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PHD-EE-2023-24

SET-Y

Management 10057

Time: 11/4 Hours	Max. Marks : 100	Total Questions: 100
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1. About communication barriers in an organization, match List A with List B:

List A		List B	
a.	Psychological Barrier	i.	Workplace Pressure
b.	Physical Barrier	ii.	Disruption due to thunder
c.	Cultural Barrier	iii.	Generation Gap
d.	Organizational Barrier	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii, c-ii, d-iv
- 2. Statement I: Organizational Structure is the Formal Arrangement of Jobs in a Company.

Statement II: Organizational Structure involves making decisions regarding work specialization, departmentalization, chain of command, span of control

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect
- 3. Assertation (A): The law of diminishing marginal utility is derived from the law of demand.

Reasoning (R): It follows that when the price of the goods falls, the consumer buys more goods to equate the marginal utility to the lower price.

- (1) Both A and R are true.
- (2) Both A and R are false.
- (3) A is true. R is false.
- (4) A is false, R is true.

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4. Statement I: Conflicts of interest are critical factors in causing various ethical problems, not just in relation to the suppliers.

Statement II: Organizational Conflicts of Interest typically occur when a firm is employed as a supplier of professional services of one sort or another.

- (1) Statement I is correct, Statement II is incorrect
- (2) Statement I is incorrect, Statement II is correct
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect

5. Match List A to List B:

List A		List B	
a.	Pre-Scientific Management Era	1. i. i.	Workplace Pressure
b.	Classical Management Era	ii.	Disruption due to thunder
c.	Neo-Classical Management Era	iii.	Generation Gap
d.	Modern Management Era	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii. c-ii, d-iv
- 6. If the Budget line becomes steeper on the X-axis with no change on the Y-interception, it is which of the following?
 - (1) An increase in the price of Goods X (2) An increase in the price of Goods Y
 - (3) A decrease in the price of Goods X (4) A decrease in the price of Goods Y
- 7. Statement I: A satisfied employee may be highly dis-engaged.

Statement II: It is possible to feel engaged by the organization and not the job.

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect

8. Match List A with List B:

1	List A		List B		
a.	Human Resource Approach	(i. ()	Considers a system as an interrelated part that interacts with one another and functions as a whole.		
b.	Contingency Approach	ii.	Concerned with the growth and development of people towards higher levels of competency.		
c.	Productivity Approach	iii.	Implies that different situations require different behavioral practices for effectiveness.		
d.	Systems Approach	iv.	It's the ratio that compares the units of outputs with the units of inputs.		

- (1) a-i, b-ii, c-iii, d-iv (2) a-iv, b-ii, c-iii, d-i
- (3) a-ii, b-iii, c-iv, d-i
- 9. In transition analysis, the leadership theory propagated by Blake and Mouton can be fruitfully practiced. Based on this, a manager who works in a 9:I position actually behaves in: and the first transfer of the second of the second second

the and recognized contribute of a contribute widths with the project for

- (1) Child to Parent ego state (2) Adult ego state
- (3) Adult to Parent ego state (4) Parent to Child ego state
- 10. Assertation (A): In the storming phase of group formation, the breaking up of the team is done.

Reason (R): In the storming phase, members start competing for leadership and control over the group.

- (1) Both A and R are true
- (2) Both A and R are false
- (3) A is true, R is false
- (4) A is false, R is true
- 11. Which of the following describes the metamorphosis stage of employee socialization?
 - (1) Employee joins the organization with his own values, attitudes and expectations.
 - (2) Employee studies the organization culture
 - (3) Employee evaluates the dichotomy between reality and expectations
 - (4) Employee becomes comfortable with the organization and adopts its norms

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12. Match List A with List B:

List A		t A List B	
a.	Stimuli	od in	Grouping
b.	Organizing	ii.	Stereotyping
c.	Interpreting	iii.	Internal and External
d.	Reacting	iv.	Impression Formation

(1) a-i, b-ii, c-iii, d-iv

(2) a-iii, b-i, c-ii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii, c-ii, d-iv
- 13. One assumption underlying the use of the cost of capital to analyze capital projects is that:
 - (1) current costs will remain the same
 - (2) capital structure will vary with the type of financing
 - (3) different risk projects are required to diversify the firm
 - (4) the analyzed projects are of comparable risk to existing projects
- 14. A high operating leverage indicates:
 - (1) Highly favourable situation as it consists of low fixed costs.
 - (2) Highly risky situation as it consists of large interest costs.
 - (3) Highly favourable situation as it consists of higher EPS.
 - (4) Highly risky situation as it consists of large fixed costs.
- 15. A firm has a Degree of Financial Leverage of 5.5. What does this tell us about the firm?
 - (1) If sales rise by 5.5%, then EBIT will rise by 1 %.
 - (2) If EBIT rises by 5.5%, then EPS will rise by 1 %.
 - (3) If EBIT rises by 1 %, then EPS will rise by 5.5%.
 - (4) If sales rise by 1 %, then EBIT will rise by 5.5%.
- 16. An increase in the variable cost
 - (1) Decreases the break-even point
- (2) Improves margin of safety
- (3) Improves the profit/volume ratio
- (4) All of the above

- The sub-variance of material usage variance, known as Material mix variance is measured as:
 - (1) Total standard cost Total actual cost
 - (2) Standard cost of revised standard mix Standard cost of actual mix
 - (3) (Standard unit price Actual unit price) * Actual quantity used
 - (4) (Standard quantity Actual quantity) * Unit standard price
- 18. Which of the following represents the CVP equations?
 - (1) Sales = Contribution margin + Fixed expenses + Profits
 - (2) Sales = Contribution margin ratio + Fixed expenses + Profits
 - (3) Sales = Variable expenses + Fixed expenses + Profits
 - (4) Sales = Variable expenses Fixed expenses + Profits
- 19. Which of the following statements are true?
 - (1) P/v Ratio can never be used to measure break-even point
 - (2) Higher the P/v ratio less will be the profit and vice versa
 - (3) Concept of P/v ratio is also used to determine profit at a given volume of sales
 - (4) All of the above
- 20. Liquid assets are determined by:
 - (1) Current assets-stock-Prepaid expenses
 - (2) Current assets+stock+prepaid expenses
 - (3) Current assets+Prepaid expenses
 - (4) None of the above
- 21. Quick ratio is 1.8:1, current ratio is 2.7:1 and current liabilities are Rs 60,000. Determine value of stock:
 - (1) Rs 54,000

(2) Rs 60,000

(3) Rs 1,62,000

(4) None of the above

22.	Marginal cost is computed as:						
	(1) Prime cost + All Variable overheads						
	(2) Direct material + Direct labor + Di	rect Expenses + A	ll variable overheads				
	(3) Total costs - All fixed overheads						
	(4) All of the above						
23.		and the state of the state of					
	Rs. 25,000 shares. The business bo	Per Landenheit für					
	Rs 15,000, Stock Rs 5,000 and Cre	ditors Rs 5,000.	Determine the effect of thi				
			$-(\operatorname{diag}_{M} y)' = y_{M} / - (\operatorname{diag}_{M} $				
	(1) Net outflow of Rs 15,000		of Rs 15,000				
	(3) Neither inflow nor outflow	(4) None of the					
24.			is Rs 10 000 selling price in				
	Rs 20 per unit, Variable cost is Rs 15 p						
			and Tholosom O, ye				
	(3) Rs 70,000		(4) All of the there				
	(5) 13 70,000	(4) K3 10,000					
25.	Which one of the following increas	es the number of	f shares outstanding withou				
	increasing the value of the owners' equi	ity?	on deal Manney Co.				
	(1) stock repurchase	(2) reverse stoc	k split				
	(3) stock split	(4) liquidating of	lividend				
			64 - 54(by amod (44)				
26.	If the company's Dividend payout rat						
	growth rate?		195.4 problem sales 15.00 f T.S				
	(1) 5%	(2) 7%					
	(3) 6.4%	(4) 9.6%					

27.	According to the capital-asset pricing model (CAPM), a security's expected (required return is equal to the risk-free rate plus a premium:				
	(1) equal to the security's beta.				

- (2) based on the systematic risk of the security.
- (3) based on the total risk of the security.
- (4) based on the unsystematic risk of the security.
- 28. A measure of "risk per unit of expected return."
 - (1) standard deviation

(2) coefficient of variation

1-5 H-0 HI-1 VI-8 (1)

- (3) correlation coefficient
- (4) beta
- 29. Consider the CAPM. The risk-free rate is 5% and the expected return on the market is 15%. What is the beta on a stock with an expected return of 12%?
 - (1) 0.5

(2) 0.7

(3) 1.2

(4) 1.4

30. Hedging risk for a long position is accomplished by:

ii-b i-b M-d Hi-b (S)

Ab dies wied illen (A)

- (1) taking another long position.
- (2) taking a short position.
- (3) taking additional long and short positions in equal amounts.
- (4) taking a neutral position.
- 31. Which one of the following is not one of the arguments against social responsibility as used by economist Milton Friedman?
 - (1) Spending money for social responsibility is spending the stockholder's money for a general social interest.
 - (2) Businesses can actually do very little in terms of social responsibility.
 - (3) Spending money on social responsibility is acting from motives other than economic and may, in the long run, cause harm to the very society the firm is trying to help.
 - (4) There is one and only one social responsibility of business-to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game.

32. Match Column I with Column II:

Column I		Column II	
a.	Divestitures	i.	The parent firm no longer exists.
b.	Pac-Man defence	ii.	Does not bring any cash to the parent company.
c.	Spin-off	jii.	Selling of some of assets of the firm.
d.	Split-up	iv.	Target company making a counter bid for raiders company.

Choose the correct answer.

(1) a-iv, b-iii, c-ii, d-i

(2) a-iii, b-iv, c-i, d-ii

(3) a-i, b-ii, c-iii, d-iv

(4) a-iii, b-iv, c-ii, d-i

- 33. When a corporation opts for a captive company strategy, what is the primary trade-off it accepts in exchange for secured operations?
 - (1) It gains a temporary increase in operational efficiency at the cost of long-term strategic flexibility.
 - (2) It achieves short-term profitability by selling off its most profitable units.
 - (3) It obtains a guarantee of sales or production in return for a significant dependence on another firm.
 - (4) It surrenders market share for a quick influx of investment to fund immediate operational deficits.
- 34. Which type of chief executive officer with a great deal of experience in that particular industry would be appropriate for a corporation following a concentration strategy emphasizing vertical or horizontal growth?

(1) professional liquidator

(2) dynamic industry expert

(3) turnaround specialist

(4) analytical portfolio manager

- Which of the following is not a challenge presented by the product life cycle that a firm must face?
 - (1) All products eventually decline.
 - (2) Changing tastes. technologies. and competition affect the marketing of the product as it passes through lifecycle stages.
 - (3) A firm must be good at developing new products to replace aging ones.
 - (4) It is difficult to plot the stages as a product goes through them.
- 36. What is the name of the data visualization tool that depicts a logical arrangement of key words within a textual content? The size of each word in the depiction usually indicates the frequency or importance of the word:
 - (1) Heat Map

(2) Meta Tag

- (3) Dendrogram
- (4) Word Cloud
- 37. Arrange the following statements corresponding to different levels of Brand Dynamics Pyramid in a sequence starting with the base of the pyramid:
 - (a) Belief that the brand delivers acceptable product performance and is on the consumer's short-list
 - (b) Rational and emotional attachments to the brand to the exclusion of most other independed bearing as who are in the transfer to the well-and weeking upto
 - (c) Active familiarity with the brand based on post trial, saliency or knowledge of the brand promise
 - (d) Relevance of brand to consumer's needs in the right price range or in the consideration set
 - (e) Belief that the brand has an emotional or rational advantage over other brands in the category

Choose the *correct* answer from the options given below:

(1) c, d, a, e, b

(2) d, c, a, e, b

(3) d, c, a, b, e

(4) c, d, a, b, e

- 38. Brand genealogy is a managerial mindset introduced in the cultural branding model (Holt, 2004) where the brand manager uncovers:
 - (1) The brand's history

- (2) The brand's vision
- (3) The brand's architecture
- (4) The brand's relevance
- 39. Which of the following correctly explains the notion of consumer surplus?
 - the difference between what consumers is willing to pay for a given quantity of goods and services and the amount they actually pay.
 - (2) the difference between what consumers is willing to buy given quantity of goods and services and the quantity they actually buy.
 - (3) the difference between what consumers is willing to plan to buy given quantity of goods and services and the quality they actually buy.
 - (4) the difference between total utility and addition to total utility from goods and services the consumers buy.
- 40. Assertion (A): Brand dilution is a risk in brand extension strategies, potentially weakening consumer associations with the brand.
 - **Reason (R):** Brand extensions that are inconsistent with the core values of the parent brand may confuse consumers and erode established brand equity.

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, and R is true.

- Assertion (A): The use of a corporate umbrella brand name across an entire range of 41. products can reduce development costs and enhance corporate image associations.
 - Reason (R): Corporate branding leverages the company's general reputation, potentially accelerating acceptance and adoption of new product lines.

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, and R is true.
- 42. Assertion (A): The implementation of a Licensed Brand Strategy within CRM involves the brand owner relinquishing control over the manufacturing process.
 - Reason (R): Licensing allows a brand to expand its market presence rapidly by leveraging the manufacturing capabilities and market access of the licensee, despite the potential dilution of brand control.

Choose the *correct* answer from the options given below:

- (1) Both A and R are true, but R is not the correct explanation of A.
- (2) A and R are true, and R is the correct explanation of A.
- (3) A is true, but R is false.
- (4) A is false, and R is true.
- 43. Considering the principles of green marketing, which strategy most effectively aligns with achieving long-term consumer and societal welfare through environmental protection?
 - (1) Prioritizing cost-reduction over environmental impact in product development.
 - (2) Implementing a marketing mix that emphasizes product disposability for convenience.
 - (3) Focusing solely on the immediate financial benefits of green product marketing without regard to its ecological impact.
 - (4) Designing products and services that minimize environmental harm through recycling, reuse and reduction of pollutants.



44. Match the following:

Column A			Column B		
a.	IMF	I.	Provides loans and grants for development projects in developing countries.		
b.	World Bank	ii.	Focuses on private sector development in less developed countries.		
c.	EXIM Bank	iii.	Facilitates international monetary cooperation and financial stability.		
d.	SDRs	iv.	Offers financing, guarantees, and insurance to support national exporters.		
c.	IFC	v.	International reserve asset created by the IMF.		

Codes:

	Α	В	C	D	E
(1)	i	v	iv	iii	ii
(2)	ii	v	i	iii	iv
(3)	ii /	i .	v ,,,	iii	iv
(4)	i	iii	iv	v	ii

- **45.** In terms of the increasing competitions, among the MNCs, rank the followings in the ascending order:
 - i. Mobile Technology
 - ii. Business Intelligence
 - iii. Cloud Computing
- iv. Social Media

Codes:

(1) i, ii. iii and iv

(2) iv, iii, ii and i

(3) iv, i, ii and iii

(4) i, ii, iv and iii

- Which of the following best describes the primary purpose of the financial account in 46. the balance of payments?
 - (1) To track the export and import of goods and services
 - (2) To record transfers of ownership in financial assets and liabilities between a country and the rest of the world
 - (3) To measure a country's total income and expenditure
 - (4) To record compensation of employees and investment income
- 47. What does the Leontief Paradox challenge?
 - (1) The concept of free trade.
 - (2) The Factor Endowment Theory's predictions regarding the US trade pattern.
 - (3) The effectiveness of the World Trade Organization.
 - (4) The theory of absolute advantage.
- The concept of "digital divide" in the context of globalization refers to: 48.
 - (1) The difference in internet speeds between countries.
 - (2) The divide in preference for digital vs. traditional business models.
 - (3) The economic gap between developed and developing countries.
 - (4) The gap between individuals who have access to modern information and communication technology and those who do not.

