

SET-“Z”

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

(Ph.D/URS-EE-Jan. 2022)

MANAGEMENT

Code

A

Time : 1¼ Hours

Total Questions : 100

Max. Marks : 100

Roll No. _____ (in figure) _____ (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 book-let 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 and 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 Examinations 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 book-let itself. Answers **MUST NOT** be ticked in the Question book-let.
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.
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Question No.	Questions
1.	<p>Who is considered as the father of scientific management ?</p> <p>(1) Peter Drucker (2) F.W. Taylor</p> <p>(3) Victor Vroom (4) Henry Fayol</p>
2.	<p>The term "Gangplank" is associated with which of the Fayol's functions ?</p> <p>(1) Order</p> <p>(2) Equity</p> <p>(3) Unity of Direction</p> <p>(4) Scalar Chain</p>
3.	<p>Given below are two statements : One is labelled as Assertion (A) and the other is labelled as Reason (R)</p> <p>Assertion (A) : According to Herzberg, preventing or reducing dissatisfaction at work is not the same as providing satisfaction.</p> <p>Reason (R) : Under the 'two-factor theory', job satisfaction and dissatisfaction are the two different aspects of work motivation.</p> <p>In the light of the above statements, choose the correct answer from the options given below :</p> <p>(1) Both (A) and (R) are true and (R) is the correct explanation of (A)</p> <p>(2) Both (A) and (R) are true but (R) is NOT the correct explanation of (A)</p> <p>(3) (A) is true but (R) is false</p> <p>(4) (A) is false but (R) is true</p>

Questions

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11.	<p>Which of the following is NOT one of the steps involved in decision making process ?</p> <p>(1) Make decision or choose an alternative (2) Change the desired outcome (3) Research and identify options (4) Evaluate results</p>
12.	<p>Who has classified introvert personality and extrovert personality ?</p> <p>(1) Freud (2) Jung (3) Munn (4) Allport</p>
13.	<p>Which of the following is not a covert behaviour ?</p> <p>(1) Thinking (2) Feeling (3) Dreaming (4) Talking</p>
14.	<p>The basis of theory Z is the reliance on _____.</p> <p>(1) External control of human behaviour (2) Self-control and self-direction (3) The belief that productivity is linked to trust, openness, subtlety and intimacy in the work environment (4) Government regulatory framework</p>
15.	<p>Which of the following statements is true about stress management ?</p> <p>(1) Stress management is learning about the connection between mind and body (2) Stress management helps us control our health in a positive sense (3) Stress management teaches us to avoid all kinds of stress (4) Only '1' & '2' are right</p>

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21.	<p>The barriers to effective performance appraisal are :</p> <ul style="list-style-type: none">(a) Psychological blocks of managers(b) Faulty assumptions of the parties concerned(c) Technical pitfalls(d) Faulty written communications <p>(1) All are correct (2) Only (b) and (c) are correct (3) Only (a) and (b) are correct (4) Only (a), (b) and (c) are correct</p>
22.	<p>Following are the events of an organizational culture :</p> <ul style="list-style-type: none">(a) Customer orientation and employee policies(b) Quality orientation, directing and motivating style(c) Decision-making, products and services and responsibilities to society(d) Reaction to competitors and gratitude towards nation <p>Select the correct sequence for the above events :</p> <p>(1) (a), (b) and (d) (2) (a), (c) and (d) (3) (b), (c) and (d) (4) (a), (b), (c) and (d)</p>
23.	<p>What Method is/are Used for Competency Mapping ?</p> <ul style="list-style-type: none">(1) Interview(2) Psychological tests(3) Group work(4) All of the above

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24.	<p>Organizational behaviour focuses at 3 Levels :</p> <ol style="list-style-type: none"> (1) Individuals, Organisation, Society (2) Society, Organisation, Nation (3) Employee, Employer, Management (4) Individual, Groups, Organisation
25.	<p>Industrial relations refer to _____</p> <ol style="list-style-type: none"> (1) Central government and state government relations (2) Employer-employee and government relationship (3) Management and customer relationship (4) Government and public relations
26.	<p>Which of the following functions of trade unions are related to trade union organizations :</p> <ol style="list-style-type: none"> (1) To present and strengthen trade union democracy (2) To improve financial position of trade unions (3) To curb inter-union rivalry (4) All of the above
27.	<p>Which of the following cannot be categorized as the main aims of works committees ?</p> <ol style="list-style-type: none"> (1) Giving greater participation of workers (2) Providing better opportunities outside the organization (3) Generating co-operative atmosphere for negotiation between parties (4) Ensuring close interaction between labour and management

Questions

Question No.

28. Who coined the term "Collective Bargaining"?

- (1) Reed Richardson
- (2) Kurt Lewin
- (3) W. E. Deming
- (4) Sydney Webb and Beatrice Webb

29. To be effective in the international environment and HRM policies must :

- (1) Effectively transplant HRM policies and practices from the home Country to all other offices
- (2) Accommodate differences in management style
- (3) Focus on domestic issues
- (4) Reflect an international view

30. The staffing policy in which all key management positions are filled by home country nationals is termed :

- | | |
|-----------------|------------------|
| (1) Polycentric | (2) Ethnocentric |
| (3) Geocentric | (4) Multicentric |

31. Which option gives a review report on the firm's financial status at a specified date ?

- (1) Income & Expenditure Account
- (2) Balance Sheet
- (3) Cash Flow Statement
- (4) Profit & Loss Account

Question No.	Questions
32.	<p>Accounting ratios are an important tool of</p> <ul style="list-style-type: none">(1) Financial Statement Analysis(2) Trial balance(3) Financial Statement Analysis and Trial balance(4) None of the above
33.	<p>The objectives of Cash Flow Statement are</p> <ul style="list-style-type: none">(a) Analysis of Cash position(b) Short-term cash planning(c) Evaluation of liquidity(d) Comparison of operating Performance <p>Select the correct options :</p> <ul style="list-style-type: none">(1) Both (a) and (b)(2) Both (a) and (c)(3) Both (b) and (d)(4) (a), (b), (c) and (d)
34.	<p>Which of the following is true at break-even point ?</p> <ul style="list-style-type: none">(1) Contribution = Fixed cost(2) Sales = Total Cost(3) Sales curve cuts total cost line(4) All of the above

Question No.	Questions
35.	<p>Process costing is suitable for _____</p> <p>(1) Hospitals (2) Oil refining firms (3) Transport firms (4) Brick laying firms</p>
36.	<p>The formula to estimate Labour Mix variance is :</p> <p>(1) Total standard labour cost of actual output - Total actual cost of actual output (2) (Standard rate per hour - Actual rate per hour)* Actual Hours (3) (Revised standard time - Actual time)* Standard rate (4) Abnormal idle hours* Standard hourly rate</p>
37.	<p>Financial management is mainly concerned with _____.</p> <p>(1) All aspects of acquiring and utilizing financial resources for firms' activities (2) Arrangement of funds (3) Efficient Management of every business (4) Profit maximization</p>
38.	<p>_____ is the rate of return for the most viable investment opportunity for a company that they will forgo by selecting any other project.</p> <p>(1) Implicit cost (2) Specific cost (3) Explicit cost (4) None of the above</p>

