

Ph.D Entrance Exam (Comm. & Mgt) Jan 21

- Q:1 Which of the following is non discounting criteria?
- Benefit Cost Ratio
 - Accounting Rate of Return
 - Internal Rate of Return
 - Net Present Value
- Q: 2 Efficient Portfolio gives
- High return at given level risk
 - Low risk at given level of risk
 - High Return at High Risk
 - Both A and B
- Q: 3 Which one of the following type of strikes is without the consent of official of union
- Jurisdictional Strike
 - Wild Cat Strike
 - Slow Down Strike
 - Sympathy Strike
- Q: 4 The security is a Defensive security when
- $\beta = 1$
 - $\beta > 1$
 - $\beta < 1$
 - None of the Above
- Q: 5 If two coefficients of regression are 0.8 and 0.2 then the value of coefficient of correlation is
- 0.40
 - 0.04
 - 0.45
 - None of These
- Q: 6 In which of the following, the payment of bonus is linked to performance of specific employees or group of employee
- i) Profit Sharing ii) Gain Sharing iii) Social System Plans
- Only (i)
 - Only (ii)
 - Both (i) and (ii)
 - (i), (ii) and (iii)
- Q: 7 The two major types of risk affecting a firm are
- Financial Risk and Cash Flow Risk
 - Financial Risk and Business Risk
 - Business Risk and Collection Risk
 - None of the Above
- Q: 8 What is a leveraged buyout?
- It is a type of joint venture.
 - It is an acquisition in which a large acquirer has leverage through bargaining power over a small target.
 - It is an acquisition which is funded from a relatively large amount of debt
 - It is an acquisition which is funded from a relatively low amount of debt.

Q: 9 In CAPM, which of the following type of risk is considered?

- a) Systematic Risk
- b) Unsystematic Risk
- c) Both a and b
- d) None of the Above

Q: 10 _____ is a performance appraisal technique in which appraisers rate critical employee behaviour.

- a) MBO
- b) BARS
- c) BOS
- d) BOSS

Q: 11 Which one of the following is an element of motivation according to Vroom's Vector Variance Theory

- a) Involvement
- b) Existence
- c) Equity
- d) Instrumentality

Q:12 Which of the following is not a financial derivative?

- a) Stocks
- b) Futures
- c) Option
- d) Forward Contract

Q: 13 What does a high P/E ratio means

- a) A company shares are currently overpriced
- b) A company shares are currently overpriced
- c) No Relation
- d) None of the Above

Q: 14 Higher Debt-Equity Ratio results in

- a) High degree of Financial Risk
- b) High degree of Operational Risk
- c) High Earning Per Share
- d) Lower Degree of Financial Risk

Q: 15 Which is a two tailed hypothesis?

- a) Drinking alcohol will slow down your reaction time.
- b) Drinking alcohol will change reaction time.
- c) Drinking alcohol will increase your reaction time
- d) None of These

Q: 16 The project should be accepted when is greater than zero

- a) Internal Rate of Return
- b) Net Present Value
- c) Modified Internal Rate of Return
- d) Profitability Index

- Q: 17 Arrange the scale in descending order of their power
- Nominal Scale > Ordinal Scale > Ratio Scale > Interval Scale
 - Ordinal Scale < Nominal Scale > Interval Scale < Ratio Scale
 - Nominal Scale < Ordinal Scale < Interval Scale < Ratio Scale
 - Nominal Scale < Ordinal Scale < Ratio Scale < Interval Scale
- Q: 18 The law of demand defines the relation between
- Income and Price
 - Price and Quantity demanded of Commodity
 - Income and Quantity Demanded of Commodity
 - Quantity Demanded and Quantity Supplied
- Q: 19 According to Herzberg, which of the following is a maintenance factor?
- Salary
 - Work Itself
 - Recognition
 - Responsibility
- Q: 20 In break-even analysis, total cost consists of
- Fixed Cost + Variable Cost
 - Variable Cost
 - Fixed Cost
 - Fixed Cost + Variable Cost + Overhead
- Q: 21 Which of the following is not a stage of Product life Cycle?
- Introduction
 - Growth
 - Maturity
 - Withdrawal
- Q: 22 "Just in Time" originally developed in 1970s by a Japanese company originally known as
- Honda Manufacturing System
 - ISUZU Manufacturing System
 - Mitsubishi Manufacturing System
 - Toyota Manufacturing System
- Q: 23 Analysers tend to emphasize both on _____ and _____ employee extensive training programmes
- Skill Building and Skill Acquisition
 - Current Performance and Past Performance
 - Strategy and Behaviour
 - None of above
- Q: 24.....is a factual statement of tasks & duties involved in a job.
- Job specification
 - Job description
 - Job Analysis
 - Job evaluation

