

**ENTRANCE EXAMINATIONS – 2018**  
**(Ph.D. Admissions - January 2019 Session)**

**Ph.D. Management Studies**

Time : Two hours

Max. Marks : 80

Hall Ticket No.

**Instructions to the candidates**

**Please read the instructions carefully before answering the questions :**

1. Write your Hall Ticket No. in the OMR Answer Sheet given to you. Also, write your Hall Ticket No. in the space provided above.
2. This Question paper consists of two parts : PART – A and PART – B contains with 40 Questions in each PART, printed in 17 pages excluding this page. OMR Answer sheet will be provided separately.
3. Each question carries **one (1) mark** and there is **Negative marking** for **PART A** only. Each wrong carries **-0.33 marks**.
4. Answers are to be marked on the OMR Answer Sheet following the instructions provided thereon.
5. Please handover the **OMR Answer Sheet** at the end of the examination to the Invigilator. You may take the Question Paper after the examinations is over.
6. Calculators, Mobile phones and electronic gadgets are not allowed.

## PART-A

1. For a negatively skewed distribution which of the followings is correct?

- (A) Mean < Median < Mode
- (B) Mean > Median > Mode
- (C) Mean < Median > Mode
- (D) Mean > Median < Mode

2. Match the following to get the correct sequence (left side column is fixed):

P values	Interpretations
$p \leq 0.01$	Weak empirical evidence against $H_{null}$ (A)
$0.01 < p \leq 0.05$	Very weak or no empirical evidence against $H_{null}$ (B)
$0.05 < p \leq 0.1$	Very strong empirical evidence against $H_{null}$ (C)
$p > 0.1$	Strong empirical evidence against $H_{null}$ (D)

- (A) ABCD
- (B) BADC
- (C) CDAB
- (D) BCAD

3. Match the following to get the correct sequence (left side column is fixed, notations have their usual meaning unless otherwise stated):

One sample T test	$t = (x_1 - x_2) / \sqrt{(s_1^2/n_1 + s_2^2/n_2)}$ (A)
Independent samples T test	$t = (x - \mu) / (s/\sqrt{n})$ (B)
Paired samples T test	$t = \Sigma D / \sqrt{(n\Sigma D^2 - (\Sigma D)^2)/(n-1)}$ (C)

- (A) ABC
- (B) BAC
- (C) CBA
- (D) BCA

4. How do you test auto-correlation in a multivariate regression analysis?
- (A) Durbin Watson statistics
  - (B) McNemar's Chi square statistics
  - (C) Friedman test statistics
  - (D) All the above
5. What do you mean by VIF?
- (A) Variable Inflation Factor
  - (B) Variability Inflation Factor
  - (C) Variance Inflation Factor
  - (D) None of The Above
6. Which of the following are the two types of research based on the specificity of its purpose?
- (A) basic and applied
  - (B) scientific and non-scientific
  - (C) cross-sectional and qualitative
  - (D) quantitative and secondary
7. Leadership, which is a generalized idea about a human trait, is an example of a(n):
- (A) hypothesis
  - (B) proposition
  - (C) concept
  - (D) abstraction
8. When a researcher collects data to test a theory, what is this testing called?
- (A) confirmatory testing
  - (B) empirical testing
  - (C) conceptualization
  - (D) deductive testing

9. Which type of data are not characterized by numbers and instead are textual, visual, or oral?
- (A) grounded data
  - (B) quantitative data
  - (C) subjective data
  - (D) qualitative data
10. When a hotel customer decides to fill out a customer satisfaction survey to complain about having to wait an hour for room service to deliver his dinner, this is an example of:
- (A) random sampling error
  - (B) self-selection bias
  - (C) auspices bias
  - (D) social desirability bias
11. Observing how close a financial adviser sits to his or her clients is an example of what type of observation?
- (A) spatial relations and locations
  - (B) verbal records
  - (C) verbal behavior
  - (D) expressive behavior
12. Miller is conducting an experiment where all subjects rotate through all of the training programs she is testing. This type of experiment in which an individual subject is exposed to more than one level of an experimental treatment is called:
- (A) between-subjects
  - (B) repeated measures
  - (C) redundant manipulation
  - (D) randomization
13. Carla is using education, income, and occupation to develop a measure of social class. What type of measure for social class is she developing?
- (A) index measure
  - (B) valid measure
  - (C) reliable measure
  - (D) concurrent measure
14. As sample size \_\_\_\_\_, random sampling error \_\_\_\_\_.
- (A) increases; increases
  - (B) decreases; decreases