Question No.	Questions
39.	<p>While designing a capital structure a finance manager should choose a pattern of capital which :</p> <ol style="list-style-type: none">(1) Minimizes cost of capital(2) Maximizes the owner return(3) Maximizes cost of capital and minimizes the owner return(4) Both (1) and (2)
40.	<p>Which of the following is studied with the help of operating leverage ?</p> <ol style="list-style-type: none">(1) Analysis of Business Risk(2) Analysis of Financial Risk(3) Analysis of Production Risk(4) Analysis of Credit risk
41.	<p>Under which of the following method the time value of money is not considered :</p> <ol style="list-style-type: none">(1) Net present value method(2) Internal rate of return method(3) Pay-back period method(4) All of the above
42.	<p>_____ of a firm refers to the composition of its long-term funds and its capital structure.</p> <ol style="list-style-type: none">(1) Capitalization(2) Overcapitalization(3) Under-capitalization(4) Market-capitalization

Question No.	Questions
53.	<p>Horizontal integration is concerned with :</p> <p>(1) Production (2) Quality</p> <p>(3) Product Planning (4) All of the Above</p>
54.	<p>Exploring the strategic implications of global warming is best described as _____.</p> <p>(1) An external environment analysis</p> <p>(2) Scenario planning</p> <p>(3) Futures forecasting</p> <p>(4) A PESTLE analysis</p>
55.	<p>Which of the following is NOT an entry barrier to an industry ?</p> <p>(1) Expected competitor retaliation</p> <p>(2) Economies of scale</p> <p>(3) Customer product loyalty</p> <p>(4) Bargaining power of suppliers</p>
56.	<p>Which of the following is NOT a price adjustment strategy ?</p> <p>(1) Segmented pricing</p> <p>(2) Promotional pricing</p> <p>(3) Free samples</p> <p>(4) Geographical pricing</p>

Question No.	Questions
57.	<p>The stage in the product life cycle where the strategic focus is on market penetration and building intensive distribution is the :</p> <ul style="list-style-type: none">(1) Decline stage(2) Introduction stage(3) Growth stage(4) Maturity stage
58.	<p>Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of :</p> <ul style="list-style-type: none">(1) Pricing(2) Distribution(3) Product development(4) Promotion
59.	<p>A paid form of non-personal communication about a product that is transmitted to a target audience through a mass medium is :</p> <ul style="list-style-type: none">(1) Publicity(2) Sales promotion(3) Advertising(4) Personal selling
60.	<p>The ultimate level of segmentation leads to :</p> <ul style="list-style-type: none">(1) Niche marketing(2) Individual marketing(3) Local marketing(4) None of the above

Question No.	Questions
61.	<p>_____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.</p> <p>(1) Consumer behaviour (2) Consumer interest (3) Consumer attitude (4) Consumer perception</p>
62.	<p>In terms of consumer behaviour, culture, social class, and reference group influences have been related to purchase and _____.</p> <p>(1) Economic situations (2) Situational influences (3) Consumption decisions (4) Physiological influences</p>
63.	<p>What elements constitute a brand ?</p> <p>(1) Name, design, style, words or symbols, singly or collectively that distinguish one product from another (2) Design, style, or symbols, singly or collectively that distinguish one product from another (3) Name, design, style, words or symbols that distinguish one product from another (4) Name, words or symbols, singly or collectively that distinguish one product from another</p>
64.	<p>In marketing theory, ever contribution from the supply chain adds to the product :</p> <p>(1) Values (2) Costs (3) Convenience (4) Ingredients</p>

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65.	<p>The four unique elements to services include :</p> <p>(1) Independence, intangibility, inventory, and inception</p> <p>(2) Independence, increase, inventory, and intangibility</p> <p>(3) Intangibility, inconsistency, inseparability, and inventory</p> <p>(4) Intangibility, independence, inseparability, and inventory</p>
66.	<p>A further 3Ps are incorporated into the marketing mix :</p> <p>(1) Physical evidence, process and price</p> <p>(2) Process, people and promotion</p> <p>(3) Physical evidence, people and promotion</p> <p>(4) Physical evidence, process and people</p>
67.	<p>It has the aim of building long term mutually satisfying relations with key parties, customers, suppliers, distributors in order to earn and retain their long-term preference and business.</p> <p>(1) Marketing Myopia (2) Relationship Marketing</p> <p>(3) Product Marketing (4) Selling Concept</p>
68.	<p>Using one brand name for several related products is known as which of the following :</p> <p>(1) Family branding (2) Group branding</p> <p>(3) Combination branding (4) Premium branding</p>

Question No.	Questions
69.	<p>Magic Box Company wants to provide better customer service while trimming distribution costs through teamwork, both inside the company and among all the marketing channel organizations. Magic Box is thinking of</p> <p>(1) Disintermediation (2) Integrated logistics management (3) Customer relationship management (4) Vendor-managed inventory</p>
70.	<p>It up-holds the importance of customer in the whole value creation process. The D. A. R. T. highlights this aspect in a vivid manner.</p> <p>(1) Contemporary Model (2) Conventional Model (3) Both (4) None of the above</p>
71.	<p>A grouped frequency distribution with uncertain first and last classes is known as ____.</p> <p>(1) Exclusive class distribution (2) Inclusive class distribution (3) Open end distribution (4) Discrete frequency distribution</p>
72.	<p>Extreme value has no effect on ____.</p> <p>(1) Average (2) Median (3) Geometric mean (4) Harmonic mean</p>

Question No.	Questions
73.	<p>For a negatively skewed distribution, the correct inequality is ____.</p> <p>(1) Mode < Median (2) Mean < Median (3) Mean < Mode (4) None of the above</p>
74.	<p>If $p = 0$, the angle between the two lines of regression is ____.</p> <p>(1) Zero degree (2) Ninety degree (3) Sixty degree (4) Thirty degree</p>
75.	<p>The co-efficient of correlation is not affected by ____ :</p> <p>(1) Change of origin (2) Change of scale (3) Both origin and scale (4) None</p>
76.	<p>The level of significance is the probability of committing :</p> <p>(1) Type I error (2) Type II error (3) Standard error (4) Probable error</p>
77.	<p>If A and B are two mutually exclusive events, then probability that either of the two events will appear is the sum of their :</p> <p>(1) Individual probabilities (2) Likely events (3) Entire population (4) None of the above</p>

