

ENTRANCE EXAMINATION FOR ADMISSION, MAY 2011.

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. Fayol classified industrial activities into
(A) five groups (B) three groups (C) six groups (D) four groups
2. Division of work promotes
(A) specialization (B) inefficiency (C) wastage (D) confusion
3. The principle of unity of command is concerned with
(A) activity (B) persons
(C) remuneration (D) respect of authority
4. The principle of order implies
(A) one head and one plan (B) right man in right job
(C) issuing instructions (D) justice and kindness
5. Principles of management can be applied to
(A) big organizations (B) small organizations
(C) all organizations (D) none of these
6. In line organization authority flows
(A) from top to the bottom (B) at the same level of management
(C) from bottom to top (D) both from top and bottom
7. Organisation deals with
(A) centralisation of activities (B) decentralisation of activities
(C) division of work (D) preparation of budgets
8. Organisational structure is a means towards
(A) achievement of organizational goals (B) achievement of co-ordination
(C) achievement of effective performance (D) achievement of personnel needs
9. Formal organizational is the
(A) conscious co-ordination of activities
(B) relationship among people outside the organization
(C) relationship based on personal likes and dislikes
(D) none of the above

10. Span of control relates to the
(A) number of persons to be supervised (B) delegation of authority
(C) division of responsibility (D) all the above
11. Which measures the HR function's effectiveness and efficiency in producing employee behaviors needed to achieve the company's strategic goals?
(A) Benchmarking (B) Performance Appraisal
(C) HR Scorecard (D) HR Survey
12. The characteristic values, traditions, and behaviors a company's employee share
(A) Vision (B) Organization Culture
(C) Mission (D) Goals
13. Which memorializes the standards to which the employer expects its employees to adhere?
(A) Ethics Code (B) Employment Law
(C) Company Policy (D) All the above
14. The deliberate process through which someone becomes aware of personal skills, interests, knowledge, motivations, and other characteristics, and establishes action plan to attain specific goals is
(A) career management (B) career development
(C) career planning (D) career planning and development
15. The Knowledge, education, training, skills and expertise of a firm's workers is
(A) Working capital (B) Human capital
(C) Training (D) Development
16. The company's long term plan for how it will balance its internal strengths and weakness with its external opportunities and treats to maintain a competitive advantage is
(A) Values (B) Strategy (C) Process (D) All the above
17. Statistics used to measure activities and results is
(A) Metrics (B) HR Policy (C) Appraisal (D) Strategy

18. Identifying the primary activities that create value of customers and the related support activities is
- (A) HR practices (B) Supply chain management
(C) Customer support (D) Value chain analysis
19. The procedure for determining the duties and skill requirements of a job and the kind of person who should be hired for it is
- (A) job analysis (B) job description
(C) job specifications (D) all the above
20. Which chart shows the organization wide distribution of work, with titles of each position and interconnecting lines that show who reports to and communicates to whom?
- (A) job chart (B) work chart
(C) process chart (D) organization chart
21. Assigning workers additional same-level activities, thus increasing the number of activities they perform is
- (A) job enlargement (B) job rotation
(C) job enrichment (D) all the above
22. Training employees on special off-the-job equipment, as in airplane pilot training, so training costs and hazards can be reduced is
- (A) programmed training (B) simulated training
(C) apprenticeship training (D) job instruction training
23. Study of firm's past employment needs over a period of years to predict future needs is
- (A) trend analysis (B) value analysis
(C) job analysis (D) none of the above
24. Publicizing an open job to employees and listing its attributes, like qualifications, supervisor, working schedule, and pay rate is
- (A) job planning (B) job posting (C) job tracking (D) job analysis
25. An interview in which a group of interviewers question that applicant is
- (A) panel interview (B) mass interview
(C) sequential interview (D) stress interview

26. Cardinal measure of utility is required in
 (A) utility theory (B) indifference curve
 (C) revealed preference (D) none
27. Demand curve was drawn with empirical evidence by
 (A) utility (B) revealed preference
 (C) indifference curve (D) none
28. The term 'revealed preference' was introduced in the book
 (A) das capital (B) affluent society
 (C) foundations of economic analysis (D) none
29. Shape of indifference curve in case of complementary goods is
 (A) U (B) S (C) V (D) L
30. Positive income effect is greater than negative substitution effect in case of
 (A) normal goods (B) inferior goods
 (C) luxury goods (D) giffen goods
31. Area of study Finance is all about
 (A) Financial Management, Investments, Finance Institutions
 (B) Investments, Institutions and Wealth Maximization
 (C) Corporate Finance, Accounting and Taxation
 (D) Investment decisions, Financing decisions and Dividend decisions
32. In capital asset pricing model R_m is
 (A) Overall market return (B) Risk co-efficient
 (C) Systematic risk (D) Beta co-efficient
33. Present Value of an asset is determined by
 (A) Future cash flows (B) Discount rate
 (C) Terminal value (D) All the above

