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PHDMGMT

Entrance Test for

00585

Ph.D. (MANAGEMENT) Programme - 2016

Time : 3 hours

Maximum Marks : 100

Note :

- (i) Each question carries four alternative answers.*
 - (ii) The candidate is required to choose the correct option.*
 - (iii) Each question carries one mark.*
 - (iv) There is no negative marking.*
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1. In statistics, an attribute is :
 - (1) A quantitative characteristic
 - (2) A qualitative characteristic
 - (3) A measurable characteristic
 - (4) All of the above

2. Monthly salary of a person is :
 - (1) An attribute
 - (2) A discrete variable
 - (3) A continuous variable
 - (4) A variable

3. The amount of non-response might be maximum in case of :
 - (1) Mailed questionnaire
 - (2) Personal Interview
 - (3) Telephone Interview
 - (4) Observation

4. Data collected on gender from the census reports is :
 - (1) Primary data
 - (2) Secondary data
 - (3) Sample data
 - (4) (1) or (2) above

5. The quickest method to collect primary data is :
 - (1) Personal interview
 - (2) Mailed questionnaire
 - (3) Telephone interview
 - (4) Observation

6. In tabulation, sources of data is shown in the :
 - (1) Footnote
 - (2) Body
 - (3) Stub
 - (4) Caption

7. Sub - divided bar diagram is useful in :
 - (1) Comparing different components of a variable
 - (2) Relating different components of a variable to the whole set of variables
 - (3) (1) or (2)
 - (4) (1) and (2)

8. Which of the following statement is correct ?
 - (1) Two distributions may have identical measures of central tendency and dispersion.
 - (2) Two distributions may have identical measures of central tendency, but different measures of dispersion.
 - (3) Two distributions may have the different measures of central tendency, but identical measures of dispersion.
 - (4) (2) and (3) above

23. Which of the following statement is **correct** ?
- (1) Secondary data is always available in published sources only.
 - (2) Primary data is more costlier than secondary data.
 - (3) Judgement sampling is a random sampling method.
 - (4) A complete survey of population is called census.
24. Which of the following is a discrete variable ?
- (1) Heights of students in a class
 - (2) Number of children in a household
 - (3) Marks obtained by students in a class
 - (4) All of the above
25. The difference between the upper and lower limits of a class is known as :
- (1) Class interval
 - (2) Class limits
 - (3) Frequency distribution
 - (4) None of the above
26. Which of the following is a graph of time series data ?
- (1) Histogram
 - (2) Histogram
 - (3) Flowchart
 - (4) Both (1) and (2)
27. Which of the following statement is **false** ?
- (1) Interpretation of data cannot proceed without analysis.
 - (2) Generalization means extending the conclusion from observed instances to unobserved instances.
 - (3) In business research, comparison between two things can not be made unless they are alike.
 - (4) In business research, reports must always be in the written form.
28. A statement extendable to the entire population of sample is known as :
- (1) Inference
 - (2) Generalization
 - (3) Conclusion
 - (4) Interpretation
29. Which of the following could be an example of a null hypothesis ?
- (1) Income of parents has no impact on the performance of their children in the school.
 - (2) Education of parents has positive impact on the performance of their children in the school.
 - (3) Employment of parents has adverse impact on the performance of their children in the school.
 - (4) None of the above

30. Which of the following is an example of categorical variable ?
- (1) Caste (2) Sex
 (3) Both (1) and (2) (4) Neither (1) nor (2)
31. A better representative sample could be :
- (1) Convenient sample (2) Systematic sample
 (3) Simple random sample (4) Purposive sample
32. Which of the following you consider as statistics ?
- (1) Mr. Mohan's weight is 70 kgs., Ms. Ranjani's height is 5.4 feet, Mr. Rajan's salary is ₹ 50,000 per month and Mr. Akash's age is 32 yrs.
 (2) Sales of a company during the past 10 years
 (3) Both (1) and (2)
 (4) None of the above
33. "Statistics are numerical statements of facts but, all facts numerically stated are not statistics."
- (1) Agree with the statement (2) Disagree with the statement
 (3) Partly agree with the statement (4) Partly disagree with the statement
34. Which of the following statement is **false** ?
- (1) Unbiased errors have a tendency to get materialized with the increase in the number of observations.
 (2) It is not always possible to achieve absolute accuracy in statistical data.
 (3) Non-sampling errors do not arise in case of a sample survey.
 (4) Two samples drawn randomly from a population may not yield identical results.
35. A variable which can take any fractional value within a specified range of values may be called :
- (1) Continuous variable (2) Discrete variable
 (3) Dependent variable (4) Attribute
36. In a survey, data is collected by using a mailed questionnaire. For each question a number of answers were given and the respondent himself has to just tick the suitable answer in his view. This may be called :
- (1) open-ended questionnaire (2) pre-coded questionnaire
 (3) open-ended schedule (4) pre-coded schedule

