

**Ph.D. Entrance Examination**

**November - 2022**

**Part - C**

**(Business Management)**

**Time : 50 Minutes**

**Maximum Marks : 50**

**(Minimum Passing Marks : 25)**

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**Note :**

- (i) This question booklet comprises of 50 questions.
  - (ii) All questions are compulsory.
  - (iii) The question booklet along with answer sheet is to be handed over by the candidate to the Invigilator at the end of the examination.
  - (iv) There is no negative marking.
  - (v) Each question carries one mark.
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**Multiple Choice Questions -**

1. Which of the following statements is correct?
  - (a) Marketing is the term used to refer only to the sales function within a firm
  - (b) Marketing managers usually don't get involved in production or distribution decisions
  - (c) Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
  - (d) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large
2. Which of the following is NOT an element of the marketing mix?
  - (a) Distribution
  - (b) Product
  - (c) Target Market
  - (d) Pricing
3. Which of the following is typically NOT a result of recognizing the importance of ethnic groups by marketers?
  - (a) Use of an undifferentiated one-size-fits-all marketing strategy
  - (b) Different pricing strategies for different groups
  - (c) Variations in product offerings to suit the wants of a particular group
  - (d) Study of ethnic buying habits to isolate market segments

4. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of—
  - (a) Pricing
  - (b) Distribution
  - (c) Product development
  - (d) Promotion
5. Early adopters of which opinion leaders are largely comprised of and tend to be \_\_\_\_\_
  - (a) Generalized; that is, they tend to lead the group on most issues
  - (b) More likely to buy new products before their friends do and voice their opinions about them
  - (c) From the upper class; people from other classes are more likely to be followers
  - (d) Quiet, withdrawn people who don't make fashion statements or take risks easily
6. A(n) \_\_\_\_\_ is a problem, situation, or opportunity requiring an individual, group, or organization to choose among several actions that must be evaluated as right or wrong.
  - (a) Crisis
  - (b) ethical issue
  - (c) indictment
  - (d) fraud
7. An independent director is one who:
  - (a) Did not attend a school supported by the company.
  - (b) Does not have outside relationships with other directors.
  - (c) Does not have any other relationships with the company other than his or her directorship.
  - (d) All of the above.
8. Codes of conduct and codes of ethics
  - (a) are formal statements that describe what an organization expects of its employees.
  - (b) become necessary only after a company has been in legal trouble.
  - (c) are designed for top executives and managers, not regular employees.
  - (d) rarely become an effective component of the ethics and compliance program.
9. Most companies begin the process of establishing organizational ethics programs by developing:
  - (a) ethics training programs.
  - (b) codes of conduct.
  - (c) ethics enforcement mechanisms
  - (d) hidden agendas.
10. The chairperson of the board of directors and CEO should be leaders with:
  - (a) Vision and problem solving skills
  - (b) The ability to motivate.
  - (c) Business acumen
  - (d) All of the above
11. In \_\_\_\_\_ training, a training centre is set-up and actual job conditions are duplicated or simulated in it
  - (a) Classroom
  - (b) Apprenticeship
  - (c) Internship
  - (d) Vestibule
12. Relative worth of a job is known by
  - (a) Job design
  - (b) Job analysis
  - (c) Job evaluation
  - (d) Job change

13. \_\_\_\_\_ is a performance appraisal technique in which appraisers rate critical employee behaviour.
- (a) MBO      (b) BARS      (c) BOS      (d) BOSS
14. \_\_\_\_\_ is a performance measure of both efficiency and effectiveness.
- (a) Organisational behaviour      (b) Organisational citizenship  
(c) Employee productivity      (d) None of these
15. What is the main aim of Employee Assistance Programmes?
- (a) To alter the organizational culture  
(b) To address team and individual performance and well-being in the workplace  
(c) To focus the attention of employees to the power structures of an organization  
(d) To establish effective methods of care and support for everyone in an organization
16. Which of the following is not a cash outflow for the firm?
- (a) Depreciation      (b) Dividends  
(c) Interest payments      (d) Taxes
17. Time value of money explains that:
- (a) A unit of money received today is worth more than a unit received in future  
(b) A unit of money received today is worth less than a unit received in future  
(c) A unit of money received today and at some other time in future is equal  
(d) None of them
18. External sources of finance do not include:
- (a) Overdrafts      (b) Debentures  
(c) Leasing      (d) Retained Earnings
19. Capital budgeting is a part of:
- (a) Investment decision      (b) Working capital management  
(c) Marketing management      (d) Capital structure
20. Accounting Rate of Return is based on
- (a) Average Discounted Profits      (b) Average Net Profits  
(c) Average Cash Profits      (d) None of the above
21. Objective of Work Study is to improve \_\_\_\_\_
- (a) Cycle time      (b) Productivity  
(c) Production      (d) All of the above
22. The \_\_\_\_\_ is the defect level for which lots are regarded as bad lots.
- (a) Acceptable quality level      (b) Consumer's risk  
(c) Producer's risk      (d) Lot Tolerance Percentage Defective

