

CODE

A

ENTRANCE TEST

July, 2018

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| Ph. D. | Management |
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Duration : 90 Minutes

Max. Marks : 100

Total Pages : 28

Total Questions : 100

RESEARCH METHODOLOGY

1. Which statement best describes the nature of basic research ?
 - (A) Basic research requires the use of experimentation
 - (B) The primary purpose of basic research is to facilitate the managerial decision process
 - (C) Basic research is conducted to verify the acceptability of a given theory
 - (D) Because basic research is exploratory, it does not require the use of scientific methodology

2. “Empirically verifiable observation” is :
 - (A) Theory
 - (B) Value
 - (C) Fact
 - (D) Statement

3. The first step in formulating a problem is :
 - (A) Statement of the problem
 - (B) Gathering of Data
 - (C) Measurement
 - (D) Survey

4. The steps in data processing are given below :
Choose the correct sequence of steps in data processing from the following options :
 - (i) Data Storage
 - (ii) Data Validation
 - (iii) Data Capture
 - (iv) Report Generation
 - (v) Data Manipulation
 - (A) (i), (ii), (iii), (iv), (v)
 - (B) (ii), (i), (iii), (iv), (v)
 - (C) (iii), (i), (ii), (iv), (v)
 - (D) (iii), (ii), (i), (v), (iv)

5. Ethical Neutrality is a feature of :
- (A) Deduction (B) Scientific method
(C) Observation (D) Experience
6. “The life expectancy of people in Kerala is more than that of Tamil Nadu.” This statement is an example of :
- (A) Descriptive Hypothesis
(B) Causal Hypothesis
(C) Correlational Hypothesis
(D) None of the above
7. For testing of hypothesis $H_0 : M_1 = M_2$ and $H_1 : M_1 < M_2$, the critical value of Z at 5% level of significance when size of sample is more than 30 is :
- (A) 1.96 (B) 2.32
(C) 1.645 (D) 2.5758
8. Which kind of test from the following options is the right test to use when the hypotheses for testing are stated as :
- H_0 : Population mean is equal to the sample mean.
 H_1 : Population mean is not equal to the sample mean.
- (A) One-tailed test
(B) Two-tailed test
(C) Either one tailed or two tailed test
(D) None of the above

9. The difference between sample statistic and its corresponding population parameter is :
- (A) Sampling error
 - (B) Measurement error
 - (C) Coverage error
 - (D) Non-response error
10. Type-I Error occurs if _____
- (A) the null hypothesis is rejected even though it is true
 - (B) the null hypothesis is accepted even though it is false
 - (C) both the null hypothesis as well as alternative hypothesis are rejected
 - (D) None of the above
11. Questionnaire is a :
- (A) Research method
 - (B) Measurement technique
 - (C) Tool for data collection
 - (D) Data analysis technique
12. Which one of the following is *not* used for collecting secondary data ?
- (A) Internet
 - (B) Telephone
 - (C) Books
 - (D) Magazines

13. Variables that affect the research model without being affected by it are called :
- (A) Endogenous variable
 - (B) Exogenous variables
 - (C) Controlled variables
 - (D) Discrete variables
14. Which of the following is the non-random method of selecting samples from a population ?
- (A) Stratified Sampling
 - (B) Quota Sampling
 - (C) Systematic Sampling
 - (D) Cluster Sampling
15. Which of the following is *not* a restricted random sampling technique ?
- (A) Stratified sampling
 - (B) Simple random sampling
 - (C) Systematic sampling
 - (D) Multistage sampling
16. Sampling distribution of mean is very close to the standard normal distribution when :
- (A) Population is normally distributed.
 - (B) Population is not normally distributed, but sample size is large.
 - (C) Both (A) and (B).
 - (D) Neither (A) nor (B)

17. A distribution, where the value of arithmetic mean is maximum as compared to median and mode, is :
- (A) Normal distribution
 - (B) Positively-skewed distribution
 - (C) Negatively-skewed distribution
 - (D) None of the above
18. Classification of respondents only on the basis of gender is an application of :
- (A) Ordinal scale
 - (B) Nominal scale
 - (C) Interval scale
 - (D) Ratio scale
19. A time series is a set of data collected at :
- (A) Random intervals
 - (B) Regular intervals
 - (C) Convenient intervals
 - (D) All of the above
20. Which one of the following is a relative measure of dispersion ?
- (A) Standard deviation
 - (B) Variance
 - (C) Coefficient of variation
 - (D) None of the above

