DEVI AHILYA VISHWAVIDYALAYA, INDORE

Ph.D./ M.Phil. Entrance Test

December, 2019

Faculty: Management

Subject: Management

Roll No.:_____.

Time: 2 Hours

Max. Marks: 100

INSTRUCTIONS:

1. Check that your question booklet contains one hundred questions (Part-A: 50 + Part-B: 50). After examination the question booklet should be carried by the candidate for his/her record.

2. Each question carries ONE mark. There is NO negative marking. Each correct answer will be awarded one mark and zero mark will be awarded for wrong / blank answer.

3. To indicate your response in the response sheet bubbles should be darkened completely and properly. Use only blue/black ball point pen to fill up the bubble. Use of pencil is strictly prohibited. Cutting and erasing on response sheet is not allowed. Do not use any stray mark on the response sheet. If more than one bubble is darkened, it shall be taken as incorrect answer. Do NOT use marker /white fluid / eraser or any other device to hide the answer already shaded.

4. Candidates are advised to keep the response sheet clean. No marks whatsoever should be made on the response sheet other than specified bubbles.

5. Fill up the necessary information in the response sheet.

6. Answers are to be given in the response sheet only, and not in the booklet. Rough work is to be done on the blank pages provided at the end of this booklet but not on any other paper or response sheet.

7. No clarification will be provided about questions in the paper.

8. Programmable/Watch Calculators, Mobile Phones, etc. are not allowed. However, scientific calculators are allowed in engineering / science subjects and simple calculators are allowed in other subjects.

9. The candidate should keep with him / her original of photo ID proof (Driving licence/ Aadhar card/ Election card/ PAN card/ Passport etc.), and Admit Card.

10. No candidate is allowed to leave examination hall during the examination.

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PART-A

1. A concept/thing/symbol to which numerals or values are assigned, is called as:
   - A. Literature Review
   - B. Universe of the Study
   - C. Research Design
   - D. Variable
   - E. None of the above

2. A variable that have a strong contingent effect on the relationship between the independent and dependent variables, is called as:
   - A. Extraneous Variable
   - B. Moderating Variable
   - C. Intervening Variable
   - D. A & C Both
   - E. None of the above

3. While designing questionnaire one should include:
   - A. Leading Question/s
   - B. Loaded Question/s
   - C. Double Barreled Question/s
   - D. All of the Above A, B and C
   - E. None of the above

4. A research report covering a fairly large research project on a single subject usually to communicate among scholars in a particular field, as such, having a limited audience, is called:
   - A. Term Paper
   - B. Assignment
   - C. Research Monograph
   - D. Professional Paper
   - E. None of the above

5. Which one is not directly associated to the term 'Validity':
   - A. Split Half
   - B. Content
   - C. Concurrent
   - D. Predictive
   - E. None of the above

6. Non-comparative scales include:
   - A. Constant Sum Rating Scale
   - B. Rank Order Scale
   - C. Q Sort Technique
   - D. All of the Above A, B and C
   - E. None of the above

7. Which of the Equation holds true (Where O = Observed Measurement; T = True Score; S = Systematic Error; R = Random Error):
   - A. $S + R = O + T$
   - B. $T = O - (S + R)$
   - C. $O = T - (S + R)$
   - D. $O = T + (S + R)$
   - E. None of the above

8. Which one is not a qualitative method of research:
   - A. Direct Judgement Method
   - B. Focus Group Method
   - C. Personal Interview
   - D. Projective Techniques
   - E. None of the above

9. A research design employed to measure the effect of two or more independent variables at various levels on dependent variable/s, is called as:
   - A. The Soloman Four Group Design
   - B. Completely Randomized Design
   - C. Randomized Block Design
   - D. Factorial Design
   - E. None of the above

10. A frame work that provides a comprehensive and detailed explanation of the phenomena under the study but lacking precision, accuracy and exactness of experimental design, is called as:
    - A. Longitudinal Design
    - B. Cross-sectional Design
    - C. Experimental Design
    - D. Descriptive Design
    - E. None of the above

11. When the entire population is arranged in a particular order according to a designed, is called as:
    - A. Simple Random Sampling
    - B. Cluster Sampling
    - C. Convenience Sampling
    - D. Snowball Sampling
    - E. None of the above

