

Sr. No. 10045

(DO NOT OPEN THIS QUESTION BOOKLET UNTIL YOU ARE ASKED TO DO SO)

**PHDURS-EE-2013**  
**Business Management**

Code



Time : 1½ hours

Max. Marks : 100

Total Questions : 100

Candidate's Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Father's Name \_\_\_\_\_ Mother's Name \_\_\_\_\_

Roll No. \_\_\_\_\_ (in figure) \_\_\_\_\_ (in words)

Date of Examination : \_\_\_\_\_

(Signature of the candidate)

(Signature of the Invigilator)

**CANDIDATES MUST READ THE FOLLOWING INFORMATION / INSTRUCTIONS BEFORE STARTING THE QUESTION PAPER.**

1. All questions are compulsory and carry equal marks.
2. All the candidates **MUST** return the Question book-let as well as OMR answer-sheet to the Invigilator concerned before leaving the Examination Hall, failing which a case of use of unfair-means / misbehaviour will be registered against him / her, in addition to lodging of an FIR with the police. Further the answer-sheet of such candidate will not be evaluated.
3. In case there is any discrepancy in any question(s) in the Question Booklet, the same may be brought to the notice of the Controller of Examinations **in writing** within **two hours** after the test is over. No such complaint(s) will be entertained thereafter.
4. The candidate **MUST NOT** do any rough work **OR** writings in the OMR Answer-Sheet. Rough work, if any, may be done in the question book-let itself. Answers **SHOULD NOT** be ticked in the Question book-let.
5. Use **Black OR Blue BALL POINT PEN** only in the OMR Answer-Sheet.
6. For each correct answer, the candidate will get full credit. Cutting, erasing, overwriting and more than one answer in OMR Answer-Sheet will be treated as incorrect answer. There will be no negative marking.
7. **BEFORE ANSWERING THE QUESTIONS, THE CANDIDATES SHOULD ENSURE THAT THEY HAVE BEEN SUPPLIED CORRECT AND COMPLETE BOOK-LET. COMPLAINTS, IF ANY, REGARDING MISPRINTING ETC., WILL NOT BE ENTERTAINED 30 MINUTES AFTER STARTING OF THE EXAMINATION.**

Ram Mohan  
21-9-13

  
21/09/13





Question No.	Questions
6.	<p>The average product _____ when marginal product is _____ average product.</p> <p>(1) Increases, greater than                      (2) Increases, lesser than (3) Decreases, greater than                      (4) None of the above</p>
7.	<p>Fixed cost of a factor is Rs. 5000 per annum and the target profit is Rs. 3,000. Variable cost is Rs. 2 per unit and sales price is Rs. 4 per unit. The required volume of sales is :</p> <p>(1) Rs. 14,000                                              (2) Rs. 15,000 (3) Rs. 16,000                                              (4) Rs. 17,000</p>
8.	<p>Which of the following is not a feature of perfect competition ?</p> <p>(1) Homogeneous production                      (2) Perfect knowledge (3) Price controlled by the seller                      (4) Free entry and exit</p>
9.	<p>A monopolist will earn maximum profit when</p> <p>(1) <math>MC &gt; MR</math>                                              (2) <math>MC = MR</math> (3) <math>MC &lt; MR</math>                                              (4) None of the above</p>
10.	<p>Advantages of collusive oligopoly are :</p> <p>(a) Increased profits (b) Decreased uncertainty (c) Better opportunity to prevent entry of new players (d) Individual price setting</p> <p>(1) (a), (b), (c)                                              (2) (a), (b), (d) (3) (b), (c), (d)                                              (4) (a), (b), (c), (d)</p>



