

Sr No.	PhD Management Studies
1	Find the missing term in the series: 3, 20, 63, 144, 275,?
Alt1	354
Alt2	468
Alt3	548
Alt4	554

2	Choose word from the given options which bears the same relationship to the third word, as the first two bears: Anaemia: Blood :: Anarchy:?
Alt1	Lawlessness
Alt2	Government
Alt3	Monarchy
Alt4	Disorder

3	Teeth is related to Grit in the same way as Fist is related to.....?.....
Alt1	Blow
Alt2	Hand
Alt3	Open
Alt4	Clench

4	Select the lettered pair that has the same relationship as the original pair of words: Reproof: Scold
Alt1	Respite: Spite
Alt2	Romantic: Strong
Alt3	Salient: Prominent
Alt4	Chastise: Erring

5	Choose the alternative, which is similar to the given words: Bleat : Bray : Grunt
Alt1	Bark
Alt2	Croak
Alt3	Cry
Alt4	Scream

6	Spot the defective segment from the following:
Alt1	I wish
Alt2	I have a car
Alt3	to go shopping
Alt4	in the rain

7	Choose the meaning of the idiom/phrase from among the options given: Out of sorts
Alt1	unwell
Alt2	irrelevant
Alt3	in disorder
Alt4	out of love

8	The rowdy was at last done -----.
Alt1	over
Alt2	off
Alt3	away
Alt4	away with

9	Choose the option closest in meaning to the given word: BUCOLIC
Alt1	rustic
Alt2	utopian
Alt3	peaceful
Alt4	noisy

10	Choose the antonymous option you consider the best: CALLOW
Alt1	immature
Alt2	green
Alt3	clumsy
Alt4	veteran

11	If the seventh day of a month is three days earlier than Friday, what day will it be on the nineteenth day of the month ?
Alt1	Sunday
Alt2	Monday
Alt3	Wednesday
Alt4	Friday

12	Water is related to Ocean in the same way as Snow is related to
Alt1	Peaks
Alt2	Hail
Alt3	Glacier
Alt4	Mountain

13	A's father's brother's father is D. how is D related to A ?
Alt1	Father
Alt2	Grandfather
Alt3	Uncle
Alt4	Son

14	Find the odd man out:
Alt1	Squash
Alt2	football
Alt3	hockey
Alt4	Cricket

15	In a certain code language, if CRICKET is coded as 3923564, ROCKET is coded as 913564 and KETTLE is coded as 564406, then how is LITTLE coded in that language ?
Alt1	024406
Alt2	240406
Alt3	20446
Alt4	200446

16	At what angles are the hands of a clock inclined at 20 minutes past 7 ?
Alt1	80 degrees
Alt2	90 degrees
Alt3	100 degrees
Alt4	120 degrees

17	Odd one out: 2,4,6,8
Alt1	2
Alt2	4
Alt3	6
Alt4	8

18	Which is smallest:
Alt1	Quarter of 140
Alt2	Double of 4×4
Alt3	7×5
Alt4	Half of 72

19	What is the next alphabet in the following series Z D X H V L T ?
Alt1	Q
Alt2	N
Alt3	P
Alt4	O

20	How many times is the abbreviation FB shorter than the word FACEBOOK?
Alt1	4times
Alt2	3times
Alt3	5times
Alt4	Many

21	Which one of the following is not one of Drucker's five guiding principles of management?
Alt1	Making people's strengths effective and their weakness irrelevant.
Alt2	Enhancing the ability of people to contribute.
Alt3	To operate the organisation's status system.
Alt4	Integrating people in a common venture by thinking through, setting and exemplifying the organisational objectives, values and goals.

22	What are the three interpersonal roles of managers?
Alt1	Figurehead, leader and liaison

Alt2	Spokesperson, leader, coordinator
Alt3	Director, coordinator, disseminator
Alt4	Communicator, organiser, spokesperson

23	Which of these is not part of the recognised challenges for modern managers?
Alt1	Micro-managing the workforce
Alt2	Managing communications
Alt3	Managing change
Alt4	Managing the learning organisation

24	What is distinctive about “mode 2” knowledge production?
Alt1	It proceeds in a linear fashion building on existing knowledge
Alt2	It is driven primarily by an academic agenda
Alt3	It involves academics, policy makers and practitioners in problem solving
Alt4	It places limited emphasis on the practical dissemination of knowledge

25	An understanding of business research methods is important because:
Alt1	Business research is laden with terminology and jargon specific language
Alt2	Business research draws on complex research designs
Alt3	It is imperative to understanding frontline staff needs
Alt4	It helps you to avoid the common pitfalls of research methods, it helps you to critically read others’ research, and it helps you to better understand your own topics of interest