- 21.** The law of statistics, which says ‘Moderately large number of items chosen at random from a large group possess the characteristics of the large group’, is referred to as :
- (A) The Central Limit Theorem
 - (B) The Law of Statistical Regularity
 - (C) The Law of Inertia of Large Numbers
 - (D) None of the above
- 22.** Kendall’s co-efficient of concordance is used to :
- (A) Test the difference among two or more sets of data
 - (B) Test the relationship between variables
 - (C) Test the variations in the given data
 - (D) Test the randomness of samples
- 23.** The most appropriate average to be used to compute the average rate of growth in population is :
- (A) Arithmetic mean
 - (B) Median
 - (C) Geometric mean
 - (D) Harmonic mean
- 24.** Variable which has a strong contingent effect on the independent-dependent variable relationship is referred to as :
- (A) Extraneous variable
 - (B) Intervening variable
 - (C) Moderating variable
 - (D) None of the above

25. Among the following, choose the most suitable 'test' that can be applied to examine the influence of one factor on different groups :
- (A) 't' test
 - (B) 'F' test
 - (C) 'Chi-square' test
 - (D) None of the above
26. If the sample size is less than 50, which non-parametric test can be used to test the independence of attributes ?
- (A) Chi-square test
 - (B) Fisher Irwin test
 - (C) Cochran Q test
 - (D) Kruskal Wallis test
27. If a Chi-square test is to be performed on a contingency table with 3 rows and 4 columns, how many degrees of freedom should be used ?
- (A) 6
 - (B) 12
 - (C) 8
 - (D) 9
28. Consider the following statistical tests :
- (i) 'F' test
 - (ii) 't' test
 - (iii) 'z' test
 - (iv) 'Chi-square' test
- Which of these are parametric tests ?
- (A) (i), (ii) and (iv)
 - (B) (i), (iii) and (iv)
 - (C) (i), (ii) and (iii)
 - (D) (ii), (iii) and (iv)

29. Which statistical test should be applied to test the effectiveness of 'special coaching' on the marks scored by the students ?
- (A) Paired 't' test
 - (B) 'Chi-square' test
 - (C) 'Z' test
 - (D) 'F' test
30. Karl Pearson's co-efficient of correlation between two variables is :
- (A) the product of their standard deviations
 - (B) the square root of the product of their regression co-efficients
 - (C) the co-variance between the variables
 - (D) None of the above
31. If the sum of squares of deviations within samples is 140 with 12 degrees of freedom and the sum of squares of deviations between samples is 190 with 2 degrees of freedom, the test statistic will be :
- (A) 81.4
 - (B) 12.28
 - (C) 8.14
 - (D) 1.22

32. Cricketer 'A' scores on an average 40 runs with a standard deviation of 5. Scores of players 'B' and 'C', on an average, are 75 and 90 with standard deviations 10 and 18 respectively. Arrange the players in the descending order of consistency :
- (A) A, B and C
 - (B) C, B and A
 - (C) B, A and C
 - (D) C, A and B
33. If there are 8 possible classes under consideration for a goodness of fit, the number of degrees of freedom will be :
- (A) 8
 - (B) 7
 - (C) 6
 - (D) Cannot be determined from the given information.
34. Identify from the following, the test statistic for which the value of numerator should always be greater than that of denominator.
- (A) 'Chi-square'
 - (B) 'F' value
 - (C) 'Z' value
 - (D) 't' value

35. Which of the following tests can be based on the normal distribution ?
- (A) Difference between independent means
 - (B) Difference between dependent means
 - (C) Difference between proportions
 - (D) All of the above
36. From the following, identify one situation where 'F' test cannot be used ?
- (A) To compare more than two population means.
 - (B) To test the hypothesis about a single population variance.
 - (C) To test the hypothesis about two-population variance.
 - (D) To study about randomized block design.
37. Which of the following tests can be applied to ordinal scale data ?
- (i) Chi-square test
 - (ii) 'Z' test
 - (iii) Kruskal-Wallis test
 - (iv) Wilcoxon Mann-Whitney test
- Codes :**
- (A) (i), (ii) and (iii)
 - (B) (ii), (iv) and (iii)
 - (C) (i), (iii) and (iv)
 - (D) (i), (ii) and (iv)

