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HALL TICKET NO

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SCHOOL OF MANAGEMENT STUDIES

Ph. D Management Studies

Entrance Examination - 2013

(75 Marks)

INSTRUCTIONS:

1. Write your Hall Ticket Number in the OMR Answer sheet given to you. Also write the Hall Ticket Number in the space provided above.
2. The question paper booklet consists of part A and Part B which carries 75 questions. Each question carries one (1) mark.
3. The questions contains in **Part A** cover areas of Research Methodology, Managerial Economics and General Management (1-25 questions) and **Part B** contains questions in Marketing, Finance, Human Resource Management, Organizational behavior, Strategic Management and Operations Management (26-75 Questions). Each question carries one (1) mark.
4. There is **negative marking** for **Part A**. Each wrong answer carries **-0.33 marks**.
5. Answers are to be marked on the OMR answer sheet following the instructions provided there upon.
6. Hand over the OMR answer sheet to the Invigilator before leaving the examination hall.
7. No additional sheets will be provided. Rough work can be done in the Question paper itself or in the space provided at the end of the booklet.
8. Calculator, mobile phones and electronic gadgets are not allowed.

Section-A

1. The key to profit maximization is that the firms must choose that price-output combination where the marginal revenue
 - A. exceeds the marginal cost
 - B. is equal to the marginal cost
 - C. is less than the marginal cost
 - D. independent of the marginal cost

2. Identify which is NOT an exception to the law of demand among the following
 - A. Shares
 - B. obsolete goods
 - C. Inferior goods
 - D. Comfort goods

3. Collusion model of price - output determination is used in
 - A. Perfect Competition
 - B. Monopoly
 - C. Monopolistic competition
 - D. Oligopoly

4. The pricing practice used by firms in which a product is priced low to take care of the demand of other products is called
 - A. Full Cost Pricing
 - B. Marginal Cost Pricing
 - C. Administered Pricing
 - D. Loss Leader Pricing

5. The behavior of cost to the changes in output when the plant size is changing is
 - A. Short run cost – output relationship
 - B. Intermediate cost – output relationship
 - C. Long run cost – output relationship
 - D. Price – output relationship

6. Which of the following best describes quantitative research?
 - A. the collection of non-numerical data
 - B. an attempt to confirm the researcher's hypotheses
 - C. research that is exploratory
 - D. research that attempts to generate a new theory

7. Which of the following can best be described as a categorical variable?
- A. Age
 - B. Annual income
 - C. Grade point average
 - D. Religion
8. A positive correlation is present when _____.
- A. Two variables move in opposite directions.
 - B. Two variables move in the same direction.
 - C. One variable goes up and one goes down
 - D. Several variables never change.
9. Which of the following statements are true?
- A. The larger the sample size, the greater the sampling error
 - B. The more categories or breakdowns you want to make in your data analysis, the larger the sample needed
 - C. The fewer categories or breakdowns you want to make in your data analysis, the larger the sample needed
 - D. As sample size decreases, so does the size of the confidence interval
10. The nonrandom sampling type that involves selecting a convenience sample from a population with a specific set of characteristics for your research study is called _____.
- A. Convenience sampling
 - B. Quota sampling
 - C. Purposive sampling
 - D. Snowball sampling
11. There are three basic approaches that people tend to adopt when considering ethical issues in research. Which one of the following is not one of the approaches?
- A. Ethical skepticism
 - B. Deontology
 - C. Ontology
 - D. Utilitarianism
12. A question during an interview such as "Why do you feel that way?" is known as a:
- A. Probe
 - B. Filter question
 - C. Response
 - D. Pilot

