

(DO NOT OPEN THIS QUESTION BOOKLET BEFORE TIME OR UNTIL YOU  
ARE ASKED TO DO SO)

A

M.Phil./Ph.D./URS-EE-2019

SET-Y

SUBJECT : Management

Sr. No. 10577

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

Roll No. (in figures) \_\_\_\_\_ (in words) \_\_\_\_\_

Name \_\_\_\_\_ Father's Name \_\_\_\_\_

Mother's Name \_\_\_\_\_ Date of Examination \_\_\_\_\_

\_\_\_\_\_  
(Signature of the Candidate)

\_\_\_\_\_  
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MPH/PHD/URS-EE-2019/(Management)(SET-Y)/(A)

1. Which of the following theories advocate optimal capital structure ?  
(1) Net Operating Income Approach      (2) Traditional Approach  
(3) MM Approach without taxes      (4) Both (1) & (3)
2. The shares of a company are selling at Rs. 40 per share and it had paid a dividend of Rs. 4 per share. The investors market expects a growth rate of 5% per year. Compute the company's cost of capital.  
(1) 16%      (2) 15%      (3) 16.5%      (4) 15.5%
3. The concept of cost of capital can also be explained in terms of ..... cost.  
(1) Opportunity Cost      (2) Variable Cost  
(3) Fixed Cost      (4) Capital Cost
4. .... is not Time adjusted method of Capital Budgeting :  
(1) NPV Method      (2) Pay back period Method  
(3) IRR Method      (4) Profitability index Method
5. Concept of present value and future value are :  
(1) directly related to each other  
(2) proportionately related to each other  
(3) not related to each other  
(4) inversely related to each other
6. Which of the following industries generally has lowest level of working capital ?  
(1) Retail shop      (2) Aeroplane Building  
(3) Chemical manufacturing      (4) Petroleum
7. Calculate discounted payback period from the following information: Cost of project Rs. 6,00,000 ; life of project 5 years; annual cash inflow Rs. 2,00,000. Cut off rate 10%.  
(1) 3 years and 9 months      (2) 3 years and 7 months  
(3) 2 years and 9 months      (4) 4 years
8. In case of mutually exclusive projects under NPV method of capital budgeting, project should be selected if :  
(1) If NPV is positive or 0  
(2) If NPV is negative  
(3) Project with maximum positive NPV  
(4) None of these

9. In BCG matrix, variables on x-axis and y-axis are :  
 (1) Relative market share and market growth.  
 (2) Industry attractiveness and competitive position.  
 (3) Relative market share and competitive position.  
 (4) Industry attractiveness and market share.
10. Hawthorne studies are associated with :  
 (1) F.W Taylor (2) Elton Mayo (3) Henry Fayol (4) Charles Babbage
11. Impoverished leadership of managerial grid is :  
 (1) 9,9 style (2) 1,1 style (3) 5,5 style (4) None of these
12. Who has observed that "planning bridges the gap from where we are, to where we want to go"  
 (1) Fried (2) Mayo (3) H.Fayol (4) Koontz & Donnell
13. "POSDCORB" the code for management functions was given by :  
 (1) Henry Fayol (2) F.W Taylor (3) Gullick (4) Drucker
14. Just in time inventory system is also known as :  
 (1) Zero inventory (2) Stockless production  
 (3) No stock level (4) All of the these
15. According to modern economics in real life cost curve are :  
 (1) L - shaped (2) U - shaped (3) S - shaped (4) V - shaped
16. Giffen paradox means :  
 (1) Negative demand curve (2) Positive demand curve  
 (3) Horizontal demand curve (4) Vertical demand curve
17. Which of the following is not a Systematic risk ?  
 (1) Interest rate risk (2) Market risk (3) Purchasing risk (4) Business risk
18. To compute the required rate of return for equity in a company using the CAPM necessary to know all of the following except :  
 (1) Risk-free rate. (2) Beta  
 (3) Earning for the next period (4) Market return
19. Modigliani and Miller Approach of capital structure in the absence of taxes is id to :  
 (1) Net Income Approach (2) Traditional Approach  
 (3) Net Operating Income Approach (4) None of these

20. Cost of capital is acceptance criterion in :
- (1) Capital mix (2) Capital structure  
(3) Investment decision (4) All of the above
21. When dividend is paid out of capital it is known as :
- (1) Capital dividend (2) Liquidation dividend  
(3) Property dividend (4) Bond dividend
22. The theory of collective bargaining was given by :
- (1) Dunlop (2) Hicks (3) Keynes (4) McGregor
23. Job evaluation is used for :
- (1) Transfer (2) Promotion (3) Wage policy (4) All of these
24. What is job design ?
- (1) Integration of work, reward and qualifications  
(2) Which helps in designing jobs  
(3) Sub division of jobs  
(4) Designing of jobs as per wishes of employees
25. Quality circles was firstly originated in :
- (1) USA (2) UK  
(3) Japan (4) China
26. Which of the following is non quantitative method of jobs evaluation ?
- (1) Point method (2) Rank method  
(3) Factor comparison (4) None of these
27. A business with low growth & high market share is :
- (1) Cash cows (2) Dogs (3) Stars (4) Question mark
28. The marketing which believes to be a big fish in small pond rather than small fish in big pond is :
- (1) Segment marketing (2) Niche marketing  
(3) Local marketing (4) Individual marketing
29. Adopting one marketing strategies and taking into account the trends is called :
- (1) Marketing Myopia (2) Demarketing  
(3) Mega Marketing (4) Remarketing

