

M.Phil./Ph.D. ADMISSION TEST, 2019 & 2020**Paper II****Subject : 129 - MANAGEMENT**

Roll No. (In figures)(In words)

OMR Sheet Barcode No.

Signatures of Invigilators 1. 2.

Names of Invigilators 1. 2.

Time : 2 Hours

Max. Marks : 200

GENERAL INSTRUCTIONS

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| <ol style="list-style-type: none"> 1. Read the instructions given on the Question Booklet and OMR Sheet before starting the answers. All the entries should be filled by blue or black ball point pen. 2. The Question Booklet contains 100 questions and all questions are compulsory. 3. Each question is of 2 marks. There is no negative marking. 4. Candidates must ensure that the Question Booklet issued to them has all the questions. Defective Question Booklet can be got changed within 10 minutes. | <ol style="list-style-type: none"> 1. प्रश्नों के उत्तर लिखने से पूर्व प्रश्न-पुस्तिका और ओ.एम.आर. शीट पर दिये हुए निर्देश पढ़ें। सभी प्रविष्टियाँ नीले अथवा काले बॉल पॉइन्ट पेन से भरें। 2. प्रश्न-पुस्तिका में 100 प्रश्न हैं और सभी प्रश्न अनिवार्य हैं। 3. प्रत्येक प्रश्न 2 अंक का है। कोई नकारात्मक अंकन (negative marking) नहीं होगा। 4. परीक्षार्थी सुनिश्चित कर लें कि उन्हें जो प्रश्न-पुस्तिका दी गई है उसमें सभी प्रश्न अंकित हैं। त्रुटिपूर्ण प्रश्न-पुस्तिका 10 मिनट की अवधि में बदलवाई जा सकती है। |
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1. The five alternative concepts under which organizations design and carry out their marketing strategies consists of :
 - (A) The production, selling, marketing, societal marketing concepts, supplier needs
 - (B) The production, product, selling, marketing, societal marketing concepts
 - (C) Brand extensions, profits through sales volume, supplier needs, product, selling
 - (D) The production, supplier needs, profit through sales volume, selling, marketing
2. A method of comparing the internal capabilities of an organization with the demands and challenges of its external environment is referred to as :
 - (A) Break-even analysis
 - (B) SWOT analysis
 - (C) Stakeholder analysis
 - (D) Shareholder analysis
3. Line extension refers to which of the following in terms of 'branding' ?
 - (A) A company extends existing brand names to new forms, colors, sizes or flavors
 - (B) A brand created and owned by a reseller of a product or service
 - (C) A company extends a current brand name to new or modified products in a new category
 - (D) A brand generated by a seller of a product or service
4. Strategies that are used for new product pricing are called :
 - (A) Market-skimming pricing and Market-penetration pricing
 - (B) Market-skimming pricing and Market-product pricing
 - (C) Market-segmentation pricing and Market-penetration pricing
 - (D) Market-skimming pricing and Market-segmentation pricing
5. Product benefits, product attributes and marketing support services combine to form the _____.
 - (A) Augmented product
 - (B) Extended product
 - (C) Complete product
 - (D) Enhanced product
6. Retailers must decide on three major product variables :
 - (A) Product assortment, segment mix, raw material cost
 - (B) Price reduction, segment mix, store atmosphere
 - (C) Product assortment, service mix, store atmosphere
 - (D) Price reduction, raw material cost, segment mix
7. The major segmentation variables for consumer markets, refer to :
 - (A) Geographic, density, psychographic, behavioural
 - (B) Gender, demographic, psychographic, lifestyle
 - (C) Geographic, demographic, psychographic, behavioural
 - (D) Geographic, psychographic, lifestyle

15. The system of ranking jobs in a firm on the basis of the relevant characteristics, duties, and responsibilities is known as :
- Job evaluation
 - Job design
 - Job specification
 - Job description
16. Which of the following is **not** a component of job design ?
- Job enrichment
 - Job rotation
 - Job reengineering
 - Job outsourcing
17. Designing a job according to the worker's physical strength and ability is known as :
- Ergonomics
 - Task assortment
 - Job autonomy
 - Job reengineering
18. A programme of one-to-one collaboration between a certified external expert and a manager for developing the leadership skills of the latter is called :
- Executive orientation
 - Executive coaching
 - Mentoring
 - Executive guidance
19. Stock option and performance shares are examples of :
- Base salary
 - Short-term incentive plan
 - Long-term incentive plan
 - Moderate salary
20. Which of the following methods discourages too much speed in the production by the employees ?
- Straight piece rate
 - Differential piece rate
 - Task and time bonuses
 - Fix wage system
21. Performance evaluation improves competitive advantage by :
- Involving immediate supervisors in the evaluation process
 - Providing strong basis for demotion, transfers, and lay-offs
 - Increasing the frequency of performance evaluation
 - Reducing grievance and labour turnover by making employees trust that they are treated fairly
22. Which union is focused on making the skills of its members valuable and not easily replaceable in organizations ?
- Industrial union
 - Occupational union
 - General union
 - White-collar union
23. In terms of customer value, all of the following are examples of resources used to obtain benefits except:
- Time
 - Effort to purchase the product
 - Functional benefit
 - Monetary benefit

