

Department of Management Studies, B.S. Abdur Rahman University, Vandalur, Chennai
Ph.D Entrance Examination- June 2016

Name of the Candidate:

Application No:

Duration: 10.00 am to 12.00 noon

Marks: 100

S. No	MCQ Questions (100)
1.	<p>As a general rule, the _____ is the best measure of central tendency because it is more precise.</p> <p>a. Mean b. Median c. Mode d. Range</p>
2.	<p>The standard deviation is</p> <p>a. The square root of the variance b. A measure of variability c. An approximate indicator of how numbers vary from the mean d. All of the above</p>
3.	<p>At its root, productivity involves concern for both _____</p> <p>a. dependence and independence b. diversity and homogeneity c. motivation and distraction d. effectiveness and efficiency</p>
4.	<p>The flow of information through MIS is</p> <p>a. need dependent b. organization dependent c. information dependent d. d. management dependent</p>
5.	<p>Which of the following is not part of the basic framework for analyzing Organizational Behavior issues?</p> <p>a. The process of management b. Organizational context c. Gender and ethnic differences</p>

	<ul style="list-style-type: none"> d. Behavior of people e. None of the above
6.	<p>One byte is made up of-----bits</p> <ul style="list-style-type: none"> a. 4 b. 8 c. 12 d. 16
7.	<p>The actual achievements compared with the objectives of the job is</p> <ul style="list-style-type: none"> a. Job performance b. Job evaluation c. Job description d. None of the above
8.	<p>Depreciation on a personal computer used in the marketing department of a manufacturing firm would be classified as:</p> <ul style="list-style-type: none"> a. a product cost that is fixed with respect to the company's output. b. a period cost that is fixed with respect to the company's output c. a product cost that is variable with respect to the company's output. d. a period cost that is variable with respect to the company's output
9.	<p>The back bone of any organization is</p> <ul style="list-style-type: none"> a. information b. employee c. management d. capital
10.	<p>The "Peter Principle" states that, in a hierarchy every employee:</p> <ul style="list-style-type: none"> a. Tends to rise to their natural level of competence b. Tends to rise to their natural level of incompetence c. Tends to challenge the views of their senior managers d. Tends to seek promotion
11.	<p>Which of the following is a major feature of "Parkinson's Law"?</p> <ul style="list-style-type: none"> a. officials make work for each other b. work expands so as to fill the time available for its completion c. a continual process of balancing d. the contingency theory

12.	<p>According to Morgan, metaphors can be used to view an organization. These metaphors _____</p> <ul style="list-style-type: none"> a. are instruments of domination b. provide a broader view of the dynamics of organizational behavior c. define work as a central life issue d. All of the above
13	<p>Cloke and Goldsmith refer to the age of traditional management coming to an end. This is seen in the</p> <ul style="list-style-type: none"> a. Increasingly international or global business environment b. Decline of hierarchical, bureaucratic, autocratic management c. Increase in hierarchical, bureaucratic, autocratic management styles d. None of the above
14.	<p>Abair Company's manufacturing overhead is 20% of its total conversion costs. If direct labor is \$38,000 and if direct materials are \$35,000, the manufacturing overheads:</p> <ul style="list-style-type: none"> a. \$18,250 b. \$9,500 c. \$8,750 d. \$152,000
15.	<p>A master production schedule contains information about</p> <ul style="list-style-type: none"> a. quantities and required delivery dates of all sub-assemblies b. quantities and required delivery dates of final products c. inventory on hand for each sub-assembly d. inventory on hand for each final product

16.	<p>According to your text, how many points should a rating scale have?</p> <ul style="list-style-type: none"> a. Five b. Four c. Ten d. Somewhere from 4 to 11 points
17.	<p>Which of these is not a method of data collection?</p> <ul style="list-style-type: none"> a. Questionnaires b. Interviews c. Experiments d. Observations
18.	<p>Open-ended questions provide primarily _____ data.</p> <ul style="list-style-type: none"> a. Confirmatory data b. Qualitative data c. Predictive data d. None of the above
19.	<p>Another name for a Likert Scale is</p> <ul style="list-style-type: none"> a. Interview protocol b. Event sampling c. Summated rating scale d. Ranking
20.	<p>Sarah is a qualitative researcher studying how children and parents interact in Head Start Centers. As she examines her data (videotapes and transcripts), she jots down notes concerning the interactions, generating hypotheses, suggesting relationships among categories of information she is examining and so on. This process of jotting notes as she examines the data is called:</p> <ul style="list-style-type: none"> a. Memoing b. Transcription c. Facesheet coding d. Drawing diagrams