30. The idea of marketing mix was popularized by :  
(1) Theodore Levitt (2) S. Thorpe (3) Neil H. Borden (4) None of these
31. VALS stands for :  
(1) Variety, advertising logistics, style (2) Values and life style  
(3) Visual, audio & loyal style (4) None of these
32. Which are ' Bretton woods twins' ?  
(1) UNCTAD and IMF (2) WTO and GATT  
(3) IMF and World Bank (4) WTO and IMF
33. 'Gold' comes under which of the head of Balance of Payment account :  
(1) Capital account (2) Current account  
(3) Official settlement account (4) None of these
34. Heckscher ohlin theory of international business is a :  
(1) Classical theory (2) Neo classical theory  
(3) Modern theory (4) None of these
35. A trader who simultaneously enter into transactions in two or more markets to take advantage of the discrepancy between prices is called :  
(1) Hedger (2) Speculator (3) Arbitrageur (4) Spreader
36. Default risk is lower in .....  
(1) Treasury bills (2) Government Bonds  
(3) ICICI Bonds (4) IDBI Bonds
37. Coupon yield of the bond is :  
(1) The discounted value of a bond  
(2) Coupon payment as a percentage of bond's features  
(3) Coupon payment stated as a percentage of bond's present price  
(4) Both (1) and (3)
38. Duration is the measure of the :  
(1) Time structure of the bond (2) Interest rate risk  
(3) Time structure and market risk (4) Time structure and interest rate risk
39. In an equation  $Y=a+bx$ , b is the :  
(1) Intercept (2) Slope of line  
(3) Slope of trend line (4) None of these

40. Application of Chi-square :
- (1) To test significance of single variance
  - (2) To test goodness of fit
  - (3) To test independence of attributes
  - (4) All of these
41. When curve is more peaked than normal curve it is called :
- (1) Platykurtic
  - (2) Leptokurtic
  - (3) Mesokurtic
  - (4) Normal curve
42. The values obtained from the study of sample is :
- (1) Statistics
  - (2) Average
  - (3) Parameters
  - (4) None of these
43. Type I error means :
- (1) Rejecting  $H_0$  when it is true
  - (2) Rejecting  $H_a$  when it is true
  - (3) Accepting  $H_0$  when it is true
  - (4) Accepting  $H_a$  when it is true
44. As per business portfolio matrix, firms with high growth but lower market share are known as :
- (1) Dogs
  - (2) Cash cows
  - (3) Stars
  - (4) Question mark
45. Which of the following is not a negotiable instrument ?
- (1) Cheque
  - (2) Bill of exchange
  - (3) Dividend warrant
  - (4) Hundi
46. Which committee recommended disinvestment in PSUs ?
- (1) Narsimham Committee
  - (2) Rangarajan Committee
  - (3) Vaghul Committee
  - (4) Raj Committee
47. Due to increase in prices, the demand also rises this is known as :
- (1) Marshall paradox
  - (2) Giffen paradox
  - (3) Veblen Paradox
  - (4) None of these
48. Dumping means :
- (1) Charging low prices from domestic consumer as compared to foreign consumers
  - (2) Charging High prices from domestic consumer as compared to foreign consumers
  - (3) Charging equal prices in both the markets
  - (4) All of these

49. Who is known as 'Father of Business economics' ?  
 (1) Joel Dean (2) T. J Coyne  
 (3) Evan J. Douglas (4) None of these
50. In 2019, Dena Bank and Vijaya Bank merged with which bank, thus creating India's third largest bank ?  
 (1) Canara Bank (2) Union Bank  
 (3) Central Bank (4) Bank of Baroda
51. What kinds of actions can be taken to put the rivals at a disadvantageous position under oligopoly market ?  
 (1) Commitments (2) Threats  
 (3) Promises (4) All of the above
52. If a chi-square test is to be performed on a contingency table with 3 rows and 4 columns, how many degrees of freedom should be used ?  
 (1) 6 (2) 12 (3) 8 (4) 9
53. Clause 49 of listing Agreement was the result of recommendation of following committee :  
 (1) Naresh Chandra Committee (2) Kumar Mangalam Birla Committee  
 (3) N.R. Narayana Murthy Committee (4) Kotak Committee
54. Rigid departmentalization within an organization is followed by :  
 (1) Organic Structure (2) Virtual Structure  
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55. In VRIO framework R stands for :  
 (1) Red (2) Reasonable (3) Rare (4) Resources
56. Horizontal growth usually refers to :  
 (1) Related diversification (2) Product diversification  
 (3) Geographical diversification (4) None of these
57. Which of the following is entry level threat not given by Porter ?  
 (1) Economies of scale (2) Access to distribution channels  
 (3) Government policies (4) Threat of substitutes
58. Business ethics primarily deals with :  
 (1) social responsibility (2) the pricing of products and services  
 (3) moral obligation (4) being unfair to the competition

