

PU Ph D Management Studies

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In marketing, a flying car and an electric bike can best be called:-

- Both breakthrough innovations
- Breakthrough and incremental innovations respectively
- Both incremental innovations
- Incremental and breakthrough innovations respectively

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Monopolistic competition in comparison to perfect competition ensures:-

- Higher price and lower output
- Price equal to marginal cost
- Lower price and higher output
- Output at the minimum average cost

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Open market operation means:-

- Lending by Commercial Banks to industry and trade
- Borrowing by scheduled banks from the Central Bank
- Deposit mobilization
- Purchase and sale of Government Securities by the Central Bank

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Which of the following is an opportunity for effective management in the Supply chain?

- channel assembly
- the bullwhip effect
- multistage control of replenishment
- random "pull" data

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The prime cost may be considered as:-

- Direct cost
- Fixed cost
- Sunk cost

- Variable cost

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What does discipline mean in the context of the workplace?

- Exercising control
- A system of rules designed to improve and correct behaviour through teaching or training
- Punishment
- Enforcing compliance and order

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In the make-or-buy decision, one of the reasons for making is:-

- to reduce inventory costs
- to assure adequate supply in terms of quantity
- to obtain technical or management ability
- inadequate capacity

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Process of Financial Planning ends with:-

- Comparison of Actual with Projected
- Preparation of Projected Statements
- Ordering the employees that projected figures m come true
- Preparation of Actual Statements

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_____ marketing is the targeting strategy of selling products to a small, clearly identifiable, profitable segment of a market.

- Segment marketing
- Micro marketing
- Niche marketing
- Concentrated marketing

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A model containing a linear objective function and linear constraints but requiring that one or more of the decision variables take on an integer value in the final solution is called _____.

- A goal programming problem
- A multiple objective LP problem

- A branch-and-bound programming problem
- An integer programming problem

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A Service Blueprint does not include:-

- Line of interaction
- Line of customers
- Line of visibility
- Line of implementation

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A Wage differentials depend on the following factor / factors _____.

- Difference in labour efficiency
- Obedience
- Social esteem
- Occupation

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An organization is _____.

- a group of individuals focused on profit-making for their shareholders
- the physical location where people work
- any collection of people who all perform similar tasks
- a deliberate arrangement of people to accomplish some specific purpose

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Which of the following is a WTO procedure to promote globalisation?

- Reduction of budgetary subsidies.
- Promotion of foreign portfolio investment
- Promotion of free trade.
- Reduction in shipping costs.

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In designing recruitment activities, what two central issues are addressed?

- Cost and applicant fit within organizational culture
- Methods to use to find applicants and sources to target

- Cost and methods to use to find applicants
- Cost and places to look for applicants

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How organizations should be rewarding their employees is based:-

- Is based on Herzberg theory
- On best practice
- Is arbitrary
- Is based on understanding behavioural theories

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The saddle point in a payoff matrix is always the _____.

- Smallest number in its column and the smallest number in its row
- Largest number in its column and the smallest number in its row
- Largest number in its column and the largest number in its row
- Smallest number in its column and the largest number in its row

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Which one of the following is NOT a key risk associated with a cost leadership oriented business strategy?

- Exclusive cost leadership can become a trap
- Obsessive cost cutting can shrink other competitive advantages involving key product attributes
- Many cost-saving activities are easily duplicated
- Cost differences seldom decline over time

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_____ is the application of a set of techniques to a new product at the design stage, project concept or preliminary design when no hardware exists to ensure that bad features are not added.

- Value creation
- Value analysis
- Value engineering
- Value stream mapping

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_____ is a tool can be employed to forecast the effect of sales on several independent variables.

- Delphi method
- Logistic regression
- Multiple regression
- Moving average technique

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A competitive advantage that is derived from human resources is sustainable for a company when it(s):-

- uses a centralized program of close supervision
- product is intangible
- employees have some rare or specialized skill not easily copied
- has a newly-created organizational culture

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All of the following factors would be listed as psychological factors that influence consumer behaviour except:-

- Learning
- Perception
- Values
- Motives

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_____ is the determination of wages, benefits, and working conditions through bargaining with unions that represent public employees.

- Arbitration
- Affirmative Action
- Collective Bargaining
- Representativeness

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The performance appraisal method which rates the appraisee on various parameters on a point scale is:-

- Critical Incident Method
- Bell Curve Appraisal
- Graphic Rating Sheet
- MBO Method

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What is WERS?