21.	<p>Which of the following would usually require the smallest sample size because of its efficiency?</p> <ul style="list-style-type: none"> a. One stage cluster sampling b. Simple random sampling c. Two stage cluster sampling d. Quota sampling
22.	<p>In which of the following nonrandom sampling techniques does the researcher ask the research participants to identify other potential research participants?</p> <ul style="list-style-type: none"> a. Snowball b. Convenience c. Purposive d. Quota
23.	<p>Which form of reasoning is the process of drawing a specific conclusion from a set of premises?</p> <ul style="list-style-type: none"> a. rationalism b. deductive reasoning c. inductive reasoning d. probabilistic
24.	<p>Which scientific method often focuses on generating new hypotheses and theories?</p> <ul style="list-style-type: none"> a. Deductive method b. Inductive method c. Hypothesis method d. Pattern method
25.	<p>The Pearson product moment correlation measures the degree of _____ relationship present between two variables.</p> <ul style="list-style-type: none"> a. Curvilinear b. Nonlinear c. Linear and quadratic d. Linear

26.	<p>What do we apply in order to determine the optimum solution?</p> <p>a) LPP b) VAM c) MODI Method d) None of the above</p>
27.	<p>According to transportation problem number of basic cells will be exactly -----</p> <p>a) $m+n-0$ b) $n+m-1$ c) $m+n+1$ d) None of the above</p>
28.	<p>Operations Research approach is typically based on the use of</p> <p>a) Physical model b) Mathematical model c) Iconic model d) Descriptive model</p>
29.	<p>Which theory concerns making sound decisions under conditions of certainty, risk and uncertainty</p> <p>a) Game Theory b) Network Analysis c) Decision Theory d) None of the above</p>
30.	<p>Who coined the term Operations Research?</p> <p>a) J.F. McCloskey b) F.N. Trefethen c) P.F. Adams d) Both A and B</p>
31.	<p>The word 'Linear' means that the relationships are represented by -----</p> <p>a) Diagonal lines b) Curved lines c) Straight lines d) Slanting lines</p>

32.	<p>Gabert Inc. is a merchandising company. Last month the company's merchandise purchases totaled \$68,000. The company's beginning merchandise inventory was \$17,000 and its ending merchandise inventory was \$13,000. What was the company's cost of goods sold for the month?</p> <p>a. \$72,000 b. \$68,000 c. \$98,000 d. \$64,000</p>
33.	<p>For a healthy business the current ratio lies between</p> <p>a. 0 to 1.5 b. 1.5 to 3 c. 3 to 4.5 d. 4.5 to 6</p>
34.	<p>Direct material costs are added into direct manufacturing costs to calculate</p> <p>a. discuss costs b. prime costs c. resale cost d. merchandise costs</p>
35.	<p>The symptom of large inventory accumulation in anticipation of price rise in future will be indicated by</p> <p>a. Asset turnover ratio b. Working Capital turnover ratio c. Inventory turnover ratio d. All of the above</p>
36.	<p>The comparison of financial data of same time period of different organizations engaged in similar business.</p> <p>a. Time series analysis b. Cross-sectional analysis c. Spatial data analysis d. None of the above</p>

37.	<p>_____ enhance the market value of shares and therefore equity capital is not free of cost.</p> <p>a. Face value b. Dividends c. Redemption value d. Book value</p>
38.	<p>Inward delivery charges and custom duties are classified as</p> <p>a. direct labor costs b. indirect labor costs c. direct material costs d. indirect material cost</p>
39.	<p>Direct manufacturing labor costs is \$40000 and manufacturing overhead cost is \$7000 then conversion cost is</p> <p>a. \$47,000 b. \$33,000 c. \$57,000 d. \$18,000</p>
40.	<p>Ninety-percent of X company's total sales of \$600,000 is on credit. If its year-end receivables turnover is 5, the average collection period (based on a 365-day year) and the year-end receivables are, respectively:</p> <p>a. 365 days and \$108,000. b. 73 days and \$120,000. c. 73 days and \$108,000. d. 81 days and \$108,000.</p>
41.	<p>-----varies inversely with profitability.</p> <p>a. Liquidity. b. Risk. c. Financing. d. Liabilities</p>

