Total No. of Printed Pages: 13

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A

M.Phil./Ph.D./URS-EE-2019

SET-Y

SUBJECT: Management

		sr. No. 10577
Time: 11/4 Hours	Max. Marks : 100	Total Questions: 100
Roll No. (in figures)	(in words)	
Name	Father's Name	
Mother's Name	Date of Examination	
(Signature of the Candidate)		(Signature of the Invigilator)
0.441515.4556.4446.5		

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1.	Which of the following theories advocate (1) Net Operating Income Approach (3) MM Approach without taxes	(2)	Traditional App	
2.	The shares of a company are selling at Rs. 4 per share. The investors market e the company's cost of capital. (1) 16% (2) 15%	xpect		
3.	The concept of cost of capital can also b (1) Opportunity Cost	e exp		
	(3) Fixed Cost	(4)	Capital Cost	
4.	is not Time adjusted in (1) NPV Method (3) IRR Method	(2)	d of Capital Bud Pay back period Profitability ind	l Method
5.	Concept of present value and future value (1) directly related to each other (2) proportionately related to each other (3) not related to each other (4) inversely related to each other			
6.	Which of the following industries gener	ally h	nas lowest level	of working capital?
	(1) Retail shop		Aeroplane Buil	
	(3) Chemical manufacturing		Petroleum	
7.	Calculate discounted payback period finds. 6,00,000; life of project 5 years; annual (1) 3 years and 9 months	(2)	ash inflow Rs. 2, 3 years and 7 m	00,000. Cut off rate 10%.
	(3) 2 years and 9 months	(4)	4 years	
8.	In case of mutually exclusive projects us should be selected if: (1) If NPV is positive or 0 (2) If NPV is negative	under	NPV method of	f capital budgeting, project

(3) Project with maximum positive NPV

(4) None of these

9.	In BCG matrix, variables on x-axis and y-axis are: (1) Relative market share and market growth. (2) Industry attractiveness and competitive position. (3) Relative market share and competitive position. (4) Industry attractiveness and market share.	٨
10.	Hawthorne studies are associated with: (1) F.W Taylor (2) Elton Mayo (3) Henry Fayol (4) Characteristics of managerial grid is: (1) 9.9 style (2) 1.1 style (3) 5,5 style (4) N	
11.	Impoverished leadership of managerial grid is: (1) 9,9 style (2) 1,1 style (3) 5,5 style (4) Non Who has observed that "planning bridges the gap from where we are	2
12.	to go" (1) Frued (2) Mayo (3) H.Fayol (4) Ko	wan
13.	(1) Henry Fayol (2) F.W Taylor (3) Gullick (4) Dry	nel
14.	(1) Zero inventory (3) No stock level (4) All of the these	
15	6. According to modern economics in real life cost curve are: (1) L - shaped (2) U - shaped (3) S - shaped (4) V 6. Giffen paradox means: (1) Negative demand curve (2) Positive demand curve	
16	6. Giffen paradox means: (1) Negative demand curve (3) Horizontal demand curve (4) Vertical demand curve	
17	7. Which of the following is not a Systematic risk? (3) Purchasing risk (4)	
1	necessary to know all of the following except: (1) Risk-free rate. (2) Beta (4) Market return	,w
	(1) Net Income Approach (2) Haditional Approach (3) Net Operating Income Approach (4) None of these	id
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20.	Cost of capital is acceptance criterion in (1) Capital mix (3) Investment decision	: (2) Capital structure (4) All of the above
21.	When dividend is paid out of capital it is (1) Capital dividend (3) Property dividend	known as: (2) Liquidation dividend (4) Bond dividend
22.	The theory of collective bargaining was (1) Dunlop (2) Hicks	given by: (3) Keynes (4) Mcgregor
23.	Job evaluation is used for: (1) Transfer (2) Promotion	(3) Wage policy (4) All of these
24.	What is job design? (1) Integration of work, reward and qua (2) Which helps in designing jobs (3) Sub division of jobs (4) Designing of jobs as per wishes of e	
25.	Quality circles was firstly originated in: (1) USA (3) Japan	(2) UK (4) China
26.	Which of the following is non quantitative (1) Point method (3) Factor comparison	ve method of jobs evaluation ? (2) Rank method (4) None of these
27.	A business with low growth & high mark (1) Cash cows (2) Dogs	ket share is: (3) Stars (4) Question mark
28.	The marketing which believes to be a big pond is: (1) Segment marketing (3) Local marketing	ig fish in small pond rather than small fish in (2) Niche marketing (4) Individual marketing
29.	Adopting one marketing strategies and ta (1) Marketing Myopia (3) Mega Marketing	(2) Demarketing(4) Remarketing
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30.	The idea of marketing mix was populari (1) Theodre Levitt (2) S. Thorpe	
31.	VALS stands for : (1) Variety, advertising logistics, style (3) Visual, audio & loyal style	(2) Values and life style(4) None of these
32.	Which are' Bretton woods twins'? (1) UNCTAD and IMF (3) IMF and World Bank	(2) WTO and GATT (4) WTO and IMF
33.	'Gold' comes under which of the head of (1) Capital account (3) Official settlement account	Balance of Payment account: (2) Current account (4) None of these
34.	Heckscher ohlin theory of international (1) Classical theory (3) Modern theory	business is a : (2) Neo classical theory (4) None of these
35.	A trader who simultaneously enter intradvantage of the discrepancy between p (1) Hedger (2) Speculator	o transactions in two or more markets to ta rices is called: (3) Arbitrageur (4) Spreader
36.	Default risk is lower in	(2) Government Bonds(4) IDBI Bonds
37.	Coupon yield of the bond is: (1) The discounted value of a bond (2) Coupon payment as a percentage of (3) Coupon payment stated as a percent (4) Both (1) and (3)	
38.	Duration is the measure of the: (1) Time structure of the bond (3) Time structure and market risk	(2) Interest rate risk(4) Time structure and interest rate risk
39.	In an equation Y=a+bx, b is the: (1) Intercept (3) Slope of trend line	(2) Slope of line(4) None of these

40.	Application of Chi-square: (1) To test significance of single varian (2) To test goodness of fit (3) To test independence of attributes (4) All of these	ice
41.	When curve is more peaked than norma (1) Platykurtic (2) Leptokurtic	l curve it is called: (3) Mesokurtic (4) Normal curve
42.	The values obtained from the study of sa. (1) Statistics (2) Average	ample is: (3) Parameters (4) None of these
43.	Type I error means: (1) Rejecting H ₀ when it is true (2) Rejecting H _a when it is true (3) Accepting H ₀ when it is true (4) Accepting H _a when it is true	
44.	As per business portfolio matrix, firms known as: (1) Dogs (3) Stars	with high growth but lower market share are (2) Cash cows (4) Question mark
45.	Which of the following is not a negotiab (1) Cheque (3) Dividend warrant 	
46.	Which committee recommended disinve (1) Narsimham Committee (3) Vaghul Committee	stment in PSUs ? (2) Rangarajan Committee (4) Raj Committee
47.	Due to increase in prices, the demand als (1) Marshall paradox (3) Veblon Paradox	(2) Giffen paradox (4) None of these
48.	Dumping means: (1) Charging low prices from domestic co. (2) Charging High prices from domestic. (3) Charging equal prices in both the man. (4) All of these	onsumer as compared to foreign consumers consumer as compared to foreign consumers kets

49.	(1) Joel Dean	(2) T. J Coyne
	(3) Lvan 3. Douglas	(4) None of these
50.	third largest bank? (1) Canara Bank (3) Central Bank	(2) Union Bank (4) Bank of Baroda
51.	oligopoly market? (1) Commitments (3) Promises	(2) Threats(4) All of the above
52.	If a chi-square test is to be performed columns, how many degrees of freedom (1) 6 (2) 12	d on a contingency table with 3 rows and 4 should be used? (3) 8 (4) 9
53.	(1) 0	the result of recommendation of following (2) Kumar Mangalam Birla Committee (4) Kotak Committee
54.	talination within an oro	(anization is followed by : (2) Virtual Structure (4) Mechanistic Approach
55	In VRIO framework R stands for: (1) Red (2) Reasonable	(3) Rare (4) Resources
56	(1) Related diversification(3) Geographical diversification	(2) Product diversification(4) None of these
57	Which of the following is entry level the (1) Economies of scale(3) Government policies	(2) Access to distribution channels (4) Threat of substitutes
58	8. Business ethics primarily deals with: (1) social responsibility (3) moral obligation	(2) the pricing of products and services(4) being unfair to the competition