- Work Employment Regulation Survey.
- Worker Employer Relations Survey.
- Work Employment Regular Statistics
- Workplace Employment Relations Survey.

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In marketing, the diffusion of products from higher to lower socio-economic classes is called:-

- Trickle across
- Mass appeal
- Status Float
- Trickle-down

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Reward management in the modern era involves:-

- Dealing solely with trade unions
- A total reward approach
- Just dealing with issues of pay
- Dealing solely with legal issues

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Criticisms of training are based on the understanding that:-

- Disliked by trade unions
- The nature of work has changed and therefore it is unsuitable for the type of employees engaged
- It's linked with short-term goals
- It's an outmoded method of providing learning

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Custom as a source of law:-

- Is limited in its application
- A part of ordinary law of the land
- Has unlimited application
- Is of recent origin

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Which among the following is the low risk entry strategy in foreign markets?

- Export strategies
- Licensing strategies
- Strategic alliances
- Franchising strategies

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Among the tools of TQM, the tool ordinarily used to aid in understanding the sequence of events through which a product travels is a:-

- Check sheet
- Process chart
- Taguchi map
- Pareto chart

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Which of the following is not an advantage of the "few suppliers" concept?

- suppliers' willingness to participate in JIT systems
- trust
- vulnerability of trade secrets
- creation of value by allowing suppliers to have economies of scale

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FMCG marketers use _____ distribution to distribute the products.

- Channel
- Selective
- Intensive
- Retailer

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What is a heuristic?

- a complicated and systematic method of decision making
- a shortcut or rule of thumb that is used for decision making
- a purely intuitive method of decision making
- a totally unreliable method of decision making

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What is 'Stagflation'?

- Inflation with growth
- Deflation with growth
- Inflation after deflations
- Inflation with depression

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Which term refers to an organization's capital, workers, and patents?

- Abilities
- Core competencies
- Capabilities
- Resources

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The role of _____ is more important for managers of small organizations than for managers working in large corporations.

- spokesperson
- resource allocator
- entrepreneur
- disseminator

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The basic objective of financial management is:-

- maximization of shareholders' wealth
- maximization of profits
- ensuring financial discipline in the organization
- maximizing wealth

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Minimum Rate of Return that a firm must earn in order to satisfy its investors, is also known as:-

- Net Profit Ratio
- Average Cost of borrowing
- Weighted Average Cost of Capital
- Average Return on Investment

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The transfer of some of what are traditional internal activities and resources of a firm to outside vendors is:-

- offshoring
- not allowed by the ethics code of the Supply Management Institute
- outsourcing
- a standard use of the make or buy decision

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How many management functions were originally proposed by Henri Fayol?

- four: plan organize, lead, control
- ten: 3 interpersonal, 3 informational, 4 decisional
- three: plan, organize, lead
- five: plan, organize, command, coordinate, control

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Market skimming as a new product pricing strategy is advisable if:-

- Product's quality and image must support its higher price
- Market entry barriers are minimal
- The market is not crowded with competition
- Customers are highly price-sensitive

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A multinational company that manufactures leather products employs third-country nationals (TCNs) as managers. How is the employment of TCNs advantageous to the company?

- The host countries welcome the hiring of TCNs and are more cooperative with the company
- TCNs are happy to return to their own country when they finish their assignment for the parent company
- The salary and benefit requirements for TCNs are typically lower than for PCNs
- Hiring TCNs expands the opportunities for parent-company nationals (PCNs) to gain overseas experience

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_____ pattern exists when there is no trend in data and when the mean value does not change over time.

- Cyclical

- Latent demand
- Historical
- Seasonal demand

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A disadvantage of the "few suppliers" strategy is:-

- the lack of cost savings for customers and suppliers
- possible violations of the Sherman Antitrust Act
- the high cost of changing partners
- the risk of not being ready for technological change

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Vertical integration appears particularly advantageous when the organization has:-

- little experience operating an acquired vendor
- a large market share
- a very specialized product
- a very common, undifferentiated product

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A group of individuals from different functional areas of an organization that makes decisions about a substantial purchase is referred to as _____.

- Assessment team
- Buying centre
- Buying process
- Purchase influencers

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Sound sensation store offers stereo equipments and accessories. It has a deep assortment and low prices and operated on a self-service, no-frills concept. This store is a:-

- Warehouse membership club
- Specialty store
- Factory outlet
- Discount store

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Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities.