59. In terms of consumer behavior; culture, social class, and reference group influences have been related to purchase and .....
- (1) Economic situations
  - (2) Situational influences
  - (3) Consumption decisions
  - (4) Physiological influences
60. .... are factors that have been shown to affect consumer behavior.
- (1) Brand name, quality, newness and complexity
  - (2) Advertising, marketing, product and price
  - (3) Outlets, strategies, concept and brand name
  - (4) Quality, advertising, product positioning and strategy
61. Logistic network through which unwanted or excess products by resellers or consumers is classified as :
- (1) inbound distribution
  - (2) outbound distribution
  - (3) forward distribution
  - (4) reverse distribution
62. Which of the following consumer buying behaviours requires least effort ?
- (1) Impulsive buying
  - (2) Routine buying
  - (3) New buying situation
  - (4) High involvement buying situation
63. Cadbury brand is a good example of :
- (1) Niche Brand
  - (2) Manufacturer Brand
  - (3) Distributor Brand
  - (4) Generic Brand
64. When brand management becomes the heart of marketing then which one becomes the heart of brand management ?
- (1) Owners Equity
  - (2) Brand Equity
  - (3) Brand Assets
  - (4) Brand Value
65. When a firm uses an established brand to introduce a new product, it is called a .....
- (1) Sub Brand
  - (2) Parent Brand
  - (3) Family Brand
  - (4) Brand Extension
66. The four marketing activities within customer relationship management includes customer selection, customer acquisition, customer retention plus :
- (1) Customer extension
  - (2) Customer referrals
  - (3) Customer cross sell
  - (4) Customer up-sell



67. Shared values refers to:
- (1) Mission
  - (2) CSR
  - (3) Culture
  - (4) Strategy
68. Segmentation of international markets on basis of common languages, religions and customs is example of :
- (1) Geographic location
  - (2) Cultural factors
  - (3) Economic factors
  - (4) Political and legal factors
69. Amazon.com was the first company to use ....., which is technology that sorts through customer purchasing patterns to create personalized site content.
- (1) Mass marketing
  - (2) Personalized marketing
  - (3) Customer filtering
  - (4) Collaborative filtering
70. All of the following are the forms of Direct Marketing EXCEPT :
- (1) Personal selling
  - (2) Direct-mail marketing
  - (3) Public relations
  - (4) Kiosk Marketing
71. Which of the following is essential for direct marketing to be effective ?
- (1) An online presence
  - (2) A good customer database
  - (3) In-bound telephone marketing
  - (4) Digital direct marketing technologies
72. In binomial probability distribution, dependents of standard deviations must include :
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79. Which measure of dispersion has a different unit other than the unit of measurement of values :
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80. At the start of football season, the ticket office gets very busy the day before the first game. Customers arrive at the rate of four every ten minutes. The customer would be better off if the stadium employed :
- (1) a single ticket seller who could service a customer in two minutes
  - (2) two ticket sellers each of whom could service a customer in three minutes
  - (3) the two situations produce the same wait times
  - (4) None of the above
81. The solution in transportation model is said to be degenerate if it has :
- (1) Exactly  $(m+n-1)$  allocations
  - (2) More than  $(m+n-1)$  allocations
  - (3) Fewer than  $(m+n-1)$  allocations
  - (4)  $(m*n)$  allocations

82. Improving quality through small, incremental improvements is a characteristic of what type of quality management system ?
- (1) Just-in-time (2) Six Sigma  
(3) Total Quality Management (4) Kaizen
83. SDR's are popularly known as :
- (1) Currency notes (2) Paper Gold  
(3) Gold coin (4) Silver coin
84. Which of the following is not member country of Asia Pacific Trade Agreement ?
- (1) Bangladesh (2) Laos  
(3) Korea (4) Malaysia
85. What is the rank given to India in IMDs World Digital Competitiveness Rankings 2019 ?
- (1) 40th (2) 44th  
(3) 50th (4) 58th
86. Mr. X stole \$50,000 from his employer. This is considered :
- (1) Blue collar crime (2) White Collar Crime  
(3) Bid rigging (4) Whistle blowing
87. Increasing the number and variety of tasks assigned to a job is called :
- (1) Job rotation (2) Job enlargement  
(3) Job enrichment (4) Both (1) & (3)
88. Which of the following is not a core dimension of job ?
- (1) Skill variety (2) Task identity  
(3) Task significance (4) High internal work motivation
89. Over the years, Tim has hired employees from diverse cultural backgrounds. He notices that some of the employees are having trouble getting along due to cultural differences. What type of program could he use to help his employees appreciate and understand one another ?
- (1) Sensitivity Training (2) Empowerment Training  
(3) Corporate Training (4) Corporate Retreats

90. Which of the following organizational policies is not affected by workforce diversity ?
- (1) Day Care (2) Performance Goals  
(3) Daily Spoken Language (4) Social Activities
91. Public utilities balance sheets list the plant assets before the current assets. This is acceptable under which accounting principle/guideline ?
- (1) Conservatism (2) Cost  
(3) Matching (4) Industry Practices
92. Near the end of the current year, a company required a customer to pay \$200,000 as a deposit for work that is to begin in the following year. At the end of the current year the company reported the \$200,000 as a liability on its balance sheet. Which accounting principle/guideline prevented the company from reporting the \$200,000 on its income statement for the current year ?
- (1) Revenue Recognition (2) Going concern  
(3) Materiality (4) Matching
93. Data mining can also applied to other forms such as .....
- (i) Data streams (ii) Sequence data (iii) Networked data (iv) Text data
- (1) i, ii and iii only  
(2) ii, iii and iv only  
(3) i, iii and iv only  
(4) All i, ii, iii and iv
94. The Grameen Bank is a micro finance organisation founded in ..... It makes small loans to the impoverished without requiring collateral.
- (1) India (2) Bangladesh  
(3) Pakistan (4) Sri Lanka
95. Out of which of these activities one of it is supporting growth of MSME sector in India ?
- (1) ISO Standards  
(2) Management Education  
(3) IT revolution  
(4) Cluster based activities