Question No.	Questions
16.	At indifference level of EBIT, different capital plans have : (1) Same EBIT (2) Same EPS (3) Same PBT (4) Same PAT
17.	A firm has EBIT of Rs. 50,000. Market value of debt is Rs. 80,000 and overall capitalisation rate is 8%. Market value of the firm under NOI approach is : (1) Rs. 2,50,000 (2) Rs. 1,70,000 (3) Rs. 2,30,000 (4) Rs. 2,70,000
18.	Dividend distribution tax is payable by : (1) Share holders to government (2) Share holders to company (3) Company to government (4) Holding company to subsidiary company
19.	Operatinig cycle is equal to inventory conversion cycle plus : (1) Receivable conversion period (2) Credits deferral period (3) (1) minus (2) (4) (1) plus (2)
20.	Which of the following is not a benefit of carrying inventories : (1) Reduction in ordering cost (2) Avoiding lost sales (3) Avoiding production costs (4) Reducing carrying costs



Question No.	Questions
26.	Benefits of motivation do not include : (1) Industrial unrest (2) Industrial democracy (3) Decline in employees' turnover (4) Job satisfaction
27.	Which of the following is / are targets of organisational changes as per Grever and Barners ? (1) Increase in motivation (2) Acceptance of technology (3) Both (1) and (2) (4) Neither (1) nor (2)
28.	Which of the following statements is correct ? (1) Perception is the act of seeing what is there to be seen (2) Perception is the act of seeing what is not to be seen (3) Perception is the act of controlling (4) Perception is the act of planning
29.	The causes of conflicts are : (a) Incompatible personalities (b) Inadequate compensation (c) Interdependent tasks (d) Poor working conditions (e) Competition for limited resources (1) (a), (b), (c), (d) (2) (a), (c), (d), (e) (3) (a), (b), (c), (e) (4) (a), (b), (c), (d), (e)
30.	Which of the following is not an OD intervention ? (1) Third party intervention (2) Quality circles (3) Goal setting (4) Employee absentism





Question No.	Questions
36.	Information for carrer planning in a company : (1) Is available from HRIS (2) Can be had from line managers (3) Can be obtained from staff assistants (4) Is often not available
37.	Giving employees more tasks to perform at the same time is called job (1) Enrichment (2) Rotation (3) Enlargement (4) Revitalisation
38.	Performance appraisal serves as building block of : (1) Recruitment (2) Manpower planning (3) Job analysis (4) Career planning
39.	Group incentives would work best among : (1) Accountants (2) Stock holders (3) Car sales people (4) Assembly line workers
40.	You are given the following statements : (a) High performing team generally tend to be very large (b) Teamwork does not just happen, it needs continuous effort (c) Self managing teams are informal elements in the organisation structure (1) a-T, b-T, c-T (2) a-F, b-T, c-T (3) a-F, b-T, c-F (4) a-F, b-F, c-F

Question No.	Questions
41.	Marketing characteristics are : (1) Product market segmentation (2) Need based marketing strategy (3) Profit orientation (4) All of these
42.	Which of the following is a controllable variable of marketing ? (1) Packaging (2) Advertisement (3) Legal environment (4) Economic environment
43.	Which of the following is not a part of promotional media ? (1) Cost (2) Publication (3) Printing (4) Broadcasting out-of-home
44.	Which of the following are marketing oriented ? (a) Decentralisation (b) Domination of consumer considerations (c) General retailer (1) (a), (b) (2) (a), (c) (3) (b), (c) (4) (a), (b), (c)
45.	Product line covers (1) Departmental stores (2) One price retailer (3) Both (1) and (2) (4) Neither (1) nor (2)



Question No.	Questions
51.	Production is a _____ process (1) Time consuming (2) Value added (3) Job creating (4) Revenue generating
52.	Which of the following is not a scheduling technique ? (1) Gantt charts (2) PERT (3) CPM (4) Process charts
53.	ISO-9000 is related to (1) Quality system (2) Financial system (3) Functional system (4) Costing system
54.	Which of the following are examples of intermittent production systems ? (a) Fastners manufacturing ? (b) Drug manufacturing (c) Refrigerator manufacturing (d) Fertiliser manufacturing (1) (a), (b), (d) (2) (a), (c), (d) (3) (a), (b), (c) (4) (b), (c), (d)
55.	Basic objective/s of ERP is/are (1) Diagnostic function (2) Application logic (3) Command language (4) All of these



