

- Q11. Which of the following focuses on job redesign, work structuring and job enrichment.
- Scientific Management Approach
 - Traditional Approach
 - Job Characteristic Approach
 - Standard Approach
- Q12. Which of the following is most suitable for developing problem solving skill?
- Role Plays
 - Lecture Method
 - Sensitivity Training
 - Case Study Method
- Q13. Pick the odd one out of the following?
- Equity Shares
 - Debentures
 - Bonds
 - Treasury Bills
- Q14. Which of the following is an objective of financial management?
- Profit Maximization
 - Wealth Maximization of Shareholders
 - Revenue Maximization
 - Cost Minimization
- Q15. Which of the following provides a leverage benefit to an investor?
- Futures Contracts
 - Forward Contracts
 - SWAP Contracts
 - Option Contracts
- Q16. Which of the following suggests that Capital Structure decision is relevant?
- MM Hypothesis - I
 - MM Hypothesis - II
 - Traditional Approach
 - Net Operating Income Approach
- Q17. Which of the following market segmentation approach emphasizes upon delivering the product and services as per the local needs of the market?
- Geographical
 - Benefit
 - Demographic
 - Image
- Q18. Which of the following is most suitable for selling FMCG products?
- Personal Selling
 - Factory Outlets
 - E-Commerce Only
 - Many Retailers
- Q19. Marketing channels are considered as part of _____.
- Wholesaler – Customer Delivery Network
 - Customer – Value Delivery Network
 - Wholesaler – Retailer Delivery Network
 - Customer – Retailer Delivery Network
- Q20. In the introductory stage of product life cycle, prime focus is to _____.
- Create Product Awareness
 - Reduce Cost
 - Maximize Market Share
 - Defend Market Share and Profits

- Q21. The optimal value of the objective function is attained at the points _____.
- Given by intersection of lines representing in equations with axes only
 - Given by intersection of lines representing in equations with X-axis only
 - Given by corner points of the feasible region
 - Given at the point of origin
- Q22. In a PERT distribution, the optimistic time is 4 days, expected time is 7 days and pessimistic time is 11 days. The variance of the network is _____.
- 8.17
 - 1.36
 - 1.22
 - 15.22
- Q23. EOQ is the quantity at which the inventory carrying cost is _____.
- Maximum
 - Minimum
 - Less than Ordering Cost
 - Equal to Ordering Cost
- Q24. Consumer's demand curve can be obtained from _____.
- Lorenz Curve
 - Engel's Curve
 - Price-Consumption Curve
 - Income-Consumption Curve
- Q25. If the plotted points in the scatter diagram lie from upper left to lower right, the correlation is _____.
- Positive
 - Negative
 - Zero
 - Insignificant
- Q26. A coin and pair of dice are rolled together, the total number of possible outcomes in the experiment are _____.
- 12
 - 72
 - 36
 - 24
- Q27. Normal distribution is symmetric about _____.
- Mean
 - Standard Deviation
 - Variance
 - Covariance
- Q28. In a poisson distribution, if 'n' is the number of trials and 'p' is the probability of successes, the mean value is given by _____.
- $m = (np)^2$
 - $m = np$
 - $m = np(1-p)$
 - $m = p$
- Q29. What does Stars symbolize in BCG Matrix?
- Introduction
 - Maturity
 - Growth
 - Decline
- Q30. What does Porter's five forces model determine?
- The relative attractiveness of an industry
 - The competitive advantage of a competitor
 - The distribution chain of a competitor
 - The relative attractiveness of another business

- Q31. Which of the following theories hold that nations can increase their economic well being by specializing in the production of goods they produce more efficiently than anyone else?
- The theory of comparative advantage
 - The international product life cycle theory
 - The theory of absolute advantage
 - The factor endowment theory
- Q32. TRIPS (Trade Related Aspects of Intellectual Property Rights) agreement is administered by _____
- World Bank
 - United Nations Organization
 - United Nations Conference on Trade and Development
 - World Trade Organization
- Q33. Dumping refers to _____.
- Reducing Tariffs
 - Sale of goods abroad at a lower price, below their cost and price in their home market
 - Buying goods at low prices abroad and selling at higher prices locally
 - Expensive goods selling for low prices
- Q34. Which of the following constitutes India's major import item?
- Jute
 - Palm Oil
 - Gold
 - Crude Oil
- Q35. Which of the following is not included in the director's responsibility?
- A Fiduciary Duty
 - A duty to propose higher dividend for shareholders
 - A duty of care
 - A duty to keep proper records.
- Q36. Which of the following is not a characteristic of corporate social responsibility?
- Product Safety
 - Consumer Rights
 - Pricing of Product
 - Environmental Policies
- Q37. Which of the following refers to the system of moral principles and rules of conduct applied in business.
- Corporate Social Responsibility
 - Corporate Governance
 - Business Ethics
 - Organizational Design
- Q38. Which of the following is not an external force that can affect a business?
- Competitive Forces
 - Economic Forces
 - Socio-economic Forces
 - Technological Forces
- Q39. Which of the following is an expanded form of EOU?
- Export Oriented Units
 - Export Order Units
 - Essentials Operating Units
 - Essentials Ordering Units
- Q 40. What does it indicate if a company 'go private'?
- Leverage Buy Out
 - Divestiture
 - Pure Play
 - Spin Offs

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Answer Key

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

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