12. If the sample includes a minimum number from each specified subgroup in the population and the sample is selected on the basis of certain demographic characteristic normally to produce economy in research, is called as:
    - A. Quota Sampling
    - B. Snowball Sampling
    - C. Sample Size
    - D. Cluster Sampling
    - E. None of the above

13. The process of identifying and denoting a numeral to the responses given by a respondent, is called as:
    A. Data Editing   B. Data Coding   C. Data Tabulation
    D. Data Classification E. None of the above

14. Reducing the information into homogeneous categories on the basis of structured questions, is called as:
    A. Data Mining   B. Data Analysis   C. Classification of Data
    D. Tabulation of Data E. None of the above

15. An orderly arrangement of data into an array that is suitable for statistical analysis is termed as:
    A. Data Exploration   B. Data Classification C. Data Tabulation
    D. Coding of Data   E. None of the above

16. A gap or uncertainty which hampers the process of efficient decision making in a given body of knowledge, is called as:
    A. Deductive Thought   B. Inductive Thought   C. Unit of Analysis
    D. Research Problem   E. None of the above

17. Discrete probability distribution based on Bernoulli process, is called as:
    A. Poison Distribution B. Binomial Distribution C. Uniform Distribution
    D. Normal Distribution E. None of the above

18. Attitude is measured through:
    A. Nominal Scale   B. Ordinal Scale   C. Interval Scale
    D. All of the Above   E. None of the above

19. Quantitative judgement methods of data collection include:
    A. Direct Method   B. Fractional Method   C. Constant Sum Method
    D. All of the Above A, B, and C   E. None of the above

20. Multi-dimensional scaling is used for:
    A. Product Positioning Testing   B. Organizational Position Testing   C. Technology Positioning Testing
    D. All of the Above A, B, and C E. None of the above

21. Modelling research includes:
    A. Symbolic   B. Mathematical   C. Simulation
    D. All of the Above A, B, and C   E. None of the above

22. Essence of research designs includes:
    A. Research Approach   B. Sampling Plan   C. Design of Experiments
    D. All of the Above   E. None of the above

23. Data presentation is done through:
    A. Frequency Distribution   B. Cumulative Frequency Distribution   C. Relative Frequency Distribution
    D. All of the Above   E. None of the above

24. Which of the following statements relating to correlation and regression are true?
    1. The coefficient of correlation is independent of change of origin and scale.
    2. The coefficient of correlation between the two variables is the arithmetic average of the two regression coefficients.
    3. The probable error of the coefficient correlation is 0.6745 times of its standard error.
    4. Coefficient of correlation multiplied by the ratio between the standard deviations of the two variables denotes the slope of the regression line.

    Select the correct answer using the codes given below:
    A. 1,2 and 3   B. 1,3 and 4   C. 2 and 4

    D. 2,3 and 4   E. None of the above

25. Which one of the following statement is false?
    A. Sample space refers to the collection of all favourable outcomes of an experiment.
    B. Collectively exhaustive events are those whose union is sample space.
    C. All the outcomes of an experiment are known as sample space.
    D. Two events are said to be independent if the happening of one does not affect the probability of happening of the other.
    E. None of the above

26. Statement I: A sampling distribution of mean, prepared on the basis of small sized samples from a population which is not normally distributed, is not normally distributed.
    Statement II: To test the significance of the difference between means of two small sized samples when the parameter values of the standard deviations are given, Z test can be applied.
    A. Both statements are correct.
    B. Both statements are incorrect.
    C. Statement I is correct, while statement II is incorrect.
    D. Statement I is incorrect, while statement II is correct.
    E. None of the above

27. A researcher wants to test the significance of the differences of the average performance of more than two sample groups drawn from a normally distributed population, which one of the following hypothesis testing tests is appropriate?
    A. Chi-square test
    B. F test
    C. Z test
    D. t test
    E. None of the above

28. Match the items of List I with those of List II and choose the correct code:

List I		List II	
A.	The probability of two events occurring together or in succession.	1.	Marginal probability
B.	The probability of occurring one event given that another event has occurred.	2.	Posterior probability
C.	The probability of occurring a single event.	3.	Subjective probability
D.	The probability revised in the light of additional information.	4.	Joint probability
		5.	Conditional probability