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87.	<p>A Decision Support System (DSS) is an application for information systems that helps in _____</p> <p>(1) System Design (2) System Analysis (3) Decision Making (4) All of the mentioned above.</p>
88.	<p>Data in _____ bytes size is called Big Data.</p> <p>(1) Tera (2) Giga (3) Peta (4) Meta.</p>
89.	<p>Artificial Intelligence is about _____.</p> <p>(1) Playing a game on Computer (2) Making a machine Intelligent (3) Programming on Machine with your Own Intelligence (4) Putting your intelligence in Machine</p>
90.	<p>_____ supports knowledge discovery by finding hidden patterns and associations, constructing analytical models, performing classification and prediction.</p> <p>(1) Information Processing (2) Analytical Processing (3) Data mining (4) All of the above</p>
91.	<p>The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing _____.</p> <p>(1) Entrepreneurship (2) Intrapreneurship (3) Managerial domain (4) Administrative domain</p>

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92.	<p>Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry ?</p> <p>(1) Service (2) Manufacturing (3) Distribution (4) Agriculture</p>
93.	<p>National Alliance of Young Entrepreneurs sponsored an Entrepreneurial Development scheme with Bank of India in _____.</p> <p>(1) January 1920 (2) August 1920 (3) January 1972 (4) August 1972</p>
94.	<p>A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006).</p> <p>(1) Rs. 25 Lakh (2) Rs. 20 Lakh (3) Rs. 15 Lakh (4) Rs. 30 Lakh</p>
95.	<p>According to sociological approach, Entrepreneurship is :</p> <p>(1) Process of sensitivity (2) Process of role performance (3) Process of economic change (4) All of these</p>
96.	<p>The idea generation process of entrepreneurship is _____.</p> <p>(1) Germination (2) Preparation (3) Incubation (4) All of these</p>

SET-“Z”

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8.	<p>Is there any relationship between specification limits and control limits of \bar{x} and R charts ?</p> <p>(1) Yes, Specification limits = Control limits</p> <p>(2) Yes, Control limits = Specification limits/2</p> <p>(3) No</p> <p>(4) Yes, Control limits* 0.5 = Specification limits</p>
9.	<p>A variable is any characteristic which can assume values :</p> <p>(1) Different (2) Similar</p> <p>(3) Fixed (4) Assumed</p>
10.	<p>The line obtained by the method of least squares is known as the line of _____.</p> <p>(1) Best fit (2) Correlation</p> <p>(3) Regression (4) None</p>

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Which of the following is true at break-even point ?

- (1) Contribution = Fixed cost
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- (3) Sales curve cuts total cost line
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Process costing is suitable for _____

- (1) Hospitals
- (2) Oil refining firms
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The formula to estimate Labour Mix variance is :

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Financial management is mainly concerned with _____.

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35.	<p>Which of the following statements is true about stress management ?</p> <p>(1) Stress management is learning about the connection between mind and body (2) Stress management helps us control our health in a positive sense (3) Stress management teaches us to avoid all kinds of stress (4) Only '1' & '2' are right</p>
36.	<p>Scope of Organizational Behaviour does not include _____.</p> <p>(1) Leadership (2) Perception (3) Job Design (4) Technology</p>

Question No.	Questions
37.	What should be the strategy of HRM ? (1) Making the long-term and short-term planning (2) Planning the optimum level of man-power (3) Introducing training programmes to personnel (4) All of the above
38.	Human Resource planning is compulsory for ____. (1) Effective employee development programme (2) Base for recruitment (3) Base for selection policy (4) All of these
39.	Job analysis, HR planning, recruitment, selection, placement, inductions and internal mobility are few important functions which come under the heading of ____ of HRM. (1) Integration function (2) Development (3) Maintenance (4) Procurement function
40.	____ provides information on the human attributes in terms of education, skills, aptitudes, and experience necessary to perform a job effectively. (1) Job description (2) Job specification (3) Job analysis (4) Job evaluation
41.	The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing ____. (1) Entrepreneurship (2) Intrapreneurship (3) Managerial domain (4) Administrative domain

Questions

Question
No.

42.

Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry?

- (1) Service
(2) Manufacturing
(3) Distribution
(4) Agriculture

43.

National Alliance of Young Entrepreneurs sponsored an Entrepreneurial Development scheme with Bank of India in _____.

- (1) January 1920
(2) August 1920
(3) January 1972
(4) August 1972

44.

A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006).

- (1) Rs. 25 Lakh
(2) Rs. 20 Lakh
(3) Rs. 15 Lakh
(4) Rs. 30 Lakh

45.

According to sociological approach, Entrepreneurship is :

- (1) Process of sensitivity
(2) Process of role performance
(3) Process of economic change
(4) All of these

46.

The idea generation process of entrepreneurship is _____.

- (1) Germination
(2) Preparation
(3) Incubation
(4) All of these

Question No.	Questions
47.	<p>“Winners never quit and quitters never win”. Who said this ?</p> <p>(1) Kalpana Saroj (2) Harsh Bhaskar (3) Adam Smith (4) Vince Lombard</p>
48.	<p>Which of the following is NOT an immediate indicator of industrial sickness ?</p> <p>(1) Drop in profitability (2) Labour unrest (3) Shrinking of market credit (4) Decline in market share</p>
49.	<p>_____ is the process of tracking the evolution, development, and sequence of critical events that affect the survival and profitability of the future new business.</p> <p>(1) Marketing (2) Monitoring (3) Scanning (4) New venture’s environment</p>
50.	<p>Which of the following areas are preferred by women entrepreneurs ?</p> <p>(1) Administration (2) Organization (3) Utilities (4) Manufacturing</p>
51.	<p>_____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.</p> <p>(1) Consumer behaviour (2) Consumer interest (3) Consumer attitude (4) Consumer perception</p>

Question No.	Questions
56.	<p>A further 3Ps are incorporated into the marketing mix :</p> <p>(1) Physical evidence, process and price (2) Process, people and promotion (3) Physical evidence, people and promotion (4) Physical evidence, process and people</p>
57.	<p>It has the aim of building long term mutually satisfying relations with key parties, customers, suppliers, distributors in order to earn and retain their long-term preference and business.</p> <p>(1) Marketing Myopia (2) Relationship Marketing (3) Product Marketing (4) Selling Concept</p>
58.	<p>Using one brand name for several related products is known as which of the following :</p> <p>(1) Family branding (2) Group branding (3) Combination branding (4) Premium branding</p>
59.	<p>Magic Box Company wants to provide better customer service while trimming distribution costs through teamwork, both inside the company and among all the marketing channel organizations. Magic Box is thinking of</p> <p>(1) Disintermediation (2) Integrated logistics management (3) Customer relationship management (4) Vendor-managed inventory</p>

