

117 PU Ph D Management studies

1 of 100

112 PU_2016_117_E

Tobacco advertising is now virtually banned in all marketing communication forms in many countries around the world. This can be explained as an influence of:-

- technological environment
- economic environment
- ecological environment
- legal environment

2 of 100

109 PU_2016_117_E

Who is concerned with the auditing of the receipts and expenditure of the State and Central Government?

- Reserve Bank of India
- Accountant General
- Comptroller and Auditor General
- Chartered Accountant appointed by Govt

3 of 100

102 PU_2016_117_E

Hyperglobalization is a process of globalization which:-

- emphasizes the rise of nation states
- emphasizes the rise of regionalism
- emphasizes the decline of the TNC
- emphasizes the rise of the TNC and decline of the nation state

4 of 100

106 PU_2016_117_E

WTO aims at:

- liberalizing international trade
- change in civil laws
- establishing rules for domestic trade
- restricting trade practices

5 of 100

117 PU_2016_117_E

The competencies or skills that a firm employs to transform inputs into outputs are:-

- Reputational resources
- Tangible resources
- Intangible resources

- Organizational capabilities

6 of 100

100 PU_2016_117_E

What is the rank of 'Doing Business 2015' for India?

- 130
- 172
- 42
- 3

7 of 100

111 PU_2016_117_E

Which of the following is not part of the external business environment?

- Socio-cultural
- Product
- Legal
- Political

8 of 100

107 PU_2016_117_E

The low income economies are sometimes referred to as:-

- First world
- Third world
- Second world
- Fourth world

9 of 100

105 PU_2016_117_E

Globalization has posed major challenges for:-

- rural poor
- big producers
- small producers
- none of these

10 of 100

119 PU_2016_117_M

The bargaining power of the supplier is less than that of the buyer when:-

- Threat of backward integration by buyers is low
- Cost savings from the supplier's product are minimal
- Volume of purchase is low

- The buyer's profit margin is low

11 of 100

118 PU_2016_117_M

The "advance work" in the strategic management process is comprised of:-

- Strategy analysis
- Strategy implementation
- Strategic posturing
- Strategy formulation

12 of 100

121 PU_2016_117_M

An advantage of the small firm in the innovation process?

- Ability to raise finance
- Ability of the entrepreneur to act on new ideas or product development
- Ability to carry out R&D
- Ability of the entrepreneur to carry out multiple tasks

13 of 100

128 PU_2016_117_D

Change may bring some potential _____ to the organizational power to some people.

- Opportunity
- Barriers
- Threat
- Benefit

14 of 100

127 PU_2016_117_D

Line and staff are forms of _____.

- Functional
- Control
- Communication
- Authority

15 of 100

129 PU_2016_117_D

The thought of operational management theory was led by _____.

- Harold Koontz
- F.W. Taylor
- George Terry

- Henri Fayol

16 of 100

132 PU_2016_117_E

When brands from different organizations combine to create an offering in which each plays a driver role, it is called _____.

- Multi-branding
- Crowdsourcing
- Brand engagement
- Co-branding

17 of 100

131 PU_2016_117_E

The responsiveness of the demand for a good to a change in the price of another good is called _____ demand.

- Inelastic
- Elastic
- Cross-elastic
- Joint

18 of 100

130 PU_2016_117_E

The approach to cost reduction in which components are studied to determine if they can be redesigned or standardized or made by cheaper methods of production is referred to as:-

- Downsizing
- Cost leadership strategy
- Lean technology
- Product Value analysis

19 of 100

144 PU_2016_117_E

The use of in-store advertising to broaden brand equity and encourage favorable purchase decisions is classified as:-

- Shopper marketing
- Outbound marketing
- Exclusive marketing
- Inbound marketing

20 of 100

141 PU_2016_117_E

Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's _____.

- Social and cultural norms
- Natural conditions
- Technological feasibility
- Distribution structure

21 of 100

142 PU_2016_117_E

Which of the following is an ambient condition related to store atmosphere?

- Customer characteristics
- Layout
- Temperature
- Symbols

22 of 100

155 PU_2016_117_E

Which of the following do not necessarily describe the practice of Green Marketing?