26	What sources of information contribute to evidence-based management?
Alt1	Practitioner expertise and judgement; evidence from the local context; critical evaluation of the best available research evidence; perspectives of those who may be affected by a particular decision (Briner et al. 2009: 19)
Alt2	Websites, business newspapers and feedback from management
Alt3	Practitioner expertise and judgement; websites, business newspapers and feedback from customers
Alt4	This book and the library

27	A literature review is an important part of the research process because
Alt1	It is a summary of what literature is available on your topic
Alt2	It allows you identify and read key books and articles by some of the main figures who have written in the field
Alt3	My supervisor likes to create more reading for me
Alt4	I like to visit the library and read generally around my topic

28	Having no research questions or poorly formulated research questions will lead to poor research because
Alt1	I will only consider epistemological queries
Alt2	Marks are allocated for having a research question and without them my project will be penalised
Alt3	I won’t know what data analysis method to use
Alt4	The research is likely to be unfocused and I am likely to be unsure what data to collect

29	Which is not an example of an external factor for learning and knowledge?
Alt1	Demographic change
Alt2	Political influences

Alt3	Organisational structure
Alt4	Social change

30	Profitability stemming from how well a firm positions itself in the market is an key feature of which writer's view on strategy?
Alt1	Peter Drucker
Alt2	Jay Barney
Alt3	Michael Porter
Alt4	Henry Mintzberg

31	What is the term used in Ansoff's matric for increasing market share with existing products in existing markets?
Alt1	Product development
Alt2	Market penetration
Alt3	Diversification
Alt4	Market development

32	Vertical integration forwards is when a firm mergers or acquires another
Alt1	Towards the source of supply
Alt2	Towards the consumer
Alt3	At the same stage of the supply chain
Alt4	In another industry

33	What is the term for the extent to which competition in one country is influenced by competition in other countries?
Alt1	International trade
Alt2	Global economics
Alt3	Global competition
Alt4	Globalisation

34	What do companies that focus on filling a gap in the market engage in?
Alt1	Direct marketing
Alt2	Traditional marketing
Alt3	Niche marketing
Alt4	Outbound marketing

35	What is the term for the development and design of value adding products and/or services to meet the demand characteristics of individual customers?
Alt1	Customisation
Alt2	Personalisation
Alt3	Individualism
Alt4	Bespoke

36	The brand of BP is an example of what type of brand name?
Alt1	Expressive
Alt2	Free-standing
Alt3	Abbreviated

Alt4	Descriptive
37	Which is not a characteristic of corporate social responsibility?
Alt1	Product safety
Alt2	Consumer rights
Alt3	Environmental policies
Alt4	Price-fixing
38	What is the term for a process that enables an organisation to assess and demonstrate its social, economic and environmental benefits and limitation?
Alt1	Social plan
Alt2	Social strategy
Alt3	Social audit
Alt4	Social account
39	What does Unitarism as a human resource management approach assume?
Alt1	People are individuals and should be treated as such
Alt2	People are individuals but should be part of a group
Alt3	People in the organisation share the same aims and objectives
Alt4	People in the organisation engage in internal competition
40	Hygiene factors are associated with which author?
Alt1	Frederick Hertzberg
Alt2	D.C. McClelland
Alt3	Abraham Maslow
Alt4	Douglas McGregor
41	For a healthy business the current ratio lies between
Alt1	0 to 1.5
Alt2	1.5 to 3
Alt3	3 to 4.5
Alt4	4.5 to 6
42	In ABC analysis 'A' class consist of items having _____
Alt1	Accurate records
Alt2	Good records
Alt3	Minimal records
Alt4	No records
43	The total cost that arises when the quantity produced is increased by one unit is called
Alt1	Average cost
Alt2	Marginal cost
Alt3	Fixed cost
Alt4	Unit cost
44	A person machine-system and a highly integrated grouping of information-processing functions designed to provide management with a comprehensive picture of specific operation is called

Alt1	DSS
Alt2	MIS
Alt3	IIS
Alt4	All of the above

45	This innovative science of operations research was discovered during _____
Alt1	Civil war
Alt2	World War I
Alt3	World War II
Alt4	Industrial revolution

46	What does emotional intelligence refer?
Alt1	How people view and understand the world
Alt2	How people view and understand themselves
Alt3	How people view and understand others
Alt4	How people view and understand themselves and others

47	Key concept under which technique are network of events and activities, resource allocation, time and cost considerations, network paths and critical paths?
Alt1	Game theory
Alt2	Network analysis
Alt3	Decision theory
Alt4	None of the above