Question No.	Questions
60.	<p>It up-holds the importance of customer in the whole value creation process. The D. A. R. T. highlights this aspect in a vivid manner.</p> <p>(1) Contemporary Model (2) Conventional Model (3) Both (4) None of the above</p>
61.	<p>Which of the following is not the objective of WTO ?</p> <p>(1) To improve the standard of living of people of the member countries (2) To enlarge production and trade of goods (3) To protect environment (4) To improve balance of payment situation of the member countries</p>
62.	<p>IBRD also known as _____</p> <p>(1) Exim Bank (2) World Bank (3) International Monetary Fund (4) International Bank</p>
63.	<p>In which of the following years the Bretton Woods agreement was signed by the delegates from 44 nations which led to the establishment of the IMF ?</p> <p>(1) 1940 (2) 1952 (3) 1944 (4) 1957</p>

Questions

Question No.	Questions
68.	Data in _____ bytes size is called Big Data. (1) Tera (2) Giga (3) Peta (4) Meta
69.	Artificial Intelligence is about _____. (1) Playing a game on Computer (2) Making a machine Intelligent (3) Programming on Machine with your Own Intelligence (4) Putting your intelligence in Machine
70.	_____ supports knowledge discovery by finding hidden patterns and associations, constructing analytical models, performing classification and prediction. (1) Information Processing (2) Analytical Processing (3) Data mining (4) All of the above
71.	Under which of the following method the time value of money is not considered : (1) Net present value method (2) Internal rate of return method (3) Pay-back period method (4) All of the above

Questions

Question No.

76.

Debt Equity Ratio is 3:1, the amount of total assets Rs. 20 lac, current ratio is 1.5:1 and owned funds Rs. 3 lac. What is the amount of current asset ?

- (1) Rs. 5 lac
(3) Rs. 12 lac

- (2) Rs. 3 lac
(4) None of the above

77.

The process of risk management includes :

- (1) Minimizing risk
(2) Maximizing return
(3) Defining and measuring risks being taken
(4) Hedging

78.

Which accounting standard represent the merger and amalgamation ?

- (1) AS 16
(3) AS 14

- (2) AS 6
(4) AS 23

79.

The first bank in India to start factoring business is

- (1) Canara bank
(3) Punjab National Bank

- (2) SBI
(4) Allahabad Bank

80.

On the expiry date of a futures contract, the price of the contract

- (1) Always equals the purchase price of the contract
(2) Always equals the average price over the life of the contract
(3) Always equals the price of the underlying asset
(4) Always equals the average of the purchase price and the price underlying asset

Question No.	Questions
81.	<p>The barriers to effective performance appraisal are :</p> <p>(a) Psychological blocks of managers</p> <p>(b) Faulty assumptions of the parties concerned</p> <p>(c) Technical pitfalls</p> <p>(d) Faulty written communications</p> <p>(1) All are correct</p> <p>(2) Only (b) and (c) are correct</p> <p>(3) Only (a) and (b) are correct</p> <p>(4) Only (a), (b) and (c) are correct</p>
82.	<p>Following are the events of an organizational culture :</p> <p>(a) Customer orientation and employee policies</p> <p>(b) Quality orientation, directing and motivating style</p> <p>(c) Decision-making, products and services and responsibilities to society</p> <p>(d) Reaction to competitors and gratitude towards nation</p> <p>Select the correct sequence for the above events :</p> <p>(1) (a), (b) and (d)</p> <p>(2) (a), (c) and (d)</p> <p>(3) (b), (c) and (d)</p> <p>(4) (a), (b), (c) and (d)</p>
83.	<p>What Method is/are Used for Competency Mapping ?</p> <p>(1) Interview</p> <p>(2) Psychological tests</p> <p>(3) Group work</p> <p>(4) All of the above</p>

Questions

Question No.	Questions
84.	<p>Organizational behaviour focuses at 3 Levels :</p> <ol style="list-style-type: none"> (1) Individuals, Organisation, Society (2) Society, Organisation, Nation (3) Employee, Employer, Management (4) Individual, Groups, Organisation
85.	<p>Industrial relations refer to _____</p> <ol style="list-style-type: none"> (1) Central government and state government relations (2) Employer-employee and government relationship (3) Management and customer relationship (4) Government and public relations
86.	<p>Which of the following functions of trade unions are related to trade union organizations :</p> <ol style="list-style-type: none"> (1) To present and strengthen trade union democracy (2) To improve financial position of trade unions (3) To curb inter-union rivalry (4) All of the above
87.	<p>Which of the following cannot be categorized as the main aims of works committees ?</p> <ol style="list-style-type: none"> (1) Giving greater participation of workers (2) Providing better opportunities outside the organization (3) Generating co-operative atmosphere for negotiation between parties (4) Ensuring close interaction between labour and management

Question No.	Questions
88.	<p>Who coined the term "Collective Bargaining" ?</p> <p>(1) Reed Richardson (2) Kurt Lewin (3) W. E. Deming (4) Sydney Webb and Beatrice Webb</p>
89.	<p>To be effective in the international environment and HRM policies must :</p> <p>(1) Effectively transplant HRM policies and practices from the home Country to all other offices (2) Accommodate differences in management style (3) Focus on domestic issues (4) Reflect an international view</p>
90.	<p>The staffing policy in which all key management positions are filled by home country nationals in termed :</p> <p>(1) Polycentric (2) Ethnocentric (3) Geocentric (4) Multicentric</p>
91.	<p>Who is considered as the father of scientific management ?</p> <p>(1) Peter Drucker (2) F.W. Taylor (3) Victor Vroom (4) Henry Fayol</p>

Questions

Question No.

92.

The term "Gangplank" is associated with which of the Fayol's functions ?

- (1) Order
- (2) Equity
- (3) Unity of Direction
- (4) Scalar Chain

93.

Given below are two statements : One is labelled as Assertion (A) and the other is labelled as Reason (R)

Assertion (A) : According to Herzberg, preventing or reducing dissatisfaction at work is not the same as providing satisfaction.

Reason (R) : Under the 'two-factor theory', job satisfaction and dissatisfaction are the two different aspects of work motivation.

In the light of the above statements, choose the correct answer from the options given below :

- (1) Both (A) and (R) are true and (R) is the correct explanation of (A)
- (2) Both (A) and (R) are true but (R) is NOT the correct explanation of (A)
- (3) (A) is true but (R) is false
- (4) (A) is false but (R) is true

94.

Which of the following statement(s) is/are true in the context of paraphrasing?