Codes

	A	B	C	D
(A)	4	5	1	3
(B)	5	4	2	3
(C)	5	4	3	1
(D)	4	5	1	2

    A. A-4,B-5,C-1,D-3
    B. A-5,B-4,C-2,D-3
    C. A-5,B-4,C-3,D-1
    D. A-4,B-5,C-1,D-2
    E. None of the above

29. Consider the following statements relating to correlation and regression analysis.
    Statement I: Correlation is independent of change of scale, but not of origin.
    Statement II: Correlation denotes co-variability between the variables.
    Statement III: Regression is a relative measure of relationship between variables.
    Statement IV: Regression is independent of change of origin, but not of scale.
    A. Statements I,II and IV are correct.
    B. Statements II,III and IV are correct.
    C. Statements II and III are correct.
    D. Statements II and IV are correct.
    E. None of the above

30. When the population size 'N' is very large relative to the sample size 'n', the finite population multiplier takes on value close to:
    A. 0.5
    B. 0.1
    C. 1.0
    D. 0.05
    E. None of the above

31. From the following statements choose the correct statements.
Statement I: A statistic is a characteristic of a population.
Statement: The standard error of mean is the standard deviation of the sampling distribution.
Statement III: The standard error of mean decreases in direct proportion to sample size.

A. Statements I and II are true
B. Statement II is true.
C. Statements II and III are true.
D. Statement III is true.
E. None of the above

32. If, on an average, 'A' completes 40 tasks with a standard deviation of 5, 'B' completes 160 tasks with a standard deviation of 15 and 'C' completes 120 tasks with a standard deviation of 8, their order when arranged on the basis of consistency is:

A. C, A and B
B. A,B and C
C. C,B and A
D. B,A and C
E. None of the above

33. Match the items in the two columns:

List I		List II	
A.	Testing the goodness of fit of a distribution	1.	Z-test
B.	Testing the significance of the differences among the average performance of more than two sample groups	2.	Chi Square test
C.	Testing the significance of the difference between the average performance of two sample groups (large sized)	3.	F-test

A. A-3,B-1,C-2
B. A-2,B-3,C-1
C. A-2,B-1,C-3
D. A-1,B-2,C-3
E. None of the above

34. Epistemology refers to

A. A term specifically used in the social sciences
B. A term used to study the types of diseases
C. Acceptable level of knowledge in a field of study
D. A type of interviewing technique
E. None of the above

35. An empiricist believes that:

A. Natural science methods should not be applied to social science research
B. Social science methods cannot be applied in natural sciences.
C. Knowledge is acquired through our sensory perceptions.
D. Knowledge is known to everyone
E. None of the above

36. Match:

List I		List II	
A.	Historical Method	1.	Past events
B.	Survey Method	2.	Vision
C.	Philosophical Method	3.	Present events
D.	Experimental Method	4.	Future action

A. A-1,B-3,C-2,D-4
B. A-1,B-2,C-3,D-4
C. A-4,B-3,C-2,D-1
D. A-2,B-3,C-1,D-4
E. None of the above

37. The term 'phenomenology' is associated with the process of:

A. Qualitative research
B. Analysis of variance
C. Correlational study
D. Probability sampling
E. None of the above

38. In the context of survey research, the following steps are taken in a certain order:

(I) Sampling
(II) Inference
(III) Data Analysis
(IV) Data Collection

A. II, III, I, IV
B. I, IV, III, II
C. III, II, IV, I
D. IV, I, II, III
E. None of the above

39. Which scale is the simplest form of measurement?
   A. Nominal
   B. Ordinal
   C. Interval
   D. Ratio
   E. None of the above

40. Match

List I (Interviews)		List II (Meanings)	
A.	Structured interviews	1.	Greater flexibility approach
B.	Unstructured interviews	2.	Attention on questions to be answered
C.	Focused interviews	3.	Individual life experience
D.	Clinical interviews	4.	Pre- determined question
		5.	Non-directive