Match the following:

49.

List-I (Developers)			List-II (Concepts)	
a.	Thompson and Strickland	i.	Superior performance	
b.	Stonerand Freeman	ii.	Discontinuous process	
c.	Kuratko, Hornsky	iii.	Organisational process	
d.	Peter Kilby	iv.	Management system	

Codes:

	Α	В	C	D
(1)	i	ii	iv	iii
(2)	ii	i	iii	iv
(3)	i	ii	iii	iv
(4)	i	iii	ii	iv

50. Statement (I): Designing a distribution system for a service (for-profit or non-business context) involves to select the parties only through which ownership will pass.

Statement (II): The ownership channel for most of the services is long and quite complex because of inseparability characteristic.

Statement (III): Short channels usually mean more control on the part of the seller.

Identify the correct code of being the statements correct or incorrect. These statements relate to channel strategies of products/services.

- (1) Statements (I) and (II) are correct but (III) is not correct.
- (2) Statements (1) and (III) are correct but (II) is not correct.
- (3) Statements (I) and (II) are not correct but (III) is correct.
- (4) Statements (I), (II) and (III) all are not correct.
- 51. The G. E. Business Model is explained on which one of the following parameters?
 - (1) Market Attractiveness and Business Position.
 - (2) Business Attractiveness and Market Position.
 - (3) Industry Growth rate and Company's Market share.
 - (4) Company's Growth rate and Industry's Position.
- 52. First industrial estate in India was established by SSIB in 1955 at:
 - (1) Rajkot in Gujarat

- (2) Okhla in Delhi
- (3) Ghaziabad in Uttar Pradesh
- (4) Sannat Nagar in Jammu & Kashmir
- 53. From the following, identify the decision-support systems:
 - i. Status inquiry system
 - ii. Data analysis system
 - iii. Accounting system
 - iv. Information system

Codes:

(1) i, ii and iii

(2) ii, iii and iv

(3) only iii

(4) i, ii, iii and iv

- 54. TePP stands for :
 - (1) Technology for Promotion and Production
 - (2) Trade for Profitability and Productivity
 - (3) Technopreneur Promotion Programme
 - (4) None of the above
- 55. The entrepreneurial process consists of the following steps:
 - i. Management of the resulting enterprise.
 - ii. Determination of the required resources.
 - iii. Identification and evaluation of the opportunity.
 - iv. Development of the business plan.

 Indicate the *correct* sequence.

Codes:

(1) iii, iv, i, ii

(2) iv, i, iii, ii

(3) iii, iv, ii, i

(4) iv, i, ii, iii

56. Match the items of List-I and List-II:

val.	List-I)W/ i	on the differ List-II reach the
a.	UNCTAD I	i.	India
b.	UNCTAD II	ii.	Brazil
c.	UNCTADX	iii.	Thailand as 1967 to maiorithous
d.	UNCTADXI	iv.	Switzerland

Codes:

- A B C D
- (1) iv i iii ii
- (2) iii i iv ii
- (3) ii i iii iv
- (4) iv i ii iii

- 57. An analysis of percentage financial statement where all the Balance Sheet items are divided by the total assets and all the income statement items are divided by net sales or revenue is known as:
 - (1) Index Analysis

(2) Trend Analysis

(3) Ration Analysis

- (4) Common size Analysis
- 58. The basic purpose of using Analysis of Variance in research studies is
 - (1) For equating groups on one or more variables
 - (2) For determining the significance of differences among standard deviations
 - (3) For determining the significance of differences among means
 - (4) For measuring the proficiency level of student
- 59. Statement I: Stratified Sampling is used in situations where the population can easily be divided into groups.

Statement II: Elements within a group have heterogeneous characteristics.

- (1) Statement I is correct but Statement II is wrong
- (2) Statement I is wrong but Statement II is correct
- (3) Both the statements are correct
- (4) Both the statements are wrong
- **60.** Regarding the difference between the two groups when comparing proportions, is the.
 - (1) Values of the population standard deviation
 - (2) Degrees of Freedom
 - (3) The coefficient of Determination
 - (4) Sampe Size
- 61. Which of the following statements is not true for ERP?
 - (1) ERP systems use TCP/IP protocol
 - (2) ERP systems can include modules for customer relationship management (CRM), inventory control and supply chain management (SCM).
 - (3) All financial and business information can be automatically generated from the centralized database of the ERP system.
 - (4) Cross-platform protocol cannot be used in ERP systems.

to es

62.	Processes that operate with "Six Sigma Quality" over the short term are assume produce long-term defect levels below defects per million opportunity (DPMO).	
	(1) 2 (2) 2.4 (3) 3 (4) 3.4	
63.	Which of the following represents Deming's 4-step cycle for improvement?	
	(1) Plan, Do, Check, Act (2) Schedule, Do, Act, Check	
	(3) Do, Act, Check, Monitor (4) Plan, Control, Act, Sustain	
64.	Match the following components of remuneration with their inclusions. a. Fringe Benefits i. Stock option b. Job Context ii. Challenging job responsibilities	
	c. Perquisites iii. Group Plans d. Incentives iv. Medical Care	36
	Codes:	
	(1) a-iv, b-ii, c-i, d-iii (2) a-ii., b-i, c-iii, d-iv	
	(3) a-i, b-iii, c-iv, d-ii (4) a-iii, b-ii, c-iv, d-i	
65.	. It is advisable to have management from all levels participate in the stra	ate

- gy formulation process:
 - (1) because it is a legal requirement.
 - (2) because collective bargaining agreements often mandate worker participation.
 - (3) to gain an insight as to what work needs to be done and to gain cooperation in the implementation of the strategy.
 - (4) because it is part of their job responsibilities to provide input regarding their respective area of expertise.
- The Heckscher-Ohlin model of international trade suggests that a country will export 66. goods that:
 - (1) Are labor-intensive, regardless of the country's labor abundance
 - (2) Are in high demand in the domestic market
 - (3) Use its abundant factors of production more intensively
 - (4) It can produce using outdated technologies

- 67. What is a unique feature of the IMF's Special Drawing Rights (SDRs)?
 - (1) They serve as an international reserve asset and can be exchanged among governments and the IMF for freely usable currencies.
 - (2) They can be used by any individual or corporation for international transactions.
 - (3) They are backed by a physical commodity, such as gold or silver.
 - (4) They are the primary currency used in international trade and finance.
- 68. Entrepreneurial success has been significant because of the culture and the political and economic system in
 - (1) European countries

(2) Asian countries

(3) Transition economies (4) Middle east

69. The 'Grameen Bank' model is affectively used by which of the following institute?

(1) Education sector

(2) Finance Sector

(3) Rural Sector

(4) NGOs

- 70. Considering the advanced CRM strategies focused on creating new value for customers through customization and collaboration, which principle underlines the strategic shift from transactional to relational engagement in customer relationship management?
 - (1) Prioritizing operational efficiency over customer interaction to streamline cost management.
 - (2) Emphasizing product-centric marketing strategies to maximize short-term sales volume.
 - (3) Leveraging technology to automate customer service processes, minimizing human intervention.
 - (4) Integrating customer feedback into product development and service delivery to foster a proactive, co-creative relationship with customers.
- 71. According to Porter's Diamond Model, which of the following is not a determinant of national competitive advantage?
 - (1) Firm strategy, structure, and rivalry (2) Demand conditions
 - (3) Related and supporting industries (4) The country's size in terms of population

- Which of the following is **not** a characteristic of a normal distribution? 72.
 - (1) The mean and median may be different.
 - (2) It is a symmetrical distribution.
 - (3) Skewness is the measure of the thickness of its tail.
 - (4) The Normally distributed 'curve is bell-shaped.
- 73. In which sampling does a researcher include those individuals who are willing and readily available? The ship of the snowledge of the substitution o
 - (1) Snowball Sampling

- (2) Incidental Sampling
- (3) Simple Random Sampling (4) Systematic Sampling
- 74. According to the New Trade Theory, what role do economies of scale play in international trade? 79. A surface which by a section of work resigning metabor
 - (1) They are irrelevant.
 - (2) They lead to increased global competition.
 - (3) They enable countries to specialize in the production of certain goods, leading to increased variety and reduced costs.
 - (4) They discourage countries from participating in international trade.
- 75. A college principal is interested in conducting an ethnographic probe into problems faced by tribal students. Which sampling technique will be most appropriate?
 - (1) Random Sampling Technique (2) Cluster Sampling Technique
- - (3) Stratified Sampling Technique
- (4) Systematic Sampling Technique

Barley described by the line top or

- 76. Which of the following statements is *true* for Random sampling error?
 - (1) is the difference between a survey that includes only those who responded and a survey that also includes those who failed to respond.
 - (2) is a function of sample size.
 - (3) results from the nature of a study's design and the inappropriate or random administration of the sampling process. Laffabori (S. A.)
 - (4) does not occur in non-probability samples

77.	Kaizen is a process, the purp improvement.	pose of which goes beyond simple productivity
	(1) Weekly	(2) Daily
	(3) Monthly	(4) Annual
78.	Assertion (A): Employee developmen with education than employee training.	at is more future-oriented and more concerned
	Reason (R): An apprenticeship programmethods.	n is one of the widely used off-the-job training
	(1) (A) and (R) both are correct.	(2) (A) and (R) both are incorrect.
	(3) (A) is correct but (R) is incorrect.	(4) (A) is incorrect but (R) is correct.
79.	A strike called by a section of worker proper authority of the union is called:	rs/union members without authorisation from
	(1) Sectional strike	(2) Jurisdictional strike
	(3) Wild cat strike	(4) Sympathetic strike
80.	helps to improve the develops them into a good listener.	communication skills of the employees and
	(1) Team development	(2) Sensitivity training
	(3) OD exercises	(4) All of the above
	Table National State of the	and the Color City of the Color
81.	Collective bargaining may take place at t	
		(2) Industry level
	(3) Enterprise level	(4) All of the above
82.	Which of the following demonstrates ke with the opportunity to practice the key b	ey behaviors to replicate and provides trainees behaviors?
	(1) Behavior modeling	(2) Cognitive learning
	(3) Role-playing	(4) Self-learning
PHD/F	EE-2023-24/(Management)(SET-Y)/(A)	Fig. 2 of processing and Mills and Theology

83.	Research suggests that strategic management evolves through four sequential phases in corporations. The first phase is:
	(1) externally oriented planning. (2) basic financial planning.
	(3) internally oriented planning. (4) forecast-based planning.
84.	Which of the following statements does <i>not</i> stand as a principle of compensation administration?
	(1) An enterprise should have a clear-cut plan to determine differential pay level in terms of divergent job requirements.
	(2) People and jobs should never be mingled.
	(3) The compensation system should be designed with subjectivity with respect to individual skill sets exercised from time to time.
	(4) There should be established wage grievance handling procedures.
85.	Who said - "An entrepreneur always searches for change, responds to it and exploit it as an opportunity"?
	(1) James Burna (2) McClelland
	(3) Robert C. Ronstadt (2) (4) Peter F. Drucker (3) (4)
	(3) Done (3) Done
86.	If larger units have a greater probability of their inclusion in the sample it is known as?
	(1) Selection with replacement
	(2) Selection with probability proportion to size
	(3) Selection with constant probability
	(4) Probability Selection
87.	What does "S" stands for in SMART Goals?
	(1) Solution (2) Specific
	(3) Soft (4) Standard
HD/I	EE-2023-24/(Management)(SET-Y)/(A)



88. Statement I: 'Trade creation' and 'Trade Diversion' both, have welfare implications

Statement II: Regional partners should be competitive, and not complementary, for
the purpose of the most efficient use of economic resources within a Customs Union.

Codes:

- (1) Statement I is true, but statement II is false.
- (2) Statement II is true, but statement I is false.
- (3) Both the statements I and II are true.
- (4) Both the statements I and II are false.
- 89. What strategy do multinational enterprises use to maintain competitive advantage in the international marketplace?
 - (1) Sole reliance on home country's economic policies
 - (2) Use of triad/regional strategies
 - (3) Avoidance of direct investment in technology sectors
 - (4) Focus exclusively on expanding local markets without foreign direct investment
- 90. In case of Net Income approach the cost of equity is:
 - (1) Constant
- (2) Fixed
- (3) Increasing
- (4) Decreasing
- 91. Frequent revision of budgets will.....
 - (1) affects its reliability
- (2) increase the accuracy

(3) both

- (4) subjective matter
- 92. The BCG Growth-Share Matrix uses market share and industry growth rate as axes to classify business units. Which of the following statements best encapsulates a critical limitation of this model?
 - (1) It assumes a static market condition, disregarding potential strategic changes by competitors or the company itself.
 - (2) It heavily relies on past sales data, ignoring the potential for future market disruptions or technological innovations.
 - (3) It recognizes only the market leader's share and overlooks the growth of smaller competitors with increasing market shares.
 - (4) It exclusively focuses on cash flow generation as the determinant of a business unit's success, ignoring market presence.

- "The entrepreneur is more than a manager. He or (she) is an innovator and promoter as 93. well." Who said it?
 - (1) George Gilder

- (2) Forrest H. Frantz
- (3) Joseph A. Schumpeter (4) Peter F. Drucker

- Which statement is true? 94.
 - (1) The term economic organisation means an organisation whose purpose is to allocate scarce resources
 - (2) The term creation implies a founding an origin
 - (3) Entrepreneurship is the creation of an innovative economic organisation for the purpose of gain or growth under conditions of risk and uncertainty
 - (4) All of the above
- Companies often fail to integrate their various communications to consumers 95. because
 - (1) historically, consumers have been able to distinguish between message sources
 - (2) advertising departments are reluctant to work with public relations professionals
 - (3) communications often come from different parts of the company
 - (4) personal selling and sales promotion are in direct conflict
- 96. Which statement below is not true of strategy implementation?
 - (1) It is the process by which strategies and policies are put into action through the development of programs/tactics, budgets, and procedures.
 - (2) Implementation is often considered after strategy has been formulated.
 - (3) Strategy implementation is the sum total of the activities and choices required for the execution of a strategic plan.
 - (4) Strategy implementation should be kept separate and distinct from that of strategic management.



- 97. Which of the following is not a reason why the growth strategy is so desirable? (1) There are more opportunities for advancement and promotion. (2) A corporation that experiences successful growth is thought of positively by the marketplace and potential investors. (3) A large and growth-oriented corporation has more clout and influence. (4) A large and growing firm attracts more acquisition offers.is an approach to cost reduction in which components are studied carefully 98. to determine if they can be redesigned, standardized, or made by less costly methods of production. (2) Order analysis (1) Cost analysis (4) Value analysis (3) Product analysis 99. Assertion (A): Placing a product or service directly in front of the consumer in the
- hope of raising brand awareness to make a sale is known as push strategy. Reason (R): When consumers are aware of the brand and its reputation, push strategy

is not necessary.

