

Entrance Test for Ph.D. Programme-2018

Time: 120 Minutes

Max Marks: 100

Discipline: Management

Set: A

Test ID: 85

Name:.....

Father Name:

Roll Number: **Date:**/...../.....

Roll Number in words:.....

Signature of Candidate:

Signature of Invigilator:

INSTRUCTIONS FOR CANDIDATES

1. Do not open seal before start of Exam.
2. Carefully fill all your details in top portion of this question paper. Don't leave any column blank.
3. Use blue/black ball point pen to fill details on question paper. Write only in capital letters.
4. Carefully fill all your details in top portion of OMR answer sheet. Also put your signatures at bottom portion of OMR.
5. **Use only black ball point pen to fill details & darken circles on OMR sheet. Using pencil is strictly prohibited.**
6. **Carefully fill your Roll No, Test ID, Category, Paper Set and other required details on the OMR sheet.**
7. Question paper consists of two sections. Section-I is of Research Methodology and Section-II is Subject specific. Each section contains 50 multiple choice questions. Total 100 questions of one mark each.
8. **Maximum marks are 100.**
9. **Time allowed is 120 minutes.**
10. **Qualifying marks shall be 50% for General Category and 45% for Reserved Categories.**
11. All questions are compulsory. No negative marking for wrong answers.
12. There are four alternative answers for each question out of which only one is correct.
13. You have to darken the circle of right answer on OMR answer sheet.
14. Questions left blank or attempted with two or more options/answers will not be evaluated.
15. Also read carefully the instructions on OMR answer sheet before attempting the questions.
16. Use of calculator is not allowed.
17. Log tables may be provided for calculation work, if required.
18. OMR sheet should not be folded or crushed. Don't put any stray marks on the sheet.
19. Circles on **OMR sheet** should be darkened completely. Incomplete/half filled circles will not be evaluated.
20. Do not use marker or white fluid on the OMR sheet.
21. **The medium of the examination is English only.**
22. No extra sheet will be provided for the rough work. Use the space inside the question paper pages for rough work.
23. Carrying mobile phones, electronic gadgets, notes or extra papers in examination hall is strictly prohibited.
24. Indulging in any form of unfair means, canvassing, impersonation or misbehaviour with examination staff will result in disqualification of your candidature.

Section-I
Research Methodology

1. Who authored the book "Methods in Social Research"?
 - A) Wilkinson
 - B) C R Kothari
 - C) Kerlinger
 - D) Goode and Halt
2. Social Science deals with
 - A) Objects
 - B) Human beings
 - C) Living things
 - D) Non-living things
3. "The Romance of Research" is authored by
 - A) Redmen and Mory
 - B) P. V. Young
 - C) Robert C. Meir
 - D) Harold Dazier
4. Which of the following is an example of primary data?
 - A) Book
 - B) Journal
 - C) Newspaper
 - D) Census Report
5. ICSSR stands for
 - A) Indian Council for Survey and Research
 - B) Indian Council for Strategic Research
 - C) Indian Council for Social Science Research
 - D) Inter National Council for Social Science Research

6. JRF stands for
- A) Junior Research Functions
 - B) Junior Research Fellowship
 - C) Junior Fellowship
 - D) None of the above
7. In the formulation of problem, which of the following we need to give?
- A) Title
 - B) Index
 - C) Bibliography
 - D) Concepts
8. Analogies are sources of
- A) Data
 - B) Concept
 - C) Research
 - D) Hypothesis
9. When a hypothesis is stated negatively, it is called
- A) Relational Hypothesis
 - B) Situational Hypothesis
 - C) Null Hypothesis
 - D) Casual Hypothesis
10. In a survey, there is an enumerator and
- A) Guide
 - B) Respondent
 - C) Supervisor
 - D) Messenger
11. A short summary of Technical Paper is called
- A) Article
 - B) Research Abstract

- C) Publication
 - D) Guide
12. Ph.D. stands for
- A) Doctor of Philosophy
 - B) Degree in Philosophy
 - C) Doctor of Psychology
 - D) None of the above
13. Failure to acknowledge the borrowed material; is called (Take and use of others as one's own)
- A) Acknowledgement
 - B) Foot Notes
 - C) Index
 - D) Plagiarism
14. Data related to the Human beings are called
- A) Territorial data
 - B) Organisational data
 - C) Peripheral data
 - D) Demographic data
15. Schedule is filled by which of the following?
- A) Respondent
 - B) Enumerator
 - C) Everybody
 - D) None of the above
16. Questions in which only two alternatives are possible are called
- A) Multiple choice questions
 - B) Dichotomous Questions
 - C) Open ended questions
 - D) Structured questions

17. Assigning numerals or other symbols to the categories or response is called

- A) Editing
- B) Coding
- C) Transcription
- D) Tabulation

18. Tippet table refers to

- A) Table of random digits
- B) Table used in sampling methods
- C) Table used in statistical investigations
- D) All of the above

19. Research and development become the index of development of country. Which of the following reasons are true with regards to the statement?