P. T. O.

59.	In terms of consumer behavior; culture have been related to purchase and (1) Economic situations (2) Situational influences (3) Consumption decisions (4) Physiological influences	e, social class, and reference group influences
60.		price I name
61.		ed or excess products by resellers or consumers
	is classified as: (1) inbound distribution (3) forward distribution	(2) outbound distribution(4) reverse distribution
62.	Which of the following consumer buying (1) Impulsive buying (3) New buying situation	g behaviours requires least effort? (2) Routine buying (4) High involvement buying situation
63.	Cadbury brand is a good example of:	
	(1) Niche Brand	(2) Manufacturer Brand
	(3) Distributor Brand	(4) Generic Brand
64.	When brand management becomes the heart of brand management?	neart of marketing then which one becomes the
	(1) Owners Equity	(2) Brand Equity
	(3) Brand Assets	(4) Brand Value
65.	When a firm uses an established bra	nd to introduce a new product, it is called
	(1) Sub Brand	(2) Parent Brand
	(3) Family Brand	(4) Brand Extension
66.	The four marketing activities within customer selection, customer acquisition (1) Customer extension (3) Customer cross sell	customer relationship management includes customer retention plus: (2) Customer referrals (4) Customer up-sell

67.	Shared values refers to:	
	(1) Mission	(2) CSR
	(3) Culture	(4) Strategy
68.	Segmentation of international markets customs is example of:	on basis of common languages, religions and
	(1) Geographic location	(2) Cultural factors
	(3) Economic factors	(4) Political and legal factors
69.	Amazon.com was the first company to sorts through customer purchasing patter	o use, which is technology that
	(1) Mass marketing	(2) Personalized marketing
	(3) Customer filtering	(4) Collaborative filtering
70.	All of the following are the forms of Dir	rect Marketing EXCEPT:
	(1) Personal selling	(2) Direct-mail marketing
	(3) Public relations	(4) Kiosk Marketing
71.	Which of the following is essential for o	lirect marketing to be effective?
	(1) An online presence	(2) A good customer database
	(3) In-bound telephone marketing	(4) Digital direct marketing technologies
72.	In binomial probability distribution, dep	endents of standard deviations must include:
	(1) Probability of p	(2) Trials
	(3) Probability of q	(4) All of the above
73.	The corresponding parametric test for M	Jann-Whitney U Test is:
	(1) One Sample T test	(2) Independent Sample T test
	(3) Paired Sample T test	(4) ANOVA test
74.	The probability that test statistic will fal is equal to which of the following proba	l inside the rejection region due to chance alone bilities?
	(1) Alpha (2) Beta	(3) I-Beta (4) I-Alpha
75.	Researchers would like the probability outcomes to be greatest?	of which of the following research decision
	(1) Probability of Type I	(2) Probability of Type 2
	(3) Statistical Power	(4) None of the above

- **76.** If one tailed test for a proportion is being performed and the upper critical value is +2.33 and test statistic is equal to +1.37, then:
 - (1) the alternative hypothesis must be accepted.
 - (2) the null hypothesis should not be rejected.
 - (3) the null hypothesis should be rejected
 - (4) the sample size should be decreased
- 77. "The introduction of a four day week leads to increased productivity particularly among young workers by improving job satisfaction." In this statement improving job satisfaction is the:
 - (1) Independent Variable
- (2) Dependent Variable

(3) Intervening Variable

- (4) Moderating variable
- 78. Quotas of all IMF members are reviewed at interval of:
 - (1) 5 years

(2) 2 years

(3) 3 years

- (4) Not more than 5 years
- **79.** Which measure of dispersion has a different unit other than the unit of measurement of values:
 - (1) Range

(2) Standard deviation

(3) Variance

- (4) Mean deviation
- **80.** At the start of football season, the ticket office gets very busy the day before the first game. Customers arrive at the rate of four every ten minutes. The customer would be better off if the stadium employed:
 - (1) a single ticket seller who could service a customer in two minutes
 - (2) two ticket sellers each of whom could service a customer in three minutes
 - (3) the two situations produce the same wait times
 - (4) None of the above
- 81. The solution in transportation model is said to be degenerate if it has:
 - (1) Exactly (m+n-l) allocations
 - (2) More than (m+n-l) allocations
 - (3) Fewer than (m+n-I) allocations
 - (4) (m*n) allocations

82.	Improving quality through small, in type of quality management system	cremental improvements is a characteristic of what?
	(1) Just-in-time	(2) Six Sigma
	(3) Total Quality Management	(4) Kaizen
83.	SDR's are popularly known as:	
	(1) Currency notes	(2) Paper Gold
	(3) Gold coin	(4) Silver coin
84.	Which of the following is not memb	er country of Asia Pacific Trade Agreement?
	(1) Bangladesh	(2) Laos
	(3) Korea	(4) Malaysia
85.	What is the rank given to India in IM	Ds World Digital Competitiveness Rankings 2019?
	(1) 40th	(2) 44th
	(3) 50th	(4) 58th
86.	Mr. X stole \$50,000 from his emplo	yer. This is considered:
	(1) Blue collar crime	(2) White Collar Crime
	(3) Bid rigging	(4) Whistle blowing
87.	Increasing the number and variety o	f tasks assigned to a job is called:
	(1) Job rotation	(2) Job enlargement
	(3) Job enrichment	(4) Both (1) & (3)
88.	Which of the following is not a core	dimension of job?
	(1) Skill variety	(2) Task identity
	(3) Task significance	(4) High internal work motivation
89.	notices that some of the employees	imployees from diverse cultural backgrounds. He is are having trouble getting along due to cultural could he use to help his employees appreciate and
	(1) Sensitivity Training	(2) Empowerment Training
	(3) Corporate Training	(4) Corporate Retreats
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90.	Which of the following organizational p	policies is not affected by workforce diversity?
	(1) Day Care	(2) Performance Goals
	(3) Daily Spoken Language	(4) Social Activities
91.	Public utilities balance sheets list the acceptable under which accounting prin	plant assets before the current assets. This is ciple/guideline?
	(1) Conservatism	(2) Cost
	(3) Matching	(4) Industry Practices
92.	deposit for work that is to begin in the the company reported the \$200,000	apany required a customer to pay \$200,000 as a confoliowing year. At the end of the current year as a liability on its balance sheet. Which ed the company from reporting the \$200,000 on at?
	(1) Revenue Recognition	(2) Going concern
	(3) Materiality	(4) Matching
93.	(1) i, ii and iii only(2) ii, iii and iv only(3) i, iii and iv only(4) All i, ii, iii and iv	(iii) Networked data (iv) Text data
94.	The Grameen Bank is a micro finance loans to the impoverished without requi	e organisation founded in It makes small iring collateral.
	(1) India	(2) Bangladesh
	(3) Pakistan	(4) Sri Lanka
95.	Out of which of these activities one of it (1) ISO Standards (2) Management Education (3) IT revolution (4) Cluster based activities	t is supporting growth of MSME sector in India?
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96.	Women Transforming India Awards	-2019 are organized in collaboration with	
	(1) United Nations	(2) UNICEF	
	(3) OECD	(4) World Bank	
97.	The term "entrepreneurs" was applied the 18th century:	ed to business initially by the French economist in	
	(1) Cantillon	(2) Jan Tinbergen	
	(3) J.S.Mill	(4) None of the above	
98.	Bulldog bonds are the bonds issued	in:	
	(1) USA	(2) China	
	(3) Great Britain	(4) Japan	
99.	Poverty Reduction and Growth Factorial (ESF) are part of which type of assist	cility (PRGF) and the Exogenous Shocks Facility	
	(1) Surveillance	(2) Financial Assistance	
	(3) Development Assistance	(4) Technical Assistance	
100.	Match the following:		
	(A) AS 26 (i) Impairment	t of Assets	
	(B) AS 10 (ii) Discounting	g Operations	
	(C) AS 28 (iii) Intangible A	Assets	
	(D) AS 24 (iv) Accounting	g for Fixed Assets	
	The correct alternative is:		
	(1) (A)- (iii), (B)- (iv), (C)- (ii), (D)	- (i)	
	(2) (A)- (ii), (B)- (iv), (C)- (i), (D)-	(iii)	
	(3) (A)- (ii), (B)- (iv), (C)- (iii), (D)	- (i)	
	(4) (A)- (iii), (B)- (iv), (C)- (i), (D)-	· (ii)	

