

GANPAT UNIVERSITY
PHD ENTRANCE TEST 2017
FACULTY OF MANAGEMENT STUDIES
SECTION B

Total Marks: 50

- 1 The opportunity cost of a good is
 - A. the time lost in finding it
 - B. the quantity of other goods sacrificed to get another unit of that good
 - C. the expenditure on the good
 - D. the loss of interest in using savings

- 2 The horizontal demand curve parallel to x-axis implies that the elasticity of demand is:
 - A. infinite
 - B. zero
 - C. equal to one
 - D. greater than zero but less than infinity

- 3 Adam Smith's "invisible hand" concept suggests that a competitive market outcome
 - A. maximizes total surplus
 - B. generates equality among the members of society
 - C. minimizes total surplus
 - D. both maximizes total surplus and generates equality among the members of society

- 4 A positive externality affects market efficiency in a manner similar to a
 - A. rival goods
 - B. public goods
 - C. private goods
 - D. common resources

- 5 Which of the following will not shift a country's production possibilities frontier outward?
 - A. An advance in technology
 - B. An increase in labour force
 - C. An increase in the capital stock
 - D. A reduction in unemployment

- 6 The Phillips curve is an extension of the model of aggregate supply and aggregate demand because, in the short run, an increase in aggregate demand increases prices and

- 12 The purpose of the income statement is to show the
- A. change in the fair market value of the assets from the prior income statement
 - B. market value per share of stock at the date of the statement
 - C. revenues collected during the period covered by the statement
 - D. net income or net loss for the period covered by the statement
- 13 An advantage of the DuPont model for calculating ROI is that it
- A. focuses on asset utilization as well as net income.
 - B. uses average assets whereas the straightforward ROI formula does not.
 - C. uses owners' equity.
 - D. breaks ROI into its margin and return components.
- 14 When a depreciable asset is sold:
- A. a gain arises if the sales proceeds exceed the net book value.
 - B. a loss arises if the sales proceeds exceed the net book value.
 - C. depreciation expense is adjusted so there is no gain or loss.
 - D. any cash received results in a gain.
- 15 The gross profit ratio is useful to the manager for each of the following purposes except that
- A. it can be used to estimate the amount of operating expenses for a period.
 - B. it can be used to determine the amount available from a given amount of revenue to cover operating expenses.
 - C. it can be used to estimate the amount of inventory lost in a fire.
 - D. it can be used to determine the selling price to set for an item.
- 16 You are considering investing in a zero-coupon bond that sells for Rs.500. At maturity in 8 years, it will be redeemed for Rs.1,000. During the life of the bond NO interest coupons will be paid. Using the Rule of 72, what approximate annual rate of growth does this represent?
- A. 8 per cent
 - B. 9 per cent
 - C. 12 per cent
 - D. 25 per cent
- 17 What is the yield on a share of preferred stock, which has a Rs.100 par value and is currently selling for Rs.140 in the market place? The share of preferred stock pays a 14% annual dividend.
- A. 19.6 per cent
 - B. 14 per cent

- 23 What must marketing management consider in relation to a company's product mix or product assortment?
- A. depth; cost; width
 - B. length; cost; depth
 - C. width; quality; depth
 - D. length; width; depth
- 24 _____ occurs when a company charges more than governments perceive is fair for products and/or services; typically by taking advantage of demand where customers/consumers are reliant on a particular product/service.
- A. Product gouging
 - B. Price gouging
 - C. Brand gouging
 - D. Demand pricing
- 25 Which of the following means placing your product or service in as many outlets or locations as possible, in order to maximize the opportunity for customers to find the good or service?
- A. Exclusive distribution
 - B. Intensive distribution
 - C. Selective distribution
 - D. Direct distribution
- 26 Providing free samples of perfumes (scent) in magazines is an example of which of the following?
- A. Classical conditioning
 - B. Operant conditioning
 - C. Social learning
 - D. Behavioural learning
- 27 This is a group of people in the process of diffusion who enjoy being at the leading edge of innovation and buy into new products at an early stage:
- A. Late majority
 - B. Early adopter
 - C. Early majority
 - D. Laggards
- 28 Mass media advertising and mass-marketing were most widely practiced
- A. During the 1800s
 - B. The early part of the 1900s

- 34 Which of the following is an accepted technique for establishing standard times?
- A. Acceptance sampling
 - B. Job design
 - C. PMTS
 - D. Ergonomics
- 35 The "father" of scientific management is
- A. Eli Whitney
 - B. Henry Ford
 - C. Frederick Taylor
 - D. Adam Smith
- 36 What did the Hawthorne experiments discover?
- A. That people need to belong to a 'social group'
 - B. That people need heat and good lighting to work well
 - C. Money is a motivator
 - D. It makes no difference how you treat people at work in relation to their behaviour
- 37 Which aspect of employment is fairness in the management of HR linked to?
- A. Just recruitment and selection
 - B. Grievance and discipline
 - C. Reward management
 - D. All aspects of HR
- 38 Recruitment is widely viewed as a _____ process.
- A. positive
 - B. negative
 - C. positive and negative
 - D. none of these
- 39 Which of the following terms is not associated with job analysis?
- A. Task
 - B. Duty
 - C. Position
 - D. Competitor
- 40 The systematic process of offering essential information to the new employees is usually called
- A. Orientation

- 46 When the accounting manager communicates to the purchasing manager the dollars available for purchases in the current month, this is an example of:
- A. upward communication
 - B. horizontal communication
 - C. downward communication
 - D. the grapevine
- 47 Culture refers to:
- A. rules of behaviour
 - B. behaviour
 - C. attitude
 - D. thinking
- 48 Non-verbal communication does not involve:
- A. gestures
 - B. silence
 - C. words
 - D. space
- 49 In APA citation guide, APA stands for:
- A. Asian Printing Association
 - B. American Printing Association
 - C. American Psychological Association
 - D. American Physiological Association
- 50 A focus group is a facilitator-led group discussion in which the facilitator:
- A. asks questions and respondents take turns answering questions.
 - B. talks more than the participants.
 - C. encourages participants to interact with one another, not just respond to the researcher's questions.
 - D. encourages debate and division among participants.

END OF PAPER

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Answer Keys

1. B	2. A	3. A	4. B	5. D
6. A	7. B	8. D	9. B	10. D
11. C	12. D	13. C	14. D	15. A
16. B	17. C	18. A	19. A	20. C
21. C	22. B	23. D	24. B	25. B
26. A	27. B	28. D	29. B	30. A
31. B	32. C	33. C	34. C	35. C
36. A	37. D	38. A	39. D	40. A
41. D	42. A	43. A	44. C	45. C
46. B	47. A	48. C	49. C	50. C