



Discipline: COMMERCE & MANAGEMENT
(Faculty of Commerce & Management)
3rd PhD ENTRANCE TEST (PET-2018)

Roll No: _____ Date: **3rd June 2018** Signature of the Candidate: _____

1. Production Management includes:
 - a. Production Planning and Control
 - b. Production
 - c. Inventory Control
 - d. All of the above
2. Synthesis is a technique of:
 - a. Work Measurement
 - b. Accounting Control
 - c. Product Planning
 - d. Inventory Control
3. Which is the element of modern marketing?
 - a. It emphasizes mutuality of benefit
 - b. It is customer oriented
 - c. It is operational
 - d. All of the above
4. A brand can be a:
 - a. Product Mix
 - b. Product feature
 - c. Product name
 - d. Product utility
5. The buyer-seller dyads in life insurance business was presented by:
 - a. Franklin Evan
 - b. Wright
 - c. TS Knox
 - d. Henri Tosi
6. Who quote the statement, "Marketing is a human activity directed at satisfying needs and wants through exchange process"?
 - a. Philip Kotler
 - b. Hansi LV
 - c. Peter F Drucker
 - d. DS Pauler
7. Which of the following is alternatively called Corporate Venturing?
 - a. Entrepreneurship
 - b. Intrapreneurship
 - c. Act of starting a new venture
 - d. Offering new products by existing company
8. The evaluation of business activities and behaviour as right or wrong is called:
 - a. Corporate Governance
 - b. Business Ethics
 - c. Social Responsibility
 - d. None of these
9. Which of the followings is a barrier to new product creation and development:
 - a. Trial and error
 - b. Opportunity parameter
 - c. Opportunity cost
 - d. Intrapreneurship culture
10. Inventory control does not include:
 - a. Standardisation
 - b. Machine maintenance
 - c. Quality control
 - d. Deciding EOQ
11. "The concept of marginal utility is useful for explaining diamond-water Paradox." This statement is:
 - a. Absolutely correct
 - b. Absolutely wrong
 - c. Partially correct
 - d. None of these



12. The Law of Diminishing Returns depends on the assumption that:
- Land is the factor kept constant
 - The state of technical knowledge is unchanged
 - Total output is constant
 - Average output declines faster than marginal output
13. Which one is the final stage of production planning?
- Scheduling
 - Loading
 - Planning
 - Dispatching
14. Which round of international trade negotiations resulted in the creation of World Trade Organisation?
- Kennedy Round of 1964-67
 - Tokyo Round of 1973-93
 - Uruguay Round of 1986-93
 - Doha Round of 2003-07
15. Which is the component of retrenchment strategy?
- Turnaround
 - Liquidation
 - Divestment
 - All of these
16. Benchmarking involves:
- Identify best in industry activities
 - Setting standards
 - Identify key performance parameters
 - All of the above
17. The Pyramid of Corporate Social Responsibility includes:
- Philanthropic responsibility
 - Ethical responsibility
 - Legal responsibility
 - All of the above
18. The NAFTA is a:
- Monetary union
 - Free trade area
 - Common market
 - Customs union
19. A market having a few sellers, highly sensitive to each other's pricing, is called:
- Perfect Competition
 - Monopoly
 - Monopolistic Competition
 - Oligopoly
20. When a product's total revenue does not vary with the price changes, the price elasticity of demand is:
- Zero
 - < 1
 - > 1
 - = 1
21. Homogeneous products is a characteristics of:
- Monopoly
 - Oligopoly
 - Perfect Competition
 - Monopolistic Competition
22. Long run average cost curve is also called:
- Philips curve
 - Envelope curve
 - Lorenge curve
 - All of these
23. When the price of product is fixed Rs. 999.95 instead of Rs. 1000, such a pricing strategy is called:
- Promotional Pricing
 - Penetration
 - Psychological pricing
 - None of these
24. What do stars symbolize in BCG Matrix?
- Growth
 - Decline
 - Maturity
 - Introduction



25. In India the Base Year in new GDP Series has been shifted from 2004-05 to --:
- a. 2010-11 b. 2011-12 c. 2013-14 d. 2014-15
26. If a hypothesis is statistically significant, then it is concluded that:
- a. The observed result is probably not due to chance
b. The observed result is probably a chance result
c. The observed result cannot possibly be due to chance
d. The null hypothesis of no relationship is probably true
27. The Heuristic Method may be used in:
- a. Financial Planning b. Product Planning
c. Sales Forecasting d. Market Segmentation
28. The basis for human resource planning is:
- a. The economic trends b. The demand for employees
 c. Strategic plans of the firm d. Budget
29. Interest rate risk is a type of:
- a. Credit risk b. Market risk
c. Operational risk d. All of these
30. Closed end mutual funds are trading at discount at NAV:
- a. False b. True c. Difficult to say d. None of these
31. PDM stands for:
- a. Physical Distribution Management b. Public Distribution Management
c. Plant Down Management d. Plant Differentiation Method
32. The participants who take advantage of different exchange rates in different markets are:
- a. Speculators b. Arbitrageurs c. Hedgers d. Investors
33. NASSCOM is related to:
- a. Stainless Steel Industry b. Security Services
 c. Software Industry d. All of these
34. Which of the following commodities has the lowest price elasticity of demand?
- a. Mobile Phone b. Television c. Furniture d. Salt
35. Which ratio explains that how much portion of earning is distributed in the form of dividend?
- a. Dividend per share ratio b. Pay-out ratio
c. Earning yield ratio d. Equity capital ratio
36. The value of Karl Pearson's Co-efficient of correlation may be:
- a. ± 2 b. ± 1 c. ± 3 d. ± 4
37. A Private Company has a minimum of:
- a. 7 members
 b. 2 members but no limit on maximum members
 c. 2 members and maximum 200
d. 2 members and maximum 50



38. Under writers are persons who:

- a. Purchase the shares of a company
- b. Undertake to buy those shares and debentures not subscribed for by the public
- c. Manage the issue of shares and debentures
- d. None of the above

39. DAGMAR Approach in marketing is used to measure:

- a. Public responsiveness
- c. Advertising effectiveness
- b. Sales volume
- d. Consumer satisfaction

40. In which country business conglomerates are called 'Chaebols'?

- a. Japan
- b. South Korea
- c. Germany
- d. China



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