96. Women Transforming India Awards -2019 are organized in collaboration with .....
- (1) United Nations (2) UNICEF  
(3) OECD (4) World Bank
97. The term "entrepreneurs" was applied to business initially by the French economist in the 18th century :
- (1) Cantillon (2) Jan Tinbergen  
(3) J.S.Mill (4) None of the above
98. Bulldog bonds are the bonds issued in :
- (1) USA (2) China  
(3) Great Britain (4) Japan
99. Poverty Reduction and Growth Facility (PRGF) and the Exogenous Shocks Facility (ESF) are part of which type of assistance provided by IMF ?
- (1) Surveillance (2) Financial Assistance  
(3) Development Assistance (4) Technical Assistance
100. Match the following :
- (A) AS 26 (i) Impairment of Assets  
(B) AS 10 (ii) Discounting Operations  
(C) AS 28 (iii) Intangible Assets  
(D) AS 24 (iv) Accounting for Fixed Assets
- The correct alternative is :
- (1) (A)- (iii), (B)- (iv), (C)- (ii), (D)- (i)  
(2) (A)- (ii), (B)- (iv), (C)- (i), (D)- (iii)  
(3) (A)- (ii), (B)- (iv), (C)- (iii), (D)- (i)  
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SEAL

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B

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 (3) Consumption decisions  
 (4) Physiological influences
20. .... are factors that have been shown to affect consumer behavior.  
 (1) Brand name, quality, newness and complexity  
 (2) Advertising, marketing, product and price  
 (3) Outlets, strategies, concept and brand name  
 (4) Quality, advertising, product positioning and strategy
21. VALS stands for :  
 (1) Variety, advertising logistics, style (2) Values and life style  
 (3) Visual, audio & loyal style (4) None of these
22. Which are ' Bretton woods twins' ?  
 (1) UNCTAD and IMF (2) WTO and GATT  
 (3) IMF and World Bank (4) WTO and IMF
23. 'Gold' comes under which of the head of Balance of Payment account :  
 (1) Capital account (2) Current account  
 (3) Official settlement account (4) None of these
24. Heckscher ohlin theory of international business is a :  
 (1) Classical theory (2) Neo classical theory  
 (3) Modern theory (4) None of these
25. A trader who simultaneously enter into transactions in two or more markets to take advantage of the discrepancy between prices is called :  
 (1) Hedger (2) Speculator (3) Arbitrageur (4) Spreader

26. Default risk is lower in .....
- (1) Treasury bills (2) Government Bonds  
(3) ICICI Bonds (4) IDBI Bonds
27. Coupon yield of the bond is :
- (1) The discounted value of a bond  
(2) Coupon payment as a percentage of bond's features  
(3) Coupon payment stated as a percentage of bond's present price  
(4) Both (1) and (3)
28. Duration is the measure of the :
- (1) Time structure of the bond (2) Interest rate risk  
(3) Time structure and market risk (4) Time structure and interest rate risk
29. In an equation  $Y=a+bx$ , b is the :
- (1) Intercept (2) Slope of line  
(3) Slope of trend line (4) None of these
30. Application of Chi-square :
- (1) To test significance of single variance  
(2) To test goodness of fit  
(3) To test independence of attributes  
(4) All of these
31. Impoverished leadership of managerial grid is :
- (1) 9,9 style (2) 1,1 style (3) 5,5 style (4) None of these
32. Who has observed that "planning bridges the gap from where we are, to where we want to go"
- (1) Frued (2) Mayo (3) H.Fayol (4) Koontz & Donnel
33. "POSDCORB" the code for management functions was given by :
- (1) Henry Fayol (2) F.W Taylor (3) Gullick (4) Drucker
34. Just in time inventory system is also known as :
- (1) Zero inventory (2) Stockless production  
(3) No stock level (4) All of the these
35. According to modern economics in real life cost curve are :
- (1) L - shaped (2) U - shaped (3) S - shaped (4) V - shaped

36. Giffen paradox means :
- (1) Negative demand curve                      (2) Positive demand curve  
(3) Horizontal demand curve                      (4) Vertical demand curve
37. Which of the following is not a Systematic risk ?
- (1) Interest rate risk   (2) Market risk      (3) Purchasing risk   (4) Business risk
38. To compute the required rate of return for equity in a company using the CAPM, it is necessary to know all of the following except :
- (1) Risk-free rate.                                      (2) Beta  
(3) Earning for the next period                      (4) Market return
39. Modigliani and Miller Approach of capital structure in the absence of taxes is identical to :
- (1) Net Income Approach                              (2) Traditional Approach  
(3) Net Operating Income Approach                      (4) None of these
40. Cost of capital is acceptance criterion in :
- (1) Capital mix    (2) Capital structure  
(3) Investment decision                                      (4) All of the above
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(3) Materiality    (4) Matching

