

GOVERNMENT COLLEGE UNIVERSITY, FAISALABAD

MODEL PAPER

M. Com.

Part I

Course Code: MC-501

Course Title: Management, Human Resource Management, And Strategic Management

OBJECTIVE PART

Time Allowed: 30 minutes

Marks:20

Note: This question No. 1 is compulsory and its all parts carry equal marks. Please attempt the questions on the same paper and return it to the Center Superintendent with in the time allowed.

Q.No1 Encircle the correct option.

1. The Web sites that sell products directly to the consumers are the examples of which type of strategy?
 - Backward integration
 - Product development
 - Forward integration
 - Horizontal integration
2. Akbar Garments, a domestic firm begins to export to Italy, it is an example of which of the following?
 - Horizontal integration
 - Market development
 - Forward integration
 - Concentric diversification
3. Which strategy would be effective when the stockholders of a firm can minimize their losses by selling the organization's assets?
 - Liquidation
 - Integration
 - Differentiation
 - Diversification
4. Which of the following enables the firm to create superior value for its customers and superior profits for itself in comparison to its rival firms?
 - Competitive advantage
 - Comparative advantage
 - Differential advantage
 - Suitable advantage
5. Internal analysis involves gathering and analyzing information about all areas of a firm EXCEPT:
 - Research and development
 - Management information system
 - Marketing
 - Competitors
6. All of the following are included in the five functions of the management process EXCEPT:
 - Planning
 - Organizing
 - Leading
 - Delegating
7. Abdullah Group of Industries is involved in the sale of its marginal business. It is most likely to say that Abdullah Group is implementing _____ strategy.
 - Joint venture
 - Acquisition

- Liquidation
 - Retrenchment
8. Which group would be classified as a stakeholder?
- Communities
 - Banks
 - Suppliers
 - Employees
 - All of these
9. All of these are pitfalls an organization should avoid in strategic planning except:
- Using plans as a standard for measuring performance.
 - Using strategic planning to gain control over decisions and resources.
 - Failing to involve key employees in all phases of planning.
 - Too hastily moving from mission development to strategy formulation.
10. Opportunity analysis is one of the basic functions of :
- Marketing.
 - Management.
 - Computer information systems.
 - Production/operations.
11. Smith Industries has set a goal of recruiting minority applicants. Which method listed below is likely to be the least successful for Smith Industries?
- employee referral campaigns
 - specialized job search Web sites
 - specialized recruiters
 - executive recruiters
 - all are likely to be successful
12. Besides determining whether a candidate is worth further consideration, college recruiters also seek to _____.
- fill the position
 - cut costs for the firm by reducing the need to for on-site interviews
 - develop a pool of applicants for future screening
 - attract good candidates
 - all of the above
13. Jane must decide what positions the firm should fill in the next six months. What activity is Jane working on?
- Recruitment
 - Selection
 - Personnel planning
 - Interviewing
 - None of the above
14. _____ is the procedures through which one determines the duties associated with positions and the characteristics of people to hire for those positions.
- Job description
 - Job specification
 - Job analysis
 - Job context
 - None of the above
15. _____ are a useful tool for determining why employees are leaving an organization.
- BNA Turnover Reports
 - Exit interviews

- Benchmarks
 - HR portals
 - Turnover rates
16. Which basic function of management includes delegating authority to subordinates and establishing channels of communication?
- planning
 - organizing
 - motivating
 - leading
 - staffing
17. The third step in succession planning is to _____.
- create an applicant pool
 - assess candidates
 - identify and analyze key jobs
 - select who will fill key positions
 - analyze the strengths of current employees
18. Job posting refers to all of the following except
- publicizing the open job to employees
 - listing the job's attributes
 - listing the job's pay rate
 - listing the job's required qualifications
 - listing the number of desired applicants
19. What is a recruiting yield pyramid used for?
- to calculate the number of applicants necessary to result in hiring the required number of new employees
 - to decide what positions the firm will have to fill
 - to study variations in a firm's employment levels over time
 - to forecast the number of new employees necessary to generate a predetermined level of productivity
20. Suppose a salesperson traditionally generates \$500,000 in sales and the company wishes to increase sales by \$4 million dollars per year. Using ratio analysis, how many new salespeople are required?
- 4
 - 5
 - 6
 - 7
 - 8

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Time Allowed: 02:30 Hours

Marks:80

Note: Attempt any four questions from the following.

Question # 2:

- a) List down and explain key Social, Cultural, Demographic and Natural Environmental Variables.
- b) Write in detail about External Factor Evaluation (EFE Matrix) Steps.

Question # 3:

- a) How Product and Service Planning can be organizational Strength? Briefly explain.
- b) Write a brief note on financial benefits of the Strategic Management.

Question # 4 Explain the different stages involved in career planning and Development.

Question # 5: “Performance appraisal is not merely for appraisal but is for improvement of employee performance.” Explain the statement.

Question # 6:

- a) What is motivation? What is the importance of motivation?
- b) Explain Maslow’s need hierarchy theory.

Question # 7: write short note on the following;

- a) Chain of Command
- b) Span of management
- c) Group and Team
- d) Centralization and Decentralization