

# GANPAT UNIVERSITY

PH.D. ENTRANCE TEST JULY – 2017

FACULTY OF MANAGEMENT STUDIES

[MANAGEMENT]

SECTION – B

## Instruction:

- (a) The Question Paper consists of two Parts.
- (b) Part – I of Question Paper consists 25 objective types of questions each of one marks. Correct answer is to be write as A, B, C or D in given separate answer sheet.
- (c) Part – II of Question Paper consists 5 descriptive type of questions each of 5 marks. The answers are to be write in given answer book.
- (d) All Questions are compulsory.

## PART - I

- Q. 1 What is the characteristic of purely competitive market?  
A. Large number of buyers and sellers      B. A few buyers  
C. A few sellers      D. Abnormal profit
- Q. 2 The term opportunity cost refers to  
A. Variable cost      B. Cost of one product in terms of production of others forgone  
C. Short run cost      D. Fixed cost
- Q. 3 People strive to maintain ratio of their own outcomes to their own inputs that are equal to that of those with whom they compare themselves. Theory refers to this is:  
A. Equity theory      B. Goal setting theory  
C. ERG theory      D. Self-efficacy
- Q. 4 Who is the developer of general theory of management that consists 14 principles?  
A. Henri Fayol      B. F. W. Taylor  
C. McKinzy      D. Stonner
- Q. 5 'Marketing is a human activity directed at satisfying needs and wants through Exchange process'; is the statement of  
A. Philip Kotler      B. A. Koshy  
C. Michel Potter      D. Piyush Sinha
- Q. 6 The scientific system of collecting and analysis of data pertaining to market is known as  
A. Advertising research      B. Production research  
C. Marketing research      D. Promotional research
- Q. 7 Accounting standards are  
A. Written policy documents issued by expert accounting body      B. Set of broad accounting policies to be followed by an entity  
C. Set in the form of general principles      D. All of the above
- Q. 8 Higher operating leverage is related to the use of additional \_\_\_\_\_.  
A. Fixed cost      B. Variable cost  
C. Debt financing      D. Common equity financing
- Q. 9 Which one is not a part of control charts for attributes ?  
A. P-chart      B. λ-chart  
C. np-chart      D. c-chart

- Q. 10 PERT stands for
- |  |  |
|--|--|
| A. Project Evaluation and Referral Technique | B. Program Evaluation and Review Technique |
| C. Program Examination and Review Technique  | D. None of the above                       |
- Q. 11 A sequence of business and information links is called a \_\_\_\_\_?
- |                      |                         |
|----------------------|-------------------------|
| A. Logistics network | B. Distribution network |
| C. Sales channel     | D. Supply chain         |
- Q. 12 Outsourcing is \_\_\_\_\_.
- |   |   |
|---|---|
| A. Only related to manufacturing operations       | B. The same as a make-or-buy decision   |
| C. Setting up a supplier of a new product/service | D. Moving the production of goods or services from in-house to an external supplier |
- Q. 13 The goal of financial management is
- |                                     |                      |
|-------------------------------------|----------------------|
| A. Shareholders' value maximization | B. Cost minimization |
| C. Asset management                 | D. None of the above |
- Q. 14 What is 'A' in AIDA model in business?
- |              |              |
|--------------|--------------|
| A. Attention | B. Awareness |
| C. Attribute | D. Analysis  |
- Q. 15 Memo is \_\_\_\_\_.
- |                              |                            |
|------------------------------|----------------------------|
| A. Interoffice communication | B. Political communication |
| C. Both A and B              | D. None of the above       |
- Q. 16 Who is credited with bringing the term "the invisible hand" in economics?
- |               |                 |
|---------------|-----------------|
| A. Adam Smith | B. J. M. Keynes |
| C. F. Hayek   | D. Samuelson    |
- Q. 17 For which of the following costs is it generally necessary to apply a tax adjustment to a yield measure?
- |                          |                              |
|--------------------------|------------------------------|
| A. Cost of common equity | B. Cost of preferred stock   |
| C. cost of debt          | D. Cost of retained earnings |
- Q. 18 Which of the following items describes an index measure of systematic risk?
- |                             |                       |
|-----------------------------|-----------------------|
| A. Beta                     | B. Standard deviation |
| C. Coefficient of variation | D. Variance           |
- Q. 19 Business ethics deals primarily with
- |                          |                                     |
|--------------------------|-------------------------------------|
| A. Social responsibility | B. Pricing of products and services |
| C. Moral obligation      | D. Being unfair to the competition  |
- Q. 20 Porter's Generic Strategies model outlines which basic strategic options available to organizations for gaining competitive advantage
- |                                       |  |
|---------------------------------------|--|
| A. Leadership, differentiation, focus | B. Cost leadership, differentiation, focus |
| C. Price, differentiation, focus      | D. None of the above                       |
- Q. 21 Which of the following terms is not associated with job analysis?
- |             |               |
|-------------|---------------|
| A. Task     | B. Duty       |
| C. Position | D. Competitor |
- Q. 22 Which one is not a performance appraisal method?
- |                               |                     |
|-------------------------------|---------------------|
| A. 360° performance appraisal | B. Rank method      |
| C. Balance Score Card         | D. Interview method |

- Q. 23 The purpose of Job Evaluation is to determine
- A. Time duration of a job
  - B. Worth of a job in relation to other jobs
  - C. Expenses incurred to make a job
  - D. None of the above
- Q. 24 The objective of corporate governance are
- A. Growth
  - B. Stability
  - C. Shareholders value maximization
  - D. All of the above
- Q. 25 What is a social enterprise concerned with?
- A. Profit maximization
  - B. Maximizing market share
  - C. Providing services to customers
  - D. Running a business to create social benefits

## PART – II

- Q. 1 Explain why Maslow's hierarchy of needs theory of motivations has been well received by practicing managers? 5 Marks
- Q. 2 Discuss the importance of Marketing mix as a core of marketing strategy. 5 Marks
- Q. 3 Explain Modigliani and Miller (MM) Approach for capital structure decisions. 5 Marks
- Q. 4 Briefly explain all the sources of recruitment. 5 Marks
- Q. 5 Explain the law of diminishing marginal utility. 5 Marks

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Answer Key

Q. 1	A
Q. 2	B
Q. 3	A
Q. 4	A
Q. 5	A
Q. 6	C
Q. 7	D
Q. 8	A
Q. 9	B
Q. 10	B
Q. 11	D
Q. 12	D
Q. 13	A
Q. 14	A
Q. 15	A
Q. 16	A
Q. 17	C
Q. 18	A
Q. 19	C
Q. 20	B
Q. 21	D
Q. 22	D
Q. 23	B
Q. 24	D
Q. 25	D