- (1) A is true but R is false
- (2) Both A and R are true and R is the correct explanation of A
- (3) Both A and R are false
- (4) A is false but R is true
- 100. What is not one of the three key flows integrated in Supply Chain Management (SCM)?
 - (1) Products/Materials flow
- (2) Information flow

(3) Funds flow

(4) Energy flow

Total No. of Printed Pages: 25

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В

PHD-EE-2023-24 Management

SET-Y

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		Sr. No
Time: 11/4 Hours Roll No. (in figures)	Max. Marks : 100 (in words)	Total Questions : 100
Name		
Father's Name		
Date of Examination		
(Signature of the Candidate)		(Signature of the Invigilator)
CANDIDATES MUST BEAD TH	IT TOLL OWING INTO THE	(g same or 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 unfairmeans / 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 shall be got uploaded on the University Website immediately after the conduct of Entrance Examination. Candidates may raise valid objection/complaint if any, with regard to discrepancy in the question booklet/answer key within 24 hours of uploading the same on the University Website. The complaint be sent by the students to the Controller of Examinations by hand or through email. 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 30 minutes after starting of the examination.

- 1. Assertion (A): The use of a corporate umbrella brand name across an entire range of products can reduce development costs and enhance corporate image associations.
 - Reason (R): Corporate branding leverages the company's general reputation, potentially accelerating acceptance and adoption of new product lines.

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, and R is true.
- 2. Assertion (A): The implementation of a Licensed Brand Strategy within CRM involves the brand owner relinquishing control over the manufacturing process.
 - Reason (R): Licensing allows a brand to expand its market presence rapidly by leveraging the manufacturing capabilities and market access of the licensee, despite the potential dilution of brand control.

Choose the correct answer from the options given below:

- (1) Both A and R are true, but R is not the correct explanation of A.
- (2) A and R are true, and R is the correct explanation of A.
- (3) A is true, but R is false.
- (4) A is false, and R is true.
- 3. Considering the principles of green marketing, which strategy most effectively aligns with achieving long-term consumer and societal welfare through environmental protection?
 - (1) Prioritizing cost-reduction over environmental impact in product development.
 - (2) Implementing a marketing mix that emphasizes product disposability for convenience.
 - (3) Focusing solely on the immediate financial benefits of green product marketing without regard to its ecological impact.
 - (4) Designing products and services that minimize environmental harm through recycling, reuse and reduction of pollutants. P. T. O.

4. Match the following:

	Column A	1 A 7 - g = 1	Column B
a.	IMF	i.	Provides loans and grants for development projects in developing countries.
b.	World Bank	ii.	Focuses on private sector development in less developed countries.
c.	EXIM Bank	iii.	Facilitates international monetary cooperation and financial stability.
d.	SDRs	iv.	Offers financing, guarantees, and insurance to support national exporters.
e.	IFC	v.	International reserve asset created by the IMF.

Codes:

	Α	В	C	D	E
(1)	i	v	iv	iii	ii
(2)	ii	v	i . s	iii	iv
(3)	ii /	i	\mathbf{v}	iii	iv
(4)	i	iii	iv	v	ii

- 5. In terms of the increasing competitions, among the MNCs, rank the followings in the ascending order:
 - i. Mobile Technology
 - ii. Business Intelligence
 - iii. Cloud Computing
 - iv. Social Media

Codes:

(1) i, ii. iii and iv

(2) iv, iii, ii and i

(3) iv, i, ii and iii

(4) i, ii, iv and iii

- Which of the following best describes the primary purpose of the financial account in the balance of payments?
 - (1) To track the export and import of goods and services
 - (2) To record transfers of ownership in financial assets and liabilities between a country and the rest of the world
 - (3) To measure a country's total income and expenditure
 - (4) To record compensation of employees and investment income
 - What does the Leontief Paradox challenge?
 - (1) The concept of free trade.
 - (2) The Factor Endowment Theory's predictions regarding the US trade pattern.
 - (3) The effectiveness of the World Trade Organization.
 - (4) The theory of absolute advantage.
 - The concept of "digital divide" in the context of globalization refers to:
 - (1) The difference in internet speeds between countries.
 - (2) The divide in preference for digital vs. traditional business models.
 - (3) The economic gap between developed and developing countries.
 - (4) The gap between individuals who have access to modern information and communication technology and those who do not.

Match the following:

9.	List-I (Developers)			List-II (Concepts)	
	a.	Thompson and Strickland	i.	Superior performance	
	b.	Stonerand Freeman	ii.	Discontinuous process	
	c.	Kuratko, Hornsky	iii.	Organisational process	
	d.	Peter Kilby	iv.	Management system	

Codes:

	A	B	C	D
(1)	i	ii	iv	iii
(2)	ii	i	iii	iv
(3)	i	ii	iii	iv
(4)	i	iii	ii	iv

10. Statement (I): Designing a distribution system for a service (for-profit or non-business context) involves to select the parties only through which ownership will pass, business context) involves to select the parties only through which ownership will pass, business context) involves to select the parties only through which ownership will pass, business context) involves to select the parties only through which ownership will pass, business context) involves to select the parties only through which ownership will pass, business context) involves to select the parties only through which ownership and quite statement (II): The ownership channel for most of the services is long and quite complex because of inseparability characteristic.

Statement (III): Short channels usually mean more control on the part of the seller.

Identify the correct code of being the statements correct or incorrect. These statements relate to channel strategies of products/services.

- (1) Statements (I) and (II) are correct but (III) is not correct.
- (2) Statements (1) and (III) are correct but (II) is not correct.
- (3) Statements (I) and (II) are not correct but (III) is correct.
- (4) Statements (I), (II) and (III) all are not correct.
- 11. According to Porter's Diamond Model, which of the following is *not* a determinant of national competitive advantage?
 - (1) Firm strategy, structure, and rivalry (2) Demand conditions
 - (3) Related and supporting industries (4) The country's size in terms of population
- 12. Which of the following is not a characteristic of a normal distribution?
 - (1) The mean and median may be different.
 - (2) It is a symmetrical distribution.
 - (3) Skewness is the measure of the thickness of its tail.
 - (4) The Normally distributed 'curve is bell-shaped.
- 13. In which sampling does a researcher include those individuals who are willing and readily available?
 - (1) Snowball Sampling
- (2) Incidental Sampling
- (3) Simple Random Sampling
- (4) Systematic Sampling

international trade?

(1) They are irrelevant.

(2) They lead to increased global competition.

	(3) They enable countries to specialize in the production of certain goods, leading to increased variety and reduced costs.
	(4) They discourage countries from participating in international trade.
15.	A college principal is interested in conducting an ethnographic probe into problems faced by tribal students. Which sampling technique will be most appropriate? (1) Random Sampling Technique (2) Cluster Sampling Technique (3) Stratified Sampling Technique (4) Systematic Sampling Technique
16.	Which of the following statements is true for Random sampling error?
	(1) is the difference between a survey that includes only those who responded and a survey that also includes those who failed to respond.
	(2) is a function of sample size.
	(3) results from the nature of a study's design and the inappropriate or random administration of the sampling process.
	(4) does not occur in non-probability samples
	and wearing the contract of th
17.	Kaizen is a process, the purpose of which goes beyond simple productivity improvement.
	(1) Weekly (2) Daily
	(3) Monthly (4) Annual (4) Annual
18.	Assertion (A): Employee development is more future-oriented and more concerned with education than employee training.
	Reason (R): An apprenticeship program is one of the widely used off-the-job training methods.
	(1) (A) and (R) both are correct. (2) (A) and (R) both are incorrect.
	(3) (A) is correct but (R) is incorrect. (4) (A) is incorrect but (R) is correct.

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14. According to the New Trade Theory, what role do economies of scale play in

		terion members without authorisation from
19.	A strike called by a section of worke proper authority of the union is called:	rs/union members without authorisation from
		(2) Jurisdictional strike
	(1) Sectional strike	(4) Sympathetic strike
	(3) Wild cat strike	
	halos to improve the	communication skills of the employees and
20.	develops them into a good listener.	
	develops them into a good man	(2) Sensitivity training
	(1) Team development	(4) All of the above
	(3) OD exercises	
	Frequent revision of budgets will	egg jarnis fill familier en
21.	- 1: - le 4 le f X 7	\ -
	(1) affects its remaining	(4) subjective matter
	7-7	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
22.	classify business units. Which of the following limitation of this model? (1) It assumes a static market condition competitors or the company itself. (2) It heavily relies on past sales distruptions or technological innovation (3) It recognizes only the market lead competitors with increasing market (4) It exclusively focuses on cash flow unit's success, ignoring market press. "The entrepreneur is more than a management of the following success, ignoring market press."	shares. w generation as the determinant of a business
	well." Who said it?	(2) Forrest H, Frantz
	(1) George Gilder	
	(3) Joseph A. Schumpeter	(4) Peter F. Drucker
PH	D/EE-2023-24/(Management)(SET-Y)/(B)	Tip C. L. (Zuanga, complé par Aprèl : 4210)

24. Which statement is true?

- (1) The term economic organisation means an organisation whose purpose is to allocate scarce resources
- (2) The term creation implies a founding an origin
- (3) Entrepreneurship is the creation of an innovative economic organisation for the purpose of gain or growth under conditions of risk and uncertainty
- (4) All of the above
- 25. Companies often fail to integrate their various communications to consumers because
 - (1) historically, consumers have been able to distinguish between message sources
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- 26. Which statement below is not true of strategy implementation?
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 - (3) Strategy implementation is the sum total of the activities and choices required for the execution of a strategic plan.
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 - (2) A corporation that experiences successful growth is thought of positively by the marketplace and potential investors.
 - (3) A large and growth-oriented corporation has more clout and influence.
 - (4) A large and growing firm attracts more acquisition offers.

28. is an approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardized, or made by less costly methods of production.

(1) Cost analysis

(2) Order analysis

(3) Product analysis

(4) Value analysis

29. Assertion (A): Placing a product or service directly in front of the consumer in the hope of raising brand awareness to make a sale is known as push strategy.

Reason (R): When consumers are aware of the brand and its reputation, push strategy is not necessary.

- (1) A is true but R is false
- (2) Both A and R are true and R is the correct explanation of A
- (3) Both A and R are false
- (4) A is false but R is true
- 30. What is not one of the three key flows integrated in Supply Chain Management (SCM)?

(1) Products/Materials flow

(2) Information flow

(3) Funds flow

(4) Energy flow

31. About communication barriers in an organization, match List A with List B.

	List A	ganization, match List A with List B:
a.	Psychological Barrier	List B
b.	Physical Barrier	i. Workplace Pressure
c.	Cultural Barrier	ii. Disruption due to thunder
d.	Organizational Barrier	iii. Generation Gap
	i-i, b-ii, c-iii, d-iv	iv. Resistance to Change

(3) a-iv, b-ii, c-iii, d-i

(2) a-ii., b-i, c-iii, d-iv

(4) a-i, b-iii, c-ii, d-iv

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8

Statement I: Organizational Structure is the Formal Arrangement of Jobs in a 32. Company.

Statement II: Organizational Structure involves making decisions regarding work specialization, departmentalization, chain of command, span of control

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and Π are correct
- (4) Both Statements I and II are incorrect
- Assertation (A): The law of diminishing marginal utility is derived from the law of 33. demand.

Reasoning (R): It follows that when the price of the goods falls, the consumer buys more goods to equate the marginal utility to the lower price.

- (1) Both A and R are true.
- (2) Both A and R are false.

(3) A is true. R is false.

- (4) A is false, R is true.
- Statement I: Conflicts of interest are critical factors in causing various ethical 34. problems, not just in relation to the suppliers.

Statement II: Organizational Conflicts of Interest typically occur when a firm is employed as a supplier of professional services of one sort or another.

- (1) Statement I is correct. Statement II is incorrect
- (2) Statement I is incorrect, Statement II is correct
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect

Match List A to List B:

List A		List B	
a.	Pre-Scientific Management Era	i.	Workplace Pressure
b,	Classical Management Era	ii.	Disruption due to thunder
c.	Neo-Classical Management Era	iii.	Generation Gap
d.	Modern Management Era	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

(4) a-i, b-iii. c-ii, d-iv

- If the Budget line becomes steeper on the X-axis with no change on the Y-interception,
- (1) An increase in the price of Goods X (2) An increase in the price of Goods Y

 - (3) A decrease in the price of Goods X (4) A decrease in the price of Goods Y
- 37. Statement I: A satisfied employee may be highly dis-engaged.

Statement II: It is possible to feel engaged by the organization and not the job.

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- (4) Both Statements I and Π are incorrect

Match List A with List B: 38.

List A		List B	
a.	Human Resource Approach	i.	Considers a system as an interrelated part that interacts with one another and functions as a whole.
b.	Contingency Approach	ii.	Concerned with the growth and development of people towards higher levels of competency.
c.	Productivity Approach	iii.	Implies that different situations require different behavioral practices for effectiveness.
d.	Systems Approach	iv.	It's the ratio that compares the units of outputs with the units of inputs.

(1) a-i, b-ii, c-iii, d-iv

(2) a-iv, b-ii, c-iii, d-i

(3) a-ii, b-iii, c-iv, d-i

- (4) a-i, b-iii, c-ii, d-iv
- In transition analysis, the leadership theory propagated by Blake and Mouton can be fruitfully practiced. Based on this, a manager who works in a 9:I position actually behaves in:
 - (1) Child to Parent ego state
- (2) Adult ego state
- (3) Adult to Parent ego state
- (4) Parent to Child ego state

Assertation (A): In the storming phase of group formation, the breaking up of the team is done.

Reason (R): In the storming phase, members start competing for leadership and control over the group.

- (1) Both A and R are true (2) Both A and R are false

(3) A is true, R is false

- (4) A is false, R is true
- The G. E. Business Model is explained on which one of the following parameters? 41.
 - (1) Market Attractiveness and Business Position.
 - (2) Business Attractiveness and Market Position.
 - (3) Industry Growth rate and Company's Market share.
 - (4) Company's Growth rate and Industry's Position.
- First industrial estate in India was established by SSIB in 1955 at:
 - (1) Rajkot in Gujarat

- (2) Okhla in Delhi
- (3) Ghaziabad in Uttar Pradesh
- (4) Sannat Nagar in Jammu & Kashmir

relate &

- From the following, identify the decision-support systems: 43.
 - i. Status inquiry system
 - ii. Data analysis system
 - iii. Accounting system
 - iv. Information system

Codes:

(1) i, ii and iii

(2) ii, iii and iv

(3) only iii

- (4) i, ii, iii and iv
- 44. TePP stands for: we find the stands are the stands of the stands of
 - (1) Technology for Promotion and Production
 - (2) Trade for Profitability and Productivity
 - (3) Technopreneur Promotion Programme
 - (4) None of the above

- **45.** The entrepreneurial process consists of the following steps:
 - i. Management of the resulting enterprise.
 - ii. Determination of the required resources.
 - iii. Identification and evaluation of the opportunity.
 - iv. Development of the business plan.

Indicate the correct sequence.