- A) Because R&D reflect the true economic and social conditions prevailing in a country.
- B) Because R&D targets the human development.
- C) Because R&D can improve the standard of living of the people in a country.
- D) All of the above.

20. The word "Anusandhan" implies

- A) Attaining an aim
- B) Goal orientation
- C) Following an aim
- D) Praying to achieve an aim

21. A Researcher wants to study the relationship of family size to income. He classifies his population into different income slabs and then takes a random sample from each slab in order. Which technique of sampling is he working with?

- A) Cluster sampling
- B) Random sampling

C) Stratified Random sampling

D) Systematic sampling

For Q. 22-23. The following table gives the sales of batteries manufactured by a company over the years.

Number of different batteries sold (in thousands)

Year	Types of Batteries					
	4AH	7AH	32AH	35AH	55AH	Total
1992	75	144	114	102	108	543
1993	90	126	102	84	126	528
1994	96	114	75	105	135	525
1995	105	90	150	90	75	510
1996	90	75	135	75	90	465
1997	105	60	165	45	120	495
1998	115	85	160	100	145	605

22. What was the approximate percentage increase in the sales of 55AH batteries in 1998 compared to that in 1992?

A) 28%

B) 31%

C) 33%

D) 34%

23. The percentage of 4AH batteries sold to the total number of batteries sold was maximum in the year?

A) 1994

B) 1995

C) 1996

D) 1997

24. Look the series: 22, 21, 23, 22, 24, 23,

A) 22

B) 24

C) 25

D) 26

25. Which word does not belong to others?

A) Dodge

B) Flee

C) Duck

D) Avoid

26. Which of the following is not an essential element of report writing?

A) Research Methodology

B) Reference

C) Conclusion

D) None of the above

27. Which of the following is non-probability sampling?

A) Snowball

B) Random

C) Cluster

D) Stratified

28. In group interview, there are

A) One interviewer and one interviewee

B) More than one interviewer and one interviewee

C) One interviewer and more than one interviewee

D) More than one interviewer and more than one interviewee

29. Uniting various qualitative methods with quantitative methods can be called as

A) Coalesce

- B) Triangulation
 - C) Bipartite
 - D) Impassive
30. Books and records are the primary sources of data in:
- A) clinical research
 - B) historical research
 - C) laboratory research
 - D) participatory research
31. The important pre-requisites of a researcher in sciences, social sciences and humanities are
- A) laboratory skills, records, supervisor, topic
 - B) Supervisor, topic, critical analysis, patience
 - C) archives, supervisor, topic, flexibility in thinking
 - D) topic, supervisor, good temperament, pre-conceived notions
32. A college wants to give training in use of Statistical Package for Social Sciences (SPSS) to researchers. For this the college should organize
- A) Lecture
 - B) Seminar
 - C) Workshop
 - D) Conference
33. Which One of the following is not a quality of researcher?
- A) Keeness in enquiry
 - B) He must be of alert mind
 - C) His assertion to outstrip the evidence
 - D) Unison with that of which he is in search
34. Null means?
- A) One
 - B) Two

- C) Zero
- D) None of the above

35. The depth of any research can be judged by:

- A) title of the research
- B) duration of the research
- C) objectives of the research
- D) total expenditure on the research

36. Fundamental research reflects the ability to:

- A) Expound new principles
- B) Synthesize new ideals
- C) Evaluate the existing material concerning research
- D) Study the existing literature regarding various topics

37. A ratio represents the relation between

- A) Part and Part
- B) Part and Whole
- C) Whole and Whole
- D) All of the above

38. Circle graphs are used to show:

- A) How one part is related to other parts?
- B) How various sections share in the whole?
- C) How one whole is related to other whole?
- D) How various parts are related to the whole?