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50. Match the following :

- |           |                                  |
|-----------|----------------------------------|
| (A) AS 26 | (i) Impairment of Assets         |
| (B) AS 10 | (ii) Discounting Operations      |
| (C) AS 28 | (iii) Intangible Assets          |
| (D) AS 24 | (iv) Accounting for Fixed Assets |

The correct alternative is :

- (1) (A)- (iii), (B)- (iv), (C)- (ii), (D)- (i)  
 (2) (A)- (ii), (B)- (iv), (C)- (i), (D)- (iii)  
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- |                          |                                       |
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53. Cadbury brand is a good example of :
- |                       |                        |
|-----------------------|------------------------|
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54. When brand management becomes the heart of marketing then which one becomes the heart of brand management ?
- |                   |                  |
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| (1) Owners Equity | (2) Brand Equity |
| (3) Brand Assets  | (4) Brand Value  |
55. When a firm uses an established brand to introduce a new product, it is called a .....
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  - (2) Cultural factors
  - (3) Economic factors
  - (4) Political and legal factors
59. Amazon.com was the first company to use ....., which is technology that sorts through customer purchasing patterns to create personalized site content.
- (1) Mass marketing
  - (2) Personalized marketing
  - (3) Customer filtering
  - (4) Collaborative filtering
60. All of the following are the forms of Direct Marketing EXCEPT :
- (1) Personal selling
  - (2) Direct-mail marketing
  - (3) Public relations
  - (4) Kiosk Marketing
61. The solution in transportation model is said to be degenerate if it has :
- (1) Exactly  $(m+n-1)$  allocations
  - (2) More than  $(m+n-1)$  allocations
  - (3) Fewer than  $(m+n-1)$  allocations
  - (4)  $(m*n)$  allocations
62. Improving quality through small, incremental improvements is a characteristic of what type of quality management system ?
- (1) Just-in-time
  - (2) Six Sigma
  - (3) Total Quality Management
  - (4) Kaizen
63. SDR's are popularly known as :
- (1) Currency notes
  - (2) Paper Gold
  - (3) Gold coin
  - (4) Silver coin

64. Which of the following is not member country of Asia Pacific Trade Agreement ?  
(1) Bangladesh (2) Laos  
(3) Korea (4) Malaysia
65. What is the rank given to India in IMDs World Digital Competitiveness Rankings 2019 ?  
(1) 40th (2) 44th  
(3) 50th (4) 58th
66. Mr. X stole \$50,000 from his employer. This is considered :  
(1) Blue collar crime (2) White Collar Crime  
(3) Bid rigging (4) Whistle blowing
67. Increasing the number and variety of tasks assigned to a job is called :  
(1) Job rotation (2) Job enlargement  
(3) Job enrichment (4) Both (1) & (3)
68. Which of the following is not a core dimension of job ?  
(1) Skill variety (2) Task identity  
(3) Task significance (4) High internal work motivation
69. Over the years, Tim has hired employees from diverse cultural backgrounds. He notices that some of the employees are having trouble getting along due to cultural differences. What type of program could he use to help his employees appreciate and understand one another ?  
(1) Sensitivity Training (2) Empowerment Training  
(3) Corporate Training (4) Corporate Retreats
70. Which of the following organizational policies is not affected by workforce diversity ?  
(1) Day Care (2) Performance Goals  
(3) Daily Spoken Language (4) Social Activities
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- (1) Dogs
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75. Which of the following is not a negotiable instrument ?
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87. A business with low growth & high market share is :  
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88. The marketing which believes to be a big fish in small pond rather than small fish in big pond is :  
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89. Adopting one marketing strategies and taking into account the trends is called :  
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90. The idea of marketing mix was popularized by :  
 (1) Theodore Levitt (2) S. Thorpe (3) Neil H. Borden (4) None of these
91. Which of the following theories advocate optimal capital structure ?  
 (1) Net Operating Income Approach (2) Traditional Approach  
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SEAL

92. The shares of a company are selling at Rs. 40 per share and it had paid a dividend of Rs. 4 per share. The investors market expects a growth rate of 5% per year. Compute the company's cost of capital.  
(1) 16%                      (2) 15%                      (3) 16.5%                      (4) 15.5%
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(1) Retail shop                      (2) Aeroplane Building  
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(1) 3 years and 9 months                      (2) 3 years and 7 months  
(3) 2 years and 9 months                      (4) 4 years
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(DO NOT OPEN THIS QUESTION BOOKLET BEFORE TIME OR UNTIL YOU ARE ASKED TO DO SO)

C

SET-Y

M.Phil./Ph.D./URS-EE-2019

SUBJECT : Management

10575

Sr. No. ....