48	What is the richest form of information?
Alt1	Telephone
Alt2	Face-to-face
Alt3	E-mail
Alt4	Video conference

49	Which one is not an element in the primary activities of a value chain?
Alt1	Procurement
Alt2	Inbound logistics
Alt3	Outbound logistics
Alt4	Service

50	What is the term for the action in which managers at an organisation analyse the current situation of their organisation and then develop plans to accomplish its mission and achieve its goals?
Alt1	Synergy planning
Alt2	Strategy formulation
Alt3	Functional planning
Alt4	SWOT analysis

51	Current ratio is 2:5. Current liability is Rs.30000. The Net working capital is
Alt1	Rs.18,000
Alt2	Rs.45,000
Alt3	Rs.(-) 45,000

Alt4	Rs.(-)18000
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52	Which of the following would be consistent with a more aggressive approach to financing working capital?
Alt1	Financing short-term needs with short-term funds.
Alt2	Financing permanent inventory buildup with long-term debt.
Alt3	Financing seasonal needs with short-term funds.
Alt4	Financing some long-term needs with short-term funds.

53	Market values are often used in computing the weighted average cost of capital because
Alt1	this is the simplest way to do the calculation.
Alt2	this is consistent with the goal of maximizing shareholder value.
Alt3	this is required in the U.S. by the Securities and Exchange Commission.
Alt4	this is a very common mistake.

54	A portfolio having two risky securities can be turned risk less if
Alt1	The securities are completely positively correlated
Alt2	If the correlation ranges between zero and one
Alt3	The securities are completely negatively correlated
Alt4	None of the above.

55	Adding new features to a product is advocated by which of the approaches?
Alt1	Product Approach
Alt2	Production Approach
Alt3	Marketing Approach
Alt4	Selling Approach

56	Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
Alt1	Information search
Alt2	Purchase
Alt3	Evaluation of alternatives
Alt4	Post purchase

57	The mental act, condition or habit of placing trust or confidence in another shows which of the following options?
Alt1	Motive
Alt2	Belief
Alt3	Behavior
Alt4	Attitude

58	The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?
Alt1	Personal characteristics
Alt2	Psychological characteristics
Alt3	Behavioral characteristics

Alt4	Demographical characteristics
59	The brand choice is heavily influenced by reference group in which stage of Product life cycle?
Alt1	Introduction
Alt2	Growth
Alt3	Maturity
Alt4	Decline
60	Why does Meta analysis provide a powerful integrative tool?
Alt1	It provides methods for combining and differentiating between the conclusions of a number of data analyses
Alt2	It provides statistical methods for combining a number of variables
Alt3	It provides statistical methods for combining and differentiating between the findings of number of data analyses
Alt4	It provides statistical methods for differentiating between the conclusions of a number of data analyses
61	Taking the idea that the more jealous someone is the more likely there are to be violent, what would the correct hypothesis be?
Alt1	greater levels of jealousy will be associated with lower levels of violent behaviour
Alt2	people with more violent behaviour are likely to be less jealous than individuals who are less violent
Alt3	jealousy is positively linked with violent behaviour
Alt4	none of these
62	Which sort of data is income ?
Alt1	nominal
Alt2	ratio
Alt3	ordinal
Alt4	interval
63	Someone who has responsibility for marketing decisions concerning a group of products is:
Alt1	A marketing manager
Alt2	A brand manager
Alt3	A sales manager
Alt4	A product manager
64	Input measures of capacity are preferred when there is/are:
Alt1	Service processes.
Alt2	High-volume processes.
Alt3	Flexible flow processes.
Alt4	Low customization.
65	When demand exceeds capacity, a firm should
Alt1	Lower prices.
Alt2	Add workers.
Alt3	Temporarily lay-off workers.
Alt4	Advertise.
66	A master production schedule specifies

Alt1	The financial resources required for production
Alt2	What component is to be made, and when
Alt3	What product is to be made, and when
Alt4	The labor hours required for production

67	Which is not a part of 5R's of buying?
Alt1	Right Quality
Alt2	Right Quantity
Alt3	Right Source
Alt4	Reorder point

68	Procuring an item in staggering deliveries according to the delivery schedule finished to the supplier by the buyer.
Alt1	Seasonal Buying
Alt2	Hand to mouth buying
Alt3	Scheduled Buying
Alt4	Tender Buying

69	Elton Mayo and his team believed in the positive nature of
Alt1	Managers
Alt2	Management
Alt3	Employees
Alt4	All of the above

70	Organizational restructurings and downsizings in any firm leads to
Alt1	early retirement
Alt2	increase in salary
Alt3	self assessment
Alt4	reality feedback

71	Agreement through which terminated employees agrees to get benefits in exchange of not to sue employers is classified as
Alt1	separation agreement
Alt2	contractual agreement
Alt3	statutory agreement
Alt4	non separable agreement

