

SARDAR PATEL UNIVERSITY  
DOCTOR OF PHILOSOPHY (Ph. D.) IN MANAGEMENT  
ENTRANCE EXAMINATION

2013  
SATURDAY, 19<sup>th</sup> JANUARY

Time: 3.00 p.m. to 3.25 p.m.

Marks: 50

- Notes: (1) This paper has two sections, Section – I and Section – II.  
(2) All questions in these sections are of objective type and each question carries *one* mark.  
(3) All questions in these two sections are compulsory.  
(4) Please tick mark in appropriate box in a given separate answer sheet.

SECTION – I

Number of Questions: 10

Marks: 10

1. The current Repo rate (Repurchase rate) for banks announced by Reserve Bank of India in December 2012 is...  
(A) 6% (B) 7%  
(C) 8% (D) 9%
2. Who is the chairman of 14<sup>th</sup> Finance Commission of India?  
(A) Vijay Kelkar (B) Y V Reddy  
(C) Jairam Ramesh (D) P Chidambaram
3. Whose punch line reads “Jo tera hai wo mera hai”?  
(A) Idea (B) Vodafone  
(C) Airtel (D) Reliance
4. Who has been recently awarded TOI Social Impact Award (Life time)?  
(A) Naga Mothers Association(NMA) (B) Meira Paibi of Manipur  
(C) NMA and Meira Paibi (D) SEWA and Meira Paibi
5. Which Indian company recently faced difficulties in Maldives?  
(A) Unitech (B) GMR Infrastructure  
(C) Idea Cellular (D) Wipro
6. The SEBI means...  
(A) Securities and Exchange Board of India (B) Socio-Economic Board of India  
(C) Securities and Economic Board of India (D) Securities and Exchange Bureau of India

7. Which business group owns “More-shopping malls” in India?  
(A) Mahindra & Mahindra (B) Aditya Birla  
(C) Future (D) Bharti
8. Mundra port in Kachachh is promoted by...  
(A) NTPC (B) Adani (C) ONGC (D) RIL
9. Manufacturing plant of General Motors is located at...  
(A) Halol (B) Sanand  
(C) Vapi (D) Gandhinagar
10. Which one is not a part of WTO?  
(A) TRIPs (B) TRIMs  
(C) GATS (D) GATT

## SECTION – II

Number of Questions: 40

Marks: 40

11. Among following which is the most accurate measure of National Income?  
(A) GNP at market price (B) GDP at market price  
(C) NNP at factor cost (D) NDP at factor cost
12. Keynesian theory in macroeconomics deals with affecting...  
(A) Aggregate demand (B) Population  
(C) Natural Resources (D) Pricing policies
13. Which one of the following is not an example of long run cost?  
(A) Average fixed cost (B) Marginal cost  
(C) Average cost (D) Variable cost
14. Which of the following is not an example of implicit cost?  
(A) Normal profit (B) payment to family labour  
(C) Labour hired from market (D) Rent for own land

- 15 From the following disciplines which one is not contributing to organizational behaviour?  
 (A) Sociology (B) Physics  
 (C) Psychology (D) Political Science
- 16 Who said that “it is consequence not stimulus that causes behaviour”?  
 (A) B.F. Skinner (B) Ivan Pavlov  
 (C) John B. Watson (D) Fred Luthans
- 17 Which model of Organizational Behaviour includes Welfare, Paternalism and Security?  
 (A) Custodial Model (B) Collegial Model  
 (C) Supportive Model (D) All the above
- 18 Which one is Integration of both Cognitive and Behavioural Framework?  
 (A) Behavioural Framework (B) Social Learning Approach  
 (C) Organizational Approach (D) Cognitive theoretical approach
- 19 \_\_\_\_\_ is the process of acquiring, training, appraising, and compensating employees, and attending to their labor relations, health and safety, and fairness concerns.  
 (A) Human resource management (B) Career planning  
 (C) Behavioral management (D) Job evaluation
- 20 Human resource management is best defined as the process of \_\_\_\_\_.  
 (A) controlling and orienting new employees  
 (B) organizing and scheduling work activities for teams  
 (C) outsourcing and offshoring clerical jobs to foreign countries  
 (D) acquiring, training, appraising, and compensating employees
- 21 \_\_\_\_\_ is the procedure for determining the duties and skill requirements for a specific job and the kind of person most suitable for a position.  
 (A) Job description (B) Job specification  
 (C) Job analysis (D) Job context
- 22 Which of the following terms refers to a performance appraisal based on surveys from peers, supervisors, subordinates, and customers?  
 (A) committee rating (B) team appraisal

- (C) upward feedback (D) 360-degree feedback
- 23 Adjusted Present Value is an improved version of the following capital budgeting technique.  
(A) IRR (B) MIRR  
(C) NPV (D) Discounted Payback Period
- 24 The difference between Acquisition and Takeover is ...  
(A) Acquisition is normally friendly whereas takeover is unfriendly  
(B) Both are unfriendly  
(C) Takeover is friendly whereas acquisition is unfriendly  
(D) None of the above
- 25 The bird-in-hand argument of dividend theory supports...  
(A) Walter's Model (B) Gordon's Model  
(C) Both (A) and (B) (D) MM Hypothesis
- 26 The cost of equity capital can be computed by following method.  
(A) CAPM (B) Dividend Discount Model  
(C) Bond rate + Risk Premium (D) All of the above
- 27 Who has given classification of marketing activities in the form of 4 Ps?  
(A) Mc Carthy (B) Philip Kotler  
(C) Kevin Kelles (D) Tom Peter
- 28 Which from following concept focus on product quality, performance & innovation?  
(A) Production concept (B) Selling concept  
(C) Product concept (D) Marketing concept
- 29 How can a company use its capabilities & infrastructure to deliver the new value offering more efficiently?  
(A) value exploration (B) value creation  
(C) value delivery (D) none of the above
- 30 Which from the following is an Interactive Marketing Communication Medium?  
(A) Direct Mail (B) Catalogue