13. Analysis of covariance is:
- A. A statistical technique that can be used to help equate groups on specific variables
 - B. A statistical technique that can be used to control sequencing effects
 - C. A statistical technique that substitutes for random assignment to groups
 - D. Adjusts scores on the independent variable to control for extraneous variables
14. "Comparing document to each other to determine whether they provide the same information or reach the same conclusion" is known as _____.
- A. Contextualization
 - B. Sourcing
 - C. Corroboration
 - D. Negative criticism
15. The statement of purpose in a research study should:
- A. Identify the design of the study
 - B. Identify the intent or objective of the study
 - C. Specify the type of people to be used in the study
 - D. Describe the study
16. Approximately what percentages of scores fall within one standard deviation of the mean in a normal distribution?
- A. 34%
 - B. 95%
 - C. 99%
 - D. 68%
17. The standard deviation is:
- A. The square root of the variance
 - B. A measure of variability
 - C. An approximate indicator of how numbers vary from the mean
 - D. All of the above
18. _____ are used when you want to visually examine the relationship between two quantitative variables.
- A. Bar graphs
 - B. Pie graphs
 - C. Line graphs
 - D. Scatter plots

19. Which of the following statements sounds like a null hypothesis?
- A. The coin is not fair
 - B. There is a correlation in the population
 - C. There is no difference between male and female incomes in the population
 - D. The defendant is guilty
20. A _____ is a numerical characteristic of a sample and a _____ is a numerical characteristic of a population.
- A. Sample, population
 - B. Population, sample
 - C. Statistic, parameter
 - D. Parameter, statistic
21. The concept of Management “getting things done by other people” is described by
- A. Mescon
 - B. Marry Parker Follett
 - C. Robinsion
 - D. John Harvey Johes
22. According to which of the following theories, leaders may use different styles with different members of the same work-group?
- A. Path-goal leadership
 - B. Vroom-Jago-Yetton model
 - C. Leader-member exchange theory
 - D. Situational leadership theory
23. Max Weber’s ideals is based on _____
- A. Taylorism
 - B. Structure of the Organization
 - C. Time study and Motion Study
 - D. Scientific Management
24. In Taylor’s scheme of functional foremanship, who lays down the important work to be formed?
- A. Speed boss
 - B. Gang Boss
 - C. Route Clerk
 - D. Repair Boss

25. _____ is established on the result of the spontaneous efforts of individuals and groups to influence the conditions of their experience.
- A. Formal Organization
 - B. Informal Organization
 - C. Functional Organization
 - D. Committee Organization

Section-B

26. In a materials processing operation, which of the following process type is associated with the highest volume and lowest variety?
- A. Job Shop
 - B. Batch Process
 - C. Mass Process
 - D. Continuous process
27. Which of these layout types is most associated with a project process?
- A. Fixed position layout
 - B. Process layout
 - C. Product layout
 - D. Cellular Layout
28. An operations strategy is created directly from the _____ strategy
- A. Corporate Strategy
 - B. Marketing Strategy
 - C. Business strategy
 - D. Human Resource strategy
29. Cycle inventory is required as:
- A. Compensation for differences in the timing of supply and demand
 - B. One or more stages in the operation cannot supply all the items it produces simultaneously
 - C. Material cannot be transported instantaneously between the point of supply and the point of demand
 - D. Compensation for the uncertainties inherent in supply and demand
30. Which of the following is not a capacity planning decision option?
- A. Promotion and advertising
 - B. Subcontracting
 - C. Layoffs
 - D. Building a new plant

31. When examining control charts, variations of characteristic measurements that are within control limits are assumed to be the result of
- A. Chance
 - B. Defective input materials
 - C. Assignable causes
 - D. Poor machine tolerances
32. The cost of quality is
- A. An expression of an organization's performance in quality in financial terms.
 - B. The difference between customers' expectations of a product or service and their perceptions of their experience of it
 - C. A proactive approach towards quality management by seeking to prevent defects ever being produced
 - D. The inspection and testing of the outputs from a transformation process
33. Given an actual demand of 103, a previous forecast value of 99, and an alpha of 0.4, the exponential smoothing forecast for the next period would be
- A. 94.6
 - B. 97.4
 - C. 100.6
 - D. 101.6
34. A regional bookstore chain is about to build a distribution center that is centrally located for its eight retail outlets. It will most likely employ which of the following tools of analysis?
- A. Assembly line balancing
 - B. Load-distance analysis
 - C. Center-of-gravity model
 - D. Linear programming
35. Which one of the following refers to the length of time needed to complete a job?
- A. Work sampling methods
 - B. Work measurement
 - C. Job design
 - D. Method analysis
36. Insider trading :
- A. Contributes to market efficiency because all information is reflected in the price of securities
 - B. Is illegal
 - C. Is protected against by the SEBI
 - D. Has no negative impact on stockholders