Codes:

(1) iii, iv, i, ii

(2) iv, i, iii, ii

(3) iii, iv, ii, i

(4) iv, i, ii, iii

46. Match the items of List-I and List-II:

List-I		List-II			
a.	UNCTAD I	i.	India		
b.	UNCTAD II	ii.	Brazil		
c.	UNCTADX	iii.	Thailand		
d.	UNCTADXI	iv.	Switzerland		

Codes:

	Α	В	C	D
(1)	iv	i	iii	ii
(2)	iii	i	iv	ii
(3)	ii	i	iii	iv
(4)	iv	i	ii	iii

- 47. An analysis of percentage financial statement where all the Balance Sheet items are divided by the total assets and all the income statement items are divided by net sales or revenue is known as:
 - (1) Index Analysis

(2) Trend Analysis

(3) Ration Analysis

(4) Common size Analysis

48.	The basic purpose of using Analysis of Variance in research studies is
49.	Statement I: Stratified Sampling is used in situations where the population can easily be divided into groups.
	Statement II: Elements within a group have heterogeneous characteristics.
	(1) Statement I is correct but Statement II is wrong
	(2) Statement I is wrong but Statement II is correct
	(3) Both the statements are correct
	(4) Both the statements are wrong
	Regarding the difference between the two groups when comparing proportions,
51	Which of the following statements is <i>not true</i> for ERP?(1) ERP systems use TCP/IP protocol
	(2) ERP systems can include modules for customer relationship management (CRM), inventory control and supply chain management (SCM).
	(3) All financial and business information can be automatically generated from the centralized database of the ERP system.
	(4) Cross-platform protocol cannot be used in ERP systems.
5	Processes that operate with "Six Sigma Quality" over the short term are assumed to produce long-term defect levels below defects per million opportunities (DPMO).
j.	(1) 2 (2) 2.4 (3) 3 (4) 3.4
L	D.

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53. Which of the following represents Deming's 4-step cycle for improvement?

(1) Plan, Do, Check, Act

(2) Schedule, Do, Act, Check

(3) Do, Act, Check, Monitor

(4) Plan, Control, Act, Sustain

54. Match the following components of remuneration with their inclusions.

a. Fringe Benefits i.

i. Stock option

b. Job Context

ii. Challenging job responsibilities

c. Perquisites

iii. Group Plans

d. Incentives

iv. Medical Care

Codes:

(1) a-iv, b-ii, c-i, d-iii

(2) a-ii., b-i, c-iii, d-iv

(3) a-i, b-iii, c-iv, d-ii

(4) a-iii, b-ii, c-iv, d-i

55. It is advisable to have management from all levels participate in the strategy formulation process:

- (1) because it is a legal requirement.
- (2) because collective bargaining agreements often mandate worker participation.
- (3) to gain an insight as to what work needs to be done and to gain cooperation in the implementation of the strategy.
- (4) because it is part of their job responsibilities to provide input regarding their respective area of expertise.

56. The Heckscher-Ohlin model of international trade suggests that a country will export goods that:

- (1) Are labor-intensive, regardless of the country's labor abundance
- (2) Are in high demand in the domestic market
- (3) Use its abundant factors of production more intensively
- (4) It can produce using outdated technologies

- 57. What is a unique feature of the IMF's Special Drawing Rights (SDRs)?
 - (1) They serve as an international reserve asset and can be exchanged among governments and the IMF for freely usable currencies.
 - (2) They can be used by any individual or corporation for international transactions.
 - (3) They are backed by a physical commodity, such as gold or silver.
 - (4) They are the primary currency used in international trade and finance.
- 58. Entrepreneurial success has been significant because of the culture and the political and economic system in
 - (1) European countries
- (2) Asian countries
- (3) Transition economies
- (4) Middle east
- 59. The 'Grameen Bank' model is affectively used by which of the following institute?
 - (1) Education sector

(2) Finance Sector

(3) Rural Sector

- (4) NGOs
- 60. Considering the advanced CRM strategies focused on creating new value for customers through customization and collaboration, which principle underlines the strategic shift from transactional to relational engagement in customer relationship management?
 - (1) Prioritizing operational efficiency over customer interaction to streamline cost management.
 - (2) Emphasizing product-centric marketing strategies to maximize short-term sales volume.
 - (3) Leveraging technology to automate customer service processes, minimizing human intervention.
 - (4) Integrating customer feedback into product development and service delivery to foster a proactive, co-creative relationship with customers.
- 61. Quick ratio is 1.8:1, current ratio is 2.7:1 and current liabilities are Rs 60,000. Determine value of stock:
 - (1) Rs 54,000

(2) Rs 60,000

(3) Rs 1,62,000

(4) None of the above

		100
60		В
62,	griat cost is computed as:	
	(1) Prime cost + All Variable overheads	
	(2) Direct material + Direct labor + Direct E	spenses + All variable overheads
	(3) Total costs - All fixed overheads	
	(4) All of the above	
63.	Rs. 25,000 shares. The business was bought Rs. 15,000, Stock Rs 5,000 and Creditors transaction on flow of funds: (1) Net outflow of Rs 15,000 (2)	nad machine worth Rs 20,000 Debter
64.	Rs 20 per unit, Variable cost is Rs 15 per uni (1) Rs 20,000 (2)	If fixed cost is Rs 10,000, selling price is and desired profit is Rs 1 per unit: Rs 50,000 Rs 10,000
65.	increasing the value of the owners' equity? (1) stock repurchase (2)	reverse stock split
66.	. If the company's Dividend payout ratio is growth rate?	60% & ROI is 16%, what should be the
	(1) 5% (2) 6.4%	7%

(4) 9.6%

(3) 6.4%

3	·
67.	According to the capital-asset pricing model (CAPM), a security's expected (required return is equal to the risk-free rate plus a premium:
	(1) equal to the security's beta.
	(2) based on the systematic risk of the security.
	(3) based on the total risk of the security.
	(4) based on the unsystematic risk of the security.
68.	A measure of "risk per unit of expected return."
	(1) standard deviation (2) coefficient of variation
	(3) correlation coefficient (4) beta
CO	Continue Carrier To the Carrier Continue Continue Continue Carrier Carri
69.	and the risk-free face is 5% and the expected return on the market i
	15%. What is the beta on a stock with an expected return of 12%?
	(1) 0.5
	(3) 1.2
70.	Hedging wiels for a large state of the state
	and this for a long position is accomplished by:
	(1) taking another long position.
	(2) taking a short position.
	(3) taking additional long and short positions in equal amounts.
	(4) taking a neutral position.
71.	Then of the following describes the metamorphosis stage of employee socialization?
	(1) Employee joins the organization with his own values, attitudes and expectations.
	(2) Employee studies the organization culture
	(3) Employee evaluates the dichotomy between reality and expectations
	(4) Employee becomes comfortable with the organization and adopts its norms

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72. Match List A with List B:

With List I With List D .							
List A			List B				
a.	Stimuli	i.	Grouping				
b.	Organizing	ii.	Stereotyping				
c.	Interpreting	iii.	Internal and External				
d.	Reacting	iv.	Impression Formation				

(1) a-i, b-ii, c-iii, d-iv

(2) a-iii, b-i, c-ii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii, c-ii, d-iv
- 73. One assumption underlying the use of the cost of capital to analyze capital projects is that:
 - (1) current costs will remain the same
 - (2) capital structure will vary with the type of financing
 - (3) different risk projects are required to diversify the firm
 - (4) the analyzed projects are of comparable risk to existing projects
- 74. A high operating leverage indicates:
 - (1) Highly favourable situation as it consists of low fixed costs.
 - (2) Highly risky situation as it consists of large interest costs.
 - (3) Highly favourable situation as it consists of higher EPS.
 - (4) Highly risky situation as it consists of large fixed costs.
- 75. A firm has a Degree of Financial Leverage of 5.5. What does this tell us about the firm?
 - (1) If sales rise by 5.5%, then EBIT will rise by 1 %.
 - (2) If EBIT rises by 5.5%, then EPS will rise by 1 %.
 - (3) If EBIT rises by 1 %, then EPS will rise by 5.5%.
 - (4) If sales rise by 1 %, then EBIT will rise by 5.5%.
- **76.** An increase in the variable cost
 - (1) Decreases the break-even point
- (2) Improves margin of safety
- (3) Improves the profit/volume ratio
- (4) All of the above

B

- 7. The sub-variance of material usage variance, known as Material mix variance is measured as:
 - (1) Total standard cost Total actual cost
 - (2) Standard cost of revised standard mix Standard cost of actual mix
 - (3) (Standard unit price Actual unit price) * Actual quantity used
 - (4) (Standard quantity Actual quantity) * Unit standard price
- 78. Which of the following represents the CVP equations?
 - (1) Sales = Contribution margin + Fixed expenses + Profits
 - (2) Sales = Contribution margin ratio + Fixed expenses + Profits
 - (3) Sales = Variable expenses + Fixed expenses + Profits
 - (4) Sales = Variable expenses Fixed expenses + Profits
- 79. Which of the following statements are true?
 - (1) P/v Ratio can never be used to measure break-even point
 - (2) Higher the P/v ratio less will be the profit and vice versa
 - (3) Concept of P/v ratio is also used to determine profit at a given volume of sales
 - (4) All of the above
- 80. Liquid assets are determined by:
 - (1) Current assets-stock-Prepaid expenses
 - (2) Current assets+stock+prepaid expenses
 - (3) Current assets+Prepaid expenses
 - (4) None of the above
- En. Collective bargaining may take place at the which of the following?
 - (1) National level

(2) Industry level

(3) Enterprise level

(4) All of the above

82.	Which of the following demonstrates key behaviors to replicate and provides trainces with the opportunity to practice the key behaviors?
	(1) Behavior modeling (2) Cognitive learning
	(3) Role-playing (4) Self-learning
83.	Research suggests that strategic management evolves through four sequential phases in corporations. The first phase is: (1) externally oriented planning. (2) basic financial planning. (3) internally oriented planning. (4) forecast-based planning.
84.	Which of the following statements does <i>not</i> stand as a principle of compensation administration?
	(1) An enterprise should have a clear-cut plan to determine differential pay level in terms of divergent job requirements.
	(2) People and jobs should never be mingled.
	(3) The compensation system should be designed with subjectivity with respect to individual skill sets exercised from time to time.
	(4) There should be established wage grievance handling procedures.
85.	Who said - "An entrepreneur always searches for change, responds to it and exploit it as an opportunity"?
	(1) James Burna (2) McClelland
	(3) Robert C. Ronstadt (4) Peter F. Drucker
86.	If larger units have a greater probability of their inclusion in the sample it is known as? (1) Selection with replacement
	(2) Selection with probability proportion to size
	(3) Selection with constant probability
	(4) Probability Selection

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	What does "S" stands for in SMART Goals?		
87.	(2) Specif	ic	
	(3) Soft (4) Standa		
88.	Statement I: 'Trade creation' and 'Trade Diversion'	both have walfare in-time	
	Statement II: Regional partners should be competitive purpose of the most efficient use of economic residual.	atition	foi
	Codes:	Customs Omon.	
	(1) Statement I is true, but statement II is false.		
	(2) Statement II is true, but statement I is false.		
	(3) Both the statements I and II are true.		
	(4) Both the statements I and II are false.		
89.	89. What strategy do multinational enterprises use to the international marketplace?	maintain competitive advantage	in
	(1) Sole reliance on home country's economic polic	ries	
	(2) Use of triad/regional strategies		
	(3) Avoidance of direct investment in technology se	ectors	
	(4) Focus exclusively on expanding local markets w		
١.			
JU.	In case of Net Income approach the cost of equity is	:	
	(1) Constant (2) Fixed (3) Increa	sing (4) Decreasing	
1.	Which one of the following is not one of the argumused by economist Milton Friedman?		as
	(1) Spending money for social responsibility is spen	nding the stockholder's money for	a
	general social interest. (2) Rusing a second control of the second	f cocial responsibility	
	(2) Businesses can actually do very little in terms of	acting from motives other tha	an
	(3) Spending money on social responsibility is economic and may, in the long run, cause hat trying to be a	arm to the very society the firm	is
	trying to help. (4) There is one and only one social responsibility	of business-to use its resources ar	nd
	engage in activities designed to increase its pr	rofits so long as it stays within the	he

rules of the game.

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Column I			Column II				
a.	Divestitures	i. The parent firm no longer exist					
b.	Pac-Man defence	ii.	Does not bring any cash to the parent company.				
c.	Spin-off	iii.	Selling of some of assets of the firm.				
d.	Split-up	iv.	Target company making a counter bid for raiders company.				

Choose the correct answer.

(1) a-iv, b-iii, c-ii, d-i

(2) a-iii, b-iv, c-i, d-ii

B

(3) a-i, b-ii, c-iii, d-iv

- (4) a-iii, b-iv, c-ii, d-i
- **93.** When a corporation opts for a captive company strategy, what is the primary trade-off it accepts in exchange for secured operations?
 - (1) It gains a temporary increase in operational efficiency at the cost of long-term strategic flexibility.
 - (2) It achieves short-term profitability by selling off its most profitable units.
 - (3) It obtains a guarantee of sales or production in return for a significant dependence on another firm.
 - (4) It surrenders market share for a quick influx of investment to fund immediate operational deficits.
- 94. Which type of chief executive officer with a great deal of experience in that particular industry would be appropriate for a corporation following a concentration strategy emphasizing vertical or horizontal growth?
 - (1) professional liquidator
- (2) dynamic industry expert
- (3) turnaround specialist
- (4) analytical portfolio manager

B Which of the following is not a challenge presented by the product life cycle that a firm must face?

- (1) All products eventually decline.
- (2) Changing tastes, technologies, and competition affect the marketing of the product as it passes through lifecycle stages.
- (3) A firm must be good at developing new products to replace aging ones.
- (4) It is difficult to plot the stages as a product goes through them.
- What is the name of the data visualization tool that depicts a logical arrangement of key words within a textual content? The size of each word in the depiction usually indicates the frequency or importance of the word:

(1) Heat Map

(2) Meta Tag

(3) Dendrogram

(4) Word Cloud

- 97. Arrange the following statements corresponding to different levels of Brand Dynamics Pyramid in a sequence starting with the base of the pyramid:
 - (a) Belief that the brand delivers acceptable product performance and is on the consumer's short-list
 - (b) Rational and emotional attachments to the brand to the exclusion of most other brands
 - (c) Active familiarity with the brand based on post trial, saliency or knowledge of the brand promise
 - (d) Relevance of brand to consumer's needs in the right price range or in the consideration set
 - (e) Belief that the brand has an emotional or rational advantage over other brands in the category

Choose the correct answer from the options given below:

(1) c, d, a, e, b

(2) d, c, a, e, b

(3) d, c, a, b, e

(4) c, d, a, b, e

- 98. Brand genealogy is a managerial mindset introduced in the cultural branding model (Holt, 2004) where the brand manager uncovers:
 - (1) The brand's history

- (2) The brand's vision
- (3) The brand's architecture
- (4) The brand's relevance
- 99. Which of the following correctly explains the notion of consumer surplus?
 - (1) the difference between what consumers is willing to pay for a given quantity of goods and services and the amount they actually pay.
 - (2) the difference between what consumers is willing to buy given quantity of goods and services and the quantity they actually buy.
 - (3) the difference between what consumers is willing to plan to buy given quantity of goods and services and the quality they actually buy.
 - (4) the difference between total utility and addition to total utility from goods and services the consumers buy.
- 100. Assertion (A): Brand dilution is a risk in brand extension strategies, potentially weakening consumer associations with the brand.

Reason (R): Brand extensions that are inconsistent with the core values of the parent brand may confuse consumers and erode established brand equity.