37. Which of the following statement is **true** ?
- (1) A statistical hypothesis is an assumption about some parameters.
 - (2) Any type of sampling would lead to the same inference about the population.
 - (3) Binomial Distribution may not be applied when the population being sampled is infinite.
 - (4) All the above statements are correct.
38. In which of the following methods of data collection, there is possibility of face to face interaction between the researcher and respondent ?
- (1) Questionnaire
 - (2) Schedule
 - (3) Non-participant observation
 - (4) Both (1) and (2)
39. Which of the following is **not** a type of non-random sampling ?
- (1) Convenience sampling
 - (2) Quota sampling
 - (3) Purposive sampling
 - (4) None of the above
40. Sampling method is described in detail in which of the following sections of the research plan ?
- (1) Introduction
 - (2) Methodology
 - (3) Data Analysis
 - (4) Discussion
41. The standard deviation is :
- (1) The square root of the variance
 - (2) A measure of variability
 - (3) An approximate indicator of how numbers vary from the mean
 - (4) All of the above
42. If two variables have the linear relationship $x + y = 100$, the correlation will be :
- (1) -1
 - (2) $+1$
 - (3) $+0.80$
 - (4) $+0.20$
43. Mean $\pm 3\sigma$ covers :
- (1) 90% items
 - (2) 99.73% items
 - (3) 95% items
 - (4) None of the above
44. The median of the series 6, 3, 8, 9, 5, 7 is :
- (1) 5.5
 - (2) 6.5
 - (3) 6.0
 - (4) 7.5
45. What is the mode of the data set :
- (3, 3, 3, 5, 5, 5, 7, 7, 7)²
- (1) 1.3
 - (2) 3.7
 - (3) 5.7
 - (4) None of the above

46. The probability of getting zero head in three tosses of a fair coin is :
- (1) $\frac{1}{2}$ (2) $\frac{1}{4}$ (3) $\frac{1}{3}$ (4) $\frac{1}{8}$
47. In a time series, $a=87$, $b=4.18$ and $x=5$. Find the trend value.
- (1) 106.7 (2) 104.8 (3) 108.6 (4) 107.9
48. A proportion of 20% in a sample of 100 persons is found to exhibit a particular characteristic. The estimated standard error of proportion is :
- (1) 0.08 (2) 0.16 (3) 0.04 (4) 0.20
49. The population variance is 576 and the size of a sample taken from the population is 36. What is the SE of mean ?
- (1) 0.68 (2) 0.35 (3) 1.50 (4) 4.0
50. The C.V. of a data set is 20% and the variance is 16. What is the mean of the data set ?
- (1) 15 (2) 20 (3) 25 (4) 10
51. Which of the following best describes the financial crisis of 2008 ?
- (1) Liberal availability of mortgages
(2) Poor standard of lending to buy houses
(3) An increase in asymmetric information, severe adverse selection and moral hazards in financial markets
(4) All of the above
52. Consider the following statements regarding bonds and examine which is/are **correct** statement/s.
- Statement I :** Current yield of bond is equal to annual interest divided by prevalent value of bond.
- Statement II :** Zero-coupon bonds are issued at premium and redeemed at par.
- Statement III :** The present value of the bond is the total of the discounted value of annual interest payments and the discounted value of maturity value.
- Select the **correct** code :
- (1) Only statement I is correct (2) Statements I and II are correct
(3) Statements I and III are correct (4) Statements II and III are correct
53. The problem of conflict in ranking between NPV and IRR, arising on account of difference in the pattern of cash flows with reference to time can be resolved by :
- (1) Modified NPV only (2) Modified IRR only
(3) (1) and (2) both (4) Decision tree

54. **Assertion (A)** : According to the traditional view of capital structure a firm has an optimal capital structure that occurs when WACC is minimum.

