

G-94

HALL TICKET NO

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SCHOOL OF MANAGEMENT STUDIES
Ph.D Management studies
Entrance Examination-2014
(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 area of Research Methodology, Managerial Economics and General Management(1-25 questions) and **Part B** contains questions in Marketing, Finance, Human Resource Management, Organizational Behaviour, Strategic Management and Operations Management(26-75 questions).Each question carry one (1) mark.
4. There is **negative marking** for **Part A**. Each wrong answer carries **-0.33 marks**
5. Answer 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 firm's total costs are given by the equation: $TVC = 150Q - 20Q^2 + Q^3$ where Q is quantity. The equation is related to perfect competitor and what is his shut down price.
 - A. 50
 - B. 55
 - C. 45
 - D. 65
2. Which of the following is not a sunk cost?
 - A. Rent of the building
 - B. Book value of the machine
 - C. Cost hiring experts to preliminary survey
 - D. Market value of the machine.
3. At a price of Rs.240 per unit, the shoe company generates additional revenue of Rs.336 for every one additional pair of shoes sold. The price elasticity of demand for the shoes is.
 - A. 1.5
 - B. 2.5
 - C. 3.5
 - D. 4.5
4. Given total revenue function $TR = 50Q - 0.5Q^2$, the MR function is.
 - A. $50 - 0.5Q$
 - B. $100 - 2Q$
 - C. $50Q^2 - 0.5Q^3$
 - D. $50 - Q$
5. In which of the following price discrimination the firm will extract only part but not the consumer's entire surplus.
 - A. Second degree price discrimination
 - B. First degree price discrimination
 - C. Third degree price discrimination
 - D. High degree price discrimination
6. A variable that changes due to the action of another variable is known as the:
 - A. Independent Variable
 - B. Extraneous Variable
 - C. Dependent Variable
 - D. Complex Variable

7. The manager of an automobile dealership is considering a new bonus plan in order to increase sales. Currently, the mean sales rate per salesperson is five automobiles per month. The correct set of hypotheses for testing the effect of the bonus plan is
- A. $H_0: \mu < 5$ $H_a: \mu \leq 5$
B. $H_0: \mu \leq 5$ $H_a: \mu > 5$
C. $H_0: \mu > 5$ $H_a: \mu \leq 5$
D. $H_0: \mu \geq 5$ $H_a: \mu < 5$
8. From a population of 200 elements, the standard deviation is known to be 14. A sample of 49 elements is selected. It is determined that the sample mean is 56. The standard error of the mean is
- A. 3
B. 2
C. greater than 2
D. less than 2
9. A research proposal is best described as a(n):
- A. Framework for data collection and analysis
B. Description of the research process for a research project
C. Description of how the researcher plans to maintain an ethical perspective during the study
D. Argument for the merit of the study
10. In a qualitative research proposal you would not expect to see a:
- A. Research question
B. Research aim
C. Hypothesis
D. Operational definition
11. Typically one-way ANOVA is used in which of the following situations?
- I. there are several distinct populations
II. there are two sample populations over 4000
III. randomized experiments
IV. randomly selected populations
- A. All of the above
B. II and III only
C. I, II, and III only
D. I, and III only

12. Qualitative research is:
- A. Not as rigorous as quantitative research.
 - B. Primarily concerned with the collection and analysis of numerical data.
 - C. Primarily concerned with in-depth exploration of phenomena.
 - D. Primarily concerned with the quality of the research.
13. The essential difference between an experiment and an observational study is
- A. observational studies always involve large numbers of subjects, but experiments never do.
 - B. in an experiment, information is gathered only on animals or things, but in an observational study, only information about people is gathered.
 - C. an observational study imposes treatments on the subjects, but an experiment does not.
 - D. an experiment imposes treatments on the subjects, but an observational study does not.
14. A simple random sample is
- A. any sample selected by using chance.
 - B. any sample that gives every individual the same chance to be selected.
 - C. a sample that gives every possible sample of the same size the same chance to be selected.
 - D. a sample that selects equal numbers of individuals from each stratum.
15. Researchers use both open-ended and closed-ended questions to collect data. Which of the following statements is true?
- A. Open-ended questions directly provide quantitative data based on the researcher's predetermined response categories
 - B. Closed-ended questions provide quantitative data in the participant's own words
 - C. Open-ended questions provide qualitative data in the participant's own words
 - D. Closed-ended questions directly provide qualitative data in the participants' own words
16. Which of the following sampling methods is the best way to select a group of people for a study if you are interested in making statements about the larger population?
- A. Convenience sampling
 - B. Quota sampling
 - C. Purposive sampling
 - D. Random sampling
17. A statistical test used to determine whether a correlation coefficient is statistically significant is called the _____.
- A. One-way analysis of variance
 - B. t-test for independent samples
 - C. Chi-square test for contingency tables
 - D. t-test for correlation coefficients