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3.	The corresponding parametric test for M	ann-	Whitney U Test is:
	(1) One Sample T test	(2)	Independent Sample T test
	(3) Paired Sample T test	(4)	ANOVA test
4.	The probability that test statistic will fall is equal to which of the following probab		de the rejection region due to chance alone es?
	(1) Alpha (2) Beta	(3)	I-Beta (4) I-Alpha
5.	Researchers would like the probability outcomes to be greatest?	of	which of the following research decision
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7.			ads to increased productivity particularly tisfaction." In this statement improving job
	(1) Independent Variable	(2)	Dependent Variable
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8.	Quotas of all IMF members are reviewed	d at	interval of:
	(1) 5 years	(2)	2 years
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	(4) None of the above	vail times
11.	What kinds of actions can be taken to put oligopoly market?	t the rivals at a disadvantageous position under
	(1) Commitments	(2) Threats
	(3) Promises	(4) All of the above
12.	If a chi-square test is to be performed columns, how many degrees of freedom	on a contingency table with 3 rows and 4 should be used?
	(1) 6 (2) 12	(3) 8 (4) 9
13.	Clause 49 of listing Agreement was committee:	the result of recommendation of following
	(1) Naresh Chandra Committee	(2) Kumar Mangalam Birla Committee
·	(3) N.R. Narayana Murthy Committee	
14.	Rigid departmentalization within an orga	nization is followed by:
	(1) Organic Structure	(2) Virtual Structure
•	(3) Geographic Structure	(4) Mechanistic Approach
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	(1) Red (2) Reasonable	(3) Rare (4) Resources
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17.	Which of the following is entry level thre (1) Economies of scale (3) Government policies	(2)	ot given by Porter? Access to distribution channels Threat of substitutes	
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19.	In terms of consumer behavior; culture have been related to purchase and	e, so	cial class, and reference group influence	es
20.	(1) Brand name, quality, newness and co (2) Advertising, marketing, product and (3) Outlets, strategies, concept and brand (4) Quality, advertising, product position	ompl pric d na	exity e me	
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30.	Application of Chi-square: (1) To test significance of single value (2) To test goodness of fit (3) To test independence of attribut (4) All of these		
31	(1) 9.9 style (2) 1,1 style	(3) 5,5 style	(4) None of these
32	to go" (1) Frued (2) Mayo	(3) H.Fayol	(4) Koontz & Donnel
33	3. "POSDCORB" the code for mana (1) Henry Fayol (2) F.W Tay	gement functions was give lor (3) Gullick	en by: (4) Drucker
34	(1) Zero inventory(3) No stock level	(2) Stockless proc (4) All of the thes	
3	5. According to modern economics (1) L - shaped (2) U - shap	in real life cost curve are: bed (3) S - shaped	(4) V - shaped

36.	Giffen paradox means:	
	(1) Negative demand curve	(2) Positive demand curve
	(3) Horizontal demand curve	(4) Vertical demand curve
37.	Which of the following is not a Systema	tic risk ?
	(1) Interest rate risk (2) Market risk	(3) Purchasing risk (4) Business risk
38.	To compute the required rate of return necessary to know all of the following ex	for equity in a company using the CAPM, it is xcept:
	(1) Risk-free rate.	(2) Beta
	(3) Earning for the next period	(4) Market return
39.	Modigiliani and Miller Approach of cap to:	ital structure in the absence of taxes is identical
	(1) Net Income Approach	(2) Traditional Approach
	(3) Net Operating Income Approach	(4) None of these
40.	Cost of capital is acceptance criterion in	
	(1) Capital mix	(2) Capital structure
	(3) Investment decision	(4) All of the above
41.	Public utilities balance sheets list the acceptable under which accounting prince	plant assets before the current assets. This is ciple/guideline?
	(1) Conservatism	(2) Cost
	(3) Matching	(4) Industry Practices
42.	deposit for work that is to begin in the the company reported the \$200,000 accounting principle/guideline prevente its income statement for the current year	
	(1) Revenue Recognition	(2) Going concern
	(3) Materiality	(4) Matching

43.	Data mining can also applied to other fo	rms such as
	(i) Data streams (ii) Sequence data	(iii) Networked data (iv) Text data
	(1) i, ii and iii only	
	(2) ii, iii and iv only	
	(3) i, iii and iv only	
	(4) All i, ii, iii and iv	
44.	The Grameen Bank is a micro finance loans to the impoverished without requi	organisation founded in It makes small ring collateral.
	(1) India	(2) Bangladesh
	(3) Pakistan	(4) Sri Lanka
45		is supporting growth of MSME sector in India?
45.	(1) ISO Standards	
	(2) Management Education	
	(3) IT revolution	
	(4) Cluster based activities	
		in dia collaboration with
46.		019 are organized in collaboration with
	(1) United Nations	(2) UNICEF
	(3) OECD	(4) World Bank
47.	The term "entrepreneurs" was applied the 18th century:	to business initially by the French economist in
	(1) Cantillon	(2) Jan Tinbergen
	(3) J.S.Mill	(4) None of the above
48		
	(1) USA	(2) China
	(3) Great Britain	(4) Japan
49	. Poverty Reduction and Growth Faci (ESF) are part of which type of assista	lity (PRGF) and the Exogenous Shocks Facility ance provided by IMF?
	(1) Surveillance	(2) Financial Assistance
	(3) Development Assistance	(4) Technical Assistance
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50.	Match the follow	wing:			
	(A) AS 26	(i) Impairme	ent of Assets		
	(B) AS 10	(ii) Discount	ing Operations		
	(C) AS 28	(iii) Intangible	e Assets		
	(D) AS 24 (iv) Accounting for Fixed Assets				
	The correct alte	rnative is:			
	(1) (A)- (iii), (B)- (iv), (C)- (ii), (D)- (i)				
	(2) (A)- (ii), (B)- (iv), (C)- (i), (D)- (iii)				
	(3) (A)- (ii), (B	s)- (iv), (C)- (iii), (I	D)- (i)		
	(4) (A)- (iii), (I	3)- (iv), (C)- (i), (D	O)- (ii)		
51.	Logistic networ	k through which u	nwanted or excess products by resellers or consum	ers	
	is classified as:				
	(1) inbound dis	stribution	(2) outbound distribution		
	(3) forward dis	tribution	(4) reverse distribution		
52.	Which of the fo	ollowing consumer	buying behaviours requires least effort?		
	(1) Impulsive b	buying	(2) Routine buying		
	(3) New buyin	g situation	(4) High involvement buying situation		
53.	Cadbury brand	is a good example	of:		
	(1) Niche Bran	d	(2) Manufacturer Brand		
	(3) Distributor	Brand	(4) Generic Brand		
54.	When brand ma		es the heart of marketing then which one becomes	the	
	(1) Owners Eq		(2) Brand Equity		
	(3) Brand Asse		(4) Brand Value		
EE				lad	
55.	a	uses an establishe	ed brand to introduce a new product, it is cal	ieu	
	(1) Sub Brand		(2) Parent Brand		
	(3) Family Bra	nd	(4) Brand Extension		
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56.	customer selection, customer acquisition	customer relationship management includes customer retention plus :
	(1) Customer extension(3) Customer cross sell	(2) Customer referrals(4) Customer up-sell
57.	Shared values refers to:	
	(1) Mission	(2) CSR
	(3) Culture	(4) Strategy
58.	Segmentation of international markets customs is example of:	on basis of common languages, religions and
	(1) Geographic location	(2) Cultural factors
	(3) Economic factors	(4) Political and legal factors
59.	Amazon.com was the first company to sorts through customer purchasing patte	rns to create personalized site content.
	(1) Mass marketing	(2) Personalized marketing
	(3) Customer filtering	(4) Collaborative filtering
60.	All of the following are the forms of Dir (1) Personal selling (3) Public relations	rect Marketing EXCEPT: (2) Direct-mail marketing (4) Kiosk Marketing
61.		said to be degenerate in it has .
	(1) Exactly (m+n-l) allocations	
	(2) More than (m+n-l) allocations	
	(3) Fewer than (m+n-I) allocations	
	(4) (m*n) allocations	
62.	Improving quality through small, incre type of quality management system?	mental improvements is a characteristic of wha
	(1) Just-in-time	(2) Six Sigma
	(3) Total Quality Management	(4) Kaizen
63	SDR's are popularly known as:	
00	(1) Currency notes	(2) Paper Gold
	(3) Gold coin	(4) Silver coin
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P. T. O.