- Using alternatives to non-renewable natural resources
- Using bio-degradable materials for making products
- Using non-polluting or eco-friendly technology
- Making vegetarian or agro-based products

23 of 100

153 PU_2016_117_E

Umbrella Branding is the strategy of:-

- Using the same brand name for different product lines of a company
- Using a different brand name for each product of a company
- Competitors using the same brand platform
- Having many brands in the same product line

24 of 100

157 PU_2016_117_E

The strategy of using politics and public opinion in addition to the four Ps of the marketing mix is called:-

- Niche' marketing
- Image marketing
- Mega-marketing
- Concentrated marketing

25 of 100

151 PU_2016_117_E

SERVQUAL refers to:-

- Systematic management of quality of marketing strategies
- A measuring scale for quality of services
- Software used for qualitative research
- Strategy of selecting high quality customers in the services sector

26 of 100

160 PU_2016_117_M

Jeans were first invented to be worn by factory workers on the shop floor. Now they are a fashion statement with designer labels and high priced brands worn by the elite class of consumers. This phenomenon is called:-

- Status Float
- Reverse action
- Trickle across
- Trickle-down

27 of 100

146 PU_2016_117_M

Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?

- Synthetic channel
- Direct marketing channel
- Indirect marketing channel
- Horizontal channel

28 of 100

161 PU_2016_117_M

When advertising for products like alcohol or tobacco is banned or restricted, marketers advertise for some other products knowing well that consumers will associate them with the intended product. This is called:-

- Advocacy advertising
- Primary demand advertising
- Cooperative advertising
- Surrogate advertising

29 of 100

136 PU_2016_117_M

The theory of diffusion of _____ suggests that every market has groups of customers who differ in their readiness and willingness to adopt a new product.

- products
- innovation
- illusion

- leadership

30 of 100

139 PU_2016_117_D

_____ advertising is one where online advertisements themselves are selected and served by automated systems based on the identity of the online user and the content displayed.

- Display
- Contextual
- Re-target
- Cloud

31 of 100

163 PU_2016_117_D

A Blind Test is usually conducted to investigate the relationship:-

- Sales is influenced by promotions
- Advertising recall is influenced by use of jingles
- Brand association strongly influences quality perceptions
- Demand is influenced by price

32 of 100

138 PU_2016_117_D

_____ refers to organizing structure of the brand portfolio that specifies the brand roles and the relationships among brands and different product-market brand contexts.

- Positioning map
- Brand personality
- Brand-market map
- Brand architecture

33 of 100

149 PU_2016_117_D

_____ is a marketing channel that has no intermediary levels.

- Forward channel
- Hybrid channel
- Indirect marketing channel
- Direct marketing channel

34 of 100

176 PU_2016_117_E

A large and nationally representative sample of households who have agreed to periodically participate in mail questionnaires, product tests, and telephone surveys are called _____.

- exploratory groups

- mail panels
- household constituencies
- focus groups

35 of 100

165 PU_2016_117_E

Exploratory research is used in all of the following cases EXCEPT: _____.

- selecting the course of action to take in a given situation
- when you must define the problem more precisely
- when you must gain additional insights before an approach can be developed
- when you must identify relevant causes of action

36 of 100

166 PU_2016_117_E

Which statement is not true about research design?

- Research design is undertaken after the marketing research problem is defined
- Research design specifies the measurement and scaling procedures
- Research design is undertaken before developing the approach to the problem
- Research design is a framework for conducting the marketing research project

37 of 100

171 PU_2016_117_E

Companies that collect and sell common pools of data designed to serve information needs shared by a number of clients are called _____.

- qualitative research services
- field services
- syndicated services/sources
- pooling services

38 of 100

169 PU_2016_117_E

Compared to the collection cost of primary data, secondary data is _____.

- more elusive
- approximately the same cost
- less expensive
- more expensive

39 of 100

173 PU_2016_117_E

Which of the following are described as loosely structured conversations with individuals drawn from the target audience?