I. It is basically about stating in your own words, your understanding of what has just been said.

II. It gives speaker an opportunity to find out what message he/she is getting across to you.

Select the appropriate answer from the following :

- (1) Only I
- (2) Only II
- (3) Both I and II
- (4) Neither I or II

Question No.	Questions
95.	<p>Which of the following is/are condition(s) for price discrimination of product ?</p> <p>(a) Firm must have some monopoly power</p> <p>(b) Price elasticities of demand for the product in different market must differ</p> <p>(c) Market must be separable or able to be segmented</p> <p>(d) Free entry and exit of firms</p> <p>(1) (a) and (d) only</p> <p>(2) (b), (c) and (d) only</p> <p>(3) (a), (c) and (d) only</p> <p>(4) (a), (b) and (c) only</p>
96.	<p>When inflation is a result of an increase in the price of factors of production, the result is ____.</p> <p>(1) Stagflation (2) Cost-push inflation</p> <p>(3) Demand-pull inflation (4) None of the above</p>
97.	<p>The combination of stagnation and inflation is known as ____.</p> <p>(1) Stagflation (2) Cost-push inflation</p> <p>(3) Demand-pull inflation (4) None of the above</p>
98.	<p>The four types of social responsibility include ____</p> <p>(1) Legal, Philanthropic, Economic & Ethical</p> <p>(2) Ethical, Moral, Social & Economic</p> <p>(3) Philanthropic, Justice, Economic & Ethical</p> <p>(4) Legal, Moral, Ethical & Economic</p>

Question No.	Questions
99.	<p>Moving along an indifference curve the :</p> <ol style="list-style-type: none">(1) Consumers prefer some of the consumption points to others(2) Marginal rate of substitution for a good increase as more of the good is consumed(3) Marginal rate of substitution is constant(4) Consumers do not prefer one consumption point to another
100.	<p>All such demand curves where quantity demanded is totally unresponsive to changes in price are called :</p> <ol style="list-style-type: none">(1) Perfectly elastic demand curves(2) Perfectly inelastic demand curves(3) Unitary elastic demand curves(4) None of the a

SET-“Z”

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

(Ph.D/URS-EE-Jan. 2022)

MANAGEMENT

10279

Code

C

Sr. No. _____

Time : 1¼ Hours

Total Questions : 100

Max. Marks : 100

Roll No. _____ (in figure) _____ (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 book-let 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 and 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 Examinations 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 book-let itself. Answers **MUST NOT** be ticked in the Question book-let.
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 BOOK-LET. COMPLAINTS, IF ANY, REGARDING MISPRINTING ETC. WILL NOT BE ENTERTAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.**



Question No.	Questions
10.	<p>On the expiry date of a futures contract, the price of the contract</p> <p>(1) Always equals the purchase price of the contract</p> <p>(2) Always equals the average price over the life of the contract</p> <p>(3) Always equals the price of the underlying asset</p> <p>(4) Always equals the average of the purchase price and the price underlying asset</p>
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Questions

Question No.

35.

The Treaty of Rome was signed in the year _____.

- (1) 1959
- (2) 1957
- (3) 1956
- (4) 1955

36.

Under an acceptance letter of credit, the responsibility of the issuing bank is :

- (1) Only to accept the bill
- (2) To pay against the bill
- (3) To accept the bill immediately and also to pay the amount of the bill on its due date
- (4) To get the acceptance of the importer on the bill

37.

A Decision Support System (DSS) is an application for information systems that helps in _____

- (1) System Design
- (2) System Analysis
- (3) Decision Making
- (4) All of the mentioned above

38.

Data in _____ bytes size is called Big Data:

- (1) Tera
- (2) Giga
- (3) Peta
- (4) Meta

39.

Artificial Intelligence is about _____.

- (1) Playing a game on Computer
- (2) Making a machine Intelligent
- (3) Programming on Machine with your Own Intelligence
- (4) Putting your intelligence in Machine

Question No.	Questions
40.	<p>_____ supports knowledge discovery by finding hidden patterns and associations, constructing analytical models, performing classification and prediction.</p> <p>(1) Information Processing (2) Analytical Processing (3) Data mining (4) All of the above</p>
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42.	<p>In terms of consumer behaviour, culture, social class, and reference group influences have been related to purchase and _____.</p> <p>(1) Economic situations (2) Situational influences (3) Consumption decisions (4) Physiological influences</p>
43.	<p>What elements constitute a brand ?</p> <p>(1) Name, design, style, words or symbols, singly or collectively that distinguish one product from another (2) Design, style, or symbols, singly or collectively that distinguish one product from another (3) Name, design, style, words or symbols that distinguish one product from another (4) Name, words or symbols, singly or collectively that distinguish one product from another</p>

Question No.	Questions
44.	<p>In marketing theory, ever contribution from the supply chain adds to the product :</p> <p>(1) Values (2) Costs (3) Convenience (4) Ingredients</p>
45.	<p>The four unique elements to services include :</p> <p>(1) Independence, intangibility, inventory, and inception (2) Independence, increase, inventory, and intangibility (3) Intangibility, inconsistency, inseparability, and inventory (4) Intangibility, independence, inseparability, and inventory</p>
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50.	<p>It up-holds the importance of customer in the whole value creation process. The D. A. R. T. highlights this aspect in a vivid manner.</p> <p>(1) Contemporary Model (2) Conventional Model (3) Both (4). None of the above</p>
51.	<p>Which option gives a review report on the firm's financial status at a specified date ?</p> <p>(1) Income & Expenditure Account (2) Balance Sheet (3) Cash Flow Statement (4) Profit & Loss Account</p>

Questions

Question
No.

- 52.** Accounting ratios are an important tool of
- (1) Financial Statement Analysis
 - (2) Trial balance
 - (3) Financial Statement Analysis and Trial balance
 - (4) None of the above
- 53.** The objectives of Cash Flow Statement are
- (a) Analysis of Cash position
 - (b) Short-term cash planning
 - (c) Evaluation of liquidity
 - (d) Comparison of operating Performance
- Select the correct options :
- (1) Both (a) and (b)
 - (2) Both (a) and (c)
 - (3) Both (b) and (d)
 - (4) (a), (b), (c) and (d)
- 54.** Which of the following is true at break-even point ?
- (1) Contribution = Fixed cost
 - (2) Sales = Total Cost
 - (3) Sales curve cuts total cost line
 - (4) All of the above

Question No.	Questions
55.	<p>Process costing is suitable for _____</p> <p>(1) Hospitals (2) Oil refining firms (3) Transport firms (4) Brick laying firms</p>
56.	<p>The formula to estimate Labour Mix variance is :</p> <p>(1) Total standard labour cost of actual output - Total actual cost of actual output (2) (Standard rate per hour – Actual rate per hour)* Actual Hours (3) (Revised standard time – Actual time)* Standard rate (4) Abnormal idle hours* Standard hourly rate</p>
57.	<p>Financial management is mainly concerned with _____.</p> <p>(1) All aspects of acquiring and utilizing financial resources for firms' activities (2) Arrangement of funds (3) Efficient Management of every business (4) Profit maximization</p>
58.	<p>_____ is the rate of return for the most viable investment opportunity for a company that they will forgo by selecting any other project.</p> <p>(1) Implicit cost (2) Specific cost (3) Explicit cost (4) None of the above</p>