64.	Which of the following is not member country of Asia Pacific Trade Agreement?		
	(1) Bangladesh	(2) Laos	
	(3) Korea	(4) Malaysia	
65.	What is the rank given to India in IMDs	World Digital Competitiveness Rankings 2019 ?	
	(1) 40th	(2) 44th	
	(3) 50th	(4) 58th	
66.	Mr. X stole \$50,000 from his employer	This is considered:	
	(1) Blue collar crime	(2) White Collar Crime	
	(3) Bid rigging	(4) Whistle blowing	
67.	Increasing the number and variety of ta	sks assigned to a job is called:	
	(1) Job rotation	(2) Job enlargement	
	(3) Job enrichment	(4) Both (1) & (3)	
68.	Which of the following is not a core dir	mension of job?	
	(1) Skill variety	(2) Task identity	
	(3) Task significance	(4) High internal work motivation	
69.	notices that some of the employees a	oyees from diverse cultural backgrounds. He re having trouble getting along due to cultural ald he use to help his employees appreciate and	
	(1) Sensitivity Training	(2) Empowerment Training	
	(3) Corporate Training	(4) Corporate Retreats	
70.	Which of the following organizational J	policies is not affected by workforce diversity?	
	(1) Day Care	(2) Performance Goals	
	(3) Daily Spoken Language	(4) Social Activities	
71.	When curve is more peaked than norma		
	(1) Platykurtic (2) Leptokurtic	(3) Mesokurtic (4) Normal curve	
72.	The values obtained from the study of s (1) Statistics (2) Average	ample is: (3) Parameters (4) None of these	
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73.	Type I error means: (1) Rejecting H ₀ when it is true (2) Rejecting H _a when it is true (3) Accepting H ₀ when it is true (4) Accepting H _a when it is true	
74.	As per business portfolio matrix, firms known as: (1) Dogs (3) Stars	(2) Cash cows (4) Question mark
75.	Which of the following is not a negotial (1) Cheque (3) Dividend warrant	ole instrument ? (2) Bill of exchange (4) Hundi
76.	Which committee recommended disinv (1) Narsimham Committee (3) Vaghul Committee	estment in PSUs ? (2) Rangarajan Committee (4) Raj Committee
77.	Due to increase in prices, the demand a (1) Marshall paradox (3) Veblon Paradox	lso rises this is known as: (2) Giffen paradox (4) None of these
78.		consumer as compared to foreign consumers consumer as compared to foreign consumers arkets
79.	Who is known as 'Father of Business ed (1) Joel Dean (3) Evan J. Douglas	conomics'? (2) T. J Coyne (4) None of these
80.	third largest bank?	merged with which bank, thus creating India (3) Central Bank (4) Bank of Baroda
81.	When dividend is paid out of capital it (1) Capital dividend (3) Property dividend	is known as: (2) Liquidation dividend (4) Bond dividend
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82.	The theory of collective bargaining was given by:				
	(1) Dunlop	(2) Hicks		Keynes	(4) Mcgregor
83.	Job evaluation is us	sed for:			
	(1) Transfer	(2) Promotion	(3)	Wage policy	(4) All of these
84.	(2) Which helps in(3) Sub division of	work, reward and que designing jobs			
85.	Quality circles was	firstly originated in			
	(1) USA			UK	
	(3) Japan			China	
86.		wing is non quantita			valuation?
	(1) Point method(3) Factor compar	ison		Rank method None of these	
0.7					
87.	A business with 10 (1) Cash cows	w growth & high ma		Stars	(4) Question mark
88.					nd rather than small fish in
00.	big pond is:	ien beneves to be a	oig i	isii iii siliaji poi	id famer than sman non m
	(1) Segment mark	eting	(2)	Niche marketir	ng
	(3) Local marketin	ng	(4)	Individual mar	keting
89.	Adopting one mark	keting strategies and			ne trends is called:
	(1) Marketing My			Demarketing	
	(3) Mega Marketi	ng	(4)	Remarketing	20-4 may 0.08(d) / 5(1) 4.
90.		ting mix was popula			(1) None of those
					n (4) None of these
91.		wing theories advoc			
	(1) Net Operating	Income Approach	(2)	Traditional Ap	
	(3) MM Approach	without taxes	(4)	Both (1) & (3)	

92.	Rs. 4 per share. The investors market ex the company's cost of capital.	es. 40 per share and it had paid a dividend of pects a growth rate of 5% per year. Compute
		(3) 16.5% (4) 15.5%
93.		explained in terms of
94.	(1) NPV Method (3) IRR Method	ethod of Capital Budgeting: (2) Pay back period Method (4) Profitability index Method
95.	Concept of present value and future value (1) directly related to each other (3) not related to each other	(2) proportionately related to each other (4) inversely related to each other
96.	Which of the following industries general (1) Retail shop (3) Chemical manufacturing	(2) Aeroplane Building (4) Petroleum
97.	Calculate discounted payback period fr Rs. 6,00,000; life of project 5 years; ann (1) 3 years and 9 months (3) 2 years and 9 months	om the following information: Cost of projectual cash inflow Rs. 2,00,000. Cut off rate 10%. (2) 3 years and 7 months (4) 4 years
98.	In case of mutually exclusive projects us should be selected if: (1) If NPV is positive or 0 (3) Project with maximum positive NPV	nder NPV method of capital budgeting, projection (2) If NPV is negative (4) None of these
99.	In BCG matrix, variables on x-axis and (1) Relative market share and market g (2) Industry attractiveness and competi (3) Relative market share and competit (4) Industry attractiveness and market s	rowth. tive position.
100.	Hawthorne studies are associated with: (1) F.W Taylor (2) Elton Mayo	(3) Henry Fayol (4) Charles Babbage
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Total No. of Printed Pages: 13

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M.Phil./Ph.D./URS-EE-2019

SUBJECT: Management

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		Sr. No
Time : 11/4 Hours	Max. Marks: 100	Total Questions : 100
Roll No. (in figures)	(in words)	
Name	Father's Name	
Mother's Name	Date of Examination_	
(Signature of the Candidate)		(Signature of the Invigilator)

CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

- 1. All questions are compulsory.
- 2. The candidates *must return* the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfairmeans / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
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- 4. Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
- 5. The candidate must not do any rough work or writing in the OMR Answer-Sheet. Rough work, if any, may be done in the question booklet itself. Answers must not be ticked in the question booklet.
- 6. There will be no negative marking. Each correct answer will be awarded one full mark. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.
- 7. Use only Black or Blue Ball Point Pen of good quality in the OMR Answer-Sheet.
- 8. Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 30 minutes after starting of the examination.

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1.		e peaked than norm		
	(1) Platykurtic	(2) Leptokurtic	(3) Mesokurtic	(4) Normal curve
2.	. The values obtained from the study of sample is:			
	(1) Statistics	(2) Average	(3) Parameters	(4) None of these
3.	Type I error means (1) Rejecting H ₀ w (2) Rejecting H _a w (3) Accepting H ₀ v (4) Accepting H _a v	when it is true when it is true when it is true		
4.	As per business poknown as:	ortfolio matrix, firm	ns with high growth	but lower market share are
	(1) Dogs		(2) Cash cows	
	(3) Stars		(4) Question mark	k
5.	Which of the follo	wing is not a negotia	able instrument?	
	(1) Cheque		(2) Bill of exchan	nge
	(3) Dividend warr	ant	(4) Hundi	
6.	6. Which committee recommended disinvestment in PSUs?			
	(1) Narsimham Co	ommittee	(2) Rangarajan C	ommittee
	(3) Vaghul Comm	ittee	(4) Raj Committe	ee
7.	7. Due to increase in prices, the demand also rises this is known as:			vn as :
	(1) Marshall parad		(2) Giffen parado	
	(3) Veblon Parado	ox .	(4) None of these	
8.	Dumping means:	· President		
(1) Charging low prices from domestic consumer as compared to foreign cor			red to foreign consumers	
				ared to foreign consumers
	(3) Charging equal	prices in both the n	narkets	
	(4) All of these			
9.	Who is known as '	Father of Business e	conomics'?	
	(1) Joel Dean		(2) T. J Coyne	
	(3) Evan J. Dougl	as	(4) None of these	
MPH	PHD/URS-EE-201	9/(Management)(S	ET-Y)/(C)	P. T. O.