23. Which kind of defect can be called as minor defect?
- (a) Which does not reduce the usability of the product for its intended use
  - (b) The cost of repairing the defect is less
  - (c) Both (A) and (B)
  - (d) None of the above
24. General Electric Matrix is divided into how many cells
- (a) 4                      (b) 9                      (c) 16                      (d) 25
25. 'W' in SWOT stands for
- (a) What do you do well?                      (b) What could you improve?
  - (c) What doors are open to you?                      (d) What threats could harm you
26. In which organizational form are there dual or multiple lines of authority?
- (a) Matrix    (b) Modular
  - (c) Multidivisional    (d) Decentralized
27. \_\_\_\_\_ is an individual's capacity to influence decisions.
- (a) Span of control    (b) Line authority
  - (c) Staff authority    (d) Power
28. What is involved in communication process?
- (a) Idea-encoding-channel-decoding-feedback
  - (b) Idea-information-channel-receiver
  - (c) Information-channel-receiver
  - (d) Sender-receiver-channel
29. Frederick Taylor and Frank and Lillian Gilbreth were advocates of an approach to management involving the use of scientific method, known as \_\_\_\_\_
- (a) The contingency approach.                      (b) Scientific management.
  - (c) The quantitative approach                      (d) Management science.
30. All of the following are communication tools EXCEPT \_\_\_\_\_
- (a) Memos    (b) Verbal circulation of a rumor
  - (c) Body language    (d) Inputting data into a spreadsheet
31. \_\_\_\_\_ is a communication that flows from a higher level to one or more lower levels in the organization.
- (a) Horizontal communication                      (b) Upward communication
  - (c) Downward communication                      (d) None of given options

32. Authority, discipline, unity of command, and unity of direction are \_\_\_\_\_
- (a) Principles of the human relations movement.
  - (b) Taylor's four principles of management.
  - (c) Elements of Weber's ideal bureaucratic structure.
  - (d) Four of Fayol's fourteen principles of management.
33. A promise made without the intention of performing it amounts to –
- (a) innocent misrepresentation
  - (b) fraud
  - (c) negligent Misrepresentation
  - (d) wrongful misrepresentation
34. If a price is not determined by the parties in a contract of sale , the buyer is bound to pay
- (a) the price demanded by the seller,
  - (b) a reasonable price
  - (c) the price which the buyer thinks is reasonable
  - (d) the price to be determined by a third independent person.
35. The most important part of the letter is
- (a) the heading.
  - (b) date.
  - (c) body of the letter.
  - (d) post script.
36. The scatter in a series of values about the average is called:
- (a) Central tendency
  - (b) Dispersion
  - (c) Skewness
  - (d) Symmetry
37. If the maximum value in a series is 25 and its range is 15, the minimum value of the series is:
- (a) 10
  - (b) 15
  - (c) 25
  - (d) 35
38. The degree of peakedness or flatness of a unimodel distribution is called:
- (a) Skewness
  - (b) Symmetry
  - (c) Dispersion
  - (d) Kurtosis
39. In the regression equation  $Y = 75.65 + 0.50 X$ , the intercept is
- (a) 0.5
  - (b) 75.65
  - (c) 1
  - (d) None of the above
40. What are the conditions in which Type-I error occurs?
- (a) The null hypotheses get accepted even if it is false
  - (b) The null hypotheses get rejected even if it is true
  - (c) Both the null hypotheses as well as alternative hypotheses are rejected
  - (d) None of the above
41. The main objective of ..... study is to acquire knowledge
- (a) Exploratory
  - (b) Descriptive
  - (c) Diagnostic
  - (d) Descriptive and Diagnostic
42. A unit of analysis is
- (a) Main parameter
  - (b) Variables
  - (c) Sample
  - (d) Constructs

43. Which one is called non-probability sampling?
- (a) Quota sampling                      (b) Cluster sampling  
(c) Systematic sampling              (d) Stratified random sampling
44. A \_\_\_\_\_ is a subset of a \_\_\_\_\_.
- (a) Sample, population                  (b) Population, sample  
(c) Statistic, parameter                (d) Parameter, statistic
45. Which of the following does not explain the impact of government policy changes on business & industry
- (a) Increasing competition              (b) More demanding market customers  
(c) Market orientations                (d) Change in agricultural prices
46. Liberalisation means
- (a) Policy of planned disinvestment  
(b) Integrating among economies  
(c) End of license & reduction of government control  
(d) None of these
47. By which act government checks restrictive trade?
- (a) Industrial Policy Act 1995          (b) MRTP Act  
(c) FEMA Act                              (d) None of these
48. Which one is not the main objective of Fiscal Policy in India?
- (a) To increase liquidity in economy  
(b) To promote price stability  
(c) To minimize the inequalities income and wealth  
(d) To promote employment opportunities
49. Identify the language which is mainly used for Artificial Intelligence
- (a) Java                      (b) J2EE                      (c) Prolog                      (d) C
50. Resolution power is measured in
- (a) Pixels                      (b) Bytes                      (c) Bits                      (d) all are true

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