72	Which one of the following becomes a creative factor in production?
Alt1	Land
Alt2	Capital
Alt3	Consumers
Alt4	Human Resources

73	Usage of internet for training employees of an organization is classified as
Alt1	compression training
Alt2	e-learning
Alt3	outsourcing learning

Alt4	supported learning
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74	In an Assignment problem involving 4 workers and three jobs, total number of assignments possible are
Alt1	4
Alt2	3
Alt3	7
Alt4	12

75	An autocratic style of leadership exerts ----- control over the employees
Alt1	Partial
Alt2	No
Alt3	Complete
Alt4	Only moderate

76	Who is the father of scientific management?
Alt1	Peter F. Drucker
Alt2	Henry Fayol
Alt3	F.W. Taylor
Alt4	Carles Babbage

77	Grapevine is associated with
Alt1	Formal communication
Alt2	Information communication
Alt3	Horizontal communication
Alt4	Vertical communication

78	What is ignored in Profit maximisation?
Alt1	Wealth
Alt2	Net value
Alt3	Time value of money
Alt4	None of the above

79	Which is not the technique of capital structure analysis
Alt1	Trading on equity
Alt2	Capital gearing
Alt3	Capital budgeting
Alt4	Cost of Capital

80	Which method is a 'crude rule thumb' of capital budgeting
Alt1	NPV method
Alt2	Pay back method
Alt3	Adjusted rate of return method
Alt4	None of these

81	Cognitive dissonance refers to
Alt1	Buying behaviour

Alt2	Pre-purchase behaviour
Alt3	Post purchase behaviour
Alt4	None of these

82	Under ----- method product is launched in a particular area of market
Alt1	Test method
Alt2	Product Test method
Alt3	Market Test Method
Alt4	Trend Analysis

83	Market gridding means
Alt1	Establishing and running a web marketing facility
Alt2	A method of survey of expert opinion
Alt3	Managing brands and developing brand equity
Alt4	an analytical technique, which facilities dividing a market into segments

84	Human resource is the most important ----- in an organization.
Alt1	Liability
Alt2	Asset
Alt3	Capital
Alt4	None of these

85	Career planning is the responsibility of
Alt1	the employee
Alt2	The employer
Alt3	Government
Alt4	HR Department

86	In 360 degree, feedback information is gathered from
Alt1	Two sources
Alt2	Multiple sources
Alt3	Employee himself only
Alt4	None of these

87	The collective relations between employers and employees as a group is called
Alt1	Industrial relation
Alt2	Employment relation
Alt3	Industrial conflict
Alt4	None of these

88	The output of accounting information system includes
Alt1	Financial statement
Alt2	Managerial reports
Alt3	Customer invoice, material purchased order, pay cheques
Alt4	all of the above

89	Two ways, in which Transaction Process Systems process data are
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Alt1	Real time processing
Alt2	Batch processing
Alt3	Inquiry processing
Alt4	Both (a)and (b)

90	Chi-square test is based on
Alt1	Frequencies
Alt2	Mean
Alt3	Standard deviation
Alt4	Mode

91	Regression analysis is a measure of
Alt1	Degree of association
Alt2	Cause and effect relationship
Alt3	Degree and direction of relationship
Alt4	None of the above

92	Which of the following is a data base management system
Alt1	MS access
Alt2	MS excel
Alt3	MS office
Alt4	windows

93	Data collected from the books published are
Alt1	Primary Data
Alt2	Secondary Data
Alt3	Tertiary Data
Alt4	All of these

94	The main purpose of Literature review in research is
Alt1	Knowledge acquisition
Alt2	Report Writing
Alt3	Research gap identification
Alt4	Analysis of data

95	Hypothesis cannot be stated in
Alt1	Declarative terms
Alt2	null and question form terms
Alt3	General terms
Alt4	directional terms

96	Co-efficient of correlation will always
Alt1	More than 0
Alt2	More than -1
Alt3	Less than -1
Alt4	Between -1 and + 1

97	The grouping of related facts into various classes is called
Alt1	Tabulation
Alt2	Classification
Alt3	Range
Alt4	Frequency

98	Purposive sampling is a
Alt1	Probability Sampling
Alt2	Non Probability Sampling
Alt3	Random Sampling
Alt4	None of these

99	The term 'globalization' indicates the process of removal of restriction in respect of
Alt1	Investment
Alt2	Foreign Trade
Alt3	A & B above
Alt4	None of these

100	The apex body of economic planning in India is
Alt1	Parliament
Alt2	Supreme court
Alt3	Planning commission
Alt4	Ministry of Finance