

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2010.

Ph.D. (INTERNATIONAL BUSINESS)

COURSE CODE : 145

Register Number :



Signature of the Invigilator
(with date)

COURSE CODE : 145

Time : 2 Hours

Max : 400 Marks

Instructions to Candidates :

1. Write your Register Number within the box provided on the top of this page and fill in the page 1 of the answer sheet using pen.
2. Do not write your name anywhere in this booklet or answer sheet. Violation of this entails disqualification.
3. Read each question carefully and shade the relevant answer (A) or (B) or (C) or (D) in the relevant box of the ANSWER SHEET using HB pencil.
4. Avoid blind guessing. A wrong answer will fetch you -1 mark and the correct answer will fetch 4 marks.
5. Do not write anything in the question paper. Use the white sheets attached at the end for rough works.
6. Do not open the question paper until the start signal is given.
7. Do not attempt to answer after stop signal is given. Any such attempt will disqualify your candidature.
8. On stop signal, keep the question paper and the answer sheet on your table and wait for the invigilator to collect them.
9. Use of Calculators, Tables, etc. are prohibited.

1. Henry Fayol is known as
 - (A) father of scientific management
 - (B) father of principles of management
 - (C) father of business management
 - (D) none of these

2. Planning involves
 - (A) future course of action
 - (B) review of past performance
 - (C) analysis of policies
 - (D) all the above

3. When planning is reduced to black and white it is known as
 - (A) informal planning
 - (B) formal planning
 - (C) prospective planning
 - (D) information to management

4. Operational planning is undertaken at
 - (A) top level management
 - (B) lower level management
 - (C) workers level
 - (D) all of the above

5. Decision making involves
 - (A) selection from alternatives
 - (B) selecting particular course of action
 - (C) implementing a policy
 - (D) purpose and direction of all persons

6. A business should have
 - (A) multiplicity of objectives
 - (B) centralisation of work
 - (C) decentralisation of work
 - (D) estimation of costs

7. Principle of specialisation requires
 - (A) division of work
 - (B) centralisation of work
 - (C) decentralisation of work
 - (D) none of the above

8. Authority flows
- (A) downward in line (B) upward in line
(C) downward and upward in line (D) none of the above
9. In functional organizational work is divided
- (A) according to importance (B) according to its nature
(C) according to different functions (D) according to rules
10. In departmental line organizational overall control lies with
- (A) chief executive (B) department manager
(C) personnel manager (D) operations manager
11. The process of teaching new employees the basic skills they need to perform their jobs is
- (A) training (B) development
(C) motivation (D) all the above
12. Training a person to learn a job while working on it is
- (A) on-the-job training (B) off-the-job training
(C) apprenticeship training (D) simulated training
13. An appraisal that is too open to interpretation is
- (A) unclear standards (B) halo effect
(C) central tendency (D) bias
14. The process for enabling employees to better understand and develop their career skills and interest, and to use these skills and interests more effectively is
- (A) career management (B) career development
(C) career planning (D) career planning and development
15. Spells out who the company is, what it does, and where it's headed
- (A) Policy (B) Objective (C) Vision (D) Mission

16. A list of a job's duties, responsibilities, reporting relationships, working conditions, and supervisory responsibilities is
- (A) job analysis (B) job description
(C) job specifications (D) all the above
17. A work flow chart that shows the flow of inputs to and outputs from a particular job is
- (A) job chart (B) work chart
(C) process chart (D) organization chart
18. Systematically moving workers from one job to another to enhance work team performance and/or to broaden his or her experience and identify strong and weak points to prepare the person for an enhanced role with the company is
- (A) job enlargement (B) job rotation
(C) job enrichment (D) all the above
19. A panel interviews several candidates simultaneously is
- (A) panel interview (B) mass interview
(C) sequential interview (D) stress interview
20. A procedure for providing new employees with basic background information about the firm is
- (A) employee orientation (B) employee analysis
(C) employee information (D) employee management
21. Broadening the responsibilities of the company's jobs, and encouraging employees not to limit themselves to what's on their job descriptions is
- (A) competencies (B) reengineering
(C) dejobbing (D) performance management
22. A one-time payment some employers provide when terminating an employee
- (A) Severance pay (B) Variable pay
(C) Pension (D) None of the above
23. A system of pay based on the number of items processed by each individual worker in a unit of time, such as items per hour or items per day is
- (A) piecework (B) valence
(C) merit pay (D) commission plan