- experiments
- quantitative surveys
- panels
- depth interviews

40 of 100

181 PU_2016_117_E

_____ is defined as the error due to the interviewer's failure to follow the correct interviewing procedures.

- Interviewer bias
- The fundamental attribution error
- Response rate
- Nonresponse error

41 of 100

168 PU_2016_117_E

_____ is data originated by the researcher for the specific purpose of addressing the research problem.

- Experimental data
- Primary data
- Virtual data
- Secondary data

42 of 100

186 PU_2016_117_M

The measure to check the consistency of data from two or more population is _____.

- Mode
- Mean
- Coefficient of variation
- Median

43 of 100

183 PU_2016_117_M

A(n) _____ is a scale in which the numbers are used to rate objects such that numerically equal distances on the scale represent equal distances in the characteristic being measured.

- ratio scale
- nominal scale
- interval scale
- ordinal scale

44 of 100

185 PU_2016_117_M

The _____ is the value of x for which the frequency of occurrence of x is the maximum.

- Mode
- Mean
- Median
- Coefficient of variation

45 of 100

190 PU_2016_117_D

The mean and variance are equal for _____ distribution.

- Normal
- Binomial
- Poisson
- Exponential

46 of 100

191 PU_2016_117_D

Goodness of fit of a given set of data against a given distributing is carried out using _____.

- Z test
- F test
- t test
- Chi-square test

47 of 100

192 PU_2016_117_D

The objective of Kolmogorov-Smirnov test is same as that of _____.

- Chi-square test
- Z test
- F test
- t test

48 of 100

201 PU_2016_117_E

_____ strategy of application development is an iterative process.

- Life cycle
- Scale-up
- Structured
- Prototyping

49 of 100

197 PU_2016_117_E

DSS is used for _____ decisions.

- semi structured
- deterministic
- structured
- unstructured

50 of 100

207 PU_2016_117_E

The formula for reorder level (ROL) of the inventory model with constant lead time is:-

- $ROL = EOQ - D_{LT}$
- $ROL = D_{LT} + SS$
- $ROL = EOQ + SS$
- $ROL = D_{LT} + ES$

51 of 100

195 PU_2016_117_E

Database is a collection of _____ files.

- known
- hashed
- hidden
- interrelated

52 of 100

199 PU_2016_117_E

In _____ file organization, buckets are used.

- indexed sequential
- sequential
- hashed
- indexed

53 of 100

210 PU_2016_117_E

All of the following are fundamental reasons for business applications of information technology *except*:-

- Support of strategies for competitive advantage
- Support of business processes and operations
- Decision making support
- Compliance with environmental regulations

54 of 100

212 PU_2016_117_E

Business applications of information systems are typically combinations of several types of information systems. This integration is referred to as _____ systems.

- cross-functional informational
- decision support
- end user computing
- information reporting

55 of 100

208 PU_2016_117_E

_____ algorithm is used to find the shortest paths as well as the corresponding shortest distances for all possible pairs of nodes in a distance network.

- RPW
- Floyd's
- Systematic
- ROC

56 of 100

204 PU_2016_117_E

_____ DBMS software is used to access and manipulate network database.

- ORACLE
- IMS
- IDMS
- PC-FOCUS

57 of 100

217 PU_2016_117_M

Which of the following would perform the required mathematical and logic operations of a central processing unit (CPU)?

- Control unit
- RAID unit
- Arithmetic-logic unit
- Fuzzy logic unit

58 of 100

216 PU_2016_117_M

Personal digital assistants most commonly use which of these technologies?

- Optical scanning
- Pen-based computing
- Back-lit keyboards

- Jump drives

59 of 100

218 PU_2016_117_M

Which of the following would not fit the typical classification of a computer peripheral?

- Central processing unit
- CD-ROM drives and backup systems
- Monitors and printers
- Scanners and hard disk drives

60 of 100

219 PU_2016_117_D

Companies generally rely on e-business applications to do all of the following *except*:-

- Promote enterprise collaboration among business teams and workgroups
- Implement electronic commerce systems
- Re-engineer internal business processes
- Monitor employee productivity

61 of 100

220 PU_2016_117_D

While information systems can be classified as either *operations* or *management support* information systems, which one of the following would *not* be classified as an operations support system?

- Transaction processing systems
- Enterprise collaboration systems
- Decision support systems
- Process control systems

62 of 100

223 PU_2016_117_D

The rapid development of microcomputer processing power, application software packages, and telecommunications networks gave birth to the phenomenon of _____.