- 31 The \_\_\_\_\_ consists of broad trends in the context in which a firm operates that can have an impact on a firm's strategic choices.
- (A) micro-environment (B) general environment  
(C) task environment (D) internal environment
- 32 Within the five forces framework, the five most common threats facing firms from their competitive environment include each of the following except...
- (A) Substitutes (B) Complementors  
(C) Suppliers (D) Buyers
- 33 To the extent that a firm's resources and capabilities enhance a firm's competitive position by enabling a firm to exploit its opportunities or neutralize its threats, these resources and capabilities are valuable and are known as...
- (A) temporary competitive advantages (B) sustainable competitive advantages  
(C) core competencies (D) ) strengths
- 34 In the BCG Matrix, how would a division with a low relative market share position in a high growth industry be described?
- (A) Question Mark (B) Cash Cow  
(C) Star (D) Stuck-in-the-middle
- 35 Which is the highest stage of ethical consciousness in business?
- (A) Profit maximization in the short -run (B) stakeholder concept  
(C) Profit maximization in the long run (D) corporate citizenship
- 36 Which of the following theories provide a framework for judging the ethical nature of an organization?
- (A) Theory of corporate moral excellence (B) Ethics and stakeholder theory  
(C) Ethics and corporate governance (D) All the above
- 37 The moral standards of a person are not based on...
- (A) Norms (B) Beliefs  
(C) Laws (D) Values
- 38 When a consumer goods manufacturing firm modifies its packaging to reduce waste, it is practicing -----.
- (A) The marketing concept (B) Green marketing

(C) Consumerism

(D) Diversity

39 Manufacturing processes usually have:

(A) physical, durable output.

(B) high levels of customer contact.

(C) output that cannot be inventoried.

(D) low levels of capital intensity.

40 Which one of the following statements concerning the economic order quantity (EOQ) model is TRUE?

(A) An increase in holding cost will increase the EOQ.

(B) A decrease in demand will increase the EOQ.

(C) A decrease in holding cost will increase the EOQ

(D) None of the above is true.

41 An important factor for locating new manufacturing plants is:

(A) Proximity to customers.

(B) Location of competitors.

(C) Proximity to markets.

(D) Favourable labour climate.

42 Which of the following statements is accurate with regard to assignment problems?

(A) A project can be assigned to more than one person.

(B) Only one person can be assigned to each project.

(C) A person can be assigned to more than one project.

(D) (a) and (c)

43 Subjective probability assessments depend on:

(A) The total number of trials.

(B) Logic and past history.

(C) The relative frequency of occurrence.

(D) Experience and judgment.

44 The number of cars passing through an intersection in the next five minutes can usually be described by the:

(A) Normal distribution.

(B) Uniform distribution.

(C) Exponential distribution.

(D) Poisson distribution.

45 An Information System includes each of the following except:

(A) Software.

(B) Culture.

(C) Hardware.

(D) Data.

46 Which of the following is correct regarding opportunities and ideas?

(A) An opportunity and an idea are essentially the same thing.

(B) An opportunity is a thought, an impression, or a notion.

(C) An idea is a favorable set of circumstances that creates a need for a new product, service, or business. (D) It's important to discern whether a particular idea meets the tests of an opportunity.

- 47 Which of the following is not one of the four steps of the entrepreneurial process?  
(A) Deciding to become an entrepreneur (B) Determining how to seize spotlight  
(C) developing successful business ideas (D) moving from an idea to a firm
- 48 The number one characteristic shared by successful entrepreneurs is:  
(A) a charismatic personality (B) passion for the business  
(C) a desire to employ other people (D) a desire to fulfill a lifetime dream
- 49 \_\_\_\_\_ is the process of determining whether a business idea is viable.  
(A) Feasibility analysis (B) Opportunity recognition  
(C) Likelihood analysis (D) Achievability analysis
- 50 Which of the following is not a component of an Information System?  
(A) Hardware (B) Data  
(C) Output (D) Software

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Time: 90 Minutes.

Marks: 50

Notes: (1) This paper has two sections, Section – III and Section – IV.  
(2) Please write your answers in the space provided below the questions.

**SECTION – III**

**Number of Questions to be answered: FIVE**

**Marks: 25**

**Answer any FIVE questions each in about 50 words**

**QUESTIONS:**

1. Explain long run equilibrium of a producer indicating expansion path and ridge lines.
2. What is the concept of “Personality” in Organizational Behaviour Study?
3. Discuss two basic types of interviews. Which one do you think is better? Why?
4. What are the modern bases of Market Segmentation?
5. What are the limitations of dividend discount model (DDM)?
6. Enumerate the scope of production management.
7. What is hypothesis testing?
8. Identify and analyze the major threats in an industry with respect to Porter’s five forces.
9. Discuss the corporate social responsibility towards its stakeholders in brief.
10. What are micro enterprises and their importance?



## SECTION – IV

**Number of Question to be answered: ONE**

**Marks: 25**

**Answer any ONE question in about 300 words**

### **QUESTIONS:**

1. Explain the functions of Human Resource Management and describe the Selection Process and its importance in Hiring.
2. Discuss the new product development process keeping in mind the passenger car segment.
3. Discuss outward looking economic policy with reference to export promotion measures undertaken by the Government of India.
4. Discuss the concepts “operating and financial leverages”. How these two are contributing to the company’s risk? Is it advisable to invest in companies which are having high leverages? If yes, when do you recommend investing in these companies?