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

PHDURS-EE-2013
Business Management

Code **C**

| Time : 1¼ 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.

Question No.	Questions
1.	The primary source of information for recruitment is : (1) Job analysis (2) Managerial interviews (3) Testing (4) Interviews with applicants
2.	The most reliable type of interview is : (1) Behavioural　　　　　(2) Stress (3) Structured　　　　　(4) Situational
3.	Reasons for layoff include all but : (1) Seasonal fluctuations in demand (2) Union activities of an employee (3) Piling of inventories (4) Downsizing
4.	Off-the job training method includes : (1) Training at training centre (2) Job rotation method (3) Guidance (4) Vestibule training
5.	Role playing is often used to : (1) Model behaviour　　　　　(2) Change attitudes (3) Change results　　　　　(4) Learn skills

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Question No.	Questions
6.	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
7.	Giving employees more tasks to perform at the same time is called job (1) Enrichment (2) Rotation (3) Enlargement (4) Revitalisation
8.	Performance appraisal serves as building block of : (1) Recruitment (2) Manpower planning (3) Job analysis (4) Career planning
9.	Group incentives would work best among : (1) Accountants (2) Stock holders (3) Car sales people (4) Assembly line workers
10.	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
11.	The fundamentals of organisational behaviour is/are : (a) Caused behaviour (b) A whole person (c) Individual differences (1) (a),(b) (2) (a),(c) (3) (a), (b), (c) (4) (b), (c)
12.	Motivation includes : (1) Job enrichment (2) Job rotation (3) Job enlargement (4) All of these
13.	Expectancy theory was developed by : (1) Alfred (2) Vroom Victor (3) Robinson (4) Maslow
14.	Which of the following statements is correct ? (1) Evolved policy is based on the manner in which a policy is formed (2) A central element in the planning process is recognizing inadequacies in present conditions which point to the desirability of changes (3) Planning is not a major management function (4) None of the above
15.	Which of the following are theories of leadership ? (a) Situational theory (b) Trait theory (c) Theory X (d) The great man theory (1) (a), (b), (d) (2) (a), (c), (d) (3) (b), (c), (d) (4) (a), (b), (c), (d)

Question No.	Questions
16.	Benefits of motivation do not include : (1) Industrial unrest (2) Industrial democracy (3) Decline in employees' turnover (4) Job satisfaction
17.	Which of the following is / are targets of organisational changes as per Grewer and Barners ? (1) Increase in motivation (2) Acceptance of technology (3) Both (1) and (2) (4) Neither (1) nor (2)
18.	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
19.	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)
20.	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
21.	Which of the following is called an annuity ? (1) Lump sum after few years (2) A series of equal and regular amounts (3) A series of unequal and irregular amounts (4) A series of equal and irregular amounts
22.	A firm has earned 8% return on total assets of Rs. 50,00,000 and has a net profit ratio of 5%. The sales of the firm are : (1) Rs. 4,00,000 (2) Rs. 2,50,000 (3) Rs. 80,00,000 (4) Rs. 83, 33, 333
23.	The following are not considered while preparing cash budget : (a) Accrual principle (b) Difference in capital and revenue items (c) Conservation principle (1) (a), (b) (2) (b), (c) (3) (a), (c) (4) (a), (b), (c)
24.	In IRR method, the cash inflows from the project are assumed to be reinvested at the rate equal to : (1) IRR (2) Risk-free rate (3) Cost of capital (4) Rate of interest
25.	If a firm issues new share capital to redeem debentures, then : (1) OL will increase (2) OL will decrease (3) FL will increase (4) FL will decrease

Question No.	Questions
26.	At indifference level of EBIT, different capital plans have : (1) Same EBIT (2) Same EPS (3) Same PBT (4) Same PAT
27.	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
28.	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
29.	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)
30.	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
31.	Which of the following is not included in micro economics ? (1) Demand theory (2) Production theory (3) Factor pricing theory (4) Economic growth theory
32.	Total cost of producing 500 units is Rs. 10,000 which includes fixed costs of Rs. 5000. Production level is increased to 700 units which increases the fixed costs by Rs. 1,000 (variable cost per unit remaining the same. Marginal cost per unit is : (1) Rs. 10 (2) Rs. 15 (3) Rs. 18 (4) Rs. 20
33.	For the same problem in Q. No. **2**, increase in average cost per unit is : (1) Rs. zero (2) Re. 1 (3) Rs. 1.5 (4) Rs. 2.0
34.	Total utility of a commodity is maximum when marginal utility is : (1) Positive (2) Zero (3) Negative (4) Can not say
35.	Which of the following is not a condition of law of variable proportions : (1) Indivisibility of factors (2) Change in factor ratio (3) Change in technology (4) Imperfect substitutes

Question No.	Questions
36.	The average product _____ when marginal product is _____ average product. (1) Increases, greater than (2) Increases, lesser than (3) Decreases, greater than (4) None of the above
37.	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 : (1) Rs. 14,000 (2) Rs. 15,000 (3) Rs. 16,000 (4) Rs. 17,000
38.	Which of the following is not a feature of perfect competition ? (1) Homogeneous productition (2) Perfect knowledge (3) Price controlled by the seller (4) Free entry and exit
39.	A monopolist will earn maximum profit when (1) $MC > MR$ (2) $MC = MR$ (3) $MC < MR$ (4) None