10.	In 2010 Dens Rank and Vijeva Bank	manad with which had all at the training
	third largest bank?	merged with which bank, thus creating India'
	(1) Canara Bank	(2) Union Bank
	(3) Central Bank	(4) Bank of Baroda
11.	When dividend is paid out of capital it	s known as :
	(1) Capital dividend	(2) Liquidation dividend
	(3) Property dividend	(4) Bond dividend
12.	The theory of collective bargaining was	
12.	(1) Dunlop (2) Hicks	
		(3) Keynes (4) Mcgregor
13.	Job evaluation is used for:	
	(1) Transfer (2) Promotion	(3) Wage policy (4) All of these
14.	What is job design?	
	(1) Integration of work, reward and qua	alifications
	(2) Which helps in designing jobs	
	(3) Sub division of jobs	
	(4) Designing of jobs as per wishes of o	employees
15.	Quality circles was firstly originated in	
	(1) USA (2) UK	(3) Japan (4) China
16.	Which of the following is non quantitat	ive method of jobs evaluation ?
	(1) Point method	(2) Rank method
	(3) Factor comparison	(4) None of these
17.	A business with low growth & high man	
	(1) Cash cows (2) Dogs	(3) Stars (4) Question mark
10		
18.	big pond is:	big fish in small pond rather than small fish ir
	(1) Segment marketing	(2) Niche marketing
	(3) Local marketing	(4) Individual marketing
19.		
13.	Adopting one marketing strategies and t (1) Marketing Myopia	(2) Demarketing
	(3) Mega Marketing	(4) Remarketing
	8	() Administrating

20.	The idea of marketing mix was popularized (1) Theodre Levitt (2) S. Thorpe	22	
21.	Which of the following theories advocate (1) Net Operating Income Approach (3) MM Approach without taxes		
22.	Rs. 4 per share. The investors market ex the company's cost of capital.	Rs. 40 per share and it had paid a divident spects a growth rate of 5% per year. Com (3) 16.5% (4) 15.5%	
23.	The concept of cost of capital can also be (1) Opportunity Cost (3) Fixed Cost	explained in terms of	ost.
24.	is not Time adjusted m (1) NPV Method (3) IRR Method	ethod of Capital Budgeting: (2) Pay back period Method (4) Profitability index Method	
25.	Concept of present value and future value (1) directly related to each other (2) proportionately related to each other (3) not related to each other (4) inversely related to each other	e are:	
26.	Which of the following industries general (1) Retail shop (3) Chemical manufacturing	ally has lowest level of working capital? (2) Aeroplane Building (4) Petroleum	
27.	Rs. 6,00,000; life of project 5 years; annu (1) 3 years and 9 months	om the following information: Cost of propal cash inflow Rs. 2,00,000. Cut off rate 10 (2) 3 years and 7 months (4) 4 years	oject
28.	should be selected if: (1) If NPV is positive or 0 (3) Project with maximum positive NPV		
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29.	In BCG matrix, variables on x-axis and y	-axis are :	
	(1) Relative market share and market growth.		
	(2) Industry attractiveness and competitive position.		
	(3) Relative market share and competitive	ve position.	
	(4) Industry attractiveness and market sl	nare.	
20	Hawthorne studies are associated with:		
30.	(1) F.W Taylor (2) Elton Mayo	(3) Henry Fayol (4) Charles Babbage	
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33.		orms such as	
34.	The Grameen Bank is a micro finance loans to the impoverished without requirements (1) India (3) Pakistan	organisation founded in It makes small ring collateral. (2) Bangladesh (4) Sri Lanka	
35.	Out of which of these activities one of it (1) ISO Standards (3) IT revolution	is supporting growth of MSME sector in India?(2) Management Education(4) Cluster based activities	
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36.	Women Transforming India Awards -2019 are organized in collaboration with		
30.	(1) United Nations	(2) UNICEF	
	(3) OECD	(4) World Bank	
37.	" I' to be in it ally by the French economic		
	(1) Cantillon	(2) Jan Tinbergen	
	(3) J.S.Mill	(4) None of the above	
38.	Bulldog bonds are the bonds issued	in:	
	(1) USA	(2) China	
	(3) Great Britain	(4) Japan	
39.	(DDCF) and the Evrogenous Shocks For		
	(1) Surveillance	(2) Financial Assistance	
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(B) AS 10 (ii) Discounting (ng Operations	
	(C) AS 28 (iii) Intangible	Assets	
	(D) AS 24 (iv) Accounting	ng for Fixed Assets	
	The correct alternative is:		
	(1) (A)- (iii), (B)- (iv), (C)- (ii), (D)- (i)		
	(2) (A)- (ii), (B)- (iv), (C)- (i), (D)- (iii)		
	(3) (A)- (ii), (B)- (iv), (C)- (iii), (I	O)- (i)	
	(4) (A)- (iii), (B)- (iv), (C)- (i), (D	0)- (ii)	
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	(3) Distributor Brand	(4) Generic Brand
44.	When brand management becomes the heart of brand management?	heart of marketing then which one becomes the
	(1) Owners Equity	(2) Brand Equity
	(3) Brand Assets	(4) Brand Value
45.		rand to introduce a new product, it is called
	a(1) Sub Brand	(2) Parent Brand
	(3) Family Brand	(4) Brand Extension
46.	The four marketing activities within customer selection, customer acquisition (1) Customer extension (3) Customer cross sell	n customer relationship management include on, customer retention plus: (2) Customer referrals (4) Customer up-sell
47.	Shared values refers to:	
	(1) Mission	(2) CSR
	(3) Culture	(4) Strategy
48.		s on basis of common languages, religions an
	(1) Geographic location	(2) Cultural factors
	(3) Economic factors	(4) Political and legal factors
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	(1) Mass marketing	(2) Personalized marketing
	(3) Customer filtering	(4) Collaborative filtering
50.	All of the following are the forms of I	Direct Marketing EXCEPT:
00.	(1) Personal selling	(2) Direct-mail marketing
	(3) Public relations	(4) Kiosk Marketing
МРН	/PHD/URS-EE-2019/(Management)(S	SET-Y)/(C)
		에 많아 나는 사람들은 사람들이 없었다면 하는데 하는데 하는데 하는데 살아보니 아니는데 얼굴하는데 없었다.

51.	VALS stands for: (1) Variety, advertising logistics, style (3) Visual, audio & loyal style	(2) Values and life style(4) None of these
52.	Which are' Bretton woods twins'? (1) UNCTAD and IMF (3) IMF and World Bank	(2) WTO and GATT (4) WTO and IMF
53.	'Gold' comes under which of the head of (1) Capital account (3) Official settlement account	Balance of Payment account: (2) Current account (4) None of these
54.	Heckscher ohlin theory of international (1) Classical theory (3) Modern theory	business is a: (2) Neo classical theory (4) None of these
55.	A trader who simultaneously enter into advantage of the discrepancy between p. (1) Hedger (2) Speculator	o transactions in two or more markets to take rices is called: (3) Arbitrageur (4) Spreader
56.	Default risk is lower in	(2) Government Bonds(4) IDBI Bonds
57.	Coupon yield of the bond is: (1) The discounted value of a bond (2) Coupon payment as a percentage of (3) Coupon payment stated as a percent (4) Both (1) and (3)	
58.	Duration is the measure of the: (1) Time structure of the bond (3) Time structure and market risk	(2) Interest rate risk(4) Time structure and interest rate risk
59.	In an equation Y=a+bx, b is the: (1) Intercept (3) Slope of trend line	(2) Slope of line(4) None of these
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	COLUMN TO SERVICE
	THE REAL PROPERTY.

8		
61.	(1) An online presence	irect marketing to be effective? (2) A good customer database
	(3) In bound telephone marketing	(4) Digital direct marketing technologies
62	(1) Probability of p (2) Trials	endents of standard deviations must include: (3) Probability of q (4) All of the above
63	3. The corresponding parametric test for M (1) One Sample T test (2) Paired Sample T test	(4) ANOVA test
64	4. The probability that test statistic will fa is equal to which of the following probability. (1) Alpha (2) Beta	(3) 1-Beta
6	outcomes to be greatest? (1) Probability of Type I (2) Statistical Power	ty of which of the following research decision (2) Probability of Type 2 (4) None of the above
•	+2.33 and test statistic is equal to +1. (1) the alternative hypothesis must be (2) the null hypothesis should not be (3) the null hypothesis should be rejected.	rejected. ected sed
		veek leads to increased productivity particularly job satisfaction." In this statement improving job (2) Dependent Variable (4) Moderating variable
N	MPH/PHD/URS-EE-2019/(Management)	(SET-Y)/(C)