42.	<p>Compensation quartile strategy in which employer of organization pays below than market compensations is called</p> <ul style="list-style-type: none"> a. forth quartile strategy b. third quartile strategy c. second quartile strategy d. first quartile strategy
43.	<p>A manager may delegate any of the following except:</p> <ul style="list-style-type: none"> a. Authority b. Workload c. Responsibility d. attendance at meetings to represent the department
44.	<p>Maslow, in his triangle of human needs, showed that</p> <ul style="list-style-type: none"> a. having challenging new tasks is a basic human need b. money always motivates workers c. safety and security is a low order human need d. workers will not give of their best unless they have good social events provided by the firm
45.	<p>Piecework is a payment system where the worker is"</p> <ul style="list-style-type: none"> a. paid overtime for any hours worked beyond 25 per week b. rewarded for good conduct c. is paid a minimum of £4.20 per hour d. is paid for what he or she achieves
46.	<p>Workforce planning involves all of the following except:</p> <ul style="list-style-type: none"> a. Organising the training of staff b. forecasting future personnel requirements c. examining production plans in a factory d. preparing and maintaining personnel records

61.	<p>The effectiveness of wide spans of control will depend on:</p> <ul style="list-style-type: none"> a. ability of the chosen managers to manage effectively those under them b. designing a complex set of tasks for less senior personnel to perform c. employees being treated in a more Theory X way (McGregor) and not left to supervise their own working environment d. the senior management wishing to encourage promotion from within its current staff
62.	<p>Retail stores such as Best Buy, Staples and Pet Smart are examples of</p> <ul style="list-style-type: none"> a. superstore b. outbound stores c. inbound stores d. intensive stores
63.	<p>Considering franchise organization, independent business people involved other than service organization is represented as</p> <ul style="list-style-type: none"> a. specialty line handlers b. corporate units c. franchisor d. franchisee
64.	<p>Retailing operation which is operated and owned by manufacturer and carries surplus or irregular goods is classified as</p> <ul style="list-style-type: none"> a. factory outlets b. warehouse clubs c. factory clubs d. surplus center
65.	<p>Adopter group 'laggards' are</p> <ul style="list-style-type: none"> a. deliberate b. guided by respect c. skeptical d. tradition bound

66.	<p>That minor stimuli which determines when and how customer will respond in certain way is called</p> <p>a. perception b. cues c. motives d. both a and c</p>
67.	<p>According to brand personality traits, 'sophistication' is concluded as brand being</p> <p>a. reliable and intelligent b. daring and imaginative c. cheerful and wholesome d. charming and upper class</p>
68.	<p>New product pricing strategy through which companies set lower prices to gain large market share is classified as</p> <p>a. optional product pricing b. skimming pricing c. penetration pricing d. captive product pricing</p>
69.	<p>Pricing strategy in which company divides location into different sectors and charge same price for each sector is classified as</p> <p>a. freight on board origin pricing b. zone pricing c. basing point pricing d. uniform delivered pricing</p>
70.	<p>Mr. Lopez buys goods and services for use in the production of products, which is later sold and supplied to others. Mr. Lopez is involved in _____.</p> <p>a. consumer buying behavior b. post-purchase dissonance c. retail buyer behavior d. business buyer behavior</p>

71.	<p>Products such as "VHS tapes" are examples of</p> <ul style="list-style-type: none"> a. product classes b. product forms c. branding d. product perception
72.	<p>In new product development process, after analysis of business next step to be taken is</p> <ul style="list-style-type: none"> a. test marketing b. one channel marketing c. penetration marketing d. individual marketing
73.	<p>When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____.</p> <ul style="list-style-type: none"> a. indirect marketing b. direct marketing c. multi-level marketing d. integrated marketing
74.	<p>Classic examples of salutary products are</p> <ul style="list-style-type: none"> a. ineffective medicines b. junk food and cigarettes c. nutritious high fiber cereals d. insurance products
75.	<p>Products that are bought without detailed comparisons are best classified as</p> <ul style="list-style-type: none"> a. sought products b. unsought products c. less convenient products d. convenient products