18. Which of the following is a form of research typically conducted by teachers, counselors, and other professionals to answer questions they have and to specifically help them solve local problems?
- A. action research
 - B. basic research
 - C. predictive research
 - D. orientational research
19. The Spearman correlation is used with
- A. ordinal data
 - B. interval data
 - C. nominal data
 - D. ratio data
20. A researcher is interested in the relationship between motivation and academic performance among MBA students. However, a colleague warns her that IQ may influence both variables. How can she deal with this situation?
- A. Use zero order correlations.
 - B. Inspect a scatter graph of motivation versus academic performance
 - C. Use ANOVA
 - D. Use the partial correlation technique
21. Which of the following best described Frederick W. Taylor?
- A. His main concern was with workplace efficiency.
 - B. His main concern was with control over the workforce.
 - C. His main concern was work-life balance.
 - D. His main concern was working conditions.
22. Tommy has a remarkable ability to get his employees to do what he directs. He is an upper level manager at the company and is very gifted with business knowledge. The employees fear that if they do not act as directed, Tommy would give them a poor work reference. Which of the following is the type of power Tommy has over his workers?
- A. Reward power
 - B. Referent power
 - C. Expert power
 - D. Coercive power
23. In the BCG matrix, what is the label of the horizontal axis?
- A. Market share
 - B. Product range
 - C. Market growth rate
 - D. Industry growth rate

24. Which of the following is true about business strategies?
- A. An organization should stick with its strategy for the life of the business.
 - B. All firms within an industry will adopt the same strategy.
 - C. Well defined missions make strategy development much easier.
 - D. Strategies are formulated independently of SWOT analysis.
25. Bargaining power of suppliers, as described by Porter, is high when
- I. Customers make bulk purchases
 - II. There are few players in the industry
 - III. There are no substitutes for their products or services
 - IV. Customer's purchases from a large chunk of the seller's sales.
- A. Only (II) above
 - B. Both (I) and (V) above
 - C. Both (II) and (III) above
 - D. (I), (II) and (IV) above

Section-B

26. Which of the following is the correct cycle for the implementation of a Six Sigma quality improvement programme?
- A. Design, Monitor, Analyze, Control, Improve
 - B. Define, Measure, Analyze, Improve, Control
 - C. Design, Measure, Control, Improve, Analyse
 - D. Define, Measure, Improve, Analyze
27. Which of these reasons to keep inventory can lead to improved quality?
- A. It allows processes to flow more smoothly
 - B. It makes deliveries more reliable
 - C. It helps to deal with short term demands
 - D. It enables the best material to be sorted prior to production
28. When the flow of materials is variable,
- A. layout by process is most suitable
 - B. layout by product is most suitable
 - C. layout by fixed position is most suitable
 - D. line balancing is most suitable
29. The operating characteristic (OC) curve shows the probability of
- A. rejection for every possible true percentage of defectives
 - B. acceptance for every possible true percentage of defectives
 - C. making type I errors for various percentages of defectives
 - D. none of the above
30. In exponential smoothing, what happens as the value of the smoothing constant increases?
- A. the forecast responds more quickly to the forecast error at time t.
 - B. the forecast includes a larger percentage of the forecast made for period t.
 - C. the pattern of forecasts is more "smoothed."
 - D. both (A) and (B)
31. Which quality costs are in the category of costs of non-conformance which are needed to correct quality problems, such as errors and customer complaints?
- A. internal and external failure costs
 - B. prevention and appraisal costs
 - C. internal failure costs and prevention costs
 - D. external failure costs and appraisal costs