68.	Quotas of all IMF members are reviewed at interval of:	
	(1) 5 years	(2) 2 years
	(3) 3 years	(4) Not more than 5 years
69.	Which measure of dispersion has a different unit other than the unit of measurement of values:	
	(1) Range	(2) Standard deviation
	(3) Variance	(4) Mean deviation
70.	At the start of football season, the ticket office gets very busy the day before the first game. Customers arrive at the rate of four every ten minutes. The customer would be better off if the stadium employed: (1) a single ticket seller who could service a customer in two minutes	
	(2) two ticket sellers each of whom could service a customer in three minutes	
	(3) the two situations produce the same wait times	
	(4) None of the above	
71.	The solution in transportation model is said to be degenerate if it has:	
	(1) Exactly (m+n-l) allocations	
	(2) More than (m+n-l) allocations	
	(3) Fewer than (m+n-I) allocations	
	(4) (m*n) allocations	
72.	Improving quality through small, incremental improvements is a characteristic of what type of quality management system?	
	(1) Just-in-time	(2) Six Sigma
	(3) Total Quality Management	(4) Kaizen
73.	SDR's are popularly known as:	
	(1) Currency notes	(2) Paper Gold
	(3) Gold coin	(4) Silver coin
74.	Which of the following is not member country of Asia Pacific Trade Agreement?	
	(1) Bangladesh	(2) Laos
	(3) Korea	(4) Malaysia
MPH	/PHD/URS-EE-2019/(Management)	(SET-Y)/(C) P. T. C

75.	What is the rank given to India in IMDs	World Digital Competitiveness Ra	ınkings 2019 '
	(1) 40th	(2) 44th	
	(3) 50th	(4) 58th	
76.	Mr. X stole \$50,000 from his employer	. This is considered:	
	(1) Blue collar crime	(2) White Collar Crime	
	(3) Bid rigging	(4) Whistle blowing	
77.	Increasing the number and variety of ta	sks assigned to a job is called:	
	(1) Job rotation	(2) Job enlargement	
	(3) Job enrichment	(4) Both (1) & (3)	
78.	Which of the following is not a core dir	mension of job?	
	(1) Skill variety	(2) Task identity	
	(3) Task significance	(4) High internal work motivati	ion *
	Over the years, Tim has hired employees a differences. What type of program counderstand one another? (1) Sensitivity Training	re having trouble getting along of all he use to help his employees (2) Empowerment Training	lue to cultura
	(3) Corporate Training	(4) Corporate Retreats	
80.	Which of the following organizational (1) Day Care (3) Daily Spoken Language	(2) Performance Goals	ce diversity?
81.	Impoverished leadership of managerial	grid is:	
	(1) 9,9 style (2) 1,1 style	(3) 5,5 style (4) None (of these
82.	Who has observed that "planning bridg to go"	es the gap from where we are, to	where we wan
	(1) Frued (2) Mayo	(3) H.Fayol (4) Koontz	z & Donnel
83.	"POSDCORB" the code for manageme	nt functions was given by:	
	(1) Henry Fayol (2) F.W Taylor	(3) Gullick (4) Drucke	er
MPH/	PHD/URS-EE-2019/(Management)(SI	ET-Y)/(C)	

84.		(2) Stockless production (4) All of the these
85.	According to modern economics in real li (1) L - shaped (2) U - shaped	fe cost curve are: (3) S - shaped (4) V - shaped
86.		(2) Positive demand curve(4) Vertical demand curve
87.	Which of the following is not a Systematic (1) Interest rate risk (2) Market risk	c risk? (3) Purchasing risk (4) Business risk
88.	necessary to know all of the following ex	
	(1) Risk-free rate.(3) Earning for the next period	(2) Beta(4) Market return
89.	Modigiliani and Miller Approach of capi to:	tal structure in the absence of taxes is identical
	(1) Net Income Approach(3) Net Operating Income Approach	(2) Traditional Approach(4) None of these
90.	Cost of capital is acceptance criterion in	
	(1) Capital mix(3) Investment decision	(2) Capital structure(4) All of the above
91.	What kinds of actions can be taken to pu oligopoly market?	t the rivals at a disadvantageous position under
	(1) Commitments (3) Promises	(2) Threats(4) All of the above
92.	If a chi-square test is to be performed columns, how many degrees of freedom	d on a contingency table with 3 rows and 4 should be used?
	(1) 6 (2) 12	(3) 8 (4) 9
93.	Clause 49 of listing Agreement was committee:	the result of recommendation of following
	 Naresh Chandra Committee N.R. Narayana Murthy Committee 	(2) Kumar Mangalam Birla Committee(4) Kotak Committee
MPH	//PHD/URS-EE-2019/(Management)(SE	T-Y)/(C) P. T. O.

94.	Rigid departmentalization within an organization is followed by:		
	(1) Organic Structure	(2) Virtual Structure	
	(3) Geographic Structure	(4) Mechanistic Approach	
95.	In VRIO framework R stands for:		
	(1) Red (2) Reasonable	(3) Rare (4) Resources	
96.	Horizontal growth usually refers to:		
	(1) Related diversification	(2) Product diversification	
	(3) Geographical diversification	(4) None of these	
97.	Which of the following is entry level thr	eat not given by Porter?	
	(1) Economies of scale	(2) Access to distribution channels	
	(3) Government policies	(4) Threat of substitutes	
98.	Business ethics primarily deals with:		
	(1) social responsibility	(2) the pricing of products and services	
	(3) moral obligation	(4) being unfair to the competition	
99.	In terms of consumer behavior; culture	, social class, and reference group influences	
-	have been related to purchase and		
	(1) Economic situations		
	(2) Situational influences		
	(3) Consumption decisions		
	(4) Physiological influences		
100.	are factors that have been sh	nown to affect consumer behavior.	
	(1) Brand name, quality, newness and co	mplexity	
	(2) Advertising, marketing, product and I	price	
	(3) Outlets, strategies, concept and brand	name	
	(4) Quality, advertising, product position	ing and strategy	

Total No. of Printed Pages: 13

(DO NOT OPEN THIS QUESTION BOOKLET BEFORE TIME OR UNTIL YOU ARE ASKED TO DO SO)

M.Phil./Ph.D./URS-EE-2019

SUBJECT: Management

S	ET	r-Y

S	UBJECT: Management	10592
	St	r. No
Fime: 1¼ Hours Roll No. (in figures) Name Mother's Name	Max. Marks : 100 (in words) Father's Name Date of Examination	Total Questions: 100
	(Signature)	gnature of the Invigilator)
(Signature of the Candidat	e)	TOUCTIONS BEFORE

CANDIDATES MUST READ THE FOLLOWING INFORMATION/INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.

- 2. The candidates must return the question booklet as well as OMR Answer-Sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfairmeans / mis-behaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such a candidate will not be evaluated.
- 3. Keeping in view the transparency of the examination system, carbonless OMR Sheet is provided to the candidate so that a copy of OMR Sheet may be kept by the candidate.
- 4. Question Booklet along with answer key of all the A, B, C & D code will be got uploaded on the University website after the conduct of Entrance Examination. In case there is any discrepancy in the Question Booklet/Answer Key, the same may be brought to the notice of the Controller of Examination in writing/through E.Mail within 24 hours of uploading the same on the University Website. Thereafter, no complaint in any case, will be considered.
- 5. The candidate must not do any rough work or writing in the OMR Answer-Sheet. Rough work, if any may be done in the question booklet itself. Answers must not be ticked in the question booklet.
- 6. There will be no negative marking. Each correct answer will be awarded one full mark Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer.
- 7. Use only Black or Blue Ball Point Pen of good quality in the OMR Answer-Sheet.
- 8. Before answering the questions, the candidates should ensure that they have been supplied correct and complete booklet. Complaints, if any, regarding misprinting etc. will not be entertained 3 minutes after starting of the examination.

1.	Impoverished leade	ership of manageria	l grid	is:	
	(1) 9,9 style	(2) 1,1 style) 5,5 style	(4) None of these
2.	Who has observed to go"	that "planning brid	ges th	e gap from who	ere we are, to where we w
	(1) Frued	(2) Mayo	(3	H.Fayol	(4) Koontz & Donnel
3.	· · · · · · · · · · · · · · · · · · ·	code for manageme (2) F.W Taylor		nctions was giv	ren by: (4) Drucker
4.	Just in time inventor (1) Zero inventory (3) No stock level	ry system is also kı	(2)	as:) Stockless prod) All of the thes	duction
5.	According to moder (1) L - shaped	n economics in rea (2) U - shaped			
6.	Giffen paradox mea (1) Negative demar (3) Horizontal dem	nd curve		Positive dema	nd curve
7.	Which of the follow (1) Interest rate risk	ing is not a System (2) Market risk	atic r	isk?	
8.		uired rate of return	for e	equity in a com-	pany using the CAPM, it
	(1) Risk-free rate.(3) Earning for the r		(2)	Beta Market return	
9.	Modigiliani and Mil to:	ler Approach of cap			absence of taxes is identic
	(1) Net Income App(3) Net Operating Ir			Traditional Ap None of these	proach
0.	Cost of capital is acc	eptance criterion in	1:		neiger Lingtheim
	(1) Capital mix(3) Investment decis	ion		Capital structu All of the abov	
1.	Public utilities balar acceptable under whi	nce sheets list the	plant ciple/	assets before	the current assets. This
	(1) 0	(2) Cost		Matching .	(4) Industry Practices