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, and R is true.

Total No. of Printed Pages: 25

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ARE ASKED TO DO SO) PHD-EE-2023-24

SET-Y

Management

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		Sr. No		
Time: 11/4 Hours	Max. Marks : 100	Total Questions: 100		
Roll No. (in figures)	(in words)			
Name	Date of Birth			
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 unfairmeans / 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 shall be got uploaded on the University Website immediately after the conduct of Entrance Examination. Candidates may raise valid objection/complaint if any, with regard to discrepancy in the question booklet/answer key within 24 hours of uploading the same on the University Website. The complaint be sent by the students to the Controller of Examinations by hand or through email. 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 30 minutes after starting of the examination.

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Quick ratio is 1.8:1, current ratio is 2.7:1 and current liabilities are Rs 60,000. Determine value of stock:

(1) Rs 54,000

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(2) Rs 60,000

(3) Rs 1,62,000

(4) None of the above

Marginal cost is computed as: તં (1) Prime cost + All Variable overheads

(2) Direct material + Direct labor + Direct Expenses + All variable overheads

(3) Total costs - AII fixed overheads

All of the above 4 During the year, a business was bought by issue of Rs 25,000 debentures and Rs. 25,000 shares. The business bought had machine worth Rs 20,000, Debtors Stock Rs 5,000 and Creditors Rs 5,000. Determine the effect of this transaction on flow of funds: Rs 15,000, က

(1) Net outflow of Rs 15,000

(2) Net inflow of Rs 15,000

(3) Neither inflow nor outflow

(4) None of the above

Calculate sales in rupees for desired profit if fixed cost is Rs 10,000, selling price is Rs 20 per unit, Variable cost is Rs 15 per unit and desired profit is Rs 1 per unit 4

(1) Rs 20,000

(2) Rs 50,000

(3) Rs 70,000

(4) Rs 10,000

Which one of the following increases the number of shares outstanding without increasing the value of the owners' equity? 'n

(1) stock repurchase

(2) reverse stock split

(3) stock split

(4) liquidating dividend

6.	If the company's Dividend payout rate growth rate?	to is 60% & ROI is 16%, what should be the				
	(1) 5%	(2) 7%				
	(3) 6.4%	(4) 9.6%				
7.	According to the capital-asset pricing return is equal to the risk-free rate plus	nodel (CAPM), a security's expected (required) a premium:				
/	(1) equal to the security's beta.					
1	(2) based on the systematic risk of the	security.				
1	(3) based on the total risk of the securit	y. Abboter and he had Mill over the said of a				
	(4) based on the unsystematic risk of the	e security.				
8.	A measure of "risk per unit of expected	return."				
	(1) standard deviation	(2) coefficient of variation				
	(3) correlation coefficient	(4) beta				
9.	Consider the CAPM. The risk-free rate is 5% and the expected return on the market is 15%. What is the beta on a stock with an expected return of 12%?					
	(1) 0.5 Syndhydd i'r snell (1)	(2) 0.7 Control of the matrix K 161				
	(3) 1.2	(4) 1.4				
10.	Hedging risk for a long position is accor-	mplished by:				
	(1) taking another long position.	njil distra dinari Sassijil S				
	(2) taking a short position.					
	(3) taking additional long and short pos	itions in equal amounts.				
	(4) taking a neutral position.	A CAMP CONT.				
11.	The G. E. Business Model is explained	on which one of the following parameters?				
	(1) Market Attractiveness and Business Position.					
	(2) Business Attractiveness and Market	Position.				
	(3) Industry Growth rate and Company					
	(4) Company's Growth rate and Industr					
PHD/I	EE-2023-24/(Management)(SET-Y)/(C)	DE LE RENGIO OPERA PAREZ PER MENTRE				

	(1) Rajkot in Gujarat	(2)	Okhla i	n Delh	10 S			
	(3) Ghaziabad in Uttar Pradesh	(4)	Sannat	Nagar	in Jam	mu & F	Cashmi	r
13.	From the following, identify the d	lecision-supp	ort sys	stems :				
	i. Status inquiry system	1, 40				JME		
	ii. Data analysis system							
	iii. Accounting system							
	iv. Information system			Ш.				
	Codes:			ϕ_i^*		i)		
	(1) i, ii and iii	(2)	ii, iii ar	nd iv	-5			
	(3) only iii	(4)	i, ii, iii	and iv	2	3/1		
14.	TePP stands for: (1) Technology for Promotion and (2) Trade for Profitability and Profitability	d Production	15 1 193	Abadh .	11101 L	rangla 17d fa 1 mm	uuliverin Vaa i	
						i sven V node		
	(3) Technopreneur Promotion Pro	ogramme						
	(4) None of the above	recould by Je	ed, e,	grabit h	s at 0.7	ng vizi	d sair	
15.	The entrepreneurial process consi	sts of the fol	llowing	steps:	e spri ranim	er equal er deter	A (I) A (C)	
	i. Management of the resulting	enterprise.	a pilita	s sili s	galassa.	anjap je	A. C.	
	ii. Determination of the required	l resources.	(-iu		initu	e incas	91 (6)	
	iii. Identification and evaluation					l land		
	iv. Development of the business	plan.				eri ishi		11.
	Indicate the <i>correct</i> sequence.	ound quori	nadita		H .	ol la m	ru i E	
	Codes:			7 27				
	(1) iii, iv, i, ii	(2)						
	(3) iii, iv, ii, i	(4)	17, 1, 11,					
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12. First industrial estate in India was established by SSIB in 1955 at:

16. Match the items of List-I and List-II:

-

iv. Switzerland	ķ	UNCTADXI	d.
Thailand	Fii	UNCTADX	ç
Brazil	. =:	UNCTAD II	ō.
India	=	UNCTAD I	'n
List-II		List-I	

Codes:

- 17. or revenue is known as: divided by the total assets and all the income statement items are divided by net sales An analysis of percentage financial statement where all the Balance Sheet items are
- (1) Index Analysis

(2) Trend Analysis

(3) Ration Analysis

- (4) Common size Analysis
- 18. The basic purpose of using Analysis of Variance in research studies is
- (1) For equating groups on one or more variables
- 3 For determining the significance of differences among standard deviations
- For determining the significance of differences among means
- (4) For measuring the proficiency level of student
- 19. Statement I: Stratified Sampling is used in situations where the population can easily be divided into groups.

Statement II: Elements within a group have heterogeneous characteristics.

- (1) Statement I is correct but Statement II is wrong
- (2) Statement I is wrong but Statement II is correct
- (3) Both the statements are correct
- 4) Both the statements are wrong

5

	20.
is	Regarding
is th	the
i.	difference
	between
	the
	two
	groups
	when
	comparing
	proportions,

- \equiv Values of the population standard deviation
- 2 Degrees of Freedom
- 3 The coefficient of Determination
- $\widehat{\mathfrak{L}}$ Sampe Size
- 21. Collective bargaining may take place at the which of the following?
- (1) National level

(2) Industry level

(3) Enterprise level

- (4) All of the above
- 22. with the opportunity to practice the key behaviors? Which of the following demonstrates key behaviors to replicate and provides trainees
- (1) Behavior modeling

2 Cognitive learning

Role-playing

23.

4 Self-learning

- (1) externally oriented planning \Im

corporations. The first phase is:

Research suggests that strategic management evolves through four sequential phases in

- basic financial planning.
- (3) internally oriented planning
- (4) forecast-based planning.
- 24. Which of the following statements does not stand as a principle of compensation administration?
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- 2 People and jobs should never be mingled
- \Im The compensation system should be designed with subjectivity with respect to individual skill sets exercised from time to time
- 4 There should be established wage grievance handling procedures

C

	25.
as an opportunity"?	Who said - "An entrepreneur always searches
	for change, responds to it and exploit it

(1) James Burna

(2) McClelland

(3) Robert C. Ronstadt

(4) Peter F. Drucker

26. If larger units have a greater probability of their inclusion in the sample it is known as?

- (1) Selection with replacement
- (2) Selection with probability proportion to size
- (3) Selection with constant probability
- (4) Probability Selection
- 27. What does "S" stands for in SMART Goals?
- (1) Solution

(2) Specific

(3) Soft

(4) Standard

28. Statement II: Regional partners should be competitive, and not complementary, for Statement I: 'Trade creation' and 'Trade Diversion' both, have welfare implications

the purpose of the most efficient use of economic resources within a Customs Union.

Codes

- (1) Statement I is true, but statement II is false.
- (2) Statement II is true, but statement I is false.
- (3) Both the statements I and II are true.
- (4) Both the statements I and II are false.
- 29. the international marketplace? What strategy do multinational enterprises use to maintain competitive advantage in
- Ξ Sole reliance on home country's economic policies
- (2) Use of triad/regional strategies
- (3) Avoidance of direct investment in technology sectors
- Focus exclusively on expanding local markets without foreign direct investment

V

30.
Ħ
case
of
Net
Income
1. In case of Net Income approach the cost of equity is:
the
cost
of
equity
. SI

(1) Constant

(2) Fixed

(3) Increasing

(4) Decreasing

- national competitive advantage? According to Porter's Diamond Model, which of the following is not a determinant of
- (1) Firm strategy, structure, and rivalry (2) Demand conditions
- (3) Related and supporting industries (4)
- (4) The country's size in terms of population
- 32. Which of the following is not a characteristic of a normal distribution?
- (1) The mean and median may be different.
- (2) It is a symmetrical distribution.
- (3) Skewness is the measure of the thickness of its tail.
- 4) The Normally distributed 'curve is bell-shaped
- 33. In which sampling does a researcher include those individuals who are willing and readily available?
- (1) Snowball Sampling

- (2) Incidental Sampling
- (3) Simple Random Sampling
- (4) Systematic Sampling
- 34. international trade? According to the New Trade Theory, what role do economies of scale play in
- (1) They are irrelevant.
- (2) They lead to increased global competition.
- \mathfrak{S} They enable countries to specialize in the production of certain goods, leading increased variety and reduced costs.
- **£** They discourage countries from participating in international trade
- 35. faced by tribal students. Which sampling technique will be most appropriate? A college principal is interested in conducting an ethnographic probe into problems
- (1) Random Sampling Technique
- (2) Cluster Sampling Technique
- (3) Stratified Sampling Technique
- (4) Systematic Sampling Technique

CS CamScanner

(1) is the difference between a survey that includes only those who responded survey that also includes those who failed to respond. (2) is a function of sample size. (3) results from the nature of a study's design and the inappropriate or ra administration of the sampling process. (4) does not occur in non-probability samples Kaizen is a	36.	37.		38.		39.			40.		
	ich of the following stater is the difference betweer survey that also includes is a function of sample siresults from the nature administration of the sam does not occur in non-pro	does not occur in non-probability samples zen is a process, the purpose of which goes bey provement.	t. (2) (4)	ent is more fi	Reason (R): An apprenticeship program is one of the widely used off-the-job training methods.	ker	(2) Jurisdictional strike	(4) Sympathetic strike		helps to improve the communication skills of the employees and	to improve the communication skills of the good listener.

(3) OD exercises

(4) All of the above

41.

CamScanner

9

- Which of the following describes the metamorphosis stage of employee socialization .2
- (1) Employee joins the organization with his own values, attitudes and expectations.
- (2) Employee studies the organization culture
- (3) Employee evaluates the dichotomy between reality and expectations
- (4) Employee becomes comfortable with the organization and adopts its norms

42. Match List A with List B:

	List A		List B
a.	Stimuli	L	Grouping
ъ.	Organizing	ü.	Stereotyping
c.	Interpreting	iii.	Internal and External
d.	Reacting	iv.	Impression Formation

(1) a-i, b-ii, c-iii, d-iv

(2) a-iii, b-i, c-ii, d-iv

(3) a-iv, b-ii, c-iii, d-i

43.

(4) a-i, b-iii, c-ii, d-iv

One assumption underlying the use of the cost of capital to analyze capital projects is

- (1) current costs will remain the same
- (2) capital structure will vary with the type of financing
- \mathfrak{S} different risk projects are required to diversify the firm
- (4) the analyzed projects are of comparable risk to existing projects
- 44. A high operating leverage indicates:
- (1) Highly favourable situation as it consists of low fixed costs.
- (2) Highly risky situation as it consists of large interest costs.
- (3) Highly favourable situation as it consists of higher EPS.
- (4) Highly risky situation as it consists of large fixed costs.
- 45. A firm has a Degree of Financial Leverage of 5.5. What does this tell us about the firm?
- (1) If sales rise by 5.5%, then EBIT will rise by 1 %.
- (2) If EBIT rises by 5.5%, then EPS will rise by 1 %.
- (3) If EBIT rises by 1 %, then EPS will rise by 5.5%
- (4) If sales rise by 1 %, then EBIT will rise by 5.5%

C

- 46. An increase in the variable cost
- (1) Decreases the break-even point
- (2) Improves margin of safety
- (3) Improves the profit/volume ratio
- (4) All of the above
- 47. measured as: The sub-variance of material usage variance, known as Material mix variance
- (1) Total standard cost Total actual cost
- 3 Standard cost of revised standard mix - Standard cost of actual mix
- \mathfrak{S} (Standard unit price - Actual unit price) * Actual quantity used
- \mathfrak{E} (Standard quantity - Actual quantity) * Unit standard price
- 48. Which of the following represents the CVP equations?
- Ξ Sales = Contribution margin + Fixed expenses + Profits
- 2 Sales = Contribution margin ratio + Fixed expenses + Profits
- (3) Sales = Variable expenses + Fixed expenses + Profits
- Sales = Variable expenses - Fixed expenses + Profits THE SOCIETY WILL
- **49.** Which of the following statements are true?
- P/v Ratio can never be used to measure break-even point
- (2) Higher the P/v ratio less will be the profit and vice versa
- 3 Concept of P/v ratio is also used to determine profit at a given volume of sales
- (4) All of the above
- **50.** Liquid assets are determined by:
- (1) Current assets-stock-Prepaid expenses
- (2) Current assets+stock+prepaid expenses
- (3) Current assets+Prepaid expenses
- 4) None of the above

11

- 5 used by economist Milton Friedman? Which one of the following is not one of the arguments against social responsibility as
- Spending money for social responsibility is spending the stockholder's money for a general social interest.
- \mathfrak{D} Businesses can actually do very little in terms of social responsibility.
- 3 Spending money on social responsibility economic and may, in the long run, cause harm to the very society the firm is trying to help. is acting from motives other than
- 4 There is one and only one social responsibility of business-to use its resources and rules of the game engage in activities designed to increase its profits so long as it stays within the

52. Match Column I with Column II:

100	d.	C.	Ъ.	a .	
The state of the s	Split-up	Spin-off	Pac-Man defence	Divestitures	Column I
	iv.	H.	Fi	1.70	
counter bid for raiders company.	Target company making	Selling of some of assets of the firm.	Does not bring any cash to the parent company.	The parent firm no longer exists.	Column II
npany.	cing a	s of the	1 to the	exists.	

Choose the correct answer.

(1) a-iv, b-iii, c-ii, d-i

- (2) a-iii, b-iv, c-i, d-ii
- (3) a-i, b-ii, c-iii, d-iv
- (4) a-iii, b-iv, c-ii, d-i
- 53. When a corporation opts for a captive company strategy, what is the primary trade-off it accepts in exchange for secured operations?
- Ξ It gains a temporary increase in operational efficiency at the cost of long-term strategic flexibility.
- 2 It achieves short-term profitability by selling off its most profitable units
- 3 It obtains a guarantee of sales or production in return for a significant dependence on another firm.
- 4 It surrenders market share for a quick influx of investment to fund immediate operational deficits.