- Q: 25 Which of the following is the concept of organizational development which stresses effective use of existing methods used by the employees
- a) Job Enrichment
 - b) Sensitivity Training
 - c) Process Consultation
 - d) Team Building
- Q: 26 Which of the following is function of labour relations
- a) To provide constructive criticism of management
 - b) To increase the productivity of the workers through reducing the labour turnover and frequent absenteeism.
 - c) To secure and improve living standards and economic status of workers
 - d) All of the above
- Q: 27 Extra Mural welfare activities include all those welfare activities or services or amenities which are undertaken
- a) To give extra benefits to employees
 - b) As surprise bonus announced for employees
 - c) Outside the factories
 - d) Inside the factories
- Q: 28 Which one of the following operation research models is categorised on the basis of the utility of the model
- a) Simulation Models
 - b) Predictive Models
 - c) Analogue Models
 - d) Deterministic Models
- Q: 29 _____ is known as “the father of scientific management.”
- a) Henri Fayol
 - b) Robert Owen
 - c) Frederick W. Taylor
 - d) None of These
- Q: 30 Which one of the following is the demand state where “consumers dislike the product and may even pay to avoid it”.
- a) Unwholesome demand
 - b) Declining demand
 - c) Latent Demand
 - d) Negative Demand
- Q: 31 Which one of the following is system of partnership and alliances that a firm creates to source, augment and deliver its offerings
- a) Value Work
 - b) Omnichannel Marketing
 - c) Integrated Marketing Channel System
 - d) Direct marketing Channel

- Q: 32 Which among the following is not a generic strategy?
- a) Differentiation Strategy
 - b) Cost leadership Strategy
 - c) Unity Strategy
 - d) Niche Strategy
- Q: 33 In primary market, the first time issued securities to be public traded in stock market is considered as
- a) Issuance Offering
 - b) Initial Public Offering
 - c) Traded Offering
 - d) Public Markets
- Q: 34 The market environment Consists of
- a) Socio economic
 - b) Technology
 - c) Competition
 - d) All of the Above
- Q: 35 Which of the following is not included in the five forces of competition?
- a) Bargaining Power of Suppliers
 - b) Bargaining Power of Customers
 - c) Threat of Substitutes
 - d) Strategic Planning
- Q: 36 Which of the following is not the stage of new product development?
- a) Idea Generation
 - b) Business Analysis
 - c) Marketing Segmentation
 - d) Test Marketing
- Q: 37 When Pepsi came out with Pepsi Blue and priced it at half price to attract buyers they were using, Pepsi was using _____.
- a) Market Penetration Pricing
 - b) Market Skimming Pricing
 - c) Discount Pricing
 - d) New Product Pricing
- Q: 38. As a product reaches its decline stage of the Product Life Cycle, management may decide to _____ the product, which means reducing various costs and hoping that sales
- a) Hold Up
 - b) Drop
 - c) Cultivate
 - d) Harvest
- Q: 39 Customer cost will be considered as which of the following Ps of marketing mix?
- a) Product
 - b) Price
 - c) Place
 - d) Promotion

Q: 40 When total utility becomes maximum, then marginal utility will be

- a) Minimum
- b) Average
- c) Zero
- d) Negative

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Answer

1. B	11. D	21. D	31. A
2. D	12. A	22. D	32. C
3. B	13. A	23. A	33. B
4. C	14. A	24. B	34. D
5. A	15. B	25. C	35. D
6. B	16. B	26. A	36. C
7. B	17. C	27. A	37. A
8. C	18. B	28. B	38. D
9. A	19. C	29. C	39. B
10. B	20. A	30. D	40. C