(4) Industry Practices

12.	deposit for work that is to begin in the the company reported the \$200,000	pany required a customer to pay \$200,000 as a following year. At the end of the current year as a liability on its balance sheet. Which d the company from reporting the \$200,000 on ?
	(1) Revenue Recognition(3) Materiality	(2) Going concern -(4) Matching
13.		rms such as (iii) Networked data (iv) Text data
14.	The Grameen Bank is a micro finance loans to the impoverished without requi (1) India (3) Pakistan	organisation founded in It makes small ring collateral. (2) Bangladesh (4) Sri Lanka
15	 Out of which of these activities one of it (1) ISO Standards (2) Management Education (3) IT revolution (4) Cluster based activities 	is supporting growth of MSME sector in India?
16	Women Transforming India Awards -20(1) United Nations(3) OECD	(2) UNICEF(4) World Bank
17	The term "entrepreneurs" was applied the 18th century: (1) Cantillon (3) J.S.Mill	to business initially by the French economist in (2) Jan Tinbergen (4) None of the above

18.	Bulldog bonds are the bonds issued in:	the end of the property of the second of
	(1) USA	(2) China
	(3) Great Britain	(4) Japan
19.	Poverty Reduction and Growth Facility (ESF) are part of which type of assistance	(PRGF) and the Exogenous Shocks Facility to provided by IMF?
	(1) Surveillance	(2) Financial Assistance
	(3) Development Assistance	(4) Technical Assistance
20.	Match the following:	
	(A) AS 26 (i) Impairment of	Assets
	(B) AS 10 (ii) Discounting Op	perations
	(C) AS 28 (iii) Intangible Asse	ets
	(D) AS 24 (iv) Accounting for	Fixed Assets
	The correct alternative is:	
	(1) (A)- (iii), (B)- (iv), (C)- (ii), (D)- (i)	and the second s
	(2) (A)- (ii), (B)- (iv), (C)- (i), (D)- (iii)	
	(3) (A)- (ii), (B)- (iv), (C)- (iii), (D)- (i)	hamilana Zapa pateragasa a
	(4) (A)- (iii), (B)- (iv), (C)- (i), (D)- (ii)) - FIERRAL WAS CO
21.	Which of the following is essential for o	direct marketing to be effective?
	(1) An online presence	(2) A good customer database
	(3) In-bound telephone marketing	(4) Digital direct marketing technologies
22.	In binomial probability distribution, dep	pendents of standard deviations must include:
	(1) Probability of p	(2) Trials
	(3) Probability of q	(4) All of the above
23.	The corresponding parametric test for M	Mann-Whitney U Test is:
	(1) One Sample T test	(2) Independent Sample T test
	(3) Paired Sample T test	(4) ANOVA test

24.	The probability that is equal to which o	t test statistic will f the following pr	fall inside the reject obabilities ?	ction region due to chance alone
	(1) Alpha	(2) Beta	(3) I-Beta	(4) I-Alpha
25.	Researchers would outcomes to be gre		sility of which of t	the following research decision
	(1) Probability of(3) Statistical Pow	Type I	(2) Probabilit(4) None of t	
26.	+2.33 and test stati	istic is equal to +	1.37, then:	and the upper critical value is
	(1) the alternative			
	(2) the null hypoth			
	(3) the null hypoth			
	(4) the sample siz			
27.	"The introduction among young wor satisfaction is the	rkers by improving	week leads to inc ng job satisfaction."	reased productivity particularly In this statement improving job
	(1) Independent V	Variable	(2) Depende	nt Variable
	(3) Intervening V		(4) Moderati	ing variable
28.	Ouotas of all IMF	members are rev	viewed at interval of	
	(1) 5 years		(2) 2 years	
	(3) 3 years		(4) Not mor	e than 5 years
29.		f dispersion has a	a different unit othe	r than the unit of measurement of
	(1) Range (3) Variance	-gas partitions	(2) Standard(4) Mean de	
30	. At the start of fo game. Customers better off if the st	s arrive at the rat adium employed	e of four every ten :	very busy the day before the first minutes. The customer would be
	(1) a single ticke	t seller who coul	d service a custome	r in two minutes
	(2) two ticket se	llers each of who	m could service a co	ustomer in three minutes
	(3) the two situa	tions produce the	same wait times	
	(4) None of the	above		

31.	What kinds of actions can be taken to put oligopoly market?	the rivals at a disadvantageous position under
	(1) Commitments	(2) Threats
	(3) Promises	(4) All of the above
32.	columns, how many degrees of freedom	
	(1) 6 (2) 12	
33.	committee : (1) Naresh Chandra Committee	the result of recommendation of following (2) Kumar Mangalam Birla Committee (4) Kotak Committee
	(3) N.R. Narayana Murthy Committee	
34.	Rigid departmentalization within an org	anization is followed by:
	(1) Organic Structure	(2) Virtual Structure
	(3) Geographic Structure	(4) Mechanistic Approach
35.	In VRIO framework R stands for: (1) Red (2) Reasonable	(3) Rare (4) Resources
36.	Horizontal growth usually refers to: (1) Related diversification (3) Geographical diversification	(2) Product diversification(4) None of these
37.	Which of the following is entry level the (1) Economies of scale (3) Government policies	reat not given by Porter? (2) Access to distribution channels (4) Threat of substitutes
38	(1) social responsibility(3) moral obligation	(2) the pricing of products and services(4) being unfair to the competition
39	 In terms of consumer behavior; culture have been related to purchase and (1) Economic situations (2) Situational influences (3) Consumption decisions (4) Physiological influences 	re, social class, and reference group influences

40.	(1) Brand name, quality, newness and co (2) Advertising, marketing, product and (3) Outlets, strategies, concept and brand (4) Quality, advertising, product position	mplexity price I name
41.	VALS stands for: (1) Variety, advertising logistics, style (3) Visual, audio & loyal style	(2) Values and life style(4) None of these
42.	Which are' Bretton woods twins'? (1) UNCTAD and IMF (3) IMF and World Bank	(2) WTO and GATT (4) WTO and IMF
43.	'Gold' comes under which of the head of (1) Capital account (3) Official settlement account	Balance of Payment account: (2) Current account (4) None of these
44.	Heckscher ohlin theory of international (1) Classical theory (3) Modern theory	business is a: (2) Neo classical theory (4) None of these
45.	A trader who simultaneously enter intadvantage of the discrepancy between p (1) Hedger (2) Speculator	o transactions in two or more markets to tak rices is called: (3) Arbitrageur (4) Spreader
46.	Default risk is lower in	(2) Government Bonds(4) IDBI Bonds
47.	Coupon yield of the bond is: (1) The discounted value of a bond (2) Coupon payment as a percentage of (3) Coupon payment stated as a percent (4) Both (1) and (3)	
48.	Duration is the measure of the: (1) Time structure of the bond (3) Time structure and market risk	(2) Interest rate risk(4) Time structure and interest rate risk

49.	In an equation Y=a+bx, b is the: (1) Intercept (3) Slope of trend line	(2) Slope of line(4) None of these
50.	Application of Chi-square: (1) To test significance of single variance (2) To test goodness of fit (3) To test independence of attributes (4) All of these	ce ·
51.	When dividend is paid out of capital it is (1) Capital dividend (3) Property dividend	(2) Liquidation dividend (4) Bond dividend
52.	The theory of collective bargaining was (1) Dunlop (2) Hicks	given by: (3) Keynes (4) Mcgregor
53	. Job evaluation is used for : (1) Transfer (2) Promotion	(3) Wage policy (4) All of these
54	 What is job design? (1) Integration of work, reward and que (2) Which helps in designing jobs (3) Sub division of jobs (4) Designing of jobs as per wishes of 	
5	(1) USA (3) Japan	(2) UK (4) China
5	6. Which of the following is non quantit(1) Point method(3) Factor comparison	(2) Rank method (4) None of these
5	77. A business with low growth & high r (1) Cash cows (2) Dogs	market share is: (3) Stars (4) Question mark

