

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2013.

Ph.D. (INTERNATIONAL BUSINESS)

COURSE CODE : 145

Register Number :

*Signature of the Invigilator
(with date)*

COURSE CODE : 145

Time : 2 Hours

Max : 400 Marks

Instructions to Candidates :

1. Write your Register Number within the box provided on the top of this page and fill in the page 1 of the answer sheet using pen.
 2. Do not write your name anywhere in this booklet or answer sheet. Violation of this entails disqualification.
 3. Read each question carefully and shade the relevant answer (A) or (B) or (C) or (D) in the relevant box of the ANSWER SHEET using HB pencil.
 4. Avoid blind guessing. A wrong answer will fetch you -1 mark and the correct answer will fetch 4 marks.
 5. Do not write anything in the question paper. Use the white sheets attached at the end for rough works.
 6. Do not open the question paper until the start signal is given.
 7. Do not attempt to answer after stop signal is given. Any such attempt will disqualify your candidature.
 8. On stop signal, keep the question paper and the answer sheet on your table and wait for the invigilator to collect them.
 9. Use of Calculators, Tables, etc. are prohibited.
-

1. Which of the following statements is true of Multivariate Analysis of Variance?
 - (A) allows us to have one dependent variable and one independent variables.
 - (B) allows us to have two or more dependent variables and up to two independent variables.
 - (C) allows us to have two or more dependent variables and one or more independent variables.
 - (D) allows us to have one dependent variable and two or more independent variables.

2. Which F-value is typically reported in a Multivariate Analysis of Variance?
 - (A) Wilks' lambda
 - (B) Hotelling's trace.
 - (C) Pillai's trace
 - (D) Roy's largest root.

3. Which one of these might you consider a violation in Multivariate Analysis of Variance and may be worth looking at alternative analyses?
 - (A) Box's M has an associated p-value of < 0.05 and you have unequal sample sizes.
 - (B) You have equal numbers of participants and it is a large sample size
 - (C) You have normally distributed dependent variables and all linear combinations of the dependent variables
 - (D) You have 30 participants per group in your between-participants design

4. An empirically based hypothetical variable consisting of items which are strongly associated with each other and upon which individuals differ is known as
 - (A) Rotating
 - (B) A factor loading
 - (C) Factor analysis
 - (D) A factor

5. Rotation usually involves _____ high correlations and _____ low ones.
 - (A) maximising; minimizing
 - (B) minimising; maximizing
 - (C) plotting; omitting
 - (D) retaining; omitting

6. Minimal sufficient statistic provide
 - (A) minimum possible reduction in data
 - (B) minimum information about data
 - (C) maximum possible reduction in data
 - (D) maximum information about data

7. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called:
- (A) Marketing strategy (B) Marketing control
(C) Marketing analysis (D) Marketing implementation
8. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of sales force structure?
- (A) Territorial sales force (B) Product sales force
(C) Customer sales force (D) Hybrid sales force
9. The last stage in the selling process is the _____ stage.
- (A) approach (B) handling objections
(C) closing (D) follow-up
10. Doxy's irritation index related to
- (A) Banking (B) Education
(C) Tourism (D) Entertainment
11. Cloud walk is a
- (A) Software (B) Strategy
(C) System (D) Ecotourism activity
12. For national level survey _____ is suitable.
- (A) Cluster sampling (B) Quotas sampling
(C) Stratified sampling (D) Snowball sampling
13. Issue based teaching is a
- (A) Lecture method (B) Debate
(C) Presentation (D) Demonstration
14. CSR Mandatory Limit for the company is
- (A) 3% of profit (B) 2% of profit
(C) 5% of profit (D) 6% of profit

