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**PD-40**

**Total No. of Pages : 10**

**Ph.D. Entrance Examination-2024-25**  
**Business Management (MBA Based)**  
**Subject Code - 58736**

**Day and Date : Wednesday 13-11-2024**

**Total Marks : 100**

**Time : 10.00 a.m. to 12.00 noon**

**Instructions :**

- 1) All questions are compulsory.
- 2) Each question carries 2 marks.

1. .... research aims at finding a solution for an immediate problem facing a society or an industrial/business organisation.
  - a. Basic
  - b. Conceptual
  - c. Fundamental
  - d. Applied
2. .... sampling method is more appropriate when population size is finite.
  - a. Purposive
  - b. Quota
  - c. Systematic
  - d. Area
3. The interpretation of the findings of.. for experimental research. study often results into hypotheses
  - a. Exploratory research
  - b. Purposive research
  - c. Causal research
  - d. Descriptive research

4. .... of the subject matter often consists in developing the material from the simple possible to the most complex structures.
- a. Chronological development      b. Methodology
  - c. Logical analysis      d. Sequence
5. .... test refers to whether research methods can reproduce the same results multiple times.
- a. Objectivity      b. Usability
  - c. Validity      d. Reliability
6. A subset of population is called as .....
- a. frame      b. sample
  - c. element      d. unit
7. .... refers to the variable that can be measured by the researcher.
- a. Independent variable      b. Exogenous variable
  - c. Dependent variable      d. Controllable variable
8. In a descriptive study the first step is to.....
- a. select samples      b. specify the objectives.
  - c. prepare questionnaire      d. select samples
9. The arrangement of data in rows and columns is called as.....
- a. coding      b. classification
  - c. frequency      d. tabulation
10. .... sampling involves grouping the population and then selecting the groups rather than individual elements for inclusion in the sample.
- a. Cluster      b. Systematic
  - c. Stratified      d. Random

11. .... scales have an absolute or true zero of measurement.
- a. Ordinal
  - b. Ratio
  - c. Nominal
  - d. Interval
12. Mode explains .....
- a. central value of data
  - b. average of data
  - c. repeated value of data
  - d. extreme value of data.
13. Sampling ..... are the random variations in the sample estimates around the true population parameters.
- a. differences
  - b. malfunction
  - c. design
  - d. errors
14. The table of contents is the part of .....
- a. Main text
  - b. Preliminary pages
  - c. References
  - d. Glossary
15. .... is a list of books in some way relevant to the research which has been done.
- a. Bibliography
  - b. Citation
  - c. Quotation
  - d. Review
16. Which of the following is not the probability sampling design?
- a. Systematic sampling
  - b. Simple random sampling
  - e. Cluster sampling
  - d. Snowball sampling
17. Summated scales are also called as .....
- a. Cumulative scale
  - b. Factor scale
  - c. Likert scale
  - d. Differential scale

18. .... refers to the task of drawing inferences from the collected facts after an analytical and/or experimental study.
- a. Recommendation
  - b. Suggestion
  - c. Observation
  - d. Interpretation
19. Which of the following is not the parametric test?
- a. t-test
  - b. Kruskal-Wallis test
  - c. z-test
  - d. f-test
20. .... approach involves the construction of an artificial environment within which relevant information and data can be generated.
- a. Simulation
  - b. Experimental
  - c. Qualitative
  - d. Inferential
21. Field observation takes place in setting.
- a. adapted
  - b. natural
  - c. organisational
  - d. artificial
22. The ..... is generally filled out by the research worker or the enumerator, who can interpret questions when necessary.
- a. audit
  - b. interview
  - c. schedule
  - d. questionnaire
23. Research report presents conclusions based on .....
- a. Opinion
  - b. Impression
  - c. Investigation
  - d. Belief
24. Appendices form the ..... of the report.
- a. Main Text
  - b. End matter
  - c. Preliminary pages
  - d. Index

25. .... scales are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those persons whose total score is high and those whose score is low.
- a. Summated
  - b. Cumulative
  - c. Arbitrary
  - d. Differential
26. .... is the Government's strategy in respect of public expenditure and revenue which have a significant Impact on business.
- a. Monetary policy
  - b. Fiscal policy
  - e. Foreign exchange policy
  - d. Trade policy
27. In ..... leadership style, leader is able to fully delegate the powers of decision making to subordinates.
- a. Participative
  - b. Authoritative
  - c. Charismatic
  - d. Laissez Faire
28. Each task must be scientifically designed so that it can replace the old rule of thumb methods, this principle is advocated by .....
- a. Peter Drucker
  - b. Abraham Maslow
  - c. F. W. Taylor
  - d. Henry Fayol
29. .... phase is a prolonged period of declining business and economic activity.
- a. Depression
  - b. Prosperity
  - c. Recessionary
  - d. Recovery
30. .... is based on the assumption that people perform better when they know what is expected of them and can relate their personal goals to the organisational objectives.
- a. Management By Functions
  - b. Management By Objectives.
  - c. Management By Order
  - d. Management By Subordinates