Questions

Question No.	Questions
59.	<p>While designing a capital structure a finance manager should choose a pattern of capital which :</p> <ul style="list-style-type: none">(1) Minimizes cost of capital(2) Maximizes the owner return(3) Maximizes cost of capital and minimizes the owner return(4) Both (1) and (2)
60.	<p>Which of the following is studied with the help of operating leverage ?</p> <ul style="list-style-type: none">(1) Analysis of Business Risk(2) Analysis of Financial Risk(3) Analysis of Production Risk(4) Analysis of Credit risk
61.	<p>A grouped frequency distribution with uncertain first and last classes is known as _____.</p> <ul style="list-style-type: none">(1) Exclusive class distribution(2) Inclusive class distribution(3) Open end distribution(4) Discrete frequency distribution
62.	<p>Extreme value has no effect on _____.</p> <ul style="list-style-type: none">(1) Average(2) Median(3) Geometric mean(4) Harmonic mean

Question No.	Questions
63.	<p>For a negatively skewed distribution, the correct inequality is ____.</p> <p>(1) Mode < Median (2) Mean < Median (3) Mean < Mode (4) None of the above</p>
64.	<p>If $p = 0$, the angle between the two lines of regression is ____.</p> <p>(1) Zero degree (2) Ninety degree (3) Sixty degree (4) Thirty degree</p>
65.	<p>The co-efficient of correlation is not affected by ____ :</p> <p>(1) Change of origin (2) Change of scale (3) Both origin and scale (4) None</p>
66.	<p>The level of significance is the probability of committing :</p> <p>(1) Type I error (2) Type II error (3) Standard error (4) Probable error</p>
67.	<p>If A and B are two mutually exclusive events, then probability that either of the two events will appear is the sum of their :</p> <p>(1) Individual probabilities (2) Likely events (3) Entire population (4) None of the above</p>

Questions

Question No.	
68.	<p>Is there any relationship between specification limits and control limits of \bar{x} and R charts ?</p> <p>(1) Yes, Specification limits = Control limits (2) Yes, Control limits = Specification limits/2 (3) No (4) Yes, Control limits* 0.5 = Specification limits</p>
69.	<p>A variable is any characteristic which can assume values :</p> <p>(1) Different (2) Similar (3) Fixed (4) Assumed</p>
70.	<p>The line obtained by the method of least squares is known as the line of ____.</p> <p>(1) Best fit (2) Correlation (3) Regression (4) None</p>
71.	<p>The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing ____.</p> <p>(1) Entrepreneurship (2) Intrapreneurship (3) Managerial domain (4) Administrative domain</p>
72.	<p>Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry ?</p> <p>(1) Service (2) Manufacturing (3) Distribution (4) Agriculture</p>

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74.	<p>A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006).</p> <p>(1) Rs. 25 Lakh (2) Rs. 20 Lakh (3) Rs. 15 Lakh (4) Rs. 30 Lakh</p>
75.	<p>According to sociological approach, Entrepreneurship is :</p> <p>(1) Process of sensitivity (2) Process of role performance (3) Process of economic change (4) All of these</p>
76.	<p>The idea generation process of entrepreneurship is ____.</p> <p>(1) Germination (2) Preparation (3) Incubation (4) All of these</p>
77.	<p>“Winners never quit and quitters never win”. Who said this ?</p> <p>(1) Kalpana Saroj (2) Harsh Bhaskar (3) Adam Smith (4) Vince Lombard</p>

Questions

Question No.	Questions
78.	<p>Which of the following is NOT an immediate indicator of industrial sickness ?</p> <p>(1) Drop in profitability (2) Labour unrest (3) Shrinking of market credit (4) Decline in market share</p>
79.	<p>_____ is the process of tracking the evolution, development, and sequence of critical events that affect the survival and profitability of the future new business.</p> <p>(1) Marketing (2) Monitoring (3) Scanning (4) New venture's environment</p>
80.	<p>Which of the following areas are preferred by women entrepreneurs ?</p> <p>(1) Administration (2) Organization (3) Utilities (4) Manufacturing</p>
81.	<p>Which of the following is NOT one of the steps involved in decision making process ?</p> <p>(1) Make decision or choose an alternative (2) Change the desired outcome (3) Research and identify options (4) Evaluate results</p>
82.	<p>Who has classified introvert personality and extrovert personality ?</p> <p>(1) Freud (2) Jung (3) Munn (4) Allport</p>

Question No.	Questions
83.	<p>Which of the following is not a covert behaviour ?</p> <p>(1) Thinking (2) Feeling (3) Dreaming (4) Talking</p>
84.	<p>The basis of theory Z is the reliance on _____.</p> <p>(1) External control of human behaviour (2) Self-control and self-direction (3) The belief that productivity is linked to trust, openness, subtlety and intimacy in the work environment (4) Government regulatory framework</p>
85.	<p>Which of the following statements is true about stress management ?</p> <p>(1) Stress management is learning about the connection between mind and body (2) Stress management helps us control our health in a positive sense (3) Stress management teaches us to avoid all kinds of stress (4) Only '1' & '2' are right</p>
86.	<p>Scope of Organizational Behaviour does not include _____.</p> <p>(1) Leadership (2) Perception (3) Job Design (4) Technology</p>
87.	<p>What should be the strategy of HRM ?</p> <p>(1) Making the long-term and short-term planning (2) Planning the optimum level of man-power (3) Introducing training programmes to personnel (4) All of the above</p>

Question No.	Questions
88.	<p>Human Resource planning is compulsory for ____.</p> <p>(1) Effective employee development programme (2) Base for recruitment (3) Base for selection policy (4) All of these</p>
89.	<p>Job analysis, HR planning, recruitment, selection, placement, inductions and internal mobility are few important functions which come under the heading of ____ of HRM.</p> <p>(1) Integration function (2) Development (3) Maintenance (4) Procurement function</p>
90.	<p>____ provides information on the human attributes in terms of education, skills, aptitudes, and experience necessary to perform a job effectively.</p> <p>(1) Job description (2) Job specification (3) Job analysis (4) Job evaluation</p>
91.	<p>____ is a widely used framework to summarize a company's situation or current position.</p> <p>(1) SWOT analysis (2) TOWS matrix (3) Ansoff's matrix (4) BCG matrix</p>
92.	<p>The GE 9 cell model is based on :</p> <p>(1) Industry attractiveness & Business strength (2) Industry Growth rate & Business strength (3) Industry Attractiveness & Relative market Share (4) Industry Growth & Relative market Share</p>

SET-“Z”

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

(Ph.D/URS-EE-Jan. 2022)

MANAGEMENT

Code

D

Sr. No. 10280

Time : 1¼ Hours

Total Questions : 100

Max. Marks : 100

Roll No. _____ (in figure) _____ (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 book-let 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 and 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 Examinations 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 book-let itself. Answers **MUST NOT** be ticked in the Question book-let.
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 BOOK-LET. COMPLAINTS, IF ANY, REGARDING MISPRINTING ETC. WILL NOT BE ENTERTAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.**

Confidential

Questions

Question No.