   A. A-4,B-1,C-2,D-3
   B. A-2,B-4,C-1,D-3
   C. A-5,B-2,C-4,D-1
   D. A-1,B-3,C-5,D-4
   E. None of the above

41. The term used to describe when a research measures the variable or dimension it is supposed to measure is:
   A. Validity
   B. Reliability
   C. Dependability
   D. Suitability
   E. None of the above

42. Which of the following variables cannot be expressed in quantitative terms:
   A. Socio-economic status
   B. Marital status
   C. Numerical aptitude
   D. Professional aptitude
   E. None of the above

43. To ensure accuracy of a research, the sampling should be:
   A. Taken randomly
   B. Fixed by quota
   C. Representative of the population
   D. Purposive
   E. None of the above

44. Responding to a substance like a sugar pill as if it were a drug is called:
   A. Placebo effect
   B. Extraneous factor
   C. Variability
   D. False effect
   E. None of the above

45. Symbolically, a marginal probability is:
   A. p(AB)
   B. p(BA)
   C. p(B/A)
   D. p(ABC)
   E. None of the above

46. For a normal curve with $\mu=55$ and $\sigma= 10$, how much area will be found under the curve to the right of the value 55:
   A. 1.0
   B. 0.68
   C. 0.5
   D. 0.32
   E. None of the above

47. The arithmetic mean of 9 observations is 100 and that of 6 is 80, the combined mean of al the 15 observation will be:
   A. 100
   B. 80
   C. 90
   D. 92
   E. None of the above

48. The probability of guessing correctly at least 8 of the 10 answers in a true/false objective test is:
   A. 5/128
   B. 7/128
   C. 9/128
   D. 11/128
   E. None of the above

49. A type of validity that assesses the relationship between theoretical constructs. It seeks to confirm significant correlations between the constructs as predicted by theory:
   A. Construct validity
   B. Nomological validity
   C. Discriminant validity
   D. Criterion validity
   E. None of the above

50. This scale is constructed using consensus of a panel of judges with equal intervals appearing on the scale. Is widely used for attitude measurement.
   A. Likert scale
   B. Thurston differential scale
   C. Multidimensional scale
   D. Consensus scale
   E. None of the above

PART-B

51 A process by which an individual, selects, organizes and interprets information inputs to create a meaningful picture of the world is termed as

A. Learning
B. Behaviour
C. Attitude
D. Perception
E. None of the above

52 When a market leader protects its weak front, the strategy is known as

A. Pre-emptive Defence
B. Flank Defence
C. Position Defence
D. Counter-offensive Defence
E. None of the above

53 Positioning is

A. The act of establishing unique characteristics of products in the minds of target market
B. Creation of a customer focused value proposition
C. To place the brand in the minds of consumers to maximize the potential benefits to the firm
D. All of the above
E. None of the above

54 "Overall Cost Leadership" is a

A. Pricing strategy
B. Generic Strategy
C. Leadership Strategy
D. Segmentation Strategy
E. None of the above

55 A visual representation and comparison of how competing products are perceived is called

A. Promotion Mix
B. Perceptual Mapping
C. Perceived Quality
D. Internal Marketing
E. None of the above

56 Which of the following is not a criteria for market segmentation

A. Geometric
B. Behavioural
C. Psychographic
D. Demographic
E. None of the above

57 Family branding is also known as

A. Group branding
B. Collective branding
C. Umbrella branding
D. Unified branding
E. None of the above

58 Going rate pricing is

A. Charging a fairly low price for a high quality product
B. Pricing based on competitors prices
C. Based on buyers image of product performance
D. Adding a standard mark up to the products cost
E. None of the above

59 Electronic word of mouth facilitated by emails and social networking technologies is termed as

A. Internet Advertising
B. Viral Marketing
C. Online Retailing
D. E-commerce
E. None of the above

60 When a firm charges fixed fee plus a variable usage fee, the pricing strategy is known as

A. Product line pricing
B. By product pricing
C. Captive product pricing
D. Two-part pricing
E. None of the above

61 Which of the following is not a function of public relations

A. Press relations
B. Product publicity
C. Corporate communications
D. Free trails
E. None of the above

62 The Value Chain Concept is proposed by

A. Michael Porter
B. Philip Kotler
C. Peter Drucker
D. McKenzie
E. None of the above

63   Goods distributed as free samples given in adjustments appear in

A. Balance sheet and Trading Account   B. P/L Account and Balance sheet   C. Trading Account and P/L Account

D. Deferred Revenue Account   E. None of the above

64   Contingent liabilities are those liabilities which are shown in

A. Directors report   B. Notice to shareholders   C. Chairman's report

D. Notes on account to B/S   E. None of the above

65   Activities which lead to an increase or decrease in long term debt of a corporation are referred as

A. Operating activities   B. Investing activities   C. Financing Activities

D. All of the above   E. None of the above

66   What would be the correct entry, if goods in stock worth of Rs. 1000 are destroyed by fire and the general insurance Co. accepts the claim for Rs. 800?