37. The price earnings ratio of a firm is found by
- A. Dividing the market price per share of stock by the earnings per share
 - B. Multiplying the market price per share of stock by the payout ratio
 - C. Dividing the earning per share by the market price per share of stock
 - D. Dividing the market price per share of stock by the book value per share
38. A cash budget is summary of _____ for specific time period
- A. Revenues and expenses
 - B. Assets and liabilities
 - C. Cash receipts and disbursement
 - D. Profit plus depreciation
39. An increase in the average collection period will
- A. Decrease the account receivable balances
 - B. Reduce the ratio of bad debts to sales
 - C. Reduce the average age of accounts receivable
 - D. Increase the accounts receivable balance
40. Which of the following is typically the largest source of short term credit for a firm
- A. Bank loans
 - B. Commercial paper
 - C. Factorial
 - D. Trade credit
41. A company issues bonds with a coupon rate of 12%. The market-required rate of return on the bonds is currently 9%. The bonds will be priced:
- A. At par
 - B. Below par
 - C. Above par
 - D. Above and below par
42. The value obtained on disposal of an asset is called
- A. Realizable value
 - B. Replacement value
 - C. Economic value
 - D. Historical value

43. According to the Wilcox model, the best indicator of the financial health of a firm is
- A. The profitability ratios
 - B. The coverage ratios
 - C. Net liquidation value of the firm
 - D. Market capitalization of the firm
44. Which of the following best describes the situation in which a firm is having problem meeting its financial obligations?
- A. Business risk
 - B. Legal bankruptcy
 - C. Technical bankruptcy
 - D. Financial distress
45. Which of the following long-term sources of finance puts maximum restraint on managerial freedom?
- A. Retained earnings
 - B. Equity capital
 - C. Preference capital
 - D. Term loans
46. Setting call objectives is done during which of the following stages of the selling process?
- A. Prospecting
 - B. Preapproach
 - C. Approach
 - D. Handling objections
47. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
- A. Facilitator
 - B. Referent actor
 - C. Opinion leader
 - D. Social role player
48. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?
- A. Optional-product pricing
 - B. Captive-product pricing
 - C. By-product pricing
 - D. Product line pricing

49. Cognitive dissonance occurs in which stage of the buyer decision process model?
- A. Need recognition
 - B. Information search
 - C. Evaluation of alternatives
 - D. Post purchase behavior
50. Successful service companies focus their attention on both their customers and their employees. They understand _____, which links service firm profits with employee and customer satisfaction.
- A. Internal marketing
 - B. Service-profit chains
 - C. Interactive marketing
 - D. Service differentiation
51. All of the following are criticisms leveled against marketing by critics EXCEPT:
- A. Harming consumers through high prices
 - B. Harming consumers through deceptive practices
 - C. Harming consumers through high-pressure selling
 - D. Harming consumers through too many product choices
52. In evaluating messages for advertising, telling how the product is better than the competing brands aims at making the ad :
- A. Meaningful
 - B. Distinctive
 - C. Believable
 - D. Remembered
53. When an importing country sets limits on the amount of goods it will accept in certain product categories it is called :
- A. Quota
 - B. Barrier
 - C. Tariff
 - D. Embargo
54. When producers, wholesalers, and retailers act as a unified system, they comprise a:
- A. Conventional marketing system
 - B. Power-based marketing system
 - C. Horizontal marketing system
 - D. Vertical marketing system