38. F-test is used to test the significance of the differences between/among :
- (A) Two sample mean
 - (B) More than two samples mean
 - (C) Variance of two samples
 - (D) Both (B) and (C)
39. Coefficient of determination (R^2) indicates :
- (A) Percentage of variation in the dependent variable that can be explained by independent variable.
 - (B) Percentage of variation in the dependent variable that cannot be explained by independent variable.
 - (C) Percentage variation in the independent variable that can be explained by dependent variable.
 - (D) Percentage variation in the independent variable that cannot be explained by the dependent variable.
40. Regression model is an example of _____ model.
- (A) Iconic
 - (B) Analogue
 - (C) Schematic
 - (D) Symbolic

41. If the two regression coefficients are 0.8 and 0.2, then the value of coefficient of correlation is :

- (A) +0.16 (B) 0.40
(C) 0.16 (D) +0.40

42. **Assertion (AS)** : If regression coefficient of X on Y is greater than one, regression coefficient of Y on X must be less than one.

Reason (RS) : The geometric mean between two regression coefficients is the co-efficient of correlation.

On the basis of the above, choose the appropriate answer :

- (A) (AS) and (RS) are correct.
(B) (AS) is correct, but (RS) is not correct.
(C) (AS) is not correct, but (RS) is correct.
(D) Both (AS) and (RS) are not correct.

43. Statistical software packages for research in social sciences include :

- (A) SPSS
(B) STATA
(C) MiniTab
(D) All of the above

44. Identify the window not associated with SPSS.
- (A) Editor
 - (B) Syntax
 - (C) Output
 - (D) Format Cells
45. Which of the following lists presents the sections of a research report in the correct order ?
- (A) Title page, Abstract, Title, Introduction, Method, Results, Discussion, Conclusion, Appendices, References
 - (B) Title page, Abstract, Title, Introduction, Method, Results, Conclusion, Discussion, References, Appendices
 - (C) Title page, Title, Abstract, Introduction, Method, Results, Discussion, Conclusion, References, Appendices
 - (D) Title page, Abstract, Title, Introduction, Method, Results, Discussion, Conclusion, References, Appendices
46. _____ includes the heading of the research report.
- (A) Title page
 - (B) Table of content
 - (C) Preliminary pages
 - (D) Executive summary

47. _____ contains the sources of secondary data while appendices contain the sources of primary data or some extra information about the topic.
- (A) Appendices
 - (B) Table of content
 - (C) Bibliography
 - (D) Title pages
48. In APA Style of citation, APA means :
- (A) American Printing Association
 - (B) American Publishing Association
 - (C) American Psychological Association
 - (D) American Publishing Authority
49. In what tense is it suggested that the introduction should be written ?
- (A) Future
 - (B) Past
 - (C) Present
 - (D) None of the above
50. While writing research report a researcher :
- (A) must not use the numerical figures in numbers in the beginning of sentences
 - (B) must arrange it in logical, topical and chronological order
 - (C) must compare his results with those of the other studies
 - (D) all of the above

MANAGEMENT

51. Which of the following is *not* included in Micro-economics ?
- (A) Demand theory (B) Production theory
(C) Factor pricing theory (D) Economic growth theory
52. Total utility of a commodity is maximum when marginal utility is _____.
- (A) Positive (B) Zero
(C) Negative (D) Can not say
53. Which of the following is *not* a feature of perfect competition ?
- (A) Homogeneous production
(B) Perfect knowledge
(C) Price controlled by the seller
(D) Free entry and exit
54. A monopolist will earn maximum profit when _____.
- (A) $MC > MR$ (B) $MC = MR$
(C) $MC < MR$ (D) None of these
55. Law of Diminishing Return applies when the gaps among the successive 'multiple-level of output' isoquants :
- (A) decreases
(B) remains constant
(C) increases
(D) remains irregular

56. Neo-classical organisation theory emphasises on which one of the following ?
- (A) Flat structure of organisation
 - (B) Tall structure of organisation
 - (C) Coordination by hierarchy
 - (D) Unity of command
57. In the “Big Five” personality factors widely accepted personality traits are mentioned. The trait of being dependable, organized, conforming and persevering on tasks is called :
- (A) Extroversion
 - (B) Conscientiousness
 - (C) Agreeableness
 - (D) Emotional stability
58. As per the Vroom’s theory of motivation, what is the term coined for the extent of attraction of a result/outcome to the recipient of the award ?
- (A) Expectancy
 - (B) Instrumentality
 - (C) Valence
 - (D) Force