32. Which one of the following is implied by a service level of 95 percent which is needed for determining a reorder point?
- A. 95 percent of demand for any given customer will be satisfied.
 - B. 95 percent of replenishment orders are received after a stock out occurs.
 - C. 95 percent of replenishment orders are received when a stock out occurs.
 - D. 95 percent of replenishment orders are received before a stock out occurs.
33. Which one of the following statements on inventory concepts is true?
- A. Cycle inventory is created when ordering is done in batches and orders are placed less frequently.
 - B. A high inventory turnover ratio represents an undesirable situation and suggests that tighter controls on inventory levels need to be exercised.
 - C. High ordering and setup costs create pressures for small inventories.
 - D. Anticipation inventory is created by overproducing during the season when demand is high.
34. Which one of the following statements is true concerning line balancing?
- A. The theoretical minimum number of stations must always be less than the actual number achieved in a final solution.
 - B. Increasing the output rate may increase the theoretical minimum number of stations.
 - C. The longest work-element time method and the largest number of followers method will never result in the same line station configuration.
 - D. Selecting the cycle time will have no effect on line efficiency.
35. The improvement in the value of the objective function per unit increase in a right-hand side is the
- A. Sensitivity value.
 - B. Shadow price.
 - C. Constraint coefficient.
 - D. Slack value.
36. All linear programming problems have all of the following properties EXCEPT
- A. A linear objective function that is to be maximized or minimized.
 - B. A set of linear constraints.
 - C. Alternative optimal solutions.
 - D. Variables that are all restricted to nonnegative values.
37. Which one of the following conditions favors a level strategy for manufacturing firms?
- A. high availability of workers
 - B. short shelf life of inventory
 - C. highly automated equipment and a make-to-stock strategy
 - D. high inventory-holding cost

38. Gantt charts can be used to:
- A. Monitor the progress of jobs but cannot be used to sequence work on each machine.
 - B. Sequence work on each machine but cannot be used to monitor the progress of each job.
 - C. Monitor the progress of jobs and sequence work on each machine.
 - D. Monitor the average number of defective parts generated by a machine on each job
39. If annual usage for an inventory item is 50,000 units, lead time is three days, and safety stock is 100 units, the reorder points is: (note: this company is working 250 days during the year)
- A. 200 units
 - B. 300 units
 - C. 600 unit
 - D. 700 units
40. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?
- A. gender segmentation
 - B. benefit segmentation
 - C. occasion segmentation
 - D. age and life-cycle segmentation
41. 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
42. _____ is setting the price steps between various products in a product line based on cost differences between the products, customer evaluations of different features, and competitors' prices.
- A. Optional-product pricing
 - B. Captive-product pricing
 - C. Product line pricing
 - D. By-product pricing
43. _____ can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects.
- A. Niche marketing
 - B. Holistic marketing
 - C. Relationship marketing
 - D. Demand-centered marketing

44. If a female consumer hates smoking and is willing to pay an extra tax just to help eliminate smoking in her city, she is exhibiting _____ with respect to her views toward smoking.
- A. Negative demand
 - B. Non-existent demand
 - C. Latent demand
 - D. Declining demand
45. When Volvo runs advertisements suggesting that it is the safest car money can buy, it is engaging in which of the following forms of marketing programming?
- A. Positioning
 - B. Service
 - C. Market segmentation
 - D. Public relations
46. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a(n):
- A. Line extension.
 - B. Brand extension.
 - C. Multibranding.
 - D. New brands.
47. The stage is 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.
48. Customers are showing greater price sensitivity in their search for _____.
- A. The right product
 - B. The right service
 - C. The right store
 - D. Value
49. The total number of items that the company carries within its product lines refers to the _____ of the product mix.
- A. width
 - B. depth
 - C. length
 - D. consistency

50. Walt Disney's Magic Kingdom represents _____ marketing: customers visit a fairy kingdom, a pirate ship, or a haunted house.
- A. Services
 - B. Experiential
 - C. Event
 - D. Celebrity
51. The concept of permanent current assets.
- A. Plant and equipment.
 - B. Inventory
 - C. The minimum level of current assets.
 - D. Account receivable plus cash
52. In the present value method, cash flows are discounted at:
- A. The cost of capital.
 - B. The internal rate of return.
 - C. The net profit margin.
 - D. The ACRS.
53. The returns of security A and B have a zero correlation coefficient. The returns are:
- A. Slightly positively correlated.
 - B. Negatively correlated.
 - C. Slightly negatively correlated.
 - D. Independent.
54. The setting a price of a new security below current market value is called:
- A. Syndicating.
 - B. Underwriting.
 - C. Stabilizing.
 - D. Spreading.
55. The deference between the price of a warrant and warrant's value is the:
- A. Exercise price.
 - B. Conversion premium.
 - C. Speculative premium.
 - D. Pure bond value.