- Which type of chief executive officer with a great deal of experience in that particular industry would be appropriate for a corporation following a concentration strategy emphasizing vertical or horizontal growth? 54.
- (1) professional liquidator

(2) dynamic industry expert

(3) turnaround specialist

- (4) analytical portfolio manager
- Which of the following is not a challenge presented by the product life cycle that a firm must face? 22
- (1) All products eventually decline.
- Changing tastes, technologies, and competition affect the marketing of the product as it passes through lifecycle stages. (2)
- A firm must be good at developing new products to replace aging ones.
- (4) It is difficult to plot the stages as a product goes through them.
- What is the name of the data visualization tool that depicts a logical arrangement of key words within a textual content? The size of each word in the depiction usually indicates the frequency or importance of the word: 56.
- (1) Heat Map

(2) Meta Tag

(3) Dendrogram

- (4) Word Cloud
- Arrange the following statements corresponding to different levels of Brand Dynamics Pyramid in a sequence starting with the base of the pyramid: 57.
- (a) Belief that the brand delivers acceptable product performance and is consumer's short-list
- Rational and emotional attachments to the brand to the exclusion of most other 9
- Active familiarity with the brand based on post trial, saliency or knowledge of the brand promise
- or Relevance of brand to consumer's needs in the right price range consideration set Ð
 - Belief that the brand has an emotional or rational advantage over other brands in the category **e**

Choose the correct answer from the options given below:

(1) c, d, a, e, b

(2) d, c, a, e, b

(3) d, c, a, b, e

(4) c, d, a, b, c

Brand genealogy is a managerial mindset introduced in the cultural branding model (Holt, 2004) where the brand manager uncovers: 58

C

(1) The brand's history

(2) The brand's vision

The brand's architecture

(4) The brand's relevance

Which of the following correctly explains the notion of consumer surplus? 59.

- (1) the difference between what consumers is willing to pay for a given quantity of goods and services and the amount they actually pay.
- spood the difference between what consumers is willing to buy given quantity of and services and the quantity they actually buy. 6
- (3) the difference between what consumers is willing to plan to buy given quantity of goods and services and the quality they actually buy
- (4) the difference between total utility and addition to total utility from goods and services the consumers buy.

Assertion (A): Brand dilution is a risk in brand extension strategies, potentially weakening consumer associations with the brand. 60

Reason (R): Brand extensions that are inconsistent with the core values of the parent brand may confuse consumers and erode established brand equity.

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
- (3) A is true, but R is false.
- (4) A is false, and R is true.

C

<u>5</u> About communication barriers in an organization, match List A with List B:

	List A		List B
'n	Psychological Barrier	F:	Workplace Pressure
þ,	Physical Barrier	ii.	Disruption due to thunder
C.	Cultural Barrier	iii.	Generation Gap
ď	Organizational Barrier	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii, c-ii, d-iv
- 62. Statement I: Organizational Structure is the Formal Arrangement of Jobs Company. in a

specialization, departmentalization, chain of command, span of control Statement II: Organizational Structure involves making decisions regarding work

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect
- 63. demand. Assertation (A): The law of diminishing marginal utility is derived from the law of

more goods to equate the marginal utility to the lower price. Reasoning (R): It follows that when the price of the goods falls, the consumer buys

- (1) Both A and R are true.
- (2) Both A and R are false.
- (3) A is true. R is false.
- A is false, R is true

15

64. Statement I: Conflicts of interest are critical factors in causing various ethical problems, not just in relation to the suppliers.

employed as a supplier of professional services of one sort or another. Statement II: Organizational Conflicts of Interest typically occur when a firm is

- (1) Statement I is correct, Statement II is incorrect
- (2) Statement I is incorrect, Statement II is correct
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect

65. Match List A to List B:

H.	List A		List B
а.	Pre-Scientific Management Era		Workplace Pressure
b.	Classical Management Era	Ħ:	Disruption due to thunder
C.	Neo-Classical Management Era	Ħ:	Generation Gap
Ġ.	Modern Management Era	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii. c-ii, d-iv
- 66. it is which of the following? If the Budget line becomes steeper on the X-axis with no change on the Y-interception,
- (1) An increase in the price of Goods X (2) An increase in the price of Goods Y
- (3) A decrease in the price of Goods X (4) A decrease in the price of Goods Y
- 67. Statement I: A satisfied employee may be highly dis-engaged.

Statement II: It is possible to feel engaged by the organization and not the job.

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- 4) Both Statements I and II are incorrect

68. Match List A with List B:

	List A	Chilli	List B
a.	Human Resource Approach	i.	Considers a system as an interrelated part that interacts with one another and functions as a whole.
b.	Contingency Approach	ii.	Concerned with the growth and development of people towards higher levels of competency.
C.	Productivity Approach	iii.	Implies that different situations require different behavioral practices for effectiveness.
d.	Systems Approach	iv.	It's the ratio that compares the units of outputs with the units of inputs.

				1 1	•
(1)	a-1. t)-11.	c-iii,	d -1	١V

(2) a-iv, b-ii, c-iii, d-i

(4) a-i, b-iii, c-ii, d-iv

69. In transition analysis, the leadership theory propagated by Blake and Mouton can be fruitfully practiced. Based on this, a manager who works in a 9:I position actually behaves in:

- (1) Child to Parent ego state
- (2) Adult ego state
- (3) Adult to Parent ego state
- (4) Parent to Child ego state

70. Assertation (A): In the storming phase of group formation, the breaking up of the team is done.

Reason (R): In the storming phase, members start competing for leadership and control over the group.

- (1) Both A and R are true
- (2) Both A and R are false
- (3) A is true, R is false
- (4) A is false, R is true

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- Assertion (A): The use of a corporate umbrella brand name across an entire range of products can reduce development costs and enhance corporate image associations.
 - Reason (R): Corporate branding leverages the company's general reputation, potentially accelerating acceptance and adoption of new product lines.

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, and R is true.
- 72. Assertion (A): The implementation of a Licensed Brand Strategy within CRM involves the brand owner relinquishing control over the manufacturing process.
 - Reason (R): Licensing allows a brand to expand its market presence rapidly by leveraging the manufacturing capabilities and market access of the licensee, despite the potential dilution of brand control.

Choose the *correct* answer from the options given below:

- (1) Both A and R are true, but R is not the correct explanation of A.
- (2) A and R are true, and R is the correct explanation of A.
- (3) A is true, but R is false.
- (4) A is false, and R is true.
- 73. Considering the principles of green marketing, which strategy most effectively aligns with achieving long-term consumer and societal welfare through environmental protection?
 - (1) Prioritizing cost-reduction over environmental impact in product development.
 - (2) Implementing a marketing mix that emphasizes product disposability for convenience.
 - (3) Focusing solely on the immediate financial benefits of green product marketing without regard to its ecological impact.
 - (4) Designing products and services that minimize environmental harm through recycling, reuse and reduction of pollutants.

74. Match the following:

Column A IMF i. World Bank ii. EXIM Bank iii.	Column B Provides loans and grants for development
IMF i. World Bank ii. EXIM Bank iii.	ides loans and grants for development
:: :	projects in developing countries.
EXIM Bank iii.	Focuses on private sector development in less developed countries.
	Facilitates international monetary cooperation and financial stability.
iv. Offers financing, grapport national exp	Offers financing, guarantees, and insurance to support national exporters.
e. IFC v. International reserve	International reserve asset created by the IMF.

Codes:

- In terms of the increasing competitions, among the MNCs, rank the followings in the ascending order: 75.
- i. Mobile Technology
- ii. Business Intelligence
- iii. Cloud Computing
- iv. Social Media

Codes:

- (1) i, ii. iii and iv
- (3) iv, i, ii and iii

- (2) iv, iii, ii and i
- (4) i, ii, iv and iii

Which of the following best describes the primary purpose of the financial account in the balance of payments? 76.

S

- (1) To track the export and import of goods and services
- ಡ To record transfers of ownership in financial assets and liabilities between country and the rest of the world 3
- To measure a country's total income and expenditure 3
- To record compensation of employees and investment income 4
- What does the Leontief Paradox challenge? 7.
- (1) The concept of free trade.
- The Factor Endowment Theory's predictions regarding the US trade pattern. $\overline{0}$
- The effectiveness of the World Trade Organization. (3)
- The theory of absolute advantage. 4
- The concept of "digital divide" in the context of globalization refers to: 78
- The difference in internet speeds between countries. Ξ
- The divide in preference for digital vs. traditional business models. 5
- The economic gap between developed and developing countries. (3)
- gap between individuals who have access to modern information and communication technology and those who do not. 4

Match the following:

	List-I (Developers)		List-II (Concepts)
	Thompson and Strickland	i	Superior performance
0.	Stonerand Freeman	ii.	ii. Discontinuous process
ri.	Kuratko, Hornsky	iii.	iii. Organisational process
Ŧ.	Peter Kilby	iv.	iv. Management system

Codes:

ב	ijΞ	Ņ	,iv	iv
ر	vi	iii	iii	ij
2	:п		:=	ij
K	i.	:=	٠.	
	Ξ	(5)	(3)	4

80.	Statement (I): Designing a distribution system for a service (for-profit or non-
	business context) involves to select the parties only through which ownership will pass.
	Statement (II): The ownership channel for most of the services is long and quite

Statement (II): The ownership channel for most of the services is long and quit complex because of inseparability characteristic.

Statement (III): Short channels usually mean more control on the part of the seller. Identify the correct code of being the statements correct or incorrect. These statements relate to channel strategies of products/services.

- (1) Statements (I) and (II) are correct but (III) is not correct.
- (2) Statements (1) and (III) are correct but (II) is not correct.
- (3) Statements (I) and (II) are not correct but (III) is correct.
- (4) Statements (I), (II) and (III) all are not correct.
- 81. Frequent revision of budgets will.....
 - (1) affects its reliability
- (2) increase the accuracy

(3) both

- (4) subjective matter
- 82. The BCG Growth-Share Matrix uses market share and industry growth rate as axes to classify business units. Which of the following statements best encapsulates a critical limitation of this model?
 - (1) It assumes a static market condition, disregarding potential strategic changes by competitors or the company itself.
 - (2) It heavily relies on past sales data, ignoring the potential for future market disruptions or technological innovations.
 - (3) It recognizes only the market leader's share and overlooks the growth of smaller competitors with increasing market shares.
 - (4) It exclusively focuses on cash flow generation as the determinant of a business unit's success, ignoring market presence.
- 83. "The entrepreneur is more than a manager. He or (she) is an innovator and promoter as well." Who said it?
 - (1) George Gilder

- (2) Forrest H. Frantz
- (3) Joseph A. Schumpeter
- (4) Peter F. Drucker

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84. Which statement is true?

- (1) The term economic organisation means an organisation whose purpose is to allocate scarce resources
- (2) The term creation implies a founding an origin
- (3) Entrepreneurship is the creation of an innovative economic organisation for the purpose of gain or growth under conditions of risk and uncertainty
- (4) All of the above
- 85. Companies often fail to integrate their various communications to consumers because
 - (1) historically, consumers have been able to distinguish between message sources
 - (2) advertising departments are reluctant to work with public relations professionals
 - (3) communications often come from different parts of the company
 - (4) personal selling and sales promotion are in direct conflict
- **86.** Which statement below is not true of strategy implementation?
 - (1) It is the process by which strategies and policies are put into action through the development of programs/tactics, budgets, and procedures.
 - (2) Implementation is often considered after strategy has been formulated.
 - (3) Strategy implementation is the sum total of the activities and choices required for the execution of a strategic plan.
 - (4) Strategy implementation should be kept separate and distinct from that of strategic management.
- 87. Which of the following is not a reason why the growth strategy is so desirable?
 - (1) There are more opportunities for advancement and promotion.
 - (2) A corporation that experiences successful growth is thought of positively by the marketplace and potential investors.
 - (3) A large and growth-oriented corporation has more clout and influence.
 - (4) A large and growing firm attracts more acquisition offers.

88.	is an approach to cost re	eduction in which components are studied carefully	
		ed, standardized, or made by less costly methods of	
	(1) Cost analysis	(2) Order analysis	
	the second secon	(4) Value analysis	
89.	hope of raising brand awareness to	or service directly in front of the consumer in the make a sale is known as push strategy. aware of the brand and its reputation, push strategy	
	(1) A is true but R is false		
	(2) Both A and R are true and R is t	the correct explanation of A	
	(3) Both A and R are false	1 5 1 5 7 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	(4) A is false but R is true	and the superior of the superior of	
90.	What is not one of the three key (SCM)?	flows integrated in Supply Chain Managemen	
	(1) Products/Materials flow	(2) Information flow	
	(3) Funds flow	(4) Energy flow	
91.	(1) ERP systems use TCP/IP protoc	s not true for ERP?	
	(2) ERP systems can include modules for customer relationship management (CRM inventory control and supply chain management (SCM).		
		ormation can be automatically generated from the system.	
	(4) Cross-platform protocol cannot	be used in ERP systems.	
92.	produce long-term defect levels	igma Quality" over the short term are assumed to below defects per million opportunities	
	(1) 2 (2) 2.4	(3) 3 (4) 3.4	
93.	Which of the following represents I	Deming's 4-step cycle for improvement?	
	(1) Plan, Do, Check, Act	(2) Schedule, Do, Act, Check	
	(3) Do, Act, Check, Monitor	(4) Plan, Control, Act, Sustain	
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94. Match the following components of remuneration with their inclusions.

a. Fringe Benefits

i. Stock option

b. Job Context

ii. Challenging job responsibilities

c. Perquisites

iii. Group Plans

d. Incentives

iv. Medical Care

Codes:

(1) a-iv, b-ii, c-i, d-iii

(2) a-ii., b-i, c-iii, d-iv

(3) a-i, b-iii, c-iv, d-ii

(4) a-iii, b-ii, c-iv, d-i

95. It is advisable to have management from all levels participate in the strategy formulation process:

- (1) because it is a legal requirement.
- (2) because collective bargaining agreements often mandate worker participation.
- (3) to gain an insight as to what work needs to be done and to gain cooperation in the implementation of the strategy.
- (4) because it is part of their job responsibilities to provide input regarding their respective area of expertise.

96. The Heckscher-Ohlin model of international trade suggests that a country will export goods that:

- (1) Are labor-intensive, regardless of the country's labor abundance
- (2) Are in high demand in the domestic market
- (3) Use its abundant factors of production more intensively
- (4) It can produce using outdated technologies

97. What is a unique feature of the IMF's Special Drawing Rights (SDRs)?

- (1) They serve as an international reserve asset and can be exchanged among governments and the IMF for freely usable currencies.
- (2) They can be used by any individual or corporation for international transactions.
- (3) They are backed by a physical commodity, such as gold or silver.
- (4) They are the primary currency used in international trade and finance.