Time : 1¼ Hours

Max. Marks : 100

Total Questions : 100

Roll No. (in figures) \_\_\_\_\_ (in words) \_\_\_\_\_

Name \_\_\_\_\_ Father's Name \_\_\_\_\_

Mother's Name \_\_\_\_\_ Date of Examination \_\_\_\_\_

\_\_\_\_\_  
(Signature of the Candidate)

\_\_\_\_\_  
(Signature of the Invigilator)

**CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.**

- 1. All questions are compulsory.**
- The candidates **must return** the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfair-means / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
- Keeping in view the transparency of the examination system, carbonless OMR Sheet is provided to the candidate so that a copy of OMR Sheet may be kept by the candidate.
- Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
- The candidate **must not** do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question booklet itself. Answers **must not** be ticked in the question booklet.
- There will be no negative marking. Each correct answer will be awarded one full mark. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.**
- Use only **Black or Blue Ball Point Pen** of good quality in the OMR Answer-Sheet.
- Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 30 minutes after starting of the examination.**

MPH/PHD/URS-EE-2019/(Management)(SET-Y)/(C)

SEAL

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49. Amazon.com was the first company to use ....., which is technology that sorts through customer purchasing patterns to create personalized site content.  
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71. The solution in transportation model is said to be degenerate if it has :
- (1) Exactly  $(m+n-1)$  allocations  
(2) More than  $(m+n-1)$  allocations  
(3) Fewer than  $(m+n-1)$  allocations  
(4)  $(m*n)$  allocations
72. Improving quality through small, incremental improvements is a characteristic of what type of quality management system ?
- (1) Just-in-time (2) Six Sigma  
(3) Total Quality Management (4) Kaizen
73. SDR's are popularly known as :
- (1) Currency notes (2) Paper Gold  
(3) Gold coin (4) Silver coin
74. Which of the following is not member country of Asia Pacific Trade Agreement ?
- (1) Bangladesh (2) Laos  
(3) Korea (4) Malaysia

75. What is the rank given to India in IMDs World Digital Competitiveness Rankings 2019 ?  
(1) 40th (2) 44th  
(3) 50th (4) 58th
76. Mr. X stole \$50,000 from his employer. This is considered :  
(1) Blue collar crime (2) White Collar Crime  
(3) Bid rigging (4) Whistle blowing
77. Increasing the number and variety of tasks assigned to a job is called :  
(1) Job rotation (2) Job enlargement  
(3) Job enrichment (4) Both (1) & (3)
78. Which of the following is not a core dimension of job ?  
(1) Skill variety (2) Task identity  
(3) Task significance (4) High internal work motivation
79. Over the years, Tim has hired employees from diverse cultural backgrounds. He notices that some of the employees are having trouble getting along due to cultural differences. What type of program could he use to help his employees appreciate and understand one another ?  
(1) Sensitivity Training (2) Empowerment Training  
(3) Corporate Training (4) Corporate Retreats
80. Which of the following organizational policies is not affected by workforce diversity ?  
(1) Day Care (2) Performance Goals  
(3) Daily Spoken Language (4) Social Activities
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Total No. of Printed Pages : 13

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**D**

**M.Phil./Ph.D./URS-EE-2019**

**SET-Y**

**SUBJECT : Management**

**10592**

Sr. No. ....

Total Questions : 100

Time : 1¼ Hours

Max. Marks : 100

Roll No. (in figures) \_\_\_\_\_ (in words) \_\_\_\_\_

Name \_\_\_\_\_ Father's Name \_\_\_\_\_

Mother's Name \_\_\_\_\_ Date of Examination \_\_\_\_\_

\_\_\_\_\_  
(Signature of the Candidate)

\_\_\_\_\_  
(Signature of the Invigilator)

**CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.**

1. **All questions are compulsory.**

2. The candidates **must return** the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfair-means / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
3. Keeping in view the transparency of the examination system, carbonless OMR Sheet is provided to the candidate so that a copy of OMR Sheet may be kept by the candidate.
4. Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
5. The candidate **must not** do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question booklet itself. Answers **must not** be ticked in the question booklet.
6. **There will be no negative marking. Each correct answer will be awarded one full mark. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.**
7. Use only **Black or Blue Ball Point Pen** of good quality in the OMR Answer-Sheet.
8. **Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 3 minutes after starting of the examination.**

**MPH/PHD/URS-EE-2019/(Management)(SET-Y)/(D)**



**D**

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11. Public utilities balance sheets list the plant assets before the current assets. This is acceptable under which accounting principle/guideline ?  
(1) Conservatism      (2) Cost      (3) Matching      (4) Industry Practices

12. Near the end of the current year, a company required a customer to pay \$200,000 as a deposit for work that is to begin in the following year. At the end of the current year the company reported the \$200,000 as a liability on its balance sheet. Which accounting principle/guideline prevented the company from reporting the \$200,000 on its income statement for the current year ?
- (1) Revenue Recognition (2) Going concern  
(3) Materiality (4) Matching
13. Data mining can also applied to other forms such as .....
- (i) Data streams (ii) Sequence data (iii) Networked data (iv) Text data
- (1) i, ii and iii only  
(2) ii, iii and iv only  
(3) i, iii and iv only  
(4) All i, ii, iii and iv
14. The Grameen Bank is a micro finance organisation founded in ..... It makes small loans to the impoverished without requiring collateral.
- (1) India (2) Bangladesh  
(3) Pakistan (4) Sri Lanka
15. Out of which of these activities one of it is supporting growth of MSME sector in India ?
- (1) ISO Standards  
(2) Management Education  
(3) IT revolution  
(4) Cluster based activities
16. Women Transforming India Awards -2019 are organized in collaboration with .....
- (1) United Nations (2) UNICEF  
(3) OECD (4) World Bank
17. The term "entrepreneurs" was applied to business initially by the French economist in the 18th century :
- (1) Cantillon (2) Jan Tinbergen  
(3) J.S.Mill (4) None of the above