56. Gilt-edged securities.
- A. May be in the form of T-bills central government dated securities or semi government dated securities.
 - B. Are equity shares issued by semi government securities.
 - C. Enjoy the risk-free return as they do not carry the risk of default.
 - D. Both (a) and (c) above.
57. The strategy of buying bonds of varying maturities is called.
- A. Buy and hold strategy.
 - B. Laddering strategy.
 - C. Immunization.
 - D. Maturity matching.
58. The primary determinant of the value of a share or stock is the:
- A. Revenues of the firm.
 - B. EPS of the firm.
 - C. Present value of an expected stream of dividends.
 - D. Present value of expected net income.
59. A series of consecutive end -of- period payments or receipts of equal amount is called a(n):
- A. Annuity.
 - B. Future value.
 - C. Present value.
 - D. Uneven series.
60. Which of the following usually has the lowest interest rate?
- A. Prime rate bank loans.
 - B. Inventory loans
 - C. Directly-placed commercial paper.
 - D. Dealer-placed commercial paper.
61. A written statement of the duties, responsibilities required qualifications and reporting relationship of a particular job is
- A. Job satisfaction
 - B. Job analysis
 - C. Job description
 - D. Job evaluation

62. Which of the following is not an external source of recruitment.
- A. Employment Agencies
 - B. Professional Associations'
 - C. Walk -in
 - D. Former employees
63. "A sequence of separate but related work activities that provide continuity, order and meaning in a persons life" is
- A. Career
 - B. Competencies
 - C. Development
 - D. None of the above
64. The act of improving the knowledge and skill set of an employee for doing a particular job / activity is
- A. Development
 - B. Training
 - C. Both A and B
 - D. None of the above
65. Behaviorally anchored rating scales (BARS) combines major elements of
- A. Check list and essay method
 - B. Group appraisal and graphic rating scale
 - C. Critical incident and graphic rating scale
 - D. None of the above
66. Any form of payment given to employees in exchange for work they perform is referred to as
- A. Indirect compensation
 - B. Direct compensation
 - C. Both A and B
 - D. None of the above
67. Socialisation is the process by which an individual learns to appreciate the
- A. Values
 - B. Abilities
 - C. Expected Behaviours
 - D. All of the above
68. The functions of Trade Unions are
- A. Intramural
 - B. Political functions
 - C. Both a and b
 - D. None of the above

69. The phrase "Collective Bargaining" is coined by
- Sydney and Beatrice
 - Scott and Clothier
 - R.S.Dwivedi and V.S.P.Rao
 - None of the above
70. The process an organization determines its future human requirements and how the existing human resources can be effectively utilized to fulfil these requirements is.
- HRD
 - HRM
 - HRP
 - HRIS
71. Successful managers and entrepreneurs recognize that:
- Technical knowledge is all that is needed for success.
 - Interpersonal skills are not important.
 - Technical skills are necessary, but insufficient, for succeeding in management.
 - An understanding of human behaviour does not impact effectiveness
72. When a manager searches the organization and its environment for opportunities and initiates projects to bring about change, the manager is acting in which role?
- negotiator
 - entrepreneur
 - disturbance handler
 - resource allocator
73. Which one of the following would not be considered a human skill?
- completing accounting reports
 - communicating
 - resolving conflicts
 - working as part of a team
74. What are the three classes of factors that influence perception?
- Factors in the setting, factors in the environment and factors in the motives
 - Factors in the perceiver, factors in the target and factors in the situation
 - Factors in the character, factors in knowledge and factors in experience
 - Factors in the personality, factors in the character and factors in the values
75. The degree, to which a person identifies with his or her job, actively participates in it, and considers his or her performance as being important to self-worth is _____
- Job satisfaction
 - Job involvement
 - Job stability
 - Job enrichment