32. We have four reasons for inter-group conflict. Which is the odd one out ?
- (A) Differences in perception of which group is most important
 - (B) Competing for scarce resources
 - (C) Not being matched with the organisation structure
 - (D) Goal differences between group members and the rest
33. Which of the following is **not** among the reasons for complexity of decisions ?
- (A) There are many criteria for making choices
 - (B) Individuals have different risk propensities
 - (C) Experts offer contradictory advice
 - (D) Decisions have immediate, short-term impact
34. What is basis of calculation of cost of debt capital ?
- (A) Annual interest
 - (B) Net proceeds
 - (C) Dividend declared
 - (D) Net proceeds + Annual interest
35. What is factoring ?
- (A) Procuring additional debt
 - (B) Purchasing bills of receivables
 - (C) Selling of debts to third party
 - (D) Liquidity management
36. What is the primary objective of Financial Management ?
- (A) Maximization of profit of the Preference Shareholders
 - (B) Maximization of wealth of the Equity Shareholders
 - (C) Maximization of profit of the Equity Shareholders
 - (D) Maximization of wealth of the Preference Shareholders
37. A risk-free security has :
- (A) $+ / - 5$ variance
 - (B) $+ / - 3$ variance
 - (C) $+ / - 2$ variance
 - (D) 0 variance
38. A negative working capital indicates that the firm is adopting :
- (A) Aggressive Credit Policy
 - (B) Moderate Credit Policy
 - (C) Liberal Credit Policy
 - (D) Market Credit Policy
39. Goodwill shown on the asset side indicates that :
- (A) It has been earned by the firm/company
 - (B) The firm's financial condition is good
 - (C) The Goodwill has been purchased from some other firm/s
 - (D) The firm has good image in the market
40. A firm should follow the policy of low capital gearing :
- (A) In initial stage of the business
 - (B) In critical times
 - (C) In growth stage
 - (D) During saturation times
41. A firm's receivable turnover ratio is 7. What would be the average collection period of the firm ?
- (A) 50 days
 - (B) 53 days
 - (C) 70 days
 - (D) 2 months

50. Match the following :

- | | | | |
|-----|--------------------------|-------|---|
| (a) | Increasing cost industry | (i) | Horizontal long run supply curve |
| (b) | Decreasing cost industry | (ii) | Positively sloped long run supply curve |
| (c) | Constant cost industry | (iii) | Negatively sloped long run supply curve |

- (A) (a)-(iii), (b)-(ii), (c)-(i)
(B) (a)-(i), (b)-(ii), (c)-(iii)
(C) (a)-(ii), (b)-(iii), (c)-(i)
(D) (a)-(ii), (b)-(i), (c)-(iii)

51. Direct regulation of business has the potential to yield economic benefits to society when :

- (A) diseconomies of scale exist.
(B) barriers to entry are absent.
(C) there are no good substitutes for a product.
(D) many firms serve a given market.

52. The techniques of optimization include :

- (i) Marginal analysis
(ii) Linear programming
(iii) Calculus
(A) (i) and (ii) only
(B) (ii) and (iii) only
(C) (i) and (iii) only
(D) (i), (ii) and (iii) all

53. In economics, desire backed by purchasing power is known as :

- (A) Utility
(B) Demand
(C) Consumption
(D) Scarcity

54. Basic assumptions of law of demand include :

- (A) Prices of other goods should change.
(B) There should be substitute for the commodity.
(C) The commodity should not confer any distinction.
(D) The demand for the commodity should not be continuous.

55. Higher the price of certain luxurious articles, higher will be the demand, this concept is called :

- (A) Griffin effects
(B) Veblen effects
(C) Demonstration effects
(D) Diamond Water effects

56. Which among the following is/are not parametric test/s ?

- (i) Mann Whitney U Test
(ii) F Ratio
(iii) t Test
(iv) Chi Square Test
(A) (i) and (ii)
(B) (i) and (iii)
(C) (i) and (iv)
(D) (iii) and (iv)

65. Consider the following statements :

- (a) Research is the process of looking for a specific question in an organized, objective, reliable way.
- (b) Research as a serious study of a subject that is intended to discover new facts or test ideas.
- (A) Both the statements (a) and (b) are **correct**
- (B) Both the statements (a) and (b) are **incorrect**
- (C) Statement (a) is **correct** but statement (b) is **incorrect**
- (D) Statement (b) is **correct** but statement (a) is **incorrect**

66. Consider the following **Assertion (A)** and **Reasoning (R)** :

Assertion (A): Research is a pursuit of trust with the help of study, observation, comparison and experiment.