24. ESOP is
 (A) Employee Stock Ownership Plan (B) Employee Salary Option Plan
 (C) Employer Stake Operation Plan (D) Employer Stock Operation Plan
25. Employees have the legal right to a voice in setting company policies is
 (A) recruiting (B) compensation
 (C) codetermination (D) appraising
26. Of the following commodities, which has the lowest elasticity of demand?
 (A) car (B) salt (C) tea (D) house
27. Cobwell theory of demand is related to
 (A) static (B) comparative static
 (C) dynamic (D) none of these
28. Industry with few firms is termed as
 (A) monopoly (B) oligopoly
 (C) perfect competition (D) none of these
29. Homogeneity of product is characteristic of
 (A) monopoly (B) oligopoly
 (C) perfect competition (D) none of the above
30. Cartel is a part of
 (A) monopoly (B) oligopoly
 (C) monopolistic competition (D) perfect competition
31. Future Contracts are
 (A) exchange traded investments (B) pre specified derivative contracts
 (C) regulated by government agency (D) all the above
32. Which are the following actions are the result of a financing decision?
 (A) a firm introduces a new product
 (B) a firm issues new brands
 (C) a firm expands its existing manufacturing facilities
 (D) a firm leases a new building

33. Agency Cost is
- (A) an economic concept that relates to cost incurred by an entity
 - (B) cost of capital
 - (C) cost paid to agent
 - (D) none of the above
34. Callable bond is
- (A) Call Option on Bond
 - (B) Government Bond
 - (C) Corporate Bond
 - (D) Redeemed at any time before maturity
35. Highest rating given on bonds is
- (A) AA
 - (B) A1
 - (C) AAA
 - (D) A+
36. In MNC, cost of Capital for foreign project is influenced by
- (A) Country risk
 - (B) Debt equity ratio
 - (C) Tax rates
 - (D) All the above
37. The degree to which a firm's future cash flows can be influenced by exchange rate fluctuations
- (A) Economic Exposure
 - (B) Translation Exposure
 - (C) Financial Exposure
 - (D) All the above
38. The role of SEBI
- (A) exchange rate management
 - (B) providing platform for securities trading
 - (C) regulating financial market mechanism
 - (D) advisory services
39. Financial leverage is
- (A) use of fixed cost source of funds
 - (B) use of equity source of funds
 - (C) use of both
 - (D) use of cash flow analysis

40. Capital Structure is
 (A) working capital (B) asset & liability mix
 (C) share holder capital (D) mix of debit & equity
41. Johnson's rule is applicable in
 (A) single machine scheduling (B) flow shop scheduling
 (C) line balancing (D) job shop scheduling
42. In CPM (critical path method), the critical path is
 (A) which takes maximum lime (B) which takes minimum time
 (C) which takes average time (D) none of the above
43. In PERT (project evaluation and review technique), the expected time duration is
 (A) average of beta distribution (B) average of pessimistic time
 (C) average of optimistic time (D) average of most likely time
44. Work study involves
 (A) time study & method study (B) method study & product study
 (C) material planning & process (D) motion study & quality control
45. Quality Control for variables are carried out by
 (A) R-chart (B) P-chart
 (C) Single sampling (D) Acceptance sampling
46. A popular technique for forecasting is
 (A) correlation analysis (B) regression analysis
 (C) linear programming (D) month carlo
47. Econometric models include techniques from
 (A) Statistics (B) Economics
 (C) Mathematics (D) All of the above
48. Linear programming models solve problems dealing with
 (A) relatives and absolutes (B) routes and mixes
 (C) dispersions and similarities (D) rupees and percentages