Reason (R) : This approach clearly implies that WACC decreases only within the reasonable limit of financial leverage (D/E) and reaching to the minimum level, it starts increasing with financial leverage (D/E).

Select the **correct** code :

- (1) (A) and (R) both are correct (2) (A) is correct but (R) is incorrect
(3) (R) is correct but (A) is incorrect (4) (A) and (R) both are incorrect

55. Frequently, maximization of profits is regarded as the proper objective of the firm, but it is not as inclusive a goal as that of maximizing shareholder wealth because :

- (1) total profits are not as important as earnings per share
(2) earnings per share are more important than total profits
(3) maximization of earnings per share is not a fully appropriate objective because it does not specify the duration of expected returns.
(4) maximization of earnings per share is not a fully appropriate objective because it does not specify the timing of expected returns

56. Match the items of **List - I** with the items of **List - II**.

List - I	List - II
(A) IRR	(i) Process of analyzing potential fixed asset investment.
(B) NPV is equal to zero	(ii) $(\text{proportion of equity}) \times (\text{cost of equity}) + (\text{Proportion of debt}) \times (\text{cost of debts})$.
(C) Cost of capital	(iii) Project is acceptable
(D) Capital budgeting	(iv) NPV = Zero

Codes :

- (A) (B) (C) (D)
(1) (iii) (ii) (iv) (i)
(2) (iv) (iii) (ii) (i)
(3) (iv) (i) (ii) (iii)
(4) (i) (ii) (iii) (iv)

57. Match the items of List - I with the items of List - II.

List - I	List - II
(A) A moderate approach to current asset financing	(i) Continually recurring short-term liabilities
(B) Short-term credit	(ii) Some permanent current assets and even some fixed assets, are financed with short-term debt.
(C) Accrued liabilities	(iii) Involves matching the maturities of assets and liabilities
(D) Aggressive approach to current assets financing.	(iv) Any liability originally scheduled for payment within one year.

Codes :

	(A)	(B)	(C)	(D)
(1)	(iv)	(ii)	(iii)	(i)
(2)	(iii)	(iv)	(i)	(ii)
(3)	(ii)	(iii)	(i)	(iv)
(4)	(i)	(iii)	(ii)	(iv)

58. Debt management ratios do not include :

- | | |
|---------------------------------|---------------------------|
| (1) Times-interest-earned ratio | (2) EBITDA coverage ratio |
| (3) Debt ratio | (4) Price/Cash flow ratio |

59. The current market price of a company's share is ₹ 90 and the expected dividend per share next year is ₹ 4.50. If the dividends are expected to grow at a constant rate of 8%, the share holder's required rate of return is :

- | | | | |
|-----------|---------|--------|----------|
| (1) 8.88% | (2) 13% | (3) 5% | (4) 4.5% |
|-----------|---------|--------|----------|

60. A company has a total investment of ₹ 5,00,000 in assets and ₹ 50,000 outstanding shares at ₹ 10 per share (par value). It earns a rate of 15% on its investment, and has a policy of retaining 50% of the earnings. If the appropriate discount rate of the firm is 10%, determine the price of its share using Gordon's model.

- | | | | |
|----------|----------|----------|----------|
| (1) ₹ 15 | (2) ₹ 30 | (3) ₹ 10 | (4) ₹ 50 |
|----------|----------|----------|----------|

61. Brendenbuger and Nalebuff added a sixth force to Porter's five forces. It is known as :

- | | |
|-------------------------------|------------------------------|
| (1) The threat of substitutes | (2) The power of complements |
| (3) Seller Power | (4) Government Regulation |