34. Jensen Index is
- (A) a tool to measure portfolio performance
 - (B) equity market index
 - (C) mutual fund index
 - (D) none of the above
35. LIBOR is
- (A) London Investment Bank Original Rate
 - (B) London Inter Bank Offer Rate
 - (C) London International Bank of Royals
 - (D) London Institute of Bank Operations & Research
36. Under which section of US Bankruptcy Reform Act of 1978, firm can seek judicial relief for reorganization
- (A) Chapter 9
 - (B) Chapter 10
 - (C) Chapter 11
 - (D) All the above
37. EBITDA mean
- (A) earnings before interest, taxes, depreciation and amortization
 - (B) earning before interest, taxes, depreciation and assets
 - (C) earnings before interest, taxes, dividends and allocation
 - (D) earnings before income taxes, dividends and acquisition
38. Swap is
- (A) derivative instrument to exchange cash flows
 - (B) a simple financial deal
 - (C) a call option
 - (D) all the above
39. American Option Contracts are
- (A) exercisable at anytime up to expiry date
 - (B) exercisable on expiry date
 - (C) option contracts traded in American markets
 - (D) option strategies

40. Option Pricing is done using
(A) Binomial Option Pricing Model (B) Black-Scholes Model
(C) Merton Model (D) All the above
41. Which one of the following belongs to flow shop production?
(A) chemical industry (B) health care
(C) construction (D) automobile assembly
42. Value analysis is all about
(A) technique to improve product function
(B) technique to cut cost
(C) technique to improve quality and reliability
(D) all the above
43. Which one of the following is not quantitative forecasting technique?
(A) exponential average (B) moving average
(C) delphi method (D) simple regression
44. ABC analysis is
(A) inventory control technique (B) production control technique
(C) quality control technique (D) none of the above
45. Tardiness is
(A) lateness of job (B) maximum flow time for job
(C) mean flow time of a job (D) early completion of a job
46. Systems that supply data for operations execution of supervision all concern
(A) exception reports (B) computing systems
(C) orders (D) none of the above
47. The two functional areas concerned with materials flow are
(A) production and marketing (B) marketing and finance
(C) manufacturing and purchasing (D) manufacturing and finance

48. Hungarian Method is way of solving operation research problems in
 (A) linear programming by graphical method
 (B) simplex method
 (C) assignment method
 (D) transportation method
49. The following methods is (care) used in Transportation models of operations research
 (A) Vogel's approximation Method (B) North West Corner Method
 (C) Least Cost Method (D) All of the above
50. In the graphical model of linear programming the region defined by the constraints and the non-negative restriction is the
 (A) constraints (B) objective function
 (C) feasible solution region (D) non-negativity restrictions
51. Find the average of all prime numbers between 30 & 50
 (A) 40.5 (B) 39.8 (C) 39.4 (D) 41.4
52. A batsman makes a score of 87 runs in the 17th over and thus increases his average by 3 in his average after 17th over
 (A) 40 (B) 39 (C) 49 (D) 50
53. Find the set of numbers which has a mode
 (A) 3, 3, 3, 4, 3, 3, 3 (B) 4, 8, 9, 3, 1, 2, 5
 (C) 3, 2, 1, 5, 6, 10 (D) 3, 6, 7, 8, 4, 1
54. Pick the tool that helps in business forecasting
 (A) Time series analysis (B) Barnstorming
 (C) Chi-square test (D) F-test
55. The convention to test the significance of association is at
 (A) 5% (B) 5% & 1% (C) Only 1% (D) 3%
56. Which of the following is not a characteristic of research?
 (A) Research is systematic (B) It is not a process
 (C) It is problem oriented (D) It is not inactive

57. A college wants to give training in use of statistical package for social sciences (SPSS) to researchers. For this, the college should organize
 (A) Conference (B) Seminar (C) Workshop (D) Lecture
58. The process of understanding the likes & dislikes of a consumer as simply called
 (A) Motivation research (B) Consumer research
 (C) Marketing research (D) Product research
59. The process of making ones ideas known to other is
 (A) Publishing (B) Public sizing (C) Promoting (D) Printing
60. The best method of data collection from respondents living in for off places
 (A) Mailing questionnaires (B) Interview
 (C) Telephonic interview (D) Case Study
61. Which of the following is a non-sampling error?
 (A) Sample size (Small) (B) Absence of respondent
 (C) Over representation (D) Researcher fatigue
62. The preliminary stage in research is
 (A) Gap analysis (B) Review of literature
 (C) Case analysis (D) Data collection
63. Edison's work of phonograph is _____ research
 (A) Descriptive research (B) Developmental
 (C) Applied (D) Pure
64. In a normal distribution, means median will be
 (A) Equal (B) Unequal
 (C) Inversely proportional (D) Directly proportional
65. Objectivity in research implies
 (A) Correct judgement of truth (B) Findings consistent with reality
 (C) Inter- researcher agreements (D) Methodological sophistication