P. T. O.

98.	Entrepreneurial success has been significant because of the culture and the political and			
	economic system in			
	(1) European countries	(2) Asian countries		
	(3) Transition economies	(4) Middle east		

- 99. The 'Grameen Bank' model is affectively used by which of the following institute?
 - (1) Education sector

(2) Finance Sector

(3) Rural Sector

(4) NGOs

- 100. Considering the advanced CRM strategies focused on creating new value for customers through customization and collaboration, which principle underlines the strategic shift from transactional to relational engagement in customer relationship management?
 - (1) Prioritizing operational efficiency over customer interaction to streamline cost management.
 - (2) Emphasizing product-centric marketing strategies to maximize short-term sales volume.
 - (3) Leveraging technology to automate customer service processes, minimizing human intervention.
 - (4) Integrating customer feedback into product development and service delivery to foster a proactive, co-creative relationship with customers.

1.	Frequent revision of budget	ts will
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(1) affects its reliability

(2) increase the accuracy

(3) both

- (4) subjective matter
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 - (4) It exclusively focuses on cash flow generation as the determinant of a business unit's success, ignoring market presence.
- **3.** "The entrepreneur is more than a manager. He or (she) is an innovator and promoter as well." Who said it?
 - (1) George Gilder

- (2) Forrest H. Frantz
- (3) Joseph A. Schumpeter
- (4) Peter F. Drucker

4. Which statement is *true*?

- (1) The term economic organisation means an organisation whose purpose is to allocate scarce resources
- (2) The term creation implies a founding an origin
- (3) Entrepreneurship is the creation of an innovative economic organisation for the purpose of gain or growth under conditions of risk and uncertainty
- (4) All of the above
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 - (3) A large and growth-oriented corporation has more clout and influence.
 - (4) A large and growing firm attracts more acquisition offers.
- 8. is an approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardized, or made by less costly methods of production.
 - (1) Cost analysis

(2) Order analysis

(3) Product analysis

- (4) Value analysis
- **9.** Assertion (A): Placing a product or service directly in front of the consumer in the hope of raising brand awareness to make a sale is known as push strategy.

Reason (R): When consumers are aware of the brand and its reputation, push strategy is not necessary.

- (1) A is true but R is false
- (2) Both A and R are true and R is the correct explanation of A
- (3) Both A and R are false
- (4) A is false but R is true

- **10.** What is *not* one of the three key flows integrated in Supply Chain Management (SCM)?
 - (1) Products/Materials flow
- (2) Information flow

(3) Funds flow

- (4) Energy flow
- 11. Which one of the following is *not* one of the arguments against social responsibility as used by economist Milton Friedman?
 - (1) Spending money for social responsibility is spending the stockholder's money for a general social interest.
 - (2) Businesses can actually do very little in terms of social responsibility.
 - (3) Spending money on social responsibility is acting from motives other than economic and may, in the long run, cause harm to the very society the firm is trying to help.
 - (4) There is one and only one social responsibility of business-to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game.

12. Match Column I with Column II:

Column I		Column II	
a.	Divestitures	i.	The parent firm no longer exists.
b.	Pac-Man defence	ii.	Does not bring any cash to the parent company.
c.	Spin-off	iii.	Selling of some of assets of the firm.
d.	Split-up	iv.	Target company making a counter bid for raiders company.

Choose the *correct* answer.

(1) a-iv, b-iii, c-ii, d-i

(2) a-iii, b-iv, c-i, d-ii

(3) a-i, b-ii, c-iii, d-iv

(4) a-iii, b-iv, c-ii, d-i

- **13.** When a corporation opts for a captive company strategy, what is the primary trade-off it accepts in exchange for secured operations?
 - (1) It gains a temporary increase in operational efficiency at the cost of long-term strategic flexibility.
 - (2) It achieves short-term profitability by selling off its most profitable units.
 - (3) It obtains a guarantee of sales or production in return for a significant dependence on another firm.
 - (4) It surrenders market share for a quick influx of investment to fund immediate operational deficits.
- 14. Which type of chief executive officer with a great deal of experience in that particular industry would be appropriate for a corporation following a concentration strategy emphasizing vertical or horizontal growth?
 - (1) professional liquidator
- (2) dynamic industry expert

(3) turnaround specialist

- (4) analytical portfolio manager
- 15. Which of the following is **not** a challenge presented by the product life cycle that a firm must face?
 - (1) All products eventually decline.
 - (2) Changing tastes, technologies, and competition affect the marketing of the product as it passes through lifecycle stages.
 - (3) A firm must be good at developing new products to replace aging ones.
 - (4) It is difficult to plot the stages as a product goes through them.
- 16. What is the name of the data visualization tool that depicts a logical arrangement of key words within a textual content? The size of each word in the depiction usually indicates the frequency or importance of the word:
 - (1) Heat Map

(2) Meta Tag

(3) Dendrogram

(4) Word Cloud

- 17. Arrange the following statements corresponding to different levels of Brand Dynamics

 Pyramid in a sequence starting with the base of the pyramid:
 - (a) Belief that the brand delivers acceptable product performance and is on the consumer's short-list
 - (b) Rational and emotional attachments to the brand to the exclusion of most other brands
 - (c) Active familiarity with the brand based on post trial, saliency or knowledge of the brand promise
 - (d) Relevance of brand to consumer's needs in the right price range or in the consideration set
 - (e) Belief that the brand has an emotional or rational advantage over other brands in the category

Choose the *correct* answer from the options given below:

(1) c, d, a, e, b

(2) d, c, a, e, b

(3) d, c, a, b, e

- (4) c, d, a, b, e
- **18.** Brand genealogy is a managerial mindset introduced in the cultural branding model (Holt, 2004) where the brand manager uncovers:
 - (1) The brand's history

- (2) The brand's vision
- (3) The brand's architecture
- (4) The brand's relevance
- 19. Which of the following *correctly* explains the notion of consumer surplus?
 - (1) the difference between what consumers is willing to pay for a given quantity of goods and services and the amount they actually pay.
 - (2) the difference between what consumers is willing to buy given quantity of goods and services and the quantity they actually buy.
 - (3) the difference between what consumers is willing to plan to buy given quantity of goods and services and the quality they actually buy.
 - (4) the difference between total utility and addition to total utility from goods and services the consumers buy.

Assertion (A): Brand dilution is a risk in brand extension strategies, potentially weakening consumer associations with the brand. 20,

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Reason (R): Brand extensions that are inconsistent with the core values of the parent brand may confuse consumers and erode established brand equity.

Choose the correct answer from the options given below:

- (1) Both A and R are true, and R is the correct explanation of A
- 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, and R is true.
- According to Porter's Diamond Model, which of the following is not a determinant of national competitive advantage? 21.
- (2) Demand conditions (1) Firm strategy, structure, and rivalry
- (4) The country's size in terms of population (3) Related and supporting industries
- Which of the following is not a characteristic of a normal distribution 22.
- (1) The mean and median may be different.
- (2) It is a symmetrical distribution.
- Skewness is the measure of the thickness of its tail. (3)
- (4) The Normally distributed 'curve is bell-shaped
- In which sampling does a researcher include those individuals who are willing and readily available? 23
- (1) Snowball Sampling

- (2) Incidental Sampling
 - (3) Simple Random Sampling
- (4) Systematic Sampling
- scale play ^{if} New Trade Theory, what role do economies of international trade? According to the 24.
- (1) They are irrelevant.
- (2) They lead to increased global competition.
- They enable countries to specialize in the production of certain goods, leading 10 increased variety and reduced costs.
 - They discourage countries from participating in international trade.

	raced by tribal students. Which sampling	ng technique will be most appropriate?
	(1) Random Sampling Technique	(2) Cluster Sampling Technique
	(3) Stratified Sampling Technique	(4) Systematic Sampling Technique
26.	Which of the following statements is tr	rue for Random sampling error?
		that includes only those who responded and a
	survey that also includes those who	o failed to respond.
	(2) is a function of sample size.	
	(3) results from the nature of a stu- administration of the sampling pro-	dy's design and the inappropriate or random cess.
	(4) does not occur in non-probability s	amples
27.	Kaizen is a process, the puimprovement.	rpose of which goes beyond simple productivity
	(1) Weekly	(2) Daily
	(3) Monthly	(4) Annual
28.	Assertion (A): Employee developme with education than employee training.	ent is more future-oriented and more concerned
	Reason (R): An apprenticeship programethods.	am is one of the widely used off-the-job training
	(1) (A) and (R) both are correct.	(2) (A) and (R) both are incorrect.
	(3) (A) is correct but (R) is incorrect.	(4) (A) is incorrect but (R) is correct.
29.	A strike called by a section of work proper authority of the union is called:	ers/union members without authorisation from
	(1) Sectional strike	(2) Jurisdictional strike
* *	(3) Wild cat strike	(4) Sympathetic strike
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25. A college principal is interested in conducting an ethnographic probe into problems

30.	helps to improve the develops them into a good listener.	communication skills of the employees and	
	(1) Team development	(2) Sensitivity training	
	(3) OD exercises	(4) All of the above	
31.		2.7:1 and current liabilities are Rs 60,000	
	Determine value of stock :	(2) Rs 60,000	
	(1) Rs 54,000	(4) None of the above	
	(3) Rs 1,62,000	(4) None of the user	
32 .	Marginal cost is computed as:		
	(1) Prime cost + All Variable overhead	S	
	(2) Direct material + Direct labor + Dir		
	(3) Total costs - AII fixed overheads		
	(4) All of the above		
3 3.	Rs. 25,000 shares. The business bou	ught by issue of Rs 25,000 debentures and aght had machine worth Rs 20,000, Debto ditors Rs 5,000. Determine the effect of the	
	(1) Net outflow of Rs 15,000	(2) Net inflow of Rs 15,000	
	(3) Neither inflow nor outflow	(4) None of the above	
34.	Calculate sales in rupees for desired per Rs 20 per unit, Variable cost is Rs 15 per (1) Rs 20,000	er unit and desired profit is Rs 1 per unit:	
		(2) Rs 50,000	
	(3) Rs 70,000	(4) Rs 10,000	

35.	Which one of the following increase increasing the value of the owners' equit	s the number of shares outstanding without v?	
	(1) stock repurchase	(2) reverse stock split	
	(3) stock split	(4) liquidating dividend	
36.	If the company's Dividend payout rational growth rate?	o is 60% & ROI is 16%, what should be the	
	(1) 5%	(2) 7%	
	(3) 6.4%	(4) 9.6%	
37.	 According to the capital-asset pricing model (CAPM), a security's expected (require return is equal to the risk-free rate plus a premium: (1) equal to the security's beta. (2) based on the systematic risk of the security. (3) based on the total risk of the security. (4) based on the unsystematic risk of the security. 		
38.	A measure of "risk per unit of expected	return "	
00.	(1) standard deviation	(2) coefficient of variation	
	(3) correlation coefficient	(4) beta	
39.	Consider the CAPM. The risk-free rate 15%. What is the beta on a stock with at (1) 0.5 (3) 1.2	is 5% and the expected return on the market is a expected return of 12%? (2) 0.7 (4) 1.4	
40.	Hedging risk for a long position is according	mplished by :	
	(1) taking another long position.		
	(2) taking a short position.		
	(3) taking additional long and short pos	itions in equal amounts.	
	(4) taking a neutral position.		

41.	Which of the following	statements is	not true for ERP?
-----	------------------------	---------------	-------------------

- (1) ERP systems use TCP/IP protocol
- (2) ERP systems can include modules for customer relationship management (CRM), inventory control and supply chain management (SCM).
- (3) All financial and business information can be automatically generated from the centralized database of the ERP system.
- (4) Cross-platform protocol cannot be used in ERP systems.

42.	Processes that operate with "Six Sigma Quality" over the short term are assumed to
	produce long-term defect levels below defects per million opportunities DPMO).

(1) 2

- (2) 2.4
- (3) 3

(4) 3.4

43. Which of the following represents Deming's 4-step cycle for improvement?

(1) Plan, Do, Check, Act

- (2) Schedule, Do, Act, Check
- (3) Do, Act, Check, Monitor
- (4) Plan, Control, Act, Sustain

44. Match the following components of remuneration with their inclusions.

- a. Fringe Benefits
- i. Stock option
- b. Job Context
- ii. Challenging job responsibilities
- c. Perquisites
- iii. Group Plans
- d. Incentives
- iv. Medical Care

Codes:

(1) a-iv, b-ii, c-i, d-iii

(2) a-ii., b-i, c-iii, d-iv

(3) a-i, b-iii, c-iv, d-ii

(4) a-iii, b-ii, c-iv, d-i

45. It is advisable to have management from all levels participate in the strategy formulation process:

- (1) because it is a legal requirement.
- (2) because collective bargaining agreements often mandate worker participation.
- (3) to gain an insight as to what work needs to be done and to gain cooperation in the
- (4) because it is part of their job responsibilities to provide input regarding their respective area of expertise.

- **46.** The Heckscher-Ohlin model of international trade suggests that a country will export goods that :
 - (1) Are labor-intensive, regardless of the country's labor abundance
 - (2) Are in high demand in the domestic market
 - (3) Use its abundant factors of production more intensively
 - (4) It can produce using outdated technologies
- 47. What is a unique feature of the IMF's Special Drawing Rights (SDRs)?
 - (1) They serve as an international reserve asset and can be exchanged among governments and the IMF for freely usable currencies.
 - (2) They can be used by any individual or corporation for international transactions.
 - (3) They are backed by a physical commodity, such as gold or silver.
 - (4) They are the primary currency used in international trade and finance.
- **48.** Entrepreneurial success has been significant because of the culture and the political and economic system in
 - (1) European countries

- (2) Asian countries
- (3) Transition economies
- (4) Middle east
- **49.** The 'Grameen Bank' model is affectively used by which of the following institute?
 - (1) Education sector

(2) Finance Sector

(3) Rural Sector

- (4) NGOs
- **50.** Considering the advanced CRM strategies focused on creating new value for customers through customization and collaboration, which principle underlines the strategic shift from transactional to relational engagement in customer relationship management?
 - (1) Prioritizing operational efficiency over customer interaction to streamline cost management.
 - (2) Emphasizing product-centric marketing strategies to maximize short-term sales volume.
 - (3) Leveraging technology to automate customer service processes, minimizing human intervention.
 - (4) Integrating customer feedback into product development and service delivery to foster a proactive, co-creative relationship with customers.