- (C) increases; decreases  
(D) increase; remains unchanged
15. Which of the following represents the standard deviation of the sampling distribution?  
(A) range  
(B) standard median  
(C) dispersion  
(D) standard error of the mean
16. Which type of error occurs when the researcher concludes a relationship exists when in fact one does not exist?  
(A) Type I  
(B) Type II  
(C) Type A  
(D) Type B
17. Which of the following is second goal of PCA ?  
(A) data compression  
(B) statistical analysis  
(C) data dredging  
(D) All of the Mentioned
18. Which technique is used to predict categorical responses?  
(A) Clustering  
(B) Classification  
(C) Regression  
(D) None of the Above
19. Independent variable is generally represented along  
(A) x-axis  
(B) z-axis  
(C) y-axis  
(D) None of the above

20. A Chi-squared test is used to determine differences in what kind of data?
- (A) Nominal
  - (B) Ordinal
  - (C) Ratio
  - (D) Interval
21. 95% confidence value represents what values?
- (A) Mean plus/minus 1 standard deviation
  - (B) Mean plus/minus 1.96 standard deviations
  - (C) Mean plus/minus 2.32 standard deviations
  - (D) Mean plus/minus two standard deviations
22. Blood types are an example of what kind of data?
- (A) Categorical nominal
  - (B) Categorical ordinal
  - (C) Quantitative interval
  - (D) Quantitative ratio

*Directions for questions 23 to 27: In each of the following questions, there is a certain relationship between two given words on one side :: and one word is given on other side of :: while another word is to be found from the given alternatives, having the same relation with this word as the words of the given pair bear. Choose the correct alternative.*

23. Garbage : House :: Gangue : ?
- (A) Factory
  - (B) Office
  - (C) Drug
  - (D) Ore
24. Demographer : People :: Philatelist : ?
- (A) Fossils
  - (B) Stamps
  - (C) Photography
  - (D) Music

25. Paleontology : Fossil :: Phrenology : ?  
(A) Lungs  
(B) Skull  
(C) Pancreas  
(D) Thyroid
26. Taxonomy : Classification :: Pedology : ?  
(A) Nature  
(B) Farming  
(C) Soil  
(D) Mountain
27. Equine : Horse :: Vulpine : ?  
(A) Horse  
(B) Fox  
(C) Dog  
(D) Vulture

*Directions for questions 28 to 31: In each of the following sentences, parts of the sentence are left blank. Beneath each sentence, four different ways of completing the sentence are indicated. Choose the best alternative from among the four.*

28. The soldiers were instructed to \_\_\_\_\_ restraint and handle the situation peacefully.  
(A) Exercise  
(B) Control  
(C) Remain  
(D) Prevent
29. Some people \_\_\_\_\_ themselves into believing that they are indispensable to the organization they work for.  
(A) Fool  
(B) Delude  
(C) Denigrate  
(D) Force

30. The argument for a uniform civil code(UCC) is \_\_\_\_\_ in a modern nation state as long as it is rational, non-discriminatory and promotes social equality and gender justice.

- (A) Invoking
- (B) Void
- (C) Irrefutable
- (D) Rescind

31. For the mineral-rich States, the cost of their environmental load should be \_\_\_\_\_.

- (A) Ignored
- (B) Incorporated
- (C) Maintained
- (D) Followed

***Directions for questions 32 to 35: Choose the grammatically correct sentence from among the four options given.***

32.

- (A) Except for him and I, everyone brought a present for the little birthday girl
- (B) With the exception of you and I, everyone brought a present for the little birthday girl
- (C) Except for you and I, everyone had brought a present for the little birthday girl
- (D) Except for you and me, everyone brought present for the little birthday girl

33.

- (A) Our school would have won the match if we would have concentrated.
- (B) Our school would win the match only if we had concentrated.
- (C) Our school had won the match if only we would have concentrated.
- (D) Our school would have won the match if only we had concentrated.

34.

- (A) He has asked his ministers to take the interest in solving of the basic problems of the people.
- (B) He has asked his ministers to take interest in solving the basic problems of the peoples.
- (C) He has asked his ministers to take interest in solving the basic problem of the people.
- (D) He has asked his ministers taking interest in solving basic problems of the people.



35.

- (A) As the train which is my usual was missing I had to travel on the next.
- (B) Having missed the train which I usually catch and had to travel on the next.
- (C) I missed the train which I usually catch and had to travel by the next.
- (D) The train which I usually catch being missed I had to travel on the next.