- manufacturer-to-public direct sales
- end user computing
- MIS departments
- electronic monitoring

63 of 100

241 PU_2016_117_E

When was the payment of wages act passed?

- 1963
- 1975

- 1936
- 1985

64 of 100

227 PU_2016_117_E

Recruitment and selection must be effective to ensure it:-

- To have a surplus in case of sickness and absence
- Delivers the highest caliber of individuals at optimum most
- Offsets high labour turnover
- Encourages new blood into the organization

65 of 100

231 PU_2016_117_E

What strategies deployed by HR for attracting potential candidates to apply for vacancies might be seen to result in indirect discrimination?

- Advert in local press
- Agency or job centre
- Word of mouth
- Now recruiting banners/notices

66 of 100

244 PU_2016_117_E

HRM is regarded as old wine in a new bottle. This idea was formulated by:-

- Peter Drucker
- Guest
- Armstrong
- Storey

67 of 100

243 PU_2016_117_E

The actual achievements compared with the objectives of the job is:-

- Job performance
- Job evaluation
- Job description
- Job enrichment

68 of 100

246 PU_2016_117_E

Performance = f (m, a, e). In this expression 'e' stands for:-

- Environment

- Efficiency
- Effectiveness
- Entrepreneurship

69 of 100

225 PU_2016_117_E

What did the Hawthorne experiments discover?

- That people need heat and good lighting to work well
- That people need to belong to a 'social group'
- Money is a motivator
- It makes no difference how you treat people at work in relation to their behaviour

70 of 100

240 PU_2016_117_E

Who have given the 'Balance Score Card' as a measurement based performance management strategy?

- Hammel and Prahallad
- Stablein and Nord
- Robert S. Kaplan and David P.Norton
- Pascale and Athos

71 of 100

245 PU_2016_117_E

Which one is the correct combination?

- Operant Conditioning Theory - B.F. Skinner
- Theory of Conditioning - Bernara
- Theory of Associates - Marshall
- Stimulus Response Theory - Hoodman

72 of 100

235 PU_2016_117_M

The view that employees are critical to organizational success is now generally accepted. Does this mean that:-

- All employees have the same value or potential for the organization
- Managing the human resource has become even more important because it is the one resource most difficult to replicate
- It reflects the unprecedented success of HR practitioners to deliver
- Good management of people will prevail

73 of 100

251 PU_2016_117_M

A written statement of the human qualification, education and experience needed to perform a job is referred to as:-

- Job design
- Job description
- Job enrichment
- Job specification

74 of 100

249 PU_2016_117_M

The two factor theory was propounded by:-

- A.H. Maslow
- Elton Mayo
- Mc Gregor
- Frederick Herzberg

75 of 100

252 PU_2016_117_D

Which organisational structure is considered most complex?

- Matrix structure
- Divisional structure
- Strategic Business Unit (SBU) structure
- Functional structure

76 of 100

254 PU_2016_117_D

Which of the following is a major contribution to workplace stress?

- Reasonable work pressures
- Poor working conditions
- Low pay
- Social isolation

77 of 100

239 PU_2016_117_D

The individual most associated with first recognizing the link between pay and performance was:-

- F.W Taylor
- Kohn
- Herzberg
- Mayo

78 of 100

266 PU_2016_117_E

An appropriate project appraisal method to select projects under capital rationing is:-

- Payback Period Method
- Profitability Index Method
- Net Present Value Method
- Internal Rate of Return Method

79 of 100

259 PU_2016_117_E

Banks use:-

- Flexible Budgeting
- Performance Budgeting
- Programme Budgeting
- Zero Base Budgeting

80 of 100

265 PU_2016_117_E

MM Model argues that dividend is irrelevant as:-

- Dividend is a small amount
- The value of the firm depends upon earning power
- The investors buy shares for capital gain
- Dividend is payable after deciding the retained earnings

81 of 100

256 PU_2016_117_E

Observing changes in the financial variables of a firm for various years is:-

- Intra-firm comparison
- Horizontal Analysis
- Vertical Analysis
- Inter-firm comparison

82 of 100

276 PU_2016_117_E

Which of the following is not a credit control tool used by RBI?