8	to be a b	ig fish in small pond rather than small fish in
	big pond is: (1) Segment marketing	(2) Niche marketing(4) Individual marketing
	(3) Local marketing59. Adopting one marketing strategies and t(1) Marketing Myopia(3) Mega Marketing	(4) Remarketing
	60. The idea of marketing mix was popular	
	61. When curve is more peaked than norm (1) Platykurtic (2) Leptokurtic	al curve it is called: (3) Mesokurtic (4) Normal curve
	62. The values obtained from the study of (1) Statistics (2) Average	sample is: (3) Parameters (4) None of these
	 63. Type I error means: (1) Rejecting H₀ when it is true (2) Rejecting H_a when it is true (3) Accepting H₀ when it is true (4) Accepting H_a when it is true 64. As per business portfolio matrix, final fi	rms with high growth but lower market share are
	known as: (1) Dogs (2) Stars	(2) Cash cows (4) Question mark
	65. Which of the following is not a neg (1) Cheque (3) Dividend warrant	(4) Hundi
4	66. Which committee recommended d (1) Narsimham Committee	(4) Raj Committee
MPl	67. Due to increase in prices, the dem (1) Marshall paradox (2) Veblon Paradox	(4) None of these
	MPH/PHD/URS-EE-2019/(Manageme	nt)(SET-Y)/(D)

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68.				
	(1) Charging low prices from domestic consumer as compared to foreign con			
71. ¥	(2) Charging High prices from domestic consumer as compared to foreign co			
	(3) Charging equal prices in both(4) All of these	the markets		
		The state of the s		
69.		o is known as 'Father of Business economics'?		
	(1) Joel Dean	(2) T. J Coyne		
	(3) Evan J. Douglas	(4) None of these		
70.	In 2019, Dena Bank and Vijaya Bank merged with which bank, thus creating India' third largest bank?			
	(1) Canara Bank	(2) Union Bank		
	(3) Central Bank	(4) Bank of Baroda		
71.	1. Logistic network through which unwanted or excess products by resellers or consumer is classified as:			
	(1) inbound distribution	(2) outbound distribution		
	(3) forward distribution	(4) reverse distribution		
72.	Which of the following consumer	buying behaviours requires least effort?		
	(1) Impulsive buying	(2) Routine buying		
	(3) New buying situation	(4) High involvement buying situation		
73.	Cadbury brand is a good example	of:		
	(1) Niche Brand	(2) Manufacturer Brand		
	(3) Distributor Brand	(4) Generic Brand		
74.				
	(1) Owners Equity	(2) Brand Equity		
	(3) Brand Assets	(4) Brand Value		
75.	ed brand to introduce a new product, it is called			
	(1) Sub Brand	(2) Parent Brand		
	(3) Family Brand	(4) Brand Extension		
MPH/I	PHD/URS-EE-2019/(Managemen	t)(SET-Y)/(D) P. T. O.		

	The four marketing activities within customer selection, customer acquisition (1) Customer extension (3) Customer cross sell	customer relationship management includes customer retention plus: (2) Customer referrals (4) Customer up-sell
77.	(1) Geographic location	 (2) CSR (4) Strategy s on basis of common languages, religions and (2) Cultural factors (4) Political and legal factors which is technology that
8	Amazon.com was the first company sorts through customer purchasing path (1) Mass marketing (3) Customer filtering 1. All of the following are the forms of (1) Personal selling (3) Public relations 1. Which of the following theories advected (1) Net Operating Income Approach (3) MM Approach without taxes 1. The shares of a company are selling Rs. 4 per share. The investors manner the company's cost of capital. 1. (1) 16% (2) 15% 1. The concept of cost of capital cand (1) Opportunity Cost (3) Fixed Cost 1. The Method (1) NPV Method	(4) Kiosk Marketing vocate optimal capital structure? (2) Traditional Approach (4) Both (1) & (3) Ing at Rs. 40 per share and it had paid a dividend of rket expects a growth rate of 5% per year. Compute (3) 16.5% (4) 15.5% also be explained in terms of
	(3) IRR Method MPH/PHD/URS-EE-2019/(Managemo	

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85.	Concept of present value and future value are: (1) directly related to each other (2) proportionately related to each other (3) not related to each other (4) inversely related to each other			
86.	Which of the following industries generally has lowest level of working capital? (1) Retail shop (2) Aeroplane Building (3) Chemical manufacturing (4) Petroleum			
87.	Calculate discounted payback period from the following information: Cost of project Rs. 6,00,000; life of project 5 years; annual cash inflow Rs. 2,00,000. Cut off rate 10%. (1) 3 years and 9 months (2) 3 years and 7 months (3) 2 years and 9 months (4) 4 years			
88.	In case of mutually exclusive projects under NPV method of capital budgeting, project should be selected if: (1) If NPV is positive or 0 (2) If NPV is negative (3) Project with maximum positive NPV (4) None of these			
89.	In BCG matrix, variables on x-axis and y-axis are: (1) Relative market share and market growth. (2) Industry attractiveness and competitive position. (3) Relative market share and competitive position. (4) Industry attractiveness and market share.			
90.	Hawthorne studies are associated with: (1) F.W Taylor (2) Elton Mayo (3) Henry Fayol (4) Charles Babbage			
91.	The solution in transportation model is said to be degenerate if it has: (1) Exactly (m+n-l) allocations (2) More than (m+n-l) allocations (3) Fewer than (m+n-I) allocations (4) (m*n) allocations			

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12	the recomments is a characteristic of what				
92. Improving quality through small, increm type of quality management system?	nental improvements is a characteristic of what				
(1) Just-in-time	(2) Six Sigma				
(3) Total Quality Management	(4) Kaizen				
looks known as					
93. SDR's are popularly known as: (1) Currency notes	(2) Paper Gold				
(2) Gold coin	(4) Silver coin				
Which of the following is not member of	country of Asia Pacific Trade Agreement?				
(1) Bangladesh	(2) Laos				
	(4) Malaysia				
What is the rank given to India in IMDs	World Digital Competitiveness Rankings 2019? (3) 50th (4) 58th				
95. What is the rank given to make (1) 40th (2) 44th	(3) 50th (4) 58th				
96. Mr. X stole \$50,000 from his employe(1) Blue collar crime(3) Bid rigging97. Increasing the number and variety of the store of the store	(4) Whistle blowing				
(1) Job rotation(3) Job enrichment	(4) Both (1) & (3)				
98. Which of the following is not a core of(1) Skill variety(3) Task significance	(4) High internal work motivation				
99. Over the years, Tim has hired employees from diverse cultural backgrounds. He notices that some of the employees are having trouble getting along due to cultural differences. What type of program could he use to help his employees appreciate and differences.					
understand one another?	(2) Empowerment Training				
(1) Sensitivity Training(3) Corporate Training	(4) Corporate Retreats				
(3) Corporate Training	nal policies is not affected by workforce diversity?				
	(Z) I CHOMMANGE				
(1) Day Care(3) Daily Spoken Language	(4) Social Activities				
MPH/PHD/URS-EE-2019/(Management					
MPH/PHD/UKS-EE-2015/(Management					

Δ	nswer Key	of M Phil/Ph	.D 2019 (Ma	nagomont)
Sr. No	Set A	Set B	Set C	
1	2	2		Set D
2	4	4	2	2
3	1	2	1 1	4
4	2	1	4	3
5	4	3	3	4
6	1	2	2	1 2
7	1	3	3	2
8	3	4	2	4
9	1	3	1	3
10	2	2		3
11	2	4	4	3
12	4	1	2	4
13	3		1	1
14	4	2	3	4
15		4	1	2
	1 2	3	3	4
16	2	3	2	1
17	4	4	1	1
18	3	3	2	3
19	3	3	3	2
20	3	1	3	4
21	2	2	2	2
22	1	3	4	4
23	3	3	1	2
24	1	3	2	1
25	3	3	4	3
26	2	1	1	2
27	1	3	1	3
28	2	4	3	4
29	3	3	1	3
30	3	4	2	2
31	2	2	4	4
32	3	4	1	1
33	3	3	4	2
34	3	4	2	4
35	3	1	4	3
36	1	2	1	3
37	3	4	1	4
38	4	3	3	3
39	3	3	2	3
40	4		4 -	1
41	2	3	4	2
42	1	1	2	3
43	1	4	2	3
44	4	2	2	3
45	3	4	4	
46	2	1	1	3
47	3	1	3	1
48	2			3
49	1	3	2	4
50	4	4-	4	3
51	4	4-	3	4
52	1	2	2	2
53	2		3	1
		2	3	3
54	4	2	3	1

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55	3	4	3	3
56	3	1	1	2
57	4	3	3	1
58	3	2	4	2
59	3	4	3	3
60	1	3	4	3 3
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66	1	2	2	2
67	3	2	3	
68	2	4		3 2
69	4	1	3	
70	3	2		1 4 -
71	2		2	
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72		1	4	2
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92	1	4	i	4
93	4	1	2	2
94	2	2	4	4
95	4	4	3	2
96	1	1	3	2
97	1	1	4	2
98	3	3	3	4
99	2	1	3	
100	4	2	1	1
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