31. Motivators and hygiene factors have become known as .....theory.
- a. Maslow's Need Hierarchy
  - b. McGregor's Theory X and Y
  - c. Herzberg's Two factor
  - d. Alderfer's ERG
32. The assets that can be easily converted into cash within a short period, i.e., 1 year or less are known as .....
- a. Current assets
  - b. Fixed assets
  - c. Intangible assets
  - d. Investments
33. Which of the following is not the stage of group development?
- a. Norming
  - b. Interacting
  - c. Adjourning
  - d. Storming
34. What is the role of IMF?
- a. It prepares national budget
  - b. It acts as a forum for international economics
  - c. It control the budgets of National Governments
  - d. It observes world exchange rate, balance of payments and multilateral payments
35. .... system is capable of production scheduling that can determine the quantity of each item in production that is needed to meet customer demand and send alerts to suppliers to ship more items when inventory is running too low.
- 1. F-SCM
  - b. E-CRM
  - C. MIS
  - d. DSS
36. .... efficiently use the available resources of the company by giving the goods and services according to the demand of the customer on time and lower cost.
- a. Quality management
  - b. Operations managements
  - c. Work measurement
  - d. Facility layout

37. The term Capital Structure refers to .....
- a. Long term debt, preferred stock and common stock equity
  - b. Current assets and current liabilities
  - c. Total assets minus liabilities
  - d. Shareholders' equity
38. In ..... segmentation, buyers are divided into groups on the bases of personality traits, lifestyle or values.
- a. Psychographic
  - b. Behavioural
  - c. Demographic
  - d. Life stage
39. Recruitment for certain professional and technical positions is made through professional associations, it is also called as .....
- a. Deputation
  - b. Raiding
  - c. Poaching
  - d. Head hunting
40. .... denotes a system of values on which an institution is based.
- a. Policies
  - b. Ethos
  - c. Ethics
  - d. Culture
41. A study of consumer's income, savings, debt and credit availability is a part of ..... environment.
- a. Sociocultural
  - b. Economic
  - c. Demographic
  - d. Psychographic
42. Working capital margin is .....
- a. the increase in working capital requirement as result of increased production
  - b. the difference between current assets and current liabilities
  - c. the portion of working capital requirement that will be financed through bank loans
  - d. the portion of working capital which will be financed through long term sources

43. Which of the following step is incorreet in PDCA Cycle?
- a. Act
  - b. Do
  - c. Plan
  - d. Commence
44. When an organisation takes up an activity in such a manner that it is related to the existing business definition of one or more of a firm's businesses, either in terms of customer group, customer functions or alternative technologies, it is.....
- a. Strategic alliance
  - b. Conglomerate diversification
  - c. Concentric diversification
  - d. Joint Venture
45. Schumpeter divided the innovation process into four dimensions: invention, innovation, ..... and imitation
- a. diffusion
  - b. discovery
  - c. disruption
  - d, modernisation
46. .... is a systematic approach that includes dealing with the transition or transformation of organisational goals, core values, processes and technologies.
- a. Strategic management
  - b. Organisational development
  - c. Professional development
  - d. Change management
47. Which of the following is not the constituent of McKinsey's 7s Framework?
- a. Strategy
  - b. Strength
  - c. Structure
  - d. Skill
48. .... is the process of extracting information from past data sources including historical data, hoping that some of the information would be interesting and useful to decision-makers. on the other hand, is led more by an objective to find specific insights or test and validate some hunches.
- a. Business Process, Business Analytics
  - b. Business Analytics, Business Intelligence
  - c. Business Intelligence, Business Analytics
  - d. Business Intelligence, Business Process



49. Firms in the ..... market face strong restrictions on entry or exit.
- a. oligopoly
  - b. monopoly
  - c. monopolistic
  - d. hipoly
50. In large organisations, there is often a need to work on major produets or projects, each of which is strategically significant, such organisations adopt ..... Structure.
- a. Divisional
  - b. SBU
  - c. Matrix
  - d. Network



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