18. Bulldog bonds are the bonds issued in :
- (1) USA (2) China  
(3) Great Britain (4) Japan
19. Poverty Reduction and Growth Facility (PRGF) and the Exogenous Shocks Facility (ESF) are part of which type of assistance provided by IMF ?
- (1) Surveillance (2) Financial Assistance  
(3) Development Assistance (4) Technical Assistance
20. Match the following :
- (A) AS 26 (i) Impairment of Assets  
(B) AS 10 (ii) Discounting Operations  
(C) AS 28 (iii) Intangible Assets  
(D) AS 24 (iv) Accounting for Fixed Assets
- The correct alternative is :
- (1) (A)- (iii), (B)- (iv), (C)- (ii), (D)- (i)  
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(3) Property dividend (4) Bond dividend
52. The theory of collective bargaining was given by :
- (1) Dunlop (2) Hicks (3) Keynes (4) Mcgregor
53. Job evaluation is used for :
- (1) Transfer (2) Promotion (3) Wage policy (4) All of these
54. What is job design ?
- (1) Integration of work, reward and qualifications  
(2) Which helps in designing jobs  
(3) Sub division of jobs  
(4) Designing of jobs as per wishes of employees
55. Quality circles was firstly originated in :
- (1) USA (2) UK  
(3) Japan (4) China
56. Which of the following is non quantitative method of jobs evaluation ?
- (1) Point method (2) Rank method  
(3) Factor comparison (4) None of these
57. A business with low growth & high market share is :
- (1) Cash cows (2) Dogs (3) Stars (4) Question mark

58. The marketing which believes to be a big fish in small pond rather than small fish in big pond is :
- (1) Segment marketing (2) Niche marketing  
(3) Local marketing (4) Individual marketing
59. Adopting one marketing strategies and taking into account the trends is called :
- (1) Marketing Myopia (2) Demarketing  
(3) Mega Marketing (4) Remarketing
60. The idea of marketing mix was popularized by :
- (1) Theodore Levitt (2) S. Thorpe (3) Neil H. Borden (4) None of these
61. When curve is more peaked than normal curve it is called :
- (1) Platykurtic (2) Leptokurtic (3) Mesokurtic (4) Normal curve
62. The values obtained from the study of sample is :
- (1) Statistics (2) Average (3) Parameters (4) None of these
63. Type I error means :
- (1) Rejecting  $H_0$  when it is true  
(2) Rejecting  $H_a$  when it is true  
(3) Accepting  $H_0$  when it is true  
(4) Accepting  $H_a$  when it is true
64. As per business portfolio matrix, firms with high growth but lower market share are known as :
- (1) Dogs (2) Cash cows  
(3) Stars (4) Question mark
65. Which of the following is not a negotiable instrument ?
- (1) Cheque (2) Bill of exchange  
(3) Dividend warrant (4) Hundi
66. Which committee recommended disinvestment in PSUs ?
- (1) Narsimham Committee (2) Rangarajan Committee  
(3) Vaghul Committee (4) Raj Committee
67. Due to increase in prices, the demand also rises this is known as :
- (1) Marshall paradox (2) Giffen paradox  
(3) Veblen Paradox (4) None of these



68. Dumping means :
- (1) Charging low prices from domestic consumer as compared to foreign consumers
  - (2) Charging High prices from domestic consumer as compared to foreign consumers
  - (3) Charging equal prices in both the markets
  - (4) All of these
69. Who is known as 'Father of Business economics' ?
- (1) Joel Dean
  - (2) T. J Coyne
  - (3) Evan J. Douglas
  - (4) None of these
70. In 2019, Dena Bank and Vijaya Bank merged with which bank, thus creating India's third largest bank ?
- (1) Canara Bank
  - (2) Union Bank
  - (3) Central Bank
  - (4) Bank of Baroda
71. Logistic network through which unwanted or excess products by resellers or consumers is classified as :
- (1) inbound distribution
  - (2) outbound distribution
  - (3) forward distribution
  - (4) reverse distribution
72. Which of the following consumer buying behaviours requires least effort ?
- (1) Impulsive buying
  - (2) Routine buying
  - (3) New buying situation
  - (4) High involvement buying situation
73. Cadbury brand is a good example of :
- (1) Niche Brand
  - (2) Manufacturer Brand
  - (3) Distributor Brand
  - (4) Generic Brand
74. When brand management becomes the heart of marketing then which one becomes the heart of brand management ?
- (1) Owners Equity
  - (2) Brand Equity
  - (3) Brand Assets
  - (4) Brand Value
75. When a firm uses an established brand to introduce a new product, it is called a .....
- (1) Sub Brand
  - (2) Parent Brand
  - (3) Family Brand
  - (4) Brand Extension