A. Rs. 800 will be credited to general insurance Co.   B. Rs. 800 will be debited to general insurance Co., Rs. 200 will be debited to profit and loss account and Rs. 1000 will be credited to trading account.   C. Rs. 1000 will be subtracted from closing stock in trading account

D. Rs. 1000 will be debited to trading account, Rs. 800 will be credited to general insurance Co. and Rs. 200 will be credited to profit and loss account.   E. None of the above

67   Which of the following can be used to create "Secret Reserves"?

A. Charging Excessive depreciation   B. Charging capital expenditure to P/L account   C. Showing a contingent liability as an actual liability

D. All of the above   E. None of the above

68   The concept of MIRR is based upon

A. positive cash flows are reinvested at the firm's cost of capital, and the initial outlays are financed at the firm's financing cost   B. All cash flows from a project are reinvested at the IRR   C. positive cash flows are reinvested at the prevailing market rate, and the initial outlays are financed at risk free rate of return

D. positive cash flows are reinvested at risk free rate of return   E. None of the above

69   According to which approach the firm can increase its value or decrease its overall cost of capital by increasing the proportion of debt in its capital structure.

A. Net operating income   B. Net income   C. Traditional

D. Miller & Modigliani   E. None of the above

70   A company has an EPS of Rs. 15. The market rate of discount applicable to the company is 12.5%. Retained earnings can be reinvested at IRR of 10%. The company is paying out Rs.5 as a dividend. What is the market price of the share using Walter's model

A. 102   B. 104   C. 110

D. 109   E. None of the above

71. Current Yield is
   A. measured as the rate of return that will be earned on a bond if it is purchased at its current market price and coupon interest is received
   B. coupon interest divided by previous market price
   C. equal to coupon rate if and only if the bonds market price is greater than its face value
   D. (B) and (C) above
   E. None of the above

72. An investor plans to hold TCS stock for 2 years. TCS expects to pay its common equity shareholders Re.0.25 per share over the next two years. The investor anticipates TCS's stock will close at the end of that time period at Rs.40 per share. Given a rate of return of 10%, what will be the value of TCS's common stock at the end of the two-year time period?
   A. Rs. 35
   B. Rs. 33.94
   C. Rs.41
   D. Rs. 44
   E. None of the above

73. _____ introduced the notion of zero defects and hence popularized the phrase "do it right the first time"
   A. Karou Ishikawa
   B. Shigeo Shingo
   C. Philip B. Crosby
   D. Genichi Taguchi
   E. None of the above

74. _____ promoted the concept of company –wide quality through use of quality circles
   A. Karou Ishikawa
   B. Shigeo Shingo
   C. Philip B. Crosby
   D. Genichi Taguchi
   E. None of the above

75. "An organization involves the interactions and efforts of People in order to achieve Objectives channelled and coordinated through Structure directed and controlled via Management". This definition was given by
   A. M.P. Follett
   B. Rosemary Stewart
   C. R. C. Davis
   D. Lawrence A. Appley
   E. None of the above

76. Who opined that Organising is determining how activities and resources are grouped
   A. Peter Durker
   B. Griffin
   C. Frederick W. Taylor
   D. Max Weber
   E. None of the above

77. The main advantage of functional organization is
   A. Specialization
   B. Simplicity
   C. Expert advice
   D. Experience
   E. None of the above

78. _____ is the ratio of specification range and process capability
   A. Potential Capability
   B. Process efficiency
   C. Potential growth
   D. Product growth
   E. None of the above