66. Which of the following is considered to be a systematized cyclic pattern of communication?
- (A) formal information system (B) informal information system
(C) management information system (D) all of the above
67. Data collection terminals
- (A) track the flow of materials from one production area to another
(B) record employee attendance
(C) all of above
(D) none of above
68. Problem identification most often comes from information produced from
- (A) data describing what will happen in the future
(B) data describing what has happened in the past
(C) data describing what is happened now
(D) both (A) and (B) above
69. Computing systems can provide strategic information by
- (A) making decision analysis possible
(B) providing corporate models for long-range planning
(C) causing managers to think
(D) all of the above
70. Considering all types of business, accounts receivable systems are not closely interrelated with the
- (A) payroll system (B) cost accounting system
(C) sales order system (D) purchasing system
71. A channel's length is also called as _____ dimension.
- (A) Horizontal (B) Vertical
(C) Both (D) None of the above
72. _____ Distribution is used when a small percentage of customers account for a large part of sale.
- (A) Wide (B) Selective (C) Extensive (D) All the above

73. What is Market development?
 (A) New product-New market (B) Existing product-New market
 (C) Existing product-New market (D) None of the above
74. Competition tends to focus on _____ as a product moves through its life cycle.
 (A) Quality (B) Service (C) Price (D) CRM
75. The bonus of advertising, pricing and sales promotion policies is put on distribution.
 (A) Exclusive (B) Integral (C) Vertical (D) Horizontal
76. _____ is a strong internal stimulus impelling action
 (A) Need (B) Motivation (C) Drive (D) Perception
77. Consumerism emerged in which era of Marketing
 (A) Distribution (B) Pricing
 (C) Sales (D) None of the above
78. Wide market coverage is achieved
 (A) Intensive distribution (B) Selective distribution
 (C) Both the above (D) None of the above
79. Combining two or more levels of a channel under one participant's control.
 (A) Horizontal integration (B) Plain integration
 (C) Vertical integration (D) None of the above
80. _____ measures actual sales and not intentions to buy
 (A) Marketing (B) Sales
 (C) Market tests (D) Test Marketing
81. New product forms and brands enter in which stage of product life cycle?
 (A) Introduction (B) Growth (C) Maturity (D) Decline
82. Product should be considered from the point of view of
 (A) Manufacturer (B) Distributor
 (C) Customer (D) As per the convenience of the firm.

83. This method enables the forecaster to take into consideration seasonal fluctuations and long term fluctuations
- (A) Regression (B) Correlation
(C) Time series (D) None of the above
84. Wholesalers and retailers help manufacturer in carrying _____ flow to final buyers.
- (A) Goods (B) Good will
(C) Title (D) None of the above
85. Motivational research
- (A) It analyses consumer motives
(B) It is used to forecast future values such as sales revenue etc
(C) Both the above
(D) None of the above
86. Historical research
- (A) Obtains data from respondents in person
(B) Uses past experiences to find solutions
(C) Both the above
(D) None of the above
87. One factor is constant and holding other factors. Name the research
- (A) Survey research (B) Historical research
(C) Marketing research (D) None of the above
88. Customer's changing wants and their behavior can be better understood in _____ distribution.
- (A) Direct (B) Vertical
(C) Horizontal (D) None of the above

89. Specific _____ emerge from broad strategies
- (A) Rules (B) Objectives
(C) Tactics (D) Methods
90. Toffees and chocolates, magazines etc are examples of _____ products
- (A) FMCG (B) Basic products
(C) Impulsive (D) Selective
91. A _____ is one in which a manager has control over cost as well as revenues
- (A) Cost Centre (B) Revenue Centre
(C) Both (A) and (B) (D) Profit Centre
92. _____ represents the differences between standard labour cost and actual labour cost paid
- (A) Labour Cost Variance (B) Labour Mix Variance
(C) Labour Rate Variance (D) None of the above
93. _____ is the differences between output and break even sales
- (A) Break Even Point (B) Profit Volume Ratio
(C) Margin of Safety (D) Contribution
94. The input costs that do not require an outlay of money by the concern called
- (A) Explicit Costs (B) Implicit Costs
(C) Replacement Costs (D) Marginal Costs
95. Average fixed cost is equal to total fixed cost divided by
- (A) Level of Services (B) Level of Output
(C) Level of Price (D) All of these

96. Universe may be
- (A) Finite (B) Infinite
(C) Both (A) and (B) (D) None of these
97. A list of all the units in a population is called
- (A) Sampling (B) Universe
(C) Population (D) Sampling frame
98. If fixed cost increases the degree of operating leverage will
- (A) Decrease (B) Increase
(C) Equals (D) No Change
99. Margin of Safety is calculated using the following formula
- (A) $\text{Fixed Cost} \times \text{Sales/Contribution}$
(B) $\text{Profit} \times \text{Sales/Contribution}$
(C) $\text{Fixed Cost/Profit Volume Ratio}$
(D) All the above
100. Variable Cost is the key element in
- (A) Standard Costing (B) Marginal Costing
(C) Differential Costing (D) Absorption Costing
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