*Directions for questions 36 to 38: From the given words, choose a word which means almost the same as the given word.*

36. Corpulent

- (A) Lean
- (B) Gaunt
- (C) Emaciated
- (D) Hefty

37. Abeyance

- (A) Suspension
- (B) Persistence
- (C) Continuation
- (D) Rigid

38. Profane

- (A) Free
- (B) Sacred
- (C) Moral
- (D) Irreligious

*Directions for questions 39 to 40: From the given words, choose a word which means almost the Opposite as the given word.*

39. Irascible

- (A) Determined
- (B) Placid
- (C) Reasonable
- (D) Pliant

40. Pejorative
- (A) Critical
  - (B) Appreciative
  - (C) Soothing
  - (D) Sporting

## PART-B

41. Division of labor, authority hierarchy, formal selection, formal rules and regulations, impersonality, and career orientation are all features of:
- (A) Weber's ideal type bureaucracy.
  - (B) General administrative theory.
  - (C) Fayol's principles of management.
  - (D) Taylor's principles of management.
42. Conceptual skills relate to a manager's ability to
- (A) Take a strategic view of how parts of the organization function
  - (B) Solve detailed problems in groups
  - (C) Correctly evaluate organizational problems
  - (D) Understand and interact effectively with others in the organization
43. Balanced score card approach was invented by:
- (A) Robert Kaplan
  - (B) McClelland's
  - (C) Robert Kaplan
  - (D) None of the above
44. In Boston or BCG growth matrix cash cow is referring to
- (A) Low market share and Low market growth
  - (B) Low market share and High market growth
  - (C) High market share and High market growth
  - (D) High market share and Low market growth

45. Ansoff's growth vector matrix is used for:
- (A) Analysing the different strategic directions an organization can pursue
  - (B) Analysing the balance of the portfolio
  - (C) Assessing whether the corporate parent is adding value
  - (D) Assessing the market share of a business
46. The process of identifying, developing, and tracking key individuals for executive position is
- (A) Career Planning
  - (B) Succession Planning
  - (C) Outplacement Service
  - (D) Replacement Chart
47. Which of the following organizations has a dual chain of command?
- (A) Matrix Organization
  - (B) Functional Organization
  - (C) Virtual Organization
  - (D) Cluster Organization
48. The percentage of applicants from a recruitment source that make it to the next stage of the selection process is known as:
- (A) Yield Ratio
  - (B) Cost-benefit analysis
  - (C) Trends analysis
  - (D) Turnover ratio
49. VRS is also referred as
- (A) Golden handshake
  - (B) Golden handcuff
  - (C) Golden parachute
  - (D) Golden spoon
50. Works committee, shop council and joint councils are forms of:
- (A) performance Appraisal
  - (B) Workers Participation in Management
  - (C) Decision Making
  - (D) Dispute handling mechanism

51. What is the core assumption of an LPP (Linear Programming Problem):
- (A) Linear variable
  - (B) Linear relationship
  - (C) Linear data
  - (D) Linear results
52. In a graphical method of Operations Research the number of constraints in an LPP is limited to:
- (A) 2
  - (B) 3
  - (C) Not more than 4
  - (D) None of the above
53. The solution to LPP:  $\text{Max } Z = 30X_1 - 15 X_2$  subject to  $2X_1 - 2X_2 \leq 2$ ,  $-2X_1 + 2X_2 \leq 2$ , where  $x_1, x_2 \geq 0$  is:
- (A) Unbounded solution
  - (B)  $\text{Max } Z = 15$
  - (C)  $\text{Max } Z = 30$
  - (D) Infeasible solution
54. The \_\_\_\_\_ method's solution for transportation problem is sometimes an optimal solution by itself:
- (A) NWCM
  - (B) LCM
  - (C) VAM
  - (D) Row Minima
55. Determination of a path over which an item travel from raw material into a finished product, this process is known as --
- (A) Scheduling
  - (B) Dispatching
  - (C) Routing
  - (D) Production work order

56. The Sovereignty bank pays 5.60% interest, compounded daily (based on 360 days), on a 9-month certificate of deposit. If you deposit Rs.20,000 you would expect to earn around \_\_\_\_\_ in interest.
- (A) Rs.840
  - (B) Rs.858
  - (C) Rs.1,032
  - (D) Rs.1,121
57. The weighted average of possible returns, with the weights being the probabilities of occurrence is referred to as \_\_\_\_\_.
- (A) A probability distribution
  - (B) The expected return
  - (C) The standard deviation
  - (D) Coefficient of variation
58. The existence of \_\_\_\_\_ on the balance sheet generates tax advantages that directly influence the capital structure of the firm.
- (A) A large proportion of fixed assets
  - (B) Long-term debt
  - (C) Retained earnings
  - (D) All of the above answers are right
59. A profitability index (PI) of .92 for a project means that \_\_\_\_\_.
- (A) The project's costs (cash outlay) are (is) less than the present value of the project's benefits
  - (B) The project's NPV is greater than zero
  - (C) The project's NPV is greater than 1
  - (D) The project returns 92 paise in present value for each rupee invested (cost)