51.	Collective bargaining may take place at the which of the following?	
	(1) National level	(2) Industry level
	(3) Enterprise level	(4) All of the above
52.	Which of the following demonstrates k with the opportunity to practice the key	ey behaviors to replicate and provides trainees behaviors?
	(1) Behavior modeling	(2) Cognitive learning
	(3) Role-playing	(4) Self-learning
53.	Research suggests that strategic manage corporations. The first phase is:	ement evolves through four sequential phases in
	(1) externally oriented planning.	(2) basic financial planning.
	(3) internally oriented planning.	(4) forecast-based planning.
54.	Which of the following statements dadministration?	loes not stand as a principle of compensation
	(1) An enterprise should have a clear terms of divergent job requirement	r-cut plan to determine differential pay level in
	(2) People and jobs should never be m	ningled.
	marvidual skill sets exercised from	d be designed with subjectivity with respect to n time to time.
	(4) There should be established wage	grievance handling procedures.
55.	Who said - "An entrepreneur always as an opportunity" ?	searches for change, responds to it and exploit il
	(1) James Burna	(2) M-Q
	(3) Robert C. Ronstadt	(2) McClelland
		(4) Peter F. Drucker
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56.	If larger units have a greater pro	bability of their inclusion in	n the sample it is known as	
	(1) Selection with replacement			
	(2) Selection with probability p	proportion to size		
	(3) Selection with constant pro	bability		
	(4) Probability Selection			
57.	What does "S" stands for in SM	IART Goals ?		
	(1) Solution	(2) Specific		
	(3) Soft	(4) Standard		
58.	Statement I: 'Trade creation' a	nd 'Trade Diversion' both, h	nave welfare implications	
	Statement II: Regional partners should be competitive, and not complementary, for			
	the purpose of the most efficient use of economic resources within a Customs Union.			
	Codes:			
	(1) Statement I is true, but statement II is false.			
	(2) Statement II is true, but statement I is false.			
	(3) Both the statements I and II are true.			
	(4) Both the statements I and II	are false.		
59.	What strategy do multinational	l enterprises use to mainta	in competitive advantage in	
	the international marketplace?			
	(1) Sole reliance on home country's economic policies			
	(2) Use of triad/regional strategies			
	(3) Avoidance of direct investment in technology sectors			
	(4) Focus exclusively on expan	ding local markets without	foreign direct investment	
60.	In case of Net Income approach	the cost of equity is:		
	(1) Constant (2) Fixed	(3) Increasing	(4) Decreasing	

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Assertion (A): The use of a corporate umbrella brand name across an entire range of 61. products can reduce development costs and enhance corporate image associations.

Reason (R): Corporate branding leverages the company's general reputation, potentially accelerating acceptance and adoption of new product lines.

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, and R is true.
- Assertion (A): The implementation of a Licensed Brand Strategy within CRM 62. involves the brand owner relinquishing control over the manufacturing process.

Reason (R): Licensing allows a brand to expand its market presence rapidly by leveraging the manufacturing capabilities and market access of the licensee, despite the potential dilution of brand control.

Choose the correct answer from the options given below:

- (1) Both A and R are true, but R is not the correct explanation of A.
- (2) A and R are true, and R is the correct explanation of A.
- (3) A is true, but R is false.
- (4) A is false, and R is true.
- 63. Considering the principles of green marketing, which strategy most effectively aligns with achieving long-term consumer and societal welfare through environmental
 - (1) Prioritizing cost-reduction over environmental impact in product development.

 - (2) Implementing a marketing mix that emphasizes product disposability for convenience. (3) Focusing solely on the immediate financial benefits of green product marketing
 - (4) Designing products and services that minimize environmental harm through recycling, reuse and reduction of pollutants.

64. Match the following:

Column A			Column B
a.	IMF	i.	Provides loans and grants for development projects in developing countries.
b.	World Bank	ii.	Focuses on private sector development in less developed countries.
c.	EXIM Bank	iii.	Facilitates international monetary cooperation and financial stability.
d.	SDRs	iv.	Offers financing, guarantees, and insurance to support national exporters.
e.	IFC	v.	International reserve asset created by the IMF.

Codes:

	Α	В	\mathbf{C}	D	E
(1)	i	v	iv	iii	ii
(2)	ii	v	i	iii	iv
(3)	ii	i	v	iii	iv
(4)	i	iii	iv	\mathbf{v}	ii

- **65.** In terms of the increasing competitions, among the MNCs, rank the followings in the ascending order:
 - i. Mobile Technology
 - ii. Business Intelligence
 - iii. Cloud Computing
 - iv. Social Media

Codes:

(1) i, ii. iii and iv

(2) iv, iii, ii and i

(3) iv, i, ii and iii

(4) i, ii, iv and iii

- **66.** Which of the following best describes the primary purpose of the financial account in the balance of payments?
 - (1) To track the export and import of goods and services
 - (2) To record transfers of ownership in financial assets and liabilities between a country and the rest of the world
 - (3) To measure a country's total income and expenditure
 - (4) To record compensation of employees and investment income
- 67. What does the Leontief Paradox challenge?
 - (1) The concept of free trade.
 - (2) The Factor Endowment Theory's predictions regarding the US trade pattern.
 - (3) The effectiveness of the World Trade Organization.
 - (4) The theory of absolute advantage.
- 68. The concept of "digital divide" in the context of globalization refers to:
 - (1) The difference in internet speeds between countries.
 - (2) The divide in preference for digital vs. traditional business models.
 - (3) The economic gap between developed and developing countries.
 - (4) The gap between individuals who have access to modern information and communication technology and those who do not.

69. Match the following:

	List-I (Developers)		List-II (Concepts)
a.	Thompson and Strickland	i.	Superior performance
b.	Stonerand Freeman	ii.	Discontinuous process
c.	Kuratko, Hornsky	iii.	Organisational process
d.	Peter Kilby	iv.	Management system

Codes:

	Α	В	\mathbf{C}	D
(1)	i	ii	iv	iii
(2)	ii	i	iii	iv
(3)	i	ii	iii	iv
(4)	i	iii	ii	iv

70. Statement (I): Designing a distribution system for a service (for-profit or non-business context) involves to select the parties only through which ownership will pass.

Statement (II): The ownership channel for most of the services is long and quite complex because of inseparability characteristic.

Statement (III): Short channels usually mean more control on the part of the seller.

Identify the correct code of being the statements correct or incorrect. These statements relate to channel strategies of products/services.

- (1) Statements (I) and (II) are correct but (III) is not correct.
- (2) Statements (1) and (III) are correct but (II) is not correct.
- (3) Statements (I) and (II) are not correct but (III) is correct.
- (4) Statements (I), (II) and (III) all are not correct.
- 71. The G. E. Business Model is explained on which one of the following parameters?
 - (1) Market Attractiveness and Business Position.
 - (2) Business Attractiveness and Market Position.
 - (3) Industry Growth rate and Company's Market share.
 - (4) Company's Growth rate and Industry's Position.
- 72. First industrial estate in India was established by SSIB in 1955 at:
 - (1) Rajkot in Gujarat

- (2) Okhla in Delhi
- (3) Ghaziabad in Uttar Pradesh
- (4) Sannat Nagar in Jammu & Kashmir
- **73.** From the following, identify the decision-support systems :
 - i. Status inquiry system
 - ii. Data analysis system
 - iii. Accounting system
 - iv. Information system

Codes:

(1) i, ii and iii

(2) ii, iii and iv

(3) only iii

(4) i, ii, iii and iv

74. TePP stands for :

- (1) Technology for Promotion and Production
- (2) Trade for Profitability and Productivity
- (3) Technopreneur Promotion Programme
- (4) None of the above

75. The entrepreneurial process consists of the following steps:

- i. Management of the resulting enterprise.
- ii. Determination of the required resources.
- iii. Identification and evaluation of the opportunity.
- iv. Development of the business plan.

Indicate the *correct* sequence.

Codes:

(1) iii, iv, i, ii

(2) iv, i, iii, ii

(3) iii, iv, ii, i

(4) iv, i, ii, iii

76. Match the items of List-I and List-II:

	List-I		List-II
a .	UNCTAD I	i.	India
b.	UNCTAD II	ii.	Brazil
c.	UNCTADX	iii.	Thailand
d.	UNCTADXI	iv.	Switzerland

Codes:

	Α	В	\boldsymbol{C}	D
(1)	iv	i	iii	ii
(2)	iii	i	iv	ii
(3)	ii	i	iii	iv
(4)	iv	i	ii	iii

77.	77. An analysis of percentage financial so divided by the total assets and all the or revenue is known as:	tatement where all the Balance Sheet items are income statement items are divided by net sales
	(1) Index Analysis	(2) Trend Analysis
	(3) Ration Analysis	(4) Common size Analysis
78.		Variance in research studies is
	(1) For equating groups on one or more	e variables
	(2) For determining the significance of	differences among standard deviations
	(3) For determining the significance of	
	(4) For measuring the proficiency leve	
79.		sed in situations where the population can easily
	be divided into groups.	
	Statement II: Elements within a group	have heterogeneous characteristics.
	(1) Statement I is correct but Statement	t II is wrong
	(2) Statement I is wrong but Statement	II is correct
	(3) Both the statements are correct	
	(4) Both the statements are wrong	
80.	Regarding the difference between th	ne two groups when comparing proportions,
	is the.	
	(1) Values of the population standard d	eviation
	(2) Degrees of Freedom	
	(3) The coefficient of Determination	
	(4) Sampe Size	

81. About communication barriers in an organization, match List A with List B:

	List A		List B
١.	Psychological Barrier	i.	Workplace Pressure
),	Physical Barrier	ii.	Disruption due to thunder
	Cultural Barrier	iii.	Generation Gap
	Organizational Barrier	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii, c-ii, d-iv
- 82. Statement I: Organizational Structure is the Formal Arrangement of Jobs in a Company.

Statement II: Organizational Structure involves making decisions regarding work specialization, departmentalization, chain of command, span of control

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect
- 83. Assertation (A): The law of diminishing marginal utility is derived from the law of demand.

Reasoning (R): It follows that when the price of the goods falls, the consumer buys more goods to equate the marginal utility to the lower price.

- (1) Both A and R are true.
- (2) Both A and R are false.
- (3) A is true. R is false.
- (4) A is false, R is true.

84. Statement I: Conflicts of interest are critical factors in causing various ethical problems, not just in relation to the suppliers.

Statement II: Organizational Conflicts of Interest typically occur when a firm is employed as a supplier of professional services of one sort or another.

- (1) Statement I is correct, Statement II is incorrect
- (2) Statement I is incorrect, Statement II is correct
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect

85. Match List A to List B:

List A			List B
a.	Pre-Scientific Management Era	i.	Workplace Pressure
b.	Classical Management Era	ii.	Disruption due to thunder
С.	Neo-Classical Management Era	iii.	Generation Gap
d.	Modern Management Era	iv.	Resistance to Change

(1) a-i, b-ii, c-iii, d-iv

(2) a-ii., b-i, c-iii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii. c-ii, d-iv
- **86.** If the Budget line becomes steeper on the X-axis with no change on the Y-interception, it is which of the following?
 - (1) An increase in the price of Goods X (2) An increase in the price of Goods Y
 - (3) A decrease in the price of Goods X (4) A decrease in the price of Goods Y
- 87. Statement I: A satisfied employee may be highly dis-engaged.

Statement II: It is possible to feel engaged by the organization and not the job.

- (1) Statement I is correct, Statement II is incorrect.
- (2) Statement I is incorrect, Statement II is correct.
- (3) Both Statements I and II are correct
- (4) Both Statements I and II are incorrect

88. Match List A with List B:

	List A		List B	
a.	Human Resource Approach	i.	Considers a system as an interrelated part that interacts with one another and functions as a whole.	
b.	Contingency Approach	ii.	Concerned with the growth and development of people towards higher levels of competency.	
c.	Productivity Approach	iii.	Implies that different situations require different behavioral practices for effectiveness.	
d.	Systems Approach	iv.	It's the ratio that compares the units of outputs with the units of inputs.	

(1) a-i, b-ii, c-iii, d-iv

(2) a-iv, b-ii, c-iii, d-i

(3) a-ii, b-iii, c-iv, d-i

- (4) a-i, b-iii, c-ii, d-iv
- 89. In transition analysis, the leadership theory propagated by Blake and Mouton can be fruitfully practiced. Based on this, a manager who works in a 9:I position actually behaves in:
 - (1) Child to Parent ego state
- (2) Adult ego state
- (3) Adult to Parent ego state
- (4) Parent to Child ego state
- **90.** Assertation (A): In the storming phase of group formation, the breaking up of the team is done.

Reason (R): In the storming phase, members start competing for leadership and control over the group.

- (1) Both A and R are true
- (2) Both A and R are false

(3) A is true, R is false

- (4) A is false, R is true
- 91. Which of the following describes the metamorphosis stage of employee socialization?
 - (1) Employee joins the organization with his own values, attitudes and expectations.
 - (2) Employee studies the organization culture
 - (3) Employee evaluates the dichotomy between reality and expectations
 - (4) Employee becomes comfortable with the organization and adopts its norms

92. Match List A with List B:

List A			List B	
a.	Stimuli	i.	Grouping	
b.	Organizing	ii.	Stereotyping	
Э.	Interpreting	iii.	Internal and External	
d	Reacting	iv.	Impression Formation	

(1) a-i, b-ii, c-iii, d-iv

(2) a-iii, b-i, c-ii, d-iv

(3) a-iv, b-ii, c-iii, d-i

- (4) a-i, b-iii, c-ii, d-iv
- **93.** One assumption underlying the use of the cost of capital to analyze capital projects is that:
 - (1) current costs will remain the same
 - (2) capital structure will vary with the type of financing
 - (3) different risk projects are required to diversify the firm
 - (4) the analyzed projects are of comparable risk to existing projects
- **94.** A high operating leverage indicates:
 - (1) Highly favourable situation as it consists of low fixed costs.
 - (2) Highly risky situation as it consists of large interest costs.
 - (3) Highly favourable situation as it consists of higher EPS.
 - (4) Highly risky situation as it consists of large fixed costs.
- 95. A firm has a Degree of Financial Leverage of 5.5. What does this tell us about the firm?
 - (1) If sales rise by 5.5%, then EBIT will rise by 1 %.
 - (2) If EBIT rises by 5.5%, then EPS will rise by 1 %.
 - (3) If EBIT rises by 1 %, then EPS will rise by 5.5%.
 - (4) If sales rise by 1 %, then EBIT will rise by 5.5%.
- 96. An increase in the variable cost
 - (1) Decreases the break-even point
- (2) Improves margin of safety
- (3) Improves the profit/volume ratio
- (4) All of the above

- **97.** The sub-variance of material usage variance, known as Material mix variance is measured as:
 - (1) Total standard cost Total actual cost
 - (2) Standard cost of revised standard mix Standard cost of actual mix
 - (3) (Standard unit price Actual unit price) * Actual quantity used
 - (4) (Standard quantity Actual quantity) * Unit standard price
- **98.** Which of the following represents the CVP equations?
 - (1) Sales = Contribution margin + Fixed expenses + Profits
 - (2) Sales = Contribution margin ratio + Fixed expenses + Profits
 - (3) Sales = Variable expenses + Fixed expenses + Profits
 - (4) Sales = Variable expenses Fixed expenses + Profits
- 99. Which of the following statements are true?
 - (1) P/v Ratio can never be used to measure break-even point
 - (2) Higher the P/v ratio less will be the profit and vice versa
 - (3) Concept of P/v ratio is also used to determine profit at a given volume of sales
 - (4) All of the above
- 100. Liquid assets are determined by:
 - (1) Current assets-stock-Prepaid expenses
 - (2) Current assets+stock+prepaid expenses
 - (3) Current assets+Prepaid expenses
 - (4) None of the above

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Q. NO.	Α	В	С	D
1.	3	1	1	1
2	1	2	1	3
3	4	4	2	2
4	3	2	2	4
5	1 "	2	3	3
6	3	2	3	4
7	2	V.1 2	2	4
8	3	4	2	4
9	4	3	2	2
10	4	3	2	4
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13	4	2	2	3
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30		4	2	
	2		1	2
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38	1	3	3	2
39	1	4	3'	2
40	1	4	2	2
41	1	1	4	4
42	2	1	2	4
43	4	2	4	1
44	2	3	4	1
45	2	3	3	3
46	υ 2	1	4	3
47	2	4	2	1
48	4	3	3	3
49	3	1	3	4
50	3	4	1	4

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Q. NO.	Α	4 (MANAGEMENT) e	С	D
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99	2	1	4	3
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