62. In the context of environmental analysis, 'munificence' means :
- (1) The extent to which resources are freely available to support firms in an industry and enable them to grow;
 - (2) The extent to which it is diverse;
 - (3) The extent to which it is stable or turbulent;
 - (4) The extent to which the industry follows conventional life-cycle stages
63. According to Porter, if an organization does not follow either a cost leadership strategy or a differentiation strategy, it is :
- (1) Hybrid
 - (2) Stuck in the middle
 - (3) Typical
 - (4) No frills
64. Treacy and Wiersema identified three ways a firm may get competitive advantage. What are they ?
- (1) Low cost, customer intimacy, product leadership
 - (2) Operational excellence, customer intimacy, product leadership
 - (3) Operational excellence, reputation, product leadership
 - (4) Low costs, reputation, product leadership
65. Tacit knowledge is seen as an important feature of competitive advantage in which approach to strategy ?
- (1) Resource based view of the firm
 - (2) Competitive positioning approach
 - (3) Industrial organization
 - (4) Evolutionary approach
66. The VIRUS acronym in relation to strategic resources stands for :
- (1) Valuable, Intimate, Rare, Unsubstitutable
 - (2) Valuable, Inimitable, Robust, Unsubstitutable
 - (3) Variable, Inimitable, Robust, Unsubstitutable
 - (4) Valuable, Inimitable, Rare, Unsubstitutable
67. Organizations that are good at developing relevant capabilities to respond to a changing context are known as :
- (1) Knowing organizations
 - (2) Stretch organizations
 - (3) Learning organizations
 - (4) Absorptive organizations
68. Knowledge Management is concerned with the emergence, storage and _____ of knowledge.
- (1) Sharing
 - (2) Transfer
 - (3) Translation
 - (4) Transcription

69. Economies of scale are derived from :
- (1) Achieving cheaper unit costs through making larger quantities
 - (2) Using cheaper raw materials
 - (3) Increasing the breadth of the portfolio
 - (4) Increasing the number of units manufactured
70. When there is a fit between the goals of the organization and the goals of individuals, it is known as :
- (1) Goal fit
 - (2) Goal Congruence
 - (3) Goal Hierarchy fit
 - (4) Goal Coordination
71. Gangplank theory of communication advanced by Henry Fayol is an example of :
- (1) Downward Communication
 - (2) Lateral Communication
 - (3) Upward Communication
 - (4) Network Communication
72. In OCTAPAC instrument of HRD culture, the words O, T and P stand for :
- (1) Openness, Team and Performance
 - (2) Organisation, Training and Potential
 - (3) Opinion, T-Group and Probability
 - (4) Openness, Trust and Pro-action
73. Successive re-inforcements resulting in desired behaviour are :
- (1) Mentoring
 - (2) Motivation
 - (3) Shaping
 - (4) Behaviour-modification
74. Psychological contract is related to :
- (1) job-person fit
 - (2) role-person fit
 - (3) organization-person fit
 - (4) none of the above
75. The distinction between 'job enrichment' and 'job enlargement' is :
- (1) semantics
 - (2) 'job enrichment' is vertical loading while 'job enlargement' is horizontal loading
 - (3) 'job enrichment' is the outgrowth of Herzberg's theory while 'job enlargement' is of Maslow's orientation
 - (4) 'job enrichment' is more for the individual and the other is more of organization making
76. Lock out means :
- (1) An antithesis of strike
 - (2) Refusal to employ any person in employment
 - (3) The temporary closing of a place of employment
 - (4) Illegal strike

77. Need for achievement goes with :
- (1) F.W. Taylor (2) Herzberg (3) McGregor (4) McClelland
78. Which pattern reflects a pure executive form of management ?
- (1) Functional (2) Line (3) Line and staff (4) Committee
79. Reduction of Labour Force is called :
- (1) Termination (2) Retrenchment
(3) Lay-off (4) Right sizing
80. Which of the following is **not** a fringe benefit ?
- (1) Transport (2) Subsidised canteen facilities
(3) Free education to the children (4) Dearness Allowance
81. The term 'marketing mix' describes :
- (1) A composite analysis of all environmental factors inside and outside the firm.
(2) A series of business decisions that aid in selling a product.
(3) The relationship between a firm's marketing strengths and its business weaknesses.
(4) A blending of strategic elements to satisfy specific target markets.
82. Which one of the following statements by a company chairman BEST reflects the marketing concept ?
- (1) We have organized our business to satisfy the customer needs.
(2) We believe that marketing department must organize to sell what we produce.
(3) We try to produce only high quality, technically efficient products.
(4) We try to encourage company growth in the market.
83. 'Passion for Life' and 'Innovation that Excites' are the base lines of which two companies listed below ?
- (1) Volkswagen and Renault (2) Renault and Volvo
(3) Renault and Nissan (4) Nissan and Renault
84. Which of the following statements is **incorrect** ?
- (1) An important function of technical salesman is to provide advice on the application and use of the product.
(2) Getting the order is called 'Closing the Sale'.
(3) Personal selling helps marketers with greatest opportunity to adjust a message to satisfy customer information needs.
(4) Sales promotion tends to be used to build up Brand loyalty.