39. Field-work based research is classified as:

- A) Historical
- B) Empirical
- C) Biographical
- D) Experimental

40. Statistical measure based upon the entire population is called parameter while measure based upon a sample is known as:
- A) Inference
 - B) Statistics
 - C) Sample parameter
 - D) None of these
41. The importance of the correlation co-efficient lies in the fact that:
- A) It is one of the most valid measure of statistics.
 - B) It is a non-parametric method of statistical analysis.
 - C) There is a linear relationship between the correlated variables.
 - D) It allows one to determine the degree or strength of the association between two variables.
42. Which one of the following is the most comprehensive source of population data?
- A) Census
 - B) National Sample Surveys
 - C) Demographic Health Surveys
 - D) National Family Health Surveys
43. Which correlation co-efficient best explains the relationship between creativity and intelligence?
- A) 0.3
 - B) 0.5
 - C) 0.6
 - D) 1.0
44. Normal Probability Curve should be
- A) Zero skewed
 - B) Positively skewed
 - C) Negatively skewed
 - D) Leptokurtic skewed

45. A doctor studies the relative effectiveness of two drugs of dengue fever. His research would be classified as
- A) Case Study
 - B) Ethnography
 - C) Descriptive Survey
 - D) Experimental Research
46. Newton gave three basic laws of motion. This research is categorized as
- A) Sample Survey
 - B) Applied Research
 - C) Descriptive Research
 - D) Fundamental Research
47. When two or more successive footnotes refer to the same work which one of the following expressions is used?
- A) et.al
 - B) op.cit
 - C) loc.cit
 - D) ibid
48. Nine year olds are taller than seven year olds. This is an example of a reference drawn from
- A) Vertical study
 - B) Time series study
 - C) Experimental study
 - D) Cross-sectional study
49. Which one of the following belongs to the category of good 'research ethics'?
- A) Publishing the same paper in two research journals without telling the editors
 - B) Trimming outliers from a data set without discussing your reasons in a research paper

- C) Conducting a review of the literature that acknowledges the contributions of other people in the relevant field or relevant prior work
 - D) Including a colleague as an author on a research paper in return for a favor even though the colleague did not make a serious contribution to the paper
50. Which of the following are the basic rules of APA style of referencing format?
- A) Alphabetically index reference list
 - B) Invert authors' names (last name first)
 - C) Italicize titles of longer works such as books and journals
 - D) All of the above

Section-II

Management

51. Listing of all units in a population under study refers as.....?
- A) Sample B) Statistical Design
C) Sampling Frame C) Parameter
52. A moderately large number of items chosen at random from a large group are almost sure on the average to possess the characteristics of the large group and more accurate results are likely to be;
- A) law of statistical regularity B) law of inertia of large numbers
C) Both A and B C) None of these
53. Where a complete list of the population is available in an ordered manner, suitable method of restricted random sampling should be?
- A) Stratified Sampling B) Systematic Sampling
C) Cluster Sampling C) All of The Above
54. In Table, the designations of rows or row headings called.....?
- A) Caption B) Stubs
C) Subtitle C) Title
55. Parameter refers to the characteristics of the ;
- A) Population B) Sample
C) Mean C) None of the above
56. Statistical software packages for research in Social science include;
- A) SPSS B) STATA
C) Mini Tab D) All of the above
57. The coefficient of correlation is independent of change of.....of the variable X and Y?
- A) Scale B) Origin
C) Both A and B D) B Only

58. The regression coefficient is independent of change of..... of the variable X and Y?
- A) Scale B) Origin
 C) Both A and B D) None of The Above
59. If $r=0.866025$, $b_{yx}=1/2$, then find out value of b_{xy} .
- A) 1.2 B) 1.4
 C) 1.5 D) 1.3
60. A can solve 90 per cent of the problems given in a book and B can solve 70 per cent. What is the probability that at least one of them will solve a problem selected at random?
- A) 156/100 B) 97/100
 C) 168/100 D) 62/100
61. Disposable income will be.....?
- A) NDP at factor Cost +transfer payments net factor income from abroad-corporation tax -undistributed corporate profits-social security payments-direct personal taxes.
 B) NDP at factor Cost + transfer payments -net factor income from abroad + corporation tax -undistributed corporate profits - social security payments-direct personal taxes.
 C) NDP at factor Cost + transfer payments +net factor income from abroad - corporation tax -undistributed corporate profits+ social security payments-direct personal taxes.
 D) NDP at factor Cost + transfer payments +net factor income from abroad + corporation tax -undistributed corporate profits - social security payments-direct personal taxes.
62. The considerations that need to be balanced in the societal marketing concepts, while setting marketing policies are:
- A) Company profits, market opportunities, and society's interest.
 B) Company profits, marketing mix, society's interest.
 C) Company profits, competitor's policies, society's interest.
 D) Company profits, consumer wants, society's interest.