15. Time for disposal of RTI application is
- (A) 15 days (B) 20 days
(C) 30 days (D) 7 days
16. Section 8 of RTI deals with
- (A) Privacy (B) Public matter
(C) Organization (D) Business
17. Expand IFRS.
- (A) International Financial Reporting Standard
(B) Indian Forest Revenue Service
(C) International Financial Revenue Service
(D) None of the above
18. Conducting a study on a smaller sample before the actual research is called
- (A) Sample survey (B) Primary study
(C) Pilot study (D) None of the above
19. The author of the book "The World We Wish to See" is
- (A) Philip Kotler (B) Samir Amin
(C) Aamir Khan (D) Amartya Sen
20. The interview technique used to place a job applicant under constant emotional pressure is known as:
- (A) Panel interview technique (B) group interview technique
(C) Stress interview technique (D) Borrowed Interview technique
21. The ratio of workers leaving the organization during given period of time is known as
- (A) Labour turnover (B) Absenteeism
(C) Job satisfaction (D) Outsourcing

22. Exchange of goods for other goods and services is the feature of:
- (A) Town economy (B) International trade
(C) Household economy (D) Barter system
23. One of the most powerful elements in the promotion mix is:
- (A) Salesmanship (B) Advertising
(C) Point of purchase display (D) Price discount
24. Who is the father of scientific management?
- (A) James Chadwick (B) F.W. Taylor
(C) Maslow (D) None
25. What is the full form of MBO?
- (A) Management Business Objectives
(B) Management Business Organization
(C) Management By Objectives
(D) None
26. Corporate Governance is primarily concerned with
- (A) Ethics (B) Accounting
(C) Management (D) None.
27. Which is not an element of 4p's of marketing
- (A) Price (B) People
(C) Product (D) Place
28. MNREGA is primarily concerned with
- (A) Employment (B) Income
(C) Growth (D) None

29. $CA - CL = ?$
- (A) Capital (B) Liabilities
(C) Working Capital (D) None
30. Accounts are divided into
- (A) One type (B) Two types
(C) Three types (D) None
31. Which of the following is a function of packaging?
- (A) Protection (B) Promotion
(C) Convenience (D) All of the above
32. 'Market Demand' is generally
- (A) More than 'Market Potential'
(B) Less than 'Market Potential'
(C) Equal to 'Market Potential'
(D) Fluctuating over and below 'Market Potential'
33. During the 'Maturity' stage of the product life cycle, sales are
- (A) Low (B) Declining
(C) At peak, stabilizing (D) Rapidly rising
34. Services are characterized by
- (A) Perishability (B) Absence of inventory
(C) Tangibility (D) Above all
35. The first users of the new products are called
- (A) Early adopters (B) Innovators
(C) Laggards (D) Early majority

36. During which stage of 'Hierarchy of Effects' is 'Point of Purchase Display' more useful?
- (A) Awareness (B) Conviction
(C) Knowledge (D) Liking
37. In an advertising agency, a client is known as
- (A) Buyer (B) Customer
(C) Account (D) All of the above
38. The general objective of marketing cost analysis is to
- (A) Obtain cost data for the selling expense budget
(B) Determine relative profitability of various sales and marketing operations
(C) Keep expenses in line with sales operations
(D) Analyse costs by territory
39. The sales manager can assure that sales efforts are continually focused on objectives through the use of
- (A) Sales management policies (B) Sales planning
(C) Sales control techniques (D) Sales quota
40. Ecotourism is create _____ opportunity to the local people.
- (A) Income (B) Employment
(C) People attitude (D) None of the above
41. International accounting standards level is
- (A) 25 (B) 35
(C) 37 (D) None of the above
42. Indian accounting standards level is
- (A) 25 (B) 27
(C) 35 (D) None of the above