Question No.	Questions
61.	Classification of MBA students by field of specialisation is an example of _____ data. (1) Nominal (2) Ordinal (3) Interval (4) Ratio
62.	In the context of income distribution, Lorenz curve depicts : (1) Prosperity (2) Poverty (3) Growth (4) Inequality
63.	If the mean of a variable is 50, then the mean of the variable $(X-30)/20$ is (1) 0.5 (2) 1.0 (3) 1.5 (4) 2.0
64.	Which of the following is not a measure of variation ? (1) Quartile deviation (2) Mean deviation (3) Normal deviation (4) Standard deviation
65.	Correlation co-efficient between two independent variable is (1) 0 (2) 0.5 (3) -0.5 (4) Can not say

Question No.	Questions
66.	<p>Which type of data is not suited for calculation of Karl Pearson's co-efficient of correlation ?</p> <p>(1) Nominal (2) Ordinal (3) Interval (4) Ratio</p>
67.	<p>Which of the following assumptions is not valid in using regression equations ?</p> <p>(1) Distribution of error terms (<math>e_i</math>) is normal (2) Expected value of <math>e_i</math> is zero (3) Variance of <math>e_i</math> is <math>\sigma_i^2</math> for each value of <math>i</math> (4) Correlation co-efficient between two error terms is zero</p>
68.	<p>Co-efficient of contingency is defined only for</p> <p>(1) One variable (2) Two variables (3) Three variables (4) All of the above</p>
69.	<p>Three quarterly seasonal indices of a time series are 94.3, 98.5, 102.2. The fourth quarterly index will be :</p> <p>(1) 103.4 (2) 103.8 (3) 104 (4) 105</p>
70.	<p>A time series comprises of five values viz 52, 56, 60, 67, 71 its moving average of order 3 are :</p> <p>(1) 54, 60, 66 (2) 55, 61, 67 (3) 56, 61, 66 (4) 57, 60, 63</p>







Question No.	Questions
81.	LAN is (1) Local Area Network                      (2) Low Altitude Network (3) Low Area Network                      (4) None of the above
82.	The initial implementation due to the technology limitation of distance was the department network popularly known as : (1) Computer network                      (2) Local area network (3) Network design                      (4) Database network
83.	DFDs are (1) Documents for documents (2) Documents face documents (3) Data flow diagrams (4) Document flow diagrams
84.	ERP system deals with the (1) Financial planning and use of resources (2) Manpower planning and use of resources (3) Planning of computer networking (4) Planning and use of all resources used in the business
85.	_____ is data converted into more useful form (1) Information                      (2) Knowledge (3) Process                      (4) Expression



Question No.	Questions
91.	<p>The information required by the top and middle management for decision making is</p> <p>(1) Operational information  (2) Decision support-information  (3) Organisational information  (4) Knowledge information</p>
92.	<p>Application programmes that process the input data using computer, generate information and store information for future use is called</p> <p>(1) Dataware  (2) Hardware  (3) Software  (4) Firmware</p>
93.	<p>That component of MIS which holds the most important resource of the system, data is</p> <p>(1) Data repository  (2) Data mining  (3) Data warehouse  (4) Database</p>
94.	<p>SRS stands for</p> <p>(1) Structure requirement specification  (2) Strategic requirement specification  (3) Source requirement specification  (4) Software requirement specification</p>
95.	<p>The chart used to visualise the flow of order during the design and implementation of a system is called the ____ chart</p> <p>(1) Data  (2) Input/Output  (3) System  (4) Structured</p>

Question No.	Questions
96.	It provides the address of a resource of file which is available on internet (1) Browser (2) WWW (3) URL (4) HTTP
97.	Which tool/s is/are used for system design ? (1) Data flow diagram (2) Data dictionary (3) Neither (1) nor (2) (4) Both (1) and (2)
98.	A private, third party-managed, network, that offers data transmission and network services to subscribing firms, is called (1) Value added network (2) Private area network (3) Integrated services digital network (4) Public switched telephone network
99.	Computers process, store and communicate information in _____ form (1) Decimal (2) Binary (3) Decimal (4) Octel
100.	Teleconferencing in which the participants can see each other on video screens is termed (1) Video mailing (2) Video chatting (3) Video conferencing (4) Video searching