85. The special displays, racks, banners, and exhibits that are placed in a Retail store to support the sale of a Brand may be referred to :

- (1) Atmospherics
- (2) Ambience
- (3) Stock display
- (4) Point of purchase

86. A Marketing database is built as an aid to :

- (1) Market research
- (2) Product-mix expansion
- (3) Reducing cost of production
- (4) Customer data

87. Under which among the following terms of delivery, would the price quoted by an exporter be the highest ?

- (1) FAS
- (2) Ex-works
- (3) DDP
- (4) CIF

88. The _____ orientation of a firm considers that the product, marketing strategies and techniques applicable in the home market are equally applicable in the overseas markets as well.

- (1) Regiocentric
- (2) Ethnocentric
- (3) Polycentric
- (4) Geocentric

89. Match the items of List - I and List - II and indicate the correct code :

List - I	List - II
Service Characteristics	Implications
(A) Intangibility	(i) Limited scale of operations
(B) Inseparability	(ii) Difficult to standardize quality
(C) Heterogeneity	(iii) Problem of demand fluctuation
(D) Perishability	(iv) Sampling difficult

Code :

- | | (A) | (B) | (C) | (D) |
|-----|-------|-------|-------|-------|
| (1) | (iii) | (i) | (ii) | (iv) |
| (2) | (i) | (iv) | (iii) | (ii) |
| (3) | (ii) | (iii) | (i) | (iv) |
| (4) | (iv) | (i) | (ii) | (iii) |

90. Which of the following is not included in the five dimensions of service quality identified by Parasuraman Etal ?

- (1) Insurance
- (2) Tangibles
- (3) Reliability
- (4) Assurance

91. Given below are four statements related to Product Life Cycle (PLC) :
- (i) All products follow the Bell shaped curve of PLC.
 - (ii) The consumers who buy the product in the introduction stage itself are called innovations.
 - (iii) In the growth stage the sales grow rapidly and companies go for mass communication.
 - (iv) A product once it reaches the decline stage can't be revived and has to be ultimately dropped from the company's product mix.

Which of the above statement(s) is (are) **not true** ?

- (1) (i) only (2) (i) and (iii) (3) (i) and (iv) (4) (ii) and (iv)
92. E-commerce is a _____ of e-business.
- (1) Subset (2) Superset (3) Power set (4) Universal set
93. In Kanban "kan" means _____ and "ban" means _____ .
- (1) invisible, strategy (2) visual, card
- (3) good, method (4) error, remove
94. _____ is ability to offer a wide variety of products to its customers.
- (1) Reproducibility (2) Productivity
- (3) Flexibility (4) Dexterity
95. Greek word "logistikos" means _____ .
- (1) to reason economically
- (2) to reason logically
- (3) to reason keeping social issues in mind
- (4) to reason keeping ethical issues in mind

96. Spearman's rank correlation coefficient is obtained by the formula :

(1) $r_s = \frac{6\sum d^2}{n(n^2 - 1)}$ (2) $r_s = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$

(3) $r_s = 1 + \frac{6\sum d^2}{n(n^2 - 1)}$ (4) $r_s = 1 - \frac{6\sum d^2}{n(n - 1)}$

97. A manager uses the following equation to predict monthly receipts : $Y_t = 40,000 + 150t$. What is the forecast for January, 2017 if $t=0$ in October of this year ?
- (1) 40,450 (2) 40,600 (3) 42,250 (4) 42,400
98. Which of the following is the correct order for sequential design ?
- (1) Product concept → Performance Specification → Design Specification → Manufacturing Specification.
- (2) Manufacturing Specification → Product concept → Design Specification → Performance Specification.
- (3) Product concept → Design Specification → Performance Specification → Manufacturing Specification.
- (4) Design Specification → Performance Specification → Product concept → Manufacturing Specification.
99. The ratio of good output to quantity of raw material input is called :
- (1) non-defective productivity (2) process yield
- (3) worker quality measurement (4) total quality productivity
100. In Critical Path Method (CPM), the early finish time equals :
- (1) the earliest possible time that the activity can begin
- (2) the earliest start time plus the time needed to complete the activity
- (3) the latest time an activity can end without delaying the project
- (4) the earliest time an activity can start minus the activity time
-