the excessive usage without any warning.
2. Even if governments allow the use, the marketers will remain apprehensive and will not be interested in taking it further.
3. The consumers will refrain from using extreme technologies even if they find potential benefit
4. None of the above.

Options :

60348938387. 1

60348938388. 2

60348938389. 3

60348938390. 4