79. The performance of an acceptance sampling plan could be judged by developing on _____ curve for the plan
   A. Operating efficiency
   B. Operating characteristics
   C. Process characteristics
   D. Data
   E. None of the above

80. Fishbone diagram are also called as
   A. Practo diagram
   B. Cause and effect diagram
   C. Poka Yoke
   D. Gantt diagram
   E. None of the above

81. The safety stock investment in "P" system is _____ then that of the "Q" system (Inventory Control System)
   A. More
   B. Less
   C. Equal
   D. No relation
   E. None of the above

82. Administrative costs, insurance cost, cost of obsolescence come under
   A. Storage cost
   B. Cost of ordering
   C. Inventory carrying cost
   D. Fixed cost
   E. None of the above

83. Which management principle states that each individual should report to only one boss in order to avoid conflict and/ or confusion?
   A. Division of Command
   B. Chain of Command
   C. Unity of direction
   D. Unity of command
   E. None of the above

84   In Taylors functional organization Gang Boss

A. Inspects the quality of work done   B. Issues instructions to workers   C. Sets up tools and machines for work

D. Compiles cost of production   E. None of the above

85   MBO is a technique which requires that the objectives of the enterprise

A. Be written and defined in broad terms   B. Lays down the time period for achieving the desired results   C. Include a plan of action for achieving the desired result

D. Be defined in terms of measurable result   E. None of the above

86   According to principle of "Span of Control" there is

A. A tendency to overload supervisors with too much of work   B. A limit to the number of subordinates a supervisor can effectively supervise   C. No limit to the number of subordinates a supervisor can effectively supervise

D. A limit of delegation of authority to the subordinate   E. None of the above

87   Vertical expansion of job by increasing the amount of worker's responsibilities associated with the position is called

A. Job rotation   B. Job simplification   C. Job enrichment

D. Job enlargement   E. None of the above

88   _____ is defined as an interdisciplinary behavioural science, studying phenomenon related to dynamics of an organization and their various human sciences.

A. Human psychology   B. Organisation behaviour   C. Human relations

D. Organization dynamics   E. None of the above

89   The least visible and deepest level of organisational culture is

A. Artifacts   B. Shared Assumptions   C. Espoused values

D. All of the above   E. None of the above

90   _____ piles are used in a scale for measuring attitude is known as Thurstone's scale

A. 10   B. 11   C. 12

D. 13   E. None of the above

91   Organisational culture includes

A. Organisational rituals and ceremonies   B. Norms shared by the team   C. Commonly used language

D. All of the above   E. None of the above

92   _____ is a mistake or bias that can occur in evaluating an individual's performance where they are consistently rated based on the evaluator's overall impression, rather than on their actual performance in various categories.

A. Central tendency   B. Leniency   C. Halo error

D. Similarity error   E. None of the above

93   The 2 dimensions of leadership which emerged from the Leader Behaviour Description questionnaire were 'consideration' and _____

A. Energizing   B. Initiating structure   C. Deliberate

D. Commanding   E. None of the above

94   Which communication model is used to improve understanding between individuals

A. Kaizen   B. Johari window   C. Deliberate

D. Commanding   E. None of the above

95   When a customer stands in a queue for some time and then leaves the system because it is working too slowly is called

A. Reneging   B. Bribing   C. Jockeying

D. Lagging   E. None of the above

Management

96   The ratio of arrival rate to service rate is called

    A. Average utilization   **B.** Traffic intensity   **C.** Clearing ratio

    D. All of the above   **E.** None of the above

97   _____ is the shortest time the activity can take to complete

    A. Optimistic time   **B.** Pessimistic time   **C.** Most likely time

    D. Average time   **E.** None of the above

98   According to _____ "Human relations is a systematic, developing body of knowledge devoted to explaining the behaviour of individuals working in the organization."

    A. Paul Heckman   **B.** S G Huneryager and I.L **C.** Taylor
                             Heckmann

    D. Keith Davis   **E.** None of the above

99   Personality reflects ones

    A. Appearance   **B.** Temperament   **C.** Behaviour

    D. Leadership   **E.** None of the above

100   Operant conditioning or theory of reinforcement is associated with the work of:

    A. B F Skinner   **B.** Ivan Pavlov   **C.** Fred Luthans

    D. Edward Tolman   **E.** None of the above

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