59. All of the following are barriers to effective interpersonal communication EXCEPT _____.
- (A) filtering
 - (B) selective perception
 - (C) feedback
 - (D) defensiveness
60. In Reddin's 'Tridimensional Grid', which one of the following is a less effective style of leadership ?
- (A) Developer
 - (B) Missionary
 - (C) Executive
 - (D) Bureaucrat
61. Human resource planning system includes :
- (A) Human resource supply forecast
 - (B) Human resource inventory
 - (C) Corporate plan
 - (D) All of the above
62. Factor comparison method is used as a technique of :
- (A) Job Analysis
 - (B) Job Evaluation
 - (C) Job Design
 - (D) None of the above

63. Off-the-job training method includes_____.
- (A) Training at training centre
 - (B) Job rotation method
 - (C) Guidance
 - (D) Vestibule training
64. Giving employees more tasks to perform at the same time is called job_____.
- (A) Enrichment
 - (B) Rotation
 - (C) Enlargement
 - (D) Revitalization
65. Which one of the following laws is enacted by the Central Government and enforced by the State Governments ?
- (A) The Employees State Insurance Act, 1948
 - (B) The Employees' Provident Fund and Miscellaneous Provisions Act, 1952
 - (C) Factories Act, 1948
 - (D) The Mines Act, 1952
66. Which of the following is called an annuity ?
- (A) Lump sum after few years
 - (B) A series of equal and regular amounts
 - (C) A series of unequal and irregular amounts
 - (D) A series of equal and irregular amounts

67. In IRR method, the cash inflows from the project are assumed to be reinvested at the rate equal to _____.
- (A) IRR
 - (B) Risk-free rate
 - (C) Cost of capital
 - (D) Rate of interest
68. Dividend distribution tax is payable by_____.
- (A) Shareholders to government
 - (B) Shareholders to company
 - (C) Company to government
 - (D) Holding company to subsidiary government
69. The capital budgeting appraisal criterion that is most appropriate in the situation of capital rationing will be :
- (A) Payback period
 - (B) Internal Rate of Return
 - (C) Net present value
 - (D) Profitability index
70. Which one of the following types of working capital is financial through a portion of long-term funds ?
- (A) Gross working capital
 - (B) Net working capital
 - (C) Floating working capital
 - (D) Regular working capital

71. The concepts of _____ are at the core of marketing.
- (A) product and promotion
 - (B) product and price
 - (C) promotion and price
 - (D) exchange and satisfaction
72. All of the following are part of the marketing mix EXCEPT _____.
- (A) product
 - (B) price
 - (C) profit
 - (D) promotion
73. Personal selling _____.
- (A) is especially important in the final stages of internationalization
 - (B) is a form of mature product cycle
 - (C) is required in the marketing of industrialized goods
 - (D) usually takes place via the Internet
74. In the model of consumer adoption of new products developed by Everitt M. Rogers, the first category of people to adopt a new product is called :
- (A) Early adopters
 - (B) Initial adopters
 - (C) First users
 - (D) Innovators

75. Branding seeks :
- (A) to differentiate the product
 - (B) to charge differential price
 - (C) to sell the product in different countries
 - (D) to give attractive name to a product
76. Which of the following steps is the first step in production scheduling ?
- (A) Sequencing
 - (B) Loading
 - (C) Expediting
 - (D) Classifying
77. A graphic tool to trace the interaction of several workers with one machine is termed as :
- (A) Gang process chart
 - (B) Flow process chart
 - (C) Activity chart
 - (D) Operation chart
78. The Graphical method can be used to solve :
- (A) A Linear Programming Problem (LPP) with all integer data
 - (B) A LPP with two decision variables
 - (C) Any LPP
 - (D) A transportation problem with two origins and two destinations

79. ISO-9000 is related to _____.
- (A) Quality system
 - (B) Financial system
 - (C) Functional system
 - (D) Costing system
80. Under which situation, the method of 'experimentation, modelling and sensitivity analysis' is used to determine the information requirements of the management ?
- (A) Total Uncertainty
 - (B) High Risk
 - (C) Low Risk
 - (D) Certainty
81. Which type of data is *not* suited for calculation of Karl Pearson's co-efficient of correlation ?
- (A) Nominal
 - (B) Ordinal
 - (C) Interval
 - (D) Ratio
82. The probability of getting a total of 7 on two dice is _____.
- (A) $5/36$
 - (B) $6/36$
 - (C) $7/36$
 - (D) $8/36$