- SLR
- Credit Rationing
- Open Market Operations
- CRR

83 of 100

269 PU_2016_117_E

In which of the approach, the market value of the firm depends upon the EBIT and the overall cost of capital:-

- Modigliani-Miller Approach
- Net Operating Income Approach
- Net Income Approach
- None of the above

84 of 100

255 PU_2016_117_E

Accounting which helps to ascertain the results of the business is termed as:-

- Financial Accounting
- Environmental Accounting
- Management Accounting
- Cost Accounting

85 of 100

280 PU_2016_117_E

Companies with liquidity crunch shall appraise capital investment decisions using the technique of:-

- Payback Period
- ARR
- NPV
- IRR

86 of 100

277 PU_2016_117_E

In the absence of RBI, which bank shall function as banker for government?

- Indian Bank
- State Bank of India
- Bank of India
- Union Bank of India

87 of 100

281 PU_2016_117_M

The first phase of nationalization of banks was implemented on:-

- 1968
- 1970
- 1969
- 1967

88 of 100

262 PU_2016_117_M

If first period sales is Rs.7,00,000 and profit is Rs. 1,20,000; second period sales is:- Rs.9,00,000 and profit is 2,40,000; the P/V ratio will be:-

- 80%
- 60%
- 40%
- 70%

89 of 100

272 PU_2016_117_M

Financial Leverage measures relationship between:-

- Sales and EPS
- Sales and PBT
- EBIT and EPS
- EBIT and PBT

90 of 100

283 PU_2016_117_D

Which of the following Current Liabilities is not a liquid liability?

- Bills Payable
- Sundry Creditors
- Bank OD
- Reserve for Bad Debts

91 of 100

264 PU_2016_117_D

Decrease in the credit period allowed to customers from 20 days to 10 days will result in _____ of working capital requirements.

- no change
- marginal increase
- Increase
- Decrease

92 of 100

274 PU_2016_117_D

The value of the firm mostly influenced by:-

- The value of assets
- The value of equity
- The value of liabilities

- The value of debt

93 of 100

288 PU_2016_117_E

_____ is an improvement type algorithm for layout design.

- RPW
- CRAFT
- CORELAP
- ALDEP

94 of 100

286 PU_2016_117_E

The formula to compute F_t in exponential smoothing method is _____.

- $F_{t-1} + \alpha(F_{t-1} - D_{t-1})$
- $F_{t-1} + \alpha(D_{t-1} - F_{t-1})$
- $F_{t-1} + \alpha(D_{t-1} + F_{t-1})$
- $F_{t-1} + \alpha(F_{t-1} + D_{t-1})$

95 of 100

285 PU_2016_117_E

A product design that solves the functional problem smoothly, but is impossible to _____, is of no use.

- store it
- manufacture
- control
- analyze

96 of 100

292 PU_2016_117_E

The stock on hand (SOHi) in MRP is given by the formula _____.

- $SOH_{i-1} - Receipt_i - Projected-Requirement_i$
- $SOH_{i-1} - Receipt_i + Projected-Requirement_i$
- $SOH_{i-1} + Receipt_i + Projected-Requirement_i$
- $SOH_{i-1} + Receipt_i - Projected-Requirement_i$

97 of 100

295 PU_2016_117_M

In _____, the peak manpower requirement is minimized without extending the project completion time.

- Resource leveling
- Network Crashing

- Resource allocation
- PERT

98 of 100

294 PU_2016_117_M

The Johnson's rule can be extended to 3 machines and n jobs flow shop scheduling problem, if one of the following conditions is satisfied.

- maximum processing time on machine 1 is more than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the maximum processing time on machine 2
- minimum processing time on machine 1 is less than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the minimum processing time on machine 2
- maximum processing time on machine 1 is more than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the minimum processing time on machine 2
- minimum processing time on machine 1 is more than the minimum processing time on machine 2 or maximum processing time on machine 3 is more than the minimum processing time on machine 2

99 of 100

299 PU_2016_117_D

Change to become good is called _____.

- kaizen
- poka yoke
- QFD
- None of the above

100 of 100

298 PU_2016_117_D

ISO stands for _____.

- International standard for organization
- International organization for standardization
- International standardization for organization
- None of the above