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.No 1 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
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
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
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