63. What is the customer's novelty value?

- A) The perceived physical performance utility from a purchased product's attributes.
- B) The perceived benefit received from the product's ability to satisfy the curiosity, provide newness and satisfy a desire for knowledge.
- C) The perceived benefit received from the product's capacity to stimulate the consumer's feelings.
- D) The perceived benefit received from because of associations between one or more specific social groups.

64. Who developed the 4 P's of Marketing mix

- A) J.R. Betty
- B) Philip Kotler
- C) Mc Carthy
- D) Peter F. Drucker

65. In Marketing SEM means;

- A) Search-Engine- Marketing
- B) Strategy-Engine-Money
- C) Sales- Engine-Management
- D) Sales-Engine- Market

66. Choose correct sequence among the following option?

- A) Awareness, interest, evolution, trial, adoption.
- B) Interest, Awareness, evolution, trial, adoption.
- C) Interest, Awareness, evolution, trial, adoption.
- D) Awareness, interest, trial, evolution, adoption.

67. Arrange the marketing research process in correct sequence?

- i) Selection of research methodology
- ii) Preparation of research report
- iii) Selection of data collection techniques
- iv) Developing research design
- v) Analysis and interpretation of data
- vi) Actual data collection
- vii) Problem formulation

Answer:

- A) vii, i, iv, vi, iii, v, ii
- B) vii, iv, i, iii, vi, v, ii
- C) vii, i, iii, iv, vi, v, ii
- D) vii, i, iv, iii, vi, v, ii

68. Which one is not important dimension of product mix?
- A) Product Mix Profundity
 - B) Product Mix Consistency
 - C) Product Mix Length
 - D) Product Mix Depth
69. In the Growth Stage of Product life cycle, marketing objective of a firm is..?
- A) Create product awareness and trials
 - B) Maximising profit .
 - C) Reduce expenditure and mix the brand
 - D) Maximise market share
70. In the Introduction Stage of Product life cycle, pricing strategies of a firm is.....?
- A) Cut price
 - B) Price to penetrate markets
 - C) Use cost plus price
 - D) Price to match or beat competitor
71. On a linear demand curve two point A (Q=2500, P=10)and B (Q=1500, P=20) have been identified. The demand function is:
- A) $Q=3500-100P$
 - B) $Q=5000-50P$
 - C) $Q=4500-150P$
 - D) Cannot be defined
72. When the demand for Laptops increases in the long run, prices
- A) Will increase
 - B) Remain stable
 - C) Change proportionately
 - D) Can't be predicted without the knowledge of elasticity of demand.
73. Ratio scale shall be used for the variable:
- (A) Quantity purchased
 - (B) temperature
 - (C) Gender
 - (D) Customer satisfaction
74. International licensing can be defined as:
- A) International licensing is an entry mode in which a foreign firm leases out its new or used machines or equipment to the local company in return for fee.

- B) International licensing is an entry mode in which a firm transfers its intangible property to its own units or to another firm for a specified period of time in the exchange for a royalty fees
- C) International licensing is an entry mode in which the foreign franchisor grants specified intangible property rights to the local franchisee, in return for royalty fee.
- D) None of The Above

75. Regional Comprehensive Economic Partnership negotiated between?

- A) TTIP members
- B) TPP member
- C) NAFTA members
- D) ASEAN members and its six free trade agreement partners.

76. MERCOSUR was originated in the year

- A) 1988
- B) 1986
- C) 1991
- D) 1973

77. Who are the founding members of OPEC?

- A) Iran, Iraq, Kuwait, Saudi Arabia, Indonesia.
- B) Iran, Angola, Kuwait, Saudi Arabia, Venezuela.
- C) Iran, Iraq, Kuwait, Saudi Arabia, Venezuela.
- D) Iran, Iraq, Ecuador, Saudi Arabia, Indonesia.

78. Which are the major agencies of World Bank groups?

- i) International bank for reconstruction and development
- ii) International development association
- iii) International Finance Corporation
- iv) Multilateral investment guarantee agency
- v) International centre for settlement of investment disputes

Answer:

- A) ii,iii, v only B) iii,iv,v only
- C) ii,iii,iv,v only D) All the Above

79. In the concept of accounting equilibrium, which one is correct....?

- A) Balance of trade= exports of goods - import of goods + capital flow.
- B) Balance of current account=balance of trade - net earnings on invisibles.
- C) Balance of capital account=foreign exchange inflow- foreign exchange outflow + net earnings on invisibles.
- D) Balance of payments = balance on current account + balance on capital account + statistical discrepancy.