43. Governance is
- (A) System (B) Mechanism
(C) Technology (D) None of the above
44. Knowledge comes from
- (A) Experiences (B) Administration
(C) Both (D) None of the above
45. Co-operative Society can be started
- (A) Only in villages (B) In Towns and Villages
(C) Only in cities (D) None of the above
46. Stock Exchange Deals in
- (A) Goods and Services (B) Financial Services
(C) Financial Securities (D) None of the above
47. Central Co-operative bank is established at
- (A) Villages (B) District Head Quarters
(C) State Head Quarters (D) None of the above
48. In co-operative societies
- (A) One share one vote (B) One man one vote
(C) One member have two vote (D) None of the above
49. Number of recognized stock exchange in India is
- (A) 20 (B) 21
(C) 22 (D) 24
50. A cautions speculator is known as
- (A) Stag (B) Bull
(C) Lame duck (D) Bear

51. The policy formulated by England and USA for China is
- (A) Open Door policy (B) Protective Trade Policy
(C) Scorched Earth Policy (D) None of the above
52. Stock exchange
- (A) Helps in the fixation of stock prices
(B) Ensures safe and fair dealing
(C) Induces good performances of the company
(D) Performs all the above functions.
53. Diversification reduces
- (A) Inflation risk (B) Market risk
(C) Interest risk (D) Unique risk
54. Which of the following is used in economic analysis?
- (A) Gross Domestic Product (B) Surveys
(C) Labour cost (D) Diffusion indexes
55. Interest rate risk is a
- (A) Systematic risk (B) Unsystematic risk
(C) Internal risk (D) External risk
56. Scrip dividend in the form of
- (A) Cash (B) Promissory note with interest
(C) Stock (D) None of the above
57. Primary and secondary markets
- (A) Control each other (B) Function independently
(C) Compete with each other (D) Complement each other
58. Bankers are not only dealers of money but also leaders in
- (A) Economic Development (B) Trade Development
(C) Industry Development (D) Service Development

59. Advertising appeals make people to use such articles, which affect their health
- (A) Social objections (B) Ethical objections
(C) Historical objections (D) Economical objections
60. Industries concerned with reproduction and growing of certain species of plants and animals are called
- (A) Extractive industries (B) Genetic industries
(C) Manufacturing industries (D) Continuous industries
61. Primary data as compared to secondary data are:
- (A) Less reliable (B) More reliable
(C) Equally reliable (D) Not reliable
62. Investigator's knowledge about the population is the basis in
- (A) Purposive sampling (B) Stratified sampling
(C) Systematic sampling (D) Quota sampling
63. The coefficient of correlation is independent of
- (A) Change of scale only (B) Change of origin only
(C) Both of scale and origin (D) None of those
64. Large sample theory is applicable when
- (A) N is greater than 30 (B) N is lesser than 30
(C) N is equal to 30 (D) N is more than 50
65. The degree of freedom for contingency table are on the basis of
- (A) $n-1$ (B) $c-1$
(C) $r-1$ (D) $k-1$
66. Which of the following sample is not a probability sample design?
- (A) Stratified sample (B) Cluster sample
(C) Quota sample (D) None of those
67. Non sampling errors include
- (A) Bias (B) Mistakes
(C) Both bias and mistakes (D) None of those

68. Why is a census survey not popular?
- (A) It is costly
 - (B) It takes more time
 - (C) It requires a large number of investigators
 - (D) None of those
69. When population under investigation is infinite we should use the
- (A) Sample method
 - (B) Census method
 - (C) Either census or Sample method
 - (D) Both census and sample method
70. The number of questions in a questionnaire should be
- (A) As small as possible, keeping in view the purpose of inquiry
 - (B) As large as possible
 - (C) Between 20 to 30
 - (D) Above 50
71. CBA stands for
- (A) Cost-Benefit Analysis
 - (B) Consumer-Benefit Analysis
 - (C) Consumer-Benefit Action
 - (D) Car-Buyers Action
72. Right to Information act implemented in India
- (A) 2000
 - (B) 2002
 - (C) 2005
 - (D) 2012
73. Article 21 confers to
- (A) Panchayati Raj Institutions
 - (B) Right to Information Act
 - (C) Women Welfare
 - (D) Children Welfare
74. 4P's of marketing is
- (A) Please, please, please, please
 - (B) Place, product, price, promotion
 - (C) Party, people, product, payment
 - (D) Package, policy, paper, profit