6. Scope of Organizational Behaviour does not include _____.

- (1) Leadership (2) Perception
(3) Job Design (4) Technology

7. What should be the strategy of HRM ?

- (1) Making the long-term and short-term planning
(2) Planning the optimum level of man-power
(3) Introducing training programmes to personnel
(4) All of the above

8. Human Resource planning is compulsory for _____.

- (1) Effective employee development programme
(2) Base for recruitment
(3) Base for selection policy
(4) All of these

9. Job analysis, HR planning, recruitment, selection, placement, inductions and internal mobility are few important functions which come under the heading of _____ of HRM.

- (1) Integration function (2) Development
(3) Maintenance (4) Procurement function

10. _____ provides information on the human attributes in terms of education, skills, aptitudes, and experience necessary to perform a job effectively.

- (1) Job description (2) Job specification
(3) Job analysis (4) Job evaluation

Question No.	Questions
11.	<p>The resistance of employees in an organization against flexibility, growth, and diversification can be overcome by developing ____.</p> <p>(1) Entrepreneurship (2) Intrapreneurship (3) Managerial domain (4) Administrative domain</p>
12.	<p>Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry ?</p> <p>(1) Service (2) Manufacturing (3) Distribution (4) Agriculture</p>
13.	<p>National Alliance of Young Entrepreneurs sponsored an Entrepreneurial Development scheme with Bank of India in ____.</p> <p>(1) January 1920 (2) August 1920 (3) January 1972 (4) August 1972</p>
14.	<p>A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSME Act, 2006).</p> <p>(1) Rs. 25 Lakh (2) Rs. 20 Lakh (3) Rs. 15 Lakh (4) Rs. 30 Lakh</p>
15.	<p>According to sociological approach, Entrepreneurship is :</p> <p>(1) Process of sensitivity (2) Process of role performance (3) Process of economic change (4) All of these</p>

Questions	
Question No.	
16.	<p>The idea generation process of entrepreneurship is ____.</p> <p>(1) Germination (2) Preparation</p> <p>(3) Incubation (4) All of these</p>
17.	<p>"Winners never quit and quitters never win". Who said this ?</p> <p>(1) Kalpana Saroj (2) Harsh Bhaskar</p> <p>(3) Adam Smith (4) Vince Lombard</p>
18.	<p>Which of the following is NOT an immediate indicator of industrial sickness ?</p> <p>(1) Drop in profitability</p> <p>(2) Labour unrest</p> <p>(3) Shrinking of market credit</p> <p>(4) Decline in market share</p>
19.	<p>_____ is the process of tracking the evolution, development, and sequence of critical events that affect the survival and profitability of the future new business.</p> <p>(1) Marketing (2) Monitoring</p> <p>(3) Scanning (4) New venture's environment</p>
20.	<p>Which of the following areas are preferred by women entrepreneurs ?</p> <p>(1) Administration (2) Organization</p> <p>(3) Utilities (4) Manufacturing</p>

Question No.	Questions
31.	<p>_____ is a widely used framework to summarize a company's situation or current position.</p> <p>(1) SWOT analysis (2) TOWS matrix (3) Ansoff's matrix (4) BCG matrix</p>
32.	<p>The GE 9 cell model is based on :</p> <p>(1) Industry attractiveness & Business strength (2) Industry Growth rate & Business strength (3) Industry Attractiveness & Relative market Share (4) Industry Growth & Relative market Share</p>
33.	<p>Horizontal integration is concerned with :</p> <p>(1) Production (2) Quality (3) Product Planning (4) All of the Above</p>
34.	<p>Exploring the strategic implications of global warming is best described as _____.</p> <p>(1) An external environment analysis (2) Scenario planning (3) Futures forecasting (4) A PESTLE analysis</p>
35.	<p>Which of the following is NOT an entry barrier to an industry ?</p> <p>(1) Expected competitor retaliation (2) Economies of scale (3) Customer product loyalty (4) Bargaining power of suppliers</p>

Question No.	Questions
36.	<p>Which of the following is NOT a price adjustment strategy ?</p> <ul style="list-style-type: none">(1) Segmented pricing(2) Promotional pricing(3) Free samples(4) Geographical pricing
37.	<p>The stage in the product life cycle where the strategic focus is on market penetration and building intensive distribution is the :</p> <ul style="list-style-type: none">(1) Decline stage(2) Introduction stage(3) Growth stage(4) Maturity stage
38.	<p>Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of :</p> <ul style="list-style-type: none">(1) Pricing(2) Distribution(3) Product development(4) Promotion
39.	<p>A paid form of non-personal communication about a product that is transmitted to a target audience through a mass medium is :</p> <ul style="list-style-type: none">(1) Publicity(2) Sales promotion(3) Advertising(4) Personal selling

Question No.	Questions
40.	<p>The ultimate level of segmentation leads to :</p> <p>(1) Niche marketing (2) Individual marketing</p> <p>(3) Local marketing (4) None of the above</p>
41.	<p>Which option gives a review report on the firm's financial status at a specified date ?</p> <p>(1) Income & Expenditure Account</p> <p>(2) Balance Sheet</p> <p>(3) Cash Flow Statement</p> <p>(4) Profit & Loss Account</p>
42.	<p>Accounting ratios are an important tool of</p> <p>(1) Financial Statement Analysis</p> <p>(2) Trial balance</p> <p>(3) Financial Statement Analysis and Trial balance</p> <p>(4) None of the above</p>
43.	<p>The objectives of Cash Flow Statement are</p> <p>(a) Analysis of Cash position</p> <p>(b) Short-term cash planning</p> <p>(c) Evaluation of liquidity</p> <p>(d) Comparison of operating Performance</p> <p>Select the correct options :</p> <p>(1) Both (a) and (b) (2) Both (a) and (c)</p> <p>(3) Both (b) and (d) (4) (a), (b), (c) and (d)</p>