76.	<p>Which of the following is not a characteristic of the normal distribution?</p> <p>a. it is a symmetrical distribution</p> <p>b. the mean is always zero</p> <p>c. the mean, median and mode are equal</p> <p>d. it is a bell-shaped distribution</p>
77.	<p>Which of the following is not a correct statement?</p> <p>a. the exponential distribution describes the Poisson process as a continuous random variable</p> <p>b. the exponential distribution is a family of curves, which are completely described by the mean</p> <p>c. the mean of the exponential distribution is the inverse of the mean of the Poisson</p> <p>d. the Poisson is a probability distribution for a discrete random variable while the exponential distribution is continuous</p>
78.	<p>A larger standard deviation for a normal distribution with an unchanged mean indicates that the distribution becomes:</p> <p>a. narrower and more peaked</p> <p>b. flatter and wider</p> <p>c. more skewed to the right</p> <p>d. more skewed to the left</p>
79.	<p>Non-overlapping categories or intervals are known as _____.</p> <p>a. Inclusive</p> <p>b. Exhaustive</p> <p>c. Mutually exclusive</p> <p>d. Mutually exclusive and exhaustive</p>
80.	<p>Which of the following represents the fiftieth percentile, or the middle point in a set of numbers arranged in order of magnitude?</p> <p>a. Mode</p> <p>b. Median</p> <p>c. Mean</p> <p>d. Variance</p>

81.	<p>Which of the following is NOT a measure of variability?</p> <ul style="list-style-type: none"> a. Median b. Variance c. Standard deviation d. Range
82.	<p>_____ is the set of procedures used to explain or predict the values of a dependent variable based on the values of one or more independent variables.</p> <ul style="list-style-type: none"> a. Regression analysis b. Regression coefficient c. Regression equation d. Regression line
83.	<p>The denominator (bottom) of the z-score formula is</p> <ul style="list-style-type: none"> a. The standard deviation b. The difference between a score and the mean c. The range d. The mean
84.	<p>Scale which categorize events in collectively exhaustive and mutually exclusive manner is classified as</p> <ul style="list-style-type: none"> a. discrete scale b. continuous scale c. valid scale d. nominal scale
85.	<p>Question which have different answers for its subparts is considered as</p> <ul style="list-style-type: none"> a. double barreled questions b. single barreled questions c. multiple barreled questions d. dichotomous questions

86	<p>Analytical study of relationship between output commodity and its price is classified as</p> <ul style="list-style-type: none"> a. demand analysis b. supply analysis c. imports analysis d. export analysis
87	<p>Scale used in statistics which provides difference of proportions as well as magnitude of differences is considered as</p> <ul style="list-style-type: none"> a. satisfactory scale b. ratio scale c. goodness scale d. exponential scale
88	<p>Who was the first administrator-statesman to attempt planning as a means for economic development?</p> <ul style="list-style-type: none"> a. Sir CP Ramaswami Aiyar b. M Viswesvarayya c. VT Krishnamachari d. C Rajagopalachari
89	<p>Which of the following plans aimed at the removal of poverty and attainment of self-reliance?</p> <ul style="list-style-type: none"> a. second plan b. third plan c. fourth plan d. fifth plan
90	<p>Which Indian state has the largest number of cotton textile mills?</p> <ul style="list-style-type: none"> a. Madhya Pradesh b. Maharashtra c. Gujarat d. West Bengal

91.	Census in India is being held regularly after every a. 6 years b. 8 years c. 10 years d. 12 years
92.	Which of the following organizations looks after the credit needs of agriculture and rural development in India? a. FCI b. IDBI c. NABARD d. ICAR
93.	With which aspect of commerce are 'Bulls and Bears' associated? a. Foreign Trade b. Stock Exchange market c. banking d. international finance
94.	With which of the following lies the basic regulatory authority for mutual funds and stock markets? a. Reserve bank of India b. Government of India c. SEBI d. Stock Exchanges
95.	Which of the following taxes is a progressive tax? a. income tax b. custom tax c. sales tax d. excise duty

96.	Which of the following is known as plastic money? a. bearer cheques b. credit cards c. demand drafts d. gift cheques
97.	The launching of five year plans in India saw the introduction of a. mixed economy b. socialist economy c. capitalist economy d. closed economy
98.	Who is known as the 'Father of Economics'? a) Adam Smith b) Chanakya c) Machiavelli d) None of these
99.	Which company's mobile phone is marketed with the slogan - Big inside. Small Outside a. Nokia b. Sony c. Samsung d. Motorola
100.	The Indian to beat computers in mathematical wizardry is a. Ramanugam b. Rina Panigrahi c. Raja Ramanna d. Shakunthaladevi