- long-range planning
- short-range planning
- strategy-implementation
- strategy-formulation

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

- Joint
- Inelastic
- Elastic
- Cross-elastic

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What term is used to describe the process which basic goods pass through as they are transformed into goods for final consumption?

- circular flow of income
- value chain
- final delivery
- logistics

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Which of the following is not a concern of the supply chain?

- Maintenance scheduling
- Suppliers
- Warehousing and inventory level
- Credit and cash transfers

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How do you call the act of behaving like an entrepreneur, except within a larger organization?

- Innovative leadership
- Intrapreneurship
- Interpreneurship
- Entrepreneurship

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When respondents are asked to rank-order their preferences for a new set of automobile tires in terms of their three most likely brands to be selected, this is an example of which type of scale?

- Ratio scale
- Ordinal scale
- Interval scale
- Nominal scale

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The solution to many so-called 'people problems' is often associated with improving the effectiveness of the recruitment process by:-

- Devolving to line managers
- Careful selection of the right people for the job
- Outsourcing the HR department
- Having a robust HR department to carry out the process

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The origins of Personnel Management were an outcome of:-

- The government
- Legislation relating to factory reform
- Welfare workers
- The work of nineteenth century social reformers and Quaker employers

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Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products?

- Market penetration
- Horizontal diversification
- Retrenchment
- Forward integration

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Which aspect of employment is fairness in the management of HR linked to?

- Reward management
- Just recruitment and selection

- All aspects of HR
- Grievance and discipline

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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:-

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

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Government can make globalization more 'fair' by:-

- Increasing competition
- Implementing the labour laws
- Increasing employment
- Imposing trade barriers

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What term refers to the usefulness of a predictor for correctly inferring the future job behavior of applicants?

- Effectiveness
- Congruency
- Validity
- Reliability

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The number of different merchandising categories within a store or department is called:-

- Categories
- Depth
- Assortment
- Breadth

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Strategic Intent of an Organization should clearly spell out:-

- How will we measure the performance

- Mission of the organization
- Where are we going in the long term
- Who are we

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The phenomenon that customers are happy to work with companies and organizations to solve problems is referred as:-

- crowd-sourcing
- mass-sourcing
- communication-sourcing
- customer co-creation

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The F-test is frequently used in conjunction with:-

- t-test of three means
- Analysis of variance
- Chi-square analysis
- Z-test of three proportions

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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
- illusion
- leadership
- innovation

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Which of the following is synonymous with work specialization?

- chain of command
- job discrimination
- division of labor
- job preference

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Marketers attempt to reduce the demand for a product when the demand is greater than the manufacturer's ability to produce, is called:-

- Reverse marketing
- Neuro-marketing
- Synchro-marketing
- De-marketing

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A chi-square test between a measure of price consciousness and a measure of brand awareness will:-

- Show if the variables are related
- Show the strength of the relationship
- Show the direction of the relationship
- Be meaningless

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

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

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When current income of the Government is less than its current expenditure, it is known as:-

- Primary deficit
- Revenue deficit
- Budget deficit
- Fiscal deficit

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A quality loss function utilizes all of the following costs except:-

- sales cost
- inspection, warranty, and service costs
- the cost of customer dissatisfaction
- the cost of scrap and repair

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An equal opportunities approach to fairness at work is essentially about:-

- Taking a more strategic approach
- Taking a business perspective
- Having a diverse workforce
- Compliance and maintaining minimum standards

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An assortment of items that the customer sees as reasonable substitutes for each other is called:-

- Category
- Variety
- Assortment
- Backup

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Market risk is also known as:-

- Systematic risk or diversifiable risk
- Unsystematic risk or non-diversifiable risk
- Systematic risk or non-diversifiable risk
- Unsystematic risk or diversifiable risk

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

- PERT
- Resource allocation
- Network Crashing
- Resource leveling

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Calculate the Degree of Total Leverage of Monica Enterprises Ltd. The information regarding the expenses, shares, and sales of the company is 10,000 units, variable cost per unit is Rs. 300 per unit, selling price per unit is Rs. 500, fixed expenses is Rs. 10,00,000, number of equity shares is 1,00,00, debt is 10,00,000 at 10% interest, preference shares dividend is 10,000 shares of Rs.100 each at 5% and tax rate 40%.