49. Organization which provides for the successful operation of the business is
 (A) only material (B) only machines
 (C) only man (D) all the above
50. Quantitative techniques used to solve business problems are called
 (A) management operation (B) operation science
 (C) operation research (D) operations management
51. Pick the test that tests the ratio of variance
 (A) Z test (B) Chi-square test
 (C) F-Test (D) T-Test
52. Pick the correct regression equation of X on Y
 (A) $\bar{X} - X = r \sigma_x / \sigma_y (Y - \bar{Y})$ (B) $X - \bar{X} = r \sigma_x / \sigma_y (Y - \bar{Y})$
 (C) $X - \bar{X} = r \sigma_y / \sigma_x (\bar{Y} - Y)$ (D) $\bar{X} - X = r \sigma_y / \sigma_x (\bar{X} - \bar{Y})$
53. The distribution of χ^2 (chi-square) tends towards normality when degrees of freedom are
 (A) Below 30 (B) Exceeds 30 (C) Equal to 30 (D) None
54. The distribution used to describe the behavior of rare events is known as
 (A) Normal Distribution (B) Poisson distribution
 (C) Skewed Distribution (D) Spiked Distribution
55. Garret technique is a technique
 (A) Ranking (B) Level of satisfaction
 (C) Forecasting (D) Multivariate analysis
56. What is called that research, in which we arrive at empirical laws?
 (A) Observatory research (B) Empirical research
 (C) Fundamental research (D) Pure research
57. The government of India conducts census after 10 years. The method of research used in this process is
 (A) Case study (B) Developmental
 (C) Survey (D) Experimental

58. Which one of the following is not the intellectual quality of a researcher?
- (A) Insightness (B) Reasoning
(C) Creativity (D) Hard working efficiency
59. Which type of material a researcher needs?
- (A) Basic sources (B) Current sources
(C) Primary sources (D) Information sources
60. A researcher is generally expected to
- (A) Study the existing literature in a field
(B) Generate new principles & theory
(C) Synthesize the ideas given by others
(D) Evaluate the findings of a study
61. Which one is not the Characteristic of scientific method of research?
- (A) Verifiability (B) Generality
(C) Predictability (D) Subjectivity
62. To study the relationship of family sized income, a researcher classifies his population into different income slabs & then takes a standing sample from each slab. What technique of sampling does he adopt?
- (A) Random sampling (B) Stratified random sampling
(C) Systematic sampling (D) Cluster sampling
63. Which of the following is not the requirement of a hypothesis? It should
- (A) Be based on facts
(B) Be conceivable
(C) Contradict the knowledge
(D) Allow consequences to be deduced from it
64. Which of the following is not essential communicating a research work?
- (A) Command over language (B) Statement of objectives
(C) Conclusions drawn (D) Procedure followed

65. Which one is not the section of the main body of the thesis?
- (A) Introduction (B) Methods
(C) Results (D) Bibliography
66. The type of information most restricted by a poor interface between generalized data base management systems and special computing system languages is
- (A) supervisory (B) planning
(C) priority setting (D) limitation
67. Computing systems designed to supply supervisory information include
- (A) invoicing systems (B) payroll systems
(C) process control systems (D) all of the above
68. Information about the items ordered (item description, price, warehouse location, etc) is provided by the
- (A) order entry subsystem (B) manufacturing information system
(C) marketing information system (D) billing subsystem
69. Data integrity refers to the
- (A) simplicity of data (B) privacy of data
(C) validity of data (D) security of data
70. A model in which one physical property is used to represent another physical property is known as
- (A) analog model (B) deterministic model
(C) decision theory model (D) ionic model
71. _____ can price its product without any regard to competitor.
- (A) Monopolist (B) Pure Monopolist
(C) Oligopolies (D) None of the above