55. All of the following factors can affect the attractiveness of a market segment EXCEPT:
- A. The presence of many strong and aggressive competitors
 - B. The likelihood of government monitoring
 - C. Actual or potential substitute products
 - D. The power of buyers in the segment
56. The eventual goal of S-HRM is to contribute to
- A. Organizational Performance
 - B. Profitability
 - C. Customer Satisfaction
 - D. Employee Satisfaction
57. The objective of Human Resource Planning is to
- A. Develop strategies that will result in optimum contribution by human resources
 - B. Assist and advice line managers in accomplishing the basic goals
 - C. Demonstrate that women or minorities are employed in proportion to their representation in the firm's relevant labor market
 - D. Make an employment decision, but not on the basis of legitimate job-related factors
58. The document that provides information regarding the tasks, duties and responsibilities of a job is called
- A. Job identification
 - B. Job specification
 - C. Job description
 - D. Job evaluation
59. Which of the following HR functions is the basic element of recruitment?
- A. Attract the applicants for a particular post
 - B. Select the best one among all applicants
 - C. Train the recruits as per organizational requirements
 - D. Fire the non-performing employees
60. The extent to which an employment selection test provides consistency is known as
- A. Reliability
 - B. Dependability
 - C. Consistency
 - D. Validity
61. What is meant by the term appraisal?
- A. A system used to improve the performance of workers
 - B. The main way in which an employee's wages are determined
 - C. The evaluation of an individual employee's performance
 - D. A system of reward points offered by retailers to attract customer loyalty

62. Reluctance to do a particular task reflects
- A. Values
 - B. Satisfaction
 - C. Attitude
 - D. Respect
63. Which of the following measures are taken to assess employees' satisfaction and their attitude towards the training programme?
- A. Continuous feedback
 - B. Profitability rate
 - C. Market share
 - D. Productivity levels
64. Evaluation of training programs is conducted
- A. At the initial stage while designing the training programs
 - B. Prior to the need assessment phase
 - C. Parallel to designing the training content
 - D. At the last stage of training
65. In the balanced Scorecard, customer satisfaction, retention and market share in target segments are all measures of
- A. Customer's perspective
 - B. Financial perspective
 - C. Business process perspective
 - D. Learning and innovation
66. Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products?
- A. Forward integration
 - B. Retrenchment
 - C. Horizontal diversification
 - D. Market penetration
67. The first option that should be considered for firms in Quadrant II of the Grand Strategy Matrix is the _____ strategy.
- A. Integration
 - B. Intensive
 - C. Defensive
 - D. Diversification

68. What is the most frequent internal motive for a strategic alliance?
- A. Resource need
 - B. Risk limitation
 - C. Cost minimization
 - D. Current poor performance
69. According to Porter, if an organization does not follow either a cost reduction strategy or a differentiation strategy they are:
- A. Hybrid
 - B. Stuck in the middle
 - C. Typical
 - D. No frills
70. A strategy that can exploit local differences and achieve global efficiencies is called:
- A. Transnational
 - B. Global
 - C. Multi domestic
 - D. International
71. Continued membership in a group will usually require
- A. supporting the group leader
 - B. conforming to group norms
 - C. encouraging cohesiveness in the group
 - D. developing a status system
72. Concerning organizational cultures,
- A. a strong culture is a more productive environment
 - B. a weak culture is a more productive environment
 - C. the specific culture that contributes to positive effectiveness is well known
 - D. the stronger the culture, the more influential it is on employee behavior
73. The field of organizational behavior examines such questions as the nature of leadership, effective team development, _____, and _____.
- A. interpersonal conflict resolution; motivation of individuals
 - B. organizational control; conflict management
 - C. motivation of individuals; planning
 - D. planning; development

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74. People who engage in _____ tend to perceive others according to what they themselves are like, rather than according to what the person being observed is really like.
- A. stereotyping
 - B. halo effect
 - C. projection
 - D. contrast effects
75. An individual who is aggressively involved in a chronic incessant struggle to achieve more and more in less and less time is a/an:
- A. Type A.
 - B. Type B.
 - C. Self-monitor.
 - D. Extrovert.