- 3.15
- 2.44

- 2.86
- 2.95

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In a multiple regression equation, the coefficient of each independent variable shows:-

- The effect on the dependent variable of a unit increase in the independent variable
- The amount of explained variation in Y
- The amount of explained variation in Y
- The precision of the estimated value of Y

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Line authority gives a manager the ability to direct the work of _____.

- any employee in the firm
- only subordinates one level down
- any subordinate, after consulting with the next higher level
- any subordinate

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A simple random sample of 100 observations was taken from a large population. The sample mean and the standard deviation were determined to be 80 and 12 respectively. The standard error of the mean is _____.

- 0.80
- 1.20
- 8.00
- 0.12

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Which of the following is NOT a reason for drawing a sample?

- A sample is less costly to administer than a census
- A sample is less time consuming than a census
- A sample is less cumbersome and more practical to administer
- A sample is usually not a good representation of the target population

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Which of the following transactions reflect economic exposure but not transaction exposure?

- Interest owed on foreign funds borrowed

- Interest received from foreign investments
- A firm's imports/exports denominated in local currency
- A firm's imports/exports denominated in foreign currency

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The seller's duties according to Free Alongside Ship refer to:-

- To carry the goods freely
- To deliver the goods alongside the ship
- To deliver when possible
- To deliver when demanded

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If $n = 10$ and $p = 0.70$, then the mean of the binomial distribution is _____.

- 7.00
- 14.29
- 0.07
- 1.45

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Laddering is a marketing research technique that has been developed to identify links between _____.

- attributes, consequences, and values
- attributes, consumers, and values
- attitudes, consequences, and values
- attitudes, consumers, and values

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A measure of the customer's current and future opportunity value if the current level of business is maintained over time and how much you could expand the customer's share of wallet is termed as:-

- Customer Potential
- Customer Market Share
- Customer Loyalty
- Customer Lifetime Value

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In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, are called:-

- conversion strategies
- strategic leverage
- Vulnerability
- strategic windows

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A firm has Capital of Rs.10,00,000; Sales of 5,00,000; Gross Profit of Rs.2,00,000 and Expenses of Rs.1,00,000. What is the Net Profit Ratio?

- 40 %
- 10 %
- 20 %
- 50 %

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Post-modernist ideas have impacted our understanding of the role of rationality in workplaces by recognizing:-

- Employees must learn to respect management's version of rationality at work
- One type of rationality prevails
- More than one type of rationality prevails in work organizations
- That management's type of rationality is the only true one to exist at work

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Under section 55 of the Indian Partnership Act, the state of goodwill after dissolution of the firm will be:-

- Included in the assets
- Will not be included in the assets
- Will be treated as liability
- Will be totally ignored

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The Johnson's rule can be extended to 3 machines and n jobs flow shop scheduling problem, if

- four conditions are satisfied
- two conditions are satisfied
- three conditions are satisfied

- any one of the two conditions is satisfied

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A carpet manufacturer has delivered carpet directly to the end consumer rather than to the carpet dealer. The carpet manufacturer is practicing:-

- channel assembly
- Postponement
- direct shipping
- drop shipping

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A project management team is evaluating the causes that might contribute to unsatisfactory performance and quality. Which of the following statements is not true?

- Special causes are unusual events
- Normal process variation is attributable to random causes
- A process can be optimized to limit the bandwidth of variations due to random causes
- Special causes are easier to predict and handle than random causes

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Game theory assumes that players behave:-

- Emotionally
- Rationally
- Logically
- A, B, and NOT C

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The type of market where a single seller dominates the entire market is referred to as:-

- Local
- Perfect
- Imperfect
- Global

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The technique of *embedding* messages in advertisements which can be perceived by the subconscious human mind is called:-

- Subliminal advertising

- Sensual advertising
- Sublime advertising
- Surrogate advertising

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If the annual demand of a product is 1,000 units, the ordering cost is Rs.50 per order and the carrying cost is Rs.10 per unit per year, then the EOQ is _____ units.

- 10
- 20
- 100
- 200

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For managers, communication can't be overemphasized because _____ requires communication.

- planning
- supervising and monitoring employees
- decision making
- everything a manager does

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These products and brands can shape the nature of competition in the market, set out standards relating to price, quality, speed of innovation, communications, as well as influencing the key distribution channels. This market positioning is called:-

- market leader
- market nicher
- market challenger
- market follower

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Entry of laggards happens in which stage of Product Life Cycle?

- Introduction stage
- Maturity stage
- Decline stage
- Growth stage