80. A firm recruits host country nationals to manage their subsidiaries while parent-country nationals occupy key positions at the corporate headquarters is based on the following approach?

- A) Polycentric Approach B) Geocentric Approach
- C) Ethnocentric Approach D) Regiocentric Approach

81. Which method designed to measure the skills already acquired by the individuals?

- i. Intelligence tests
- ii. Aptitude tests
- iii. Proficiency tests
- iv. Interest tests
- v. Personality tests

Answer

- A) i, ii, iii only B) ii only
- C) iv only D) iii only

82. Which one is not a type of "off the job training"?

- A) Sensitivity training
- B) Coaching
- C) Case study
- D) Special lecture-cum-discussion training

83. Which of the following includes in the classical theory;

- A) Bureaucratic Theory B) Scientific Management
- C) Functional and Administrative D) All of the above

84. In order to gain organisational knowledge for executive development, the following method should be used?

- i. Job rotation
- ii. Understudy
- iii. Multiples management
- iv. Coaching

Answers:

- A) i only B) ii and iv only
C) i and iii only D) i, ii and iii only

85. In order to gain inter-personal skills for executive development, the following method should be used?

- i) Role play
- ii) Business game
- iii) Case study
- iv) Sensitivity training

Answer

- A) i and iv only B) ii and iv only
C) ii and iii only D) i, ii and iv only

86. "A career denotes a succession of related jobs, arranged in a hierarchy of prestige, through which persons move in an ordered, predictable sequence" is given by?

- A) Wilensky
- B) Edwin Flippo
- C) Elton Mayo
- D) Decenzo and Robbins

87. Phillips Henry Wicksteed and John Bates Clark belong to which country?

- A) England and Russia
- B) Finland and USA
- C) England and USA
- D) French and England

88. What are the traditional methods of performance appraisal?

- i) Graphic-rating scales
- ii) Forced distribution
- iii) Management by objectives

iv) Unstructured appraisal

Answer

- A) i, iii and iv only B) i, ii and iv only
C) iii and iv only D) ii and iv only

89. Which one is not a government sponsored award for the workers in India?

- A) Vishwakarma Awards B) ShramRatna
C) Shram Shree D) Shram Devi

90. What section deals with 'Wages' in "The Payment of Wages Act, 1936?"

- A) Sec. 2(vi)
B) Sec. 3(vi)
C) Sec. 2(i)
D) Sec. 3(iv)

91. Which one is not a part of money markets?

- A) Treasury bill markets
B) Commercial paper markets
C) Certificate deposit markets
D) Derivatives markets

92. Which one is correct?

Particular	Investment	Return	Risk
A)	Treasury bills	Very low	High
B)	Bonds and debentures	low	low
C)	Preference shares	Medium	High
D)	Equity shares	high	low

93. The instrument that is good hedge against inflation?

- A) Debenture
B) Preference share
C) Equity share
D) Bonds

94. OECD was established in the year of.....?

- A) 1960 B) 1961
- C) 1971 D) 1951

95. How to Calculate Return On Equity ?

- A) ROE= Return on Assets X financial leverage (income statement) X financial leverage (balance sheet)
- B) ROE= Return on Assets + financial leverage (income statement) X financial leverage (balance sheet)
- C) ROE= Return on Assets X financial leverage (income statement) + financial leverage (balance sheet)
- D) ROE= Return on Assets+ financial leverage (income statement) + financial leverage (balance sheet)

96. CRISIL has been established in the year of..?

- A) 1987 B) 1977
- C) 1966 D) 1967

97. Which one is not Indian indices?

- A) CNX NIFTY index
- B) BANK NIFTY index
- C) S&P 500
- D) CNX PSE index

98. Which is not a commodity exchange?

- A) MCX
- B) BSE
- C) UCX
- D) ACE

99. How many companies S&P BSE GREENEX comprise?

- A) 20
- B) 19
- C) 31s
- D) 30

100 .Taylor's differential piece work plan provides that

- (A) All laborers should be assigned different amount of work.
- (B) All laborers should be put in different time-period.
- (C) Those who produce above standard should receive higher wages than those producing below standard.
- (D) Payment should be the same on a fixed standard.