83. The p-value indicates the _____ level of significance at which the null hypothesis will be _____.
- (A) Minimum, rejected
 - (B) Maximum, rejected
 - (C) Minimum, accepted
 - (D) Maximum, accepted
84. Computers are commonly used in all of the following, EXCEPT _____.
- (A) evaluating art
 - (B) medical and health care
 - (C) transportation
 - (D) weather forecasting
85. Which one of the following is *not* the major characteristics of internet ?
- (A) Open
 - (B) Expensive
 - (C) Global
 - (D) Untrusted
86. The enduring statements of purpose that distinguish one business from other similar firms are commonly called as _____.
- (A) Vision statement
 - (B) Objective statement
 - (C) Strategy
 - (D) Mission statement

87. An organization that is downsizing to reduce cost is implementing a strategy of :
- (A) Growth (B) Focus
(C) Renewal (D) Stability
88. Consider the following statements and identify the correct code of *true* statements :
- (i) When an organization's survival is threatened and it is not competing effectively, retrenchment strategies are often needed.
- (ii) Turnaround strategy is used when an organization is performing well but has not yet reached a critical stage.
- (iii) Divestment strategy involves selling the business or setting it up as a separate corporation.
- (iv) Liquidation strategy involves closure of business which is no longer profitable.
- Codes :**
- (A) Only (i), (ii) and (iii) are correct
(B) Only (ii), (iii) and (iv) are correct
(C) Only (i), (iii) and (iv) are correct
(D) Only (i) and (iv) are correct
89. In the Boston Consulting Group (BCG) matrix, a business unit that exists in a low anticipated growth rate and a high market share is known as a _____.
- (A) cash cow
(B) star
(C) dog
(D) question mark

90. Which is *not* a global entry strategy ?
- (A) Merger and Acquisition
 - (B) Exporting
 - (C) Blue ocean strategy
 - (D) Joint venture
91. Name the Author of Equity Theory of Motivation :
- (A) Blake and Mouton
 - (B) Strube and Garcia
 - (C) Stancy Adams
 - (D) Albert Bandura
92. Who propounded entrepreneurship as a theory of business ?
- (A) Daniel Goleman
 - (B) Joseph A. Schumpeter
 - (C) Thomas A. Coleman
 - (D) Warren Buffet
93. The book 'Innovation and Entrepreneurship' is written by :
- (A) Harold Koontz
 - (B) Blake and Mouton
 - (C) Peter F. Drucker
 - (D) None of the above

94. Which is the apex body in India for formulating the policy in respect of entrepreneurship development ?
- (A) Reserve Bank of India
 - (B) Small Industrial Development Bank of India
 - (C) National Entrepreneurship Board
 - (D) Industrial Development Bank of India
95. The Income Tax Act which was amended in 1977 by addition of section 72 A, provided grant of tax benefit to healthy units for which of the following reasons ?
- (A) Taking over of other healthy units for making economy stronger
 - (B) Keeping themselves healthy during initial stages of their establishment
 - (C) Providing loans and other financial assistance to sick units in industry
 - (D) Taking over of sick units by amalgamation with a view of reviving them
96. Social responsiveness refers to the capacity of a firm to adapt to changing _____.
- (A) societal conditions
 - (B) organizational conditions
 - (C) societal leaders
 - (D) organizational managers
97. In view of competitive global economy, corporations are involved in cost cutting, corporate restructuring, mergers and acquisitions and downsizing. All these activities can be carried out successfully only if there is proper :
- (A) Business Ethics
 - (B) Ethical Audit
 - (C) Corporate Social Responsibility
 - (D) Corporate Governance

- 98.** Morality of an employee in a business organisation depends upon :
- (A) Individual disposition
 - (B) Understanding of business activities
 - (C) Understanding of individual in a group
 - (D) Family setup of individual employee
- 99.** A business should act ethically for which of the following reasons ?
- (i) To prevent harm to the general public
 - (ii) To meet stake-holder expectations
 - (iii) To protect their own employees
 - (iv) To maximize profit of the business
- Codes :
- (A) (i), (ii) and (iii) only
 - (B) (ii), (iii) and (iv) only
 - (C) (i), (iii) and (iv) only
 - (D) (i) and (iv) only
- 100.** Company seeking ethical standard must purport to :
- (A) Good Employee Relation
 - (B) Better Production Portfolio
 - (C) Economy of Scale
 - (D) Public Disclosure and Publishing