60. What is the expected value of NPV (to the nearest dollar) for the following situation? The firm expects an NPV of Rs.10,000 if the economy is exceptionally strong (40% probability), an NPV of Rs.4,000 if the economy is normal (40% probability), and an NPV of -Rs.2,000 if the economy is exceptionally weak (20% probability).
- (A) Rs.5,600  
 (B) Rs.5,200  
 (C) Rs.4,000  
 (D) None of the above answers are correct
61. If a portfolio manager consistently obtains a high Sharpe measure, the manager's forecasting ability \_\_\_\_\_.
- (A) is above average  
 (B) is average  
 (C) is below average  
 (D) does not exist.
62. Active portfolio management consists of \_\_\_\_\_.
- (A) market timing  
 (B) security analysis  
 (C) indexing  
 (D) A and B
63. Consider these two investment strategies:

	<u>Strategy 1 (%)</u>	<u>Strategy 2 (%)</u>
Expected return	6	9
Standard deviation	0	4
Highest return	6	15
Lowest return	6	6

Strategy \_\_\_ is the dominant strategy because \_\_\_\_\_.

- (A) 1, it is riskless
- (B) 1, it has the highest reward/risk ratio
- (C) 2, its return is at least equal to Strategy 1 and sometimes greater
- (D) 2, it has the highest reward/risk ratio

64. Political constancy is chief aspect concerning

- (A) exchange risk
- (B) systematic risk
- (C) non-systematic risk
- (D) country risk

65. If you were confident that the price of stock X would drop dramatically within two months, which of the following investment transactions would yield the highest return on your investment?

- (A) Purchase stock X
- (B) Sell stock X short
- (C) Purchase a call on stock X
- (D) Purchase a put on stock X

66. \_\_\_\_\_ is a combination of Quality, Service and Price.

- (A) Marketing Traid
- (B) Customer Value Traid
- (C) Customer Satisfaction Traid
- (D) Service Quality Traid

67. \_\_\_\_\_ reflects the sum of the perceived tangible & intangible benefits and costs to the customers.

- (A) Customer Delight
- (B) Customer Value
- (C) Customer Satisfaction
- (D) None of the Above

68. The stage in the product life cycle that focuses on expanding market and creating Product awareness and trial is the:
- (A) Decline stage
  - (B) Introduction stage
  - (C) Growth stage
  - (D) Maturity stage
69. A \_\_\_\_\_, is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.
- (A) Push strategy
  - (B) Pull strategy
  - (C) Blocking strategy
  - (D) Integrated strategy
70. If a Car Manufacturer describes one of its cars of the future as being "a moderately priced subcompact designed as a second family car to be used around town; the car is ideal for running errands and visiting friends", then the company has just stated a potential new product in terms of a \_\_\_\_\_ [ c ]
- (A) Product idea
  - (B) Product image
  - (C) Product concept
  - (D) Product feature
71. A company faces several major decisions in international marketing. The first of these decisions is often:
- (A) Deciding whether to go international.
  - (B) Looking at the global marketing environment.
  - (C) Deciding which markets to enter.
  - (D) Deciding how to enter markets.



72. One common misuse of marketing research findings in contemporary business is the tendency for marketing research to \_\_\_\_\_:
- (A) Become a vehicle for pitching the sponsor's products.
  - (B) Become a vehicle for discriminating in the marketplace.
  - (C) Become a means for raising prices.
  - (D) Become a means for unfair competition.
73. 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.
74. A "three-day cooling off period" in which buyers can cancel a contract after re-thinking it is to protect the consumer from \_\_\_\_\_.
- (A) Creative selling
  - (B) Hard core selling
  - (C) Detail selling
  - (D) High pressure selling
75. The practice of going after a large share of a smaller market or subsets of a few Markets is called \_\_\_\_\_.
- (A) Undifferentiated Marketing
  - (B) Differentiated Marketing
  - (C) Concentrated Marketing
  - (D) Turbo Marketing

76. Mergers and Acquisitions is an integral portion of what level of strategy
- (A) Corporate level
  - (B) Operational Level
  - (C) Business Level
  - (D) Functional Level
77. In the case where an organization acquires its supplier, this is an example of
- (A) Horizontal Integration
  - (B) Forward Integration
  - (C) Backward Vertical Integration
  - (D) Value Chain Dynamics
78. The word tactic is most likely to be associated with
- (A) Functional; Level
  - (B) Business Level
  - (C) Unstructured planning
  - (D) Operational Level Strategy
79. The critical 7 S model was developed and created by reputed consulting firm:
- (A) Mckinsey
  - (B) Bain & Co
  - (C) A T Kearney
  - (D) Accenture
80. The VIRUS acronym in relation to strategic resources stands for:
- (A) Valuable, Intimate, Rare, Un-Substitutable
  - (B) Valuable, Inimitable, Robust, Un-Substitutable
  - (C) Variable, Inimitable, Robust, Un-Substitutable
  - (D) Value, Inimitable, Rare, Un-Substitutable