72. Lead time for a product is 10 days and usage rate is 6 units/day. Reorder point will be
(A) 6 Units (B) 66 Units
(C) 61 Units (D) None of the above
73. What is diversification?
(A) New product - New market (B) Existing market - new product
(C) Both the above (D) None of the above
74. Coupon offers, Discounts, Samples will induce the customer to
(A) Repeat purchase (B) Trial purchase
(C) First time purchase (D) It depends upon the customer
75. Product _____ plays a major role in distribution strategy.
(A) Quality (B) Distribution
(C) Awareness (D) Advertisement
76. D in AIDA stands for:
(A) Demand (B) Desire
(C) Durable (D) None of the above
77. What is product concept?
(A) Detailed version of idea stated in consumer terms
(B) Consumer's perception of an actual product
(C) Consumer's idea about the product usage
(D) It depends on the company and its offerings
78. The cost of warehousing, transportation, inventory and handling products together constitutes _____ concept.
(A) Variable cost (B) Marginal cost
(C) Fixed cost (D) None of the above.
79. Firm's that lack promotional skills rely on _____ for promotional push.
(A) Advertising agents (B) Sales persons
(C) Middlemen (D) None of the above

80. The research objectives are stated as _____ to be tested
(A) Data (B) Information
(C) Hypothesis (D) None of the above
81. 4 P's of marketing was coined by
(A) Mc Carthy (B) Philip Kotler
(C) Adams (D) None of the above
82. "How much to order "is also called as
(A) EOQ (B) Basic stock
(C) Safe stock (D) Re order point
83. _____ provides more information than Advertising and is relatively inexpensive.
(A) Advertisement (B) Sales promotion
(C) Personal selling (D) Publicity
84. _____ is seen as an integral process that converts materials into goods.
(A) Systems (B) Information
(C) SQC (D) None of the above
85. Customers are brand, style and type conscious when buying _____ products.
(A) Convenience (B) Durable
(C) Special (D) Depends upon the product
86. _____ Method is suitable for products with a stable demand pattern.
(A) Regression (B) Correlation
(C) Forecasting (D) Simple trend analysis
87. Who provides time and place utility?
(A) Intermediary (B) Supplier
(C) Customer (D) None of the above

88. _____ is synonymous with non-recurrent data system(RDS)
- (A) Test marketing (B) Market testing
(C) Market research (D) None of the above
89. A specialty product is _____ intensively distributed than a shopping product
- (A) More (B) Less
(C) Selective (D) None of the above
90. Skimming pricing involves _____ risk.
- (A) Low (B) High (C) Marginal (D) Utility
91. Sacrifice Ratio is applied at the term of
- (A) Admission of Partners (B) Retirement of partners
(C) Death of Partners (D) Insolvency of Partners
92. Increase in the amount of income received in advance results in
- (A) Increase in Cash (B) Decrease in Cash
(C) No Charge in Cash (D) None of the above.
93. Net Domestic product is made
- (A) GNP – Net income earned from abroad
(B) GNP – Depreciation
(C) Net Income – Income from abroad
(D) Gross National Income – Depreciation + Net National Product
94. The interest rate at which a depository institution lends immediately available funds to another depository institution through
- (A) Overnight Repo (B) Repo Rate
(C) Reverse Repo (D) Overnight Rate
95. Inflation means
- (A) Purchasing power increase in income
(B) Decrease in the value of an asset
(C) Increase in the value of goods and services
(D) Borrowing capacity increases

96. CEO of Biocon
- (A) Y.V. Reddy (B) Shiv Nadar
(C) Kiran Mazumdar-Shaw (D) Indra Nooyi
97. In financial term risk is an
- (A) Uncertainty (B) Loss
(C) Damage (D) Variation of Return
98. Blue chip shares indicate
- (A) The share which is not traded
(B) The shares may traded in OTC market
(C) The shares are actively traded in the market
(D) The shares of the foreign company shares
99. What is known as the cost of living index which represents the goods and services purchased by consumers?
- (A) CPI – Consumer Price Index
(B) RPI – Retail Price Index
(C) PCE – Personal Consumption Expenditures
(D) PPI – Producer Price Index
100. What is the rate of interest at which short-term funds are exchanged between banks in London called?
- (A) LIBOR, London Interbank Offered Rate
(B) London Interbank Mean Rate - LIMEAN
(C) Reference Rate
(D) London Interbank Bid Rate - LIBID
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