75. A model of human motivation developed by
 (A) Koontz (B) Maslow
 (C) Hergberg (D) Hawthorne
76. GDP stands for
 (A) General Development Profit (B) Gross Domestic Product
 (C) General Insurance Development (D) General Price Level
77. Policy is
 (A) Set of procedure (B) Set of arrangement
 (C) Set of activity (D) Set of research
78. B2B stands for
 (A) Business to Business (B) Business to Batch costing
 (C) Business to Batch production (D) Business to British
79. SWOT analysis is
 (A) Service, Work, Opposite, Target
 (B) Strength, Weakness, Opportunities, Threats
 (C) Share, Wage, Origin, Time
 (D) Social, Warranty, Order, Tax
80. Vision is
 (A) Present course of action (B) Feature course of action
 (C) Review past records (D) Day to day action
81. MRTP act is renamed as
 (A) Labour Act, 2002 (B) Competition act 2002
 (C) Labour welfare act 2002 (D) None of these
82. Which one the following is basic for knowledge
 (A) Information (B) Wisdom
 (C) Data (D) Skill
83. No. of International Accounting Standards is
 (A) 4 (B) 6
 (C) 10 (D) 8

84. Right to Information Act was developed in the year.
- (A) 2000 (B) 2005
(C) 2006 (D) 2007
85. Sample size means.
- (A) Population (B) Survey area
(C) Design (D) Sub set of population
86. The following is the one of the dimension of personality development.
- (A) Positive attitude (B) Negative attitude
(C) No attitude (D) Skill
87. Identify any two source of collecting the statistical data?
- (A) Primary and secondary (B) Primary data only
(C) Secondary data only (D) Tertiary data
88. In what way a questionnaire method can go wrong.
- (A) Friends can fill in the form (B) Respondent can fill the form
(C) Guide can fill the form (D) None of the above
89. What type of Correlation coefficient of (-1, 0) indicates?
- (A) Perfect correlation (B) Negligible correlation
(C) No correlation (D) Auto correlation
90. Market rate is based on
- (A) Exchange rate (B) Interest
(C) Profit (D) Loss
91. The demand for money will fall if:
- (A) Real GDP rises (B) Real interest rates rise
(C) The GDP Deflator rises (D) People expect deflation soon
92. Which of the following is included in M-1?
- (A) Gold (B) Credit cards
(C) Checkable deposits (D) Money market mutual funds

93. The largest transfer in the federal budget is:
(A) Defense (B) Education
(C) Social security (D) Welfare
94. Which of the following is an example of "portfolio investment"?
(A) An American places funds in a savings account in Canada
(B) Tokyo Bank of Japan buys Union Bank of the United States
(C) Saturn Corp. (owned by General Motors) builds a new factory in Tennessee
(D) An American puts \$10,000 into a money market fund
95. Which of the following is a "loser" from unexpected inflation?
(A) Workers with COLAs
(B) The middle class
(C) People who own Treasury Bills
(D) People who own homes and have fixed-rate mortgages
96. The period of the business cycle in which real GDP is increasing is called the:
(A) Expansion (B) Peak
(C) Recession (D) Trough
97. A large increase in oil prices, such as the ones occurring in 1973 and 1979, will cause
(A) Inflation and expansion (B) Recession and disinflation
(C) Inflation and recession (D) Expansion and deflation
98. The largest tax collected at the federal government level is the:
(A) Income tax (B) Sales tax
(C) Property tax (D) Social security tax
99. Nobel Prize for Economics in 2012 is given in the area of
(A) Resource allocation (B) Match making
(C) Environmental Accounting (D) Capital market
100. Neo Liberalism is about
(A) Economic Liberalization (B) Political Liberalization
(C) Social Liberalization (D) Cultural Liberalization