76. The four marketing activities within customer relationship management includes customer selection, customer acquisition, customer retention plus :
- (1) Customer extension
  - (2) Customer referrals
  - (3) Customer cross sell
  - (4) Customer up-sell
77. Shared values refers to:
- (1) Mission
  - (2) CSR
  - (3) Culture
  - (4) Strategy
78. Segmentation of international markets on basis of common languages, religions and customs is example of :
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81. Which of the following theories advocate optimal capital structure ?
- (1) Net Operating Income Approach
  - (2) Traditional Approach
  - (3) MM Approach without taxes
  - (4) Both (1) & (3)
82. The shares of a company are selling at Rs. 40 per share and it had paid a dividend of Rs. 4 per share. The investors market expects a growth rate of 5% per year. Compute the company's cost of capital.
- (1) 16%
  - (2) 15%
  - (3) 16.5%
  - (4) 15.5%
83. The concept of cost of capital can also be explained in terms of ..... cost.
- (1) Opportunity Cost
  - (2) Variable Cost
  - (3) Fixed Cost
  - (4) Capital Cost
84. .... is not Time adjusted method of Capital Budgeting :
- (1) NPV Method
  - (2) Pay back period Method
  - (3) IRR Method
  - (4) Profitability index Method

4  
MPI

85. Concept of present value and future value are :
- (1) directly related to each other
  - (2) proportionately related to each other
  - (3) not related to each other
  - (4) inversely related to each other
86. Which of the following industries generally has lowest level of working capital ?
- (1) Retail shop
  - (2) Aeroplane Building
  - (3) Chemical manufacturing
  - (4) Petroleum
87. Calculate discounted payback period from the following information: Cost of project Rs. 6,00,000 ; life of project 5 years; annual cash inflow Rs. 2,00,000. Cut off rate 10%.
- (1) 3 years and 9 months
  - (2) 3 years and 7 months
  - (3) 2 years and 9 months
  - (4) 4 years
88. In case of mutually exclusive projects under NPV method of capital budgeting, project should be selected if :
- (1) If NPV is positive or 0
  - (2) If NPV is negative
  - (3) Project with maximum positive NPV
  - (4) None of these
89. In BCG matrix, variables on x-axis and y-axis are :
- (1) Relative market share and market growth.
  - (2) Industry attractiveness and competitive position.
  - (3) Relative market share and competitive position.
  - (4) Industry attractiveness and market share.
90. Hawthorne studies are associated with :
- (1) F.W Taylor
  - (2) Elton Mayo
  - (3) Henry Fayol
  - (4) Charles Babbage
91. The solution in transportation model is said to be degenerate if it has :
- (1) Exactly  $(m+n-1)$  allocations
  - (2) More than  $(m+n-1)$  allocations
  - (3) Fewer than  $(m+n-1)$  allocations
  - (4)  $(m*n)$  allocations


92. Improving quality through small, incremental improvements is a characteristic of what type of quality management system ?  
 (1) Just-in-time (2) Six Sigma  
 (3) Total Quality Management (4) Kaizen
93. SDR's are popularly known as :  
 (1) Currency notes (2) Paper Gold  
 (3) Gold coin (4) Silver coin
94. Which of the following is not member country of Asia Pacific Trade Agreement ?  
 (1) Bangladesh (2) Laos  
 (3) Korea (4) Malaysia
95. What is the rank given to India in IMDs World Digital Competitiveness Rankings 2019 ?  
 (1) 40th (2) 44th (3) 50th (4) 58th
96. Mr. X stole \$50,000 from his employer. This is considered :  
 (1) Blue collar crime (2) White Collar Crime  
 (3) Bid rigging (4) Whistle blowing
97. Increasing the number and variety of tasks assigned to a job is called :  
 (1) Job rotation (2) Job enlargement  
 (3) Job enrichment (4) Both (1) & (3)
98. Which of the following is not a core dimension of job ?  
 (1) Skill variety (2) Task identity  
 (3) Task significance (4) High internal work motivation
99. Over the years, Tim has hired employees from diverse cultural backgrounds. He notices that some of the employees are having trouble getting along due to cultural differences. What type of program could he use to help his employees appreciate and understand one another ?  
 (1) Sensitivity Training (2) Empowerment Training  
 (3) Corporate Training (4) Corporate Retreats
100. Which of the following organizational policies is not affected by workforce diversity ?  
 (1) Day Care (2) Performance Goals  
 (3) Daily Spoken Language (4) Social Activities


Answer Key of M.Phil/Ph.D 2019 (Management)				
Sr. No.	Set A	Set B	Set C	Set D
1	2	2	2	2
2	4	4	1	4
3	1	2	1	3
4	2	1	4	4
5	4	3	3	1
6	1	2	2	2
7	1	3	3	4
8	3	4	2	3
9	1	3	1	3
10	2	2	4	3
11	2	4	2	4
12	4	1	1	1
13	3	2	3	4
14	4	4	1	2
15	1	3	3	4
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39	3	3	2	3
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44	4	2	2	3
45	3	4	4	3
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47	3	1	3	3
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49	1	2	4	3
50	4	4	3	4
51	4	4	2	2
52	1	2	3	1
53	2	2	3	3
54	4	2	3	1

Neetu  
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55	3	4	3	3
56	3	1	1	2
57	4	3	3	1
58	3	2	4	2
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94	2	2	4	4
95	4	4	3	2
96	1	1	3	2
97	1	1	4	2
98	3	3	3	4
99	2	1	3	1
100	4	2	1	2

  
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