Question No.	Questions
48.	<p>_____ is the rate of return for the most viable investment opportunity for a company that they will forgo by selecting any other project.</p> <p>(1) Implicit cost (2) Specific cost (3) Explicit cost (4) None of the above</p>
49.	<p>While designing a capital structure a finance manager should choose a pattern of capital which :</p> <p>(1) Minimizes cost of capital (2) Maximizes the owner return (3) Maximizes cost of capital and minimizes the owner return (4) Both (1) and (2)</p>
50.	<p>Which of the following is studied with the help of operating leverage ?</p> <p>(1) Analysis of Business Risk (2) Analysis of Financial Risk (3) Analysis of Production Risk (4) Analysis of Credit risk</p>
51.	<p>The barriers to effective performance appraisal are :</p> <p>(a) Psychological blocks of managers (b) Faulty assumptions of the parties concerned (c) Technical pitfalls (d) Faulty written communications</p> <p>(1) All are correct (2) Only (b) and (c) are correct (3) Only (a) and (b) are correct (4) Only (a), (b) and (c) are correct</p>

Question No.	Questions
56.	<p>Which of the following functions of trade unions are related to trade union organizations :</p> <ol style="list-style-type: none">(1) To present and strengthen trade union democracy(2) To improve financial position of trade unions(3) To curb inter-union rivalry(4) All of the above
57.	<p>Which of the following cannot be categorized as the main aims of works committees ?</p> <ol style="list-style-type: none">(1) Giving greater participation of workers(2) Providing better opportunities outside the organization(3) Generating co-operative atmosphere for negotiation between parties(4) Ensuring close interaction between labour and management
58.	<p>Who coined the term "Collective Bargaining" ?</p> <ol style="list-style-type: none">(1) Reed Richardson(2) Kurt Lewin(3) W. E. Deming(4) Sydney Webb and Beatrice Webb
59.	<p>To be effective in the international environment and HRM policies must :</p> <ol style="list-style-type: none">(1) Effectively transplant HRM policies and practices from the home Country to all other offices(2) Accommodate differences in management style(3) Focus on domestic issues(4) Reflect an international view

Questions

Question No.

70. On the expiry date of a futures contract, the price of the contract

- (1) Always equals the purchase price of the contract
- (2) Always equals the average price over the life of the contract
- (3) Always equals the price of the underlying asset
- (4) Always equals the average of the purchase price and the price underlying asset

71. _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

- (1) Consumer behaviour
- (2) Consumer interest
- (3) Consumer attitude
- (4) Consumer perception

72. In terms of consumer behaviour, 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

73. What elements constitute a brand ?

- (1) Name, design, style, words or symbols, singly or collectively that distinguish one product from another
- (2) Design, style, or symbols, singly or collectively that distinguish one product from another
- (3) Name, design, style, words or symbols that distinguish one product from another
- (4) Name, words or symbols, singly or collectively that distinguish one product from another

Question No.	Questions
78.	<p>Using one brand name for several related products is known as which of the following :</p> <ol style="list-style-type: none">(1) Family branding(2) Group branding(3) Combination branding(4) Premium branding
79.	<p>Magic Box Company wants to provide better customer service while trimming distribution costs through teamwork, both inside the company and among all the marketing channel organizations. Magic Box is thinking of</p> <ol style="list-style-type: none">(1) Disintermediation(2) Integrated logistics management(3) Customer relationship management(4) Vendor-managed inventory
80.	<p>It up-holds the importance of customer in the whole value creation process. The D. A. R. T. highlights this aspect in a vivid manner.</p> <ol style="list-style-type: none">(1) Contemporary Model(2) Conventional Model(3) Both(4) None of the above

Question No.	Questions
86.	<p>When inflation is a result of an increase in the price of factors of production, the result is ____.</p> <p>(1) Stagflation (2) Cost-push inflation (3) Demand-pull inflation (4) None of the above</p>
87.	<p>The combination of stagnation and inflation is known as ____.</p> <p>(1) Stagflation (2) Cost-push inflation (3) Demand-pull inflation (4) None of the above</p>
88.	<p>The four types of social responsibility include ____</p> <p>(1) Legal, Philanthropic, Economic & Ethical (2) Ethical, Moral, Social & Economic (3) Philanthropic, Justice, Economic & Ethical (4) Legal, Moral, Ethical & Economic</p>
89.	<p>Moving along an indifference curve the :</p> <p>(1) Consumers prefer some of the consumption points to others (2) Marginal rate of substitution for a good increase as more of the good is consumed (3) Marginal rate of substitution is constant (4) Consumers do not prefer one consumption point to another</p>

Question No.	Questions
90.	<p>All such demand curves where quantity demanded is totally unresponsive to changes in price are called :</p> <ol style="list-style-type: none">(1) Perfectly elastic demand curves(2) Perfectly inelastic demand curves(3) Unitary elastic demand curves(4) None of the above
91.	<p>Which of the following is not the objective of WTO ?</p> <ol style="list-style-type: none">(1) To improve the standard of living of people of the member countries(2) To enlarge production and trade of goods(3) To protect environment(4) To improve balance of payment situation of the member countries
92.	<p>IBRD also known as _____</p> <ol style="list-style-type: none">(1) Exim Bank(2) World Bank(3) International Monetary Fund(4) International Bank
93.	<p>In which of the following years the Bretton Woods agreement was signed by the delegates from 44 nations which led to the establishment of the IMF ?</p> <ol style="list-style-type: none">(1) 1940(2) 1952(3) 1944(4) 1957

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 Answer Key PhD/URS in Management Date: 10.02.2022

Q. No.	Code A	Code B	Code C	Code D
1	B	C	C	B
2	D	B	A	B
3	A	C	D	D
4	C	B	B	C
5	D	C	D	D
6	B	A	C	D
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8	A	C	C	D
9	D	A	B	D
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12	B	A	D	A
13	D	A	D	D
14	C	B	D	A
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16	D	C	D	D
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23	D	D	A	C
24	D	D	C	B
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26	D	C	B	A
27	B	A	A	A
28	D	A	A	C
29	D	D	D	A
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31	B	B	D	A
32	A	B	B	A
33	D	D	C	A
34	D	C	B	B
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36	C	D	C	C
37	A	D	C	C
38	A	D	C	D
39	D	D	B	C

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40	A	B	C	B
41	C	B	B	B
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44	B	A	A	D
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47	C	D	B	A
48	C	D	A	A
49	B	B	B	D
50	C	A	A	A
51	A	B	B	D
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71	C	C	B	B
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80	A	C	A	A
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82	B	D	B	D
83	C	D	D	A
84	B	D	C	C
85	B	B	D	D
86	C	D	D	B
87	C	B	D	A
88	C	D	D	A
89	B	D	D	D
90	C	B	B	B
91	B	B	A	D
92	A	D	A	B
93	D	A	A	C
94	A	C	B	B
95	B	D	D	B
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99	B	D	C	B
100	A	B	B	C

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