Reasoning (R): Research is the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings.

- (A) Both (A) and (R) are **correct** and (R) is the right explanation of (A).
- (B) Both (A) and (R) are **correct** but (R) is not the right explanation of (A).
- (C) Both (A) and (R) are **incorrect**.
- (D) (A) is **correct** but (R) is **incorrect**.

67. **PEST** analysis is :

- (A) A broad framework to help managers understand the environment in which their business operates.
- (B) A checklist to ask how political, economic, strategic or technological developments can influence an industry and a company.
- (C) A checklist for forecasting political, economic, strategic or technological factors.
- (D) A framework for strategic analysis of internal and external environment.

68. The Resource-based view of the firm could also be described as :

- (A) The outside-in approach
- (B) The inside-out approach
- (C) The outsider approach
- (D) The insider approach

69. In the value chain, primary activities are :

- (A) Directly involved in the production, marketing and delivery of the product or service
- (B) Those activities that are all undertaken in-house
- (C) Those activities that support the production, marketing and delivery of the product or service
- (D) Directly involved in the production and delivery of the product or service

79. Globalization refers to _____.
- (A) Lower incomes worldwide
 - (B) Less foreign trade and investment
 - (C) Global warming and their effects
 - (D) A more integrated and interdependent world
80. The EPRG framework proposes four orientations by which a firm's foreign market operations are managed. These include :
- (A) Environment, population, commerce and geography
 - (B) Exports, purchases, resources, and goals
 - (C) Ethnocentric, polycentric, regiocentric, and geocentric
 - (D) Earnings, profits, revenues, and goals
81. According to Porter's National Competitive Advantage Theory. Which one of the following factors **not** included in Local firm characteristics ?
- (A) Firm strategy
 - (B) Investments in education
 - (C) Industry structure
 - (D) Industry rivalry
82. One of the international agreements by which an organization establishes local production in foreign countries without capital investment is :
- (A) Joint-venture
 - (B) Piggybacking
 - (C) Licensing
 - (D) Direct export
83. The functions of the International Monetary Fund include all of the following **except** :
- (A) To provide emergency loans to countries facing balance of payments problems.
 - (B) To monitor macroeconomic developments continuously in member countries.
 - (C) To serve as the world central bank.
 - (D) To provide a line of credit for each member country.
84. The _____ of a country refers to the systematic record of all receipts and payments between residents of the country and nonresidents over a period of time.
- (A) Pegging
 - (B) Extended Fund Facility
 - (C) Balance of Payments
 - (D) Structural Adjustment Facility
85. Export Credit Guarantee Corporation (ECGC) policies do **not** cover risk against :
- (A) Buyer's protracted default to pay for the goods
 - (B) War in buyer's country
 - (C) Buyer's failure to obtain necessary import license or exchange authorization from authorities in his country.
 - (D) Cancellation of export license.
86. Which of the following statements is **correct** with regard to external sector in the post-reform period ?
- (A) Quantitative restrictions have been imposed on a number of tradable items.
 - (B) Quantitative restrictions have been removed on most of the items except a few goods.
 - (C) The tariff walls have been further raised.
 - (D) Foreign investment is now being discouraged.

95. Why should an entrepreneur do a feasibility study for starting a new venture ?
- (A) To identify possible sources of funds
 - (B) To see if there are possible barriers to success
 - (C) To estimate the expected sales
 - (D) To explore potential customers
96. Individuals who are the founders of the business and conceptualize a business plan by putting efforts to make the plan a success are known as :
- (A) Quasi entrepreneurs
 - (B) Bold entrepreneurs
 - (C) Pure entrepreneurs
 - (D) Owner-manager
97. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete ?
- (A) New business model
 - (B) Anatomization
 - (C) Creative destruction
 - (D) None of the given options
98. Innovation can best be defined as _____.
- (A) The generation of new ideas.
 - (B) The evolution of new ideas.
 - (C) The opposite of creativity.
 - (D) The successful exploration of new ideas.
99. Which of the following is a quality management standard as per international organisation for standards ?
- (A) ISO 9000
 - (B) ISO 14000
 - (C) ISO 18000
 - (D) ISO 50001
100. Which of the following are correct for an entrepreneur ?
- (i) is an independent person
 - (ii) makes his/her own decisions
 - (iii) has the opportunity of realising dreams
 - (iv) has good financial strength
 - (v) has undergone a systematic business training
 - (vi) has immense job satisfaction
- Code:**
- (A) (i), (ii), (iii) and (iv)
 - (B) (i), (ii), (iii) and (v)
 - (C) (i), (ii), (iii) and (vi)
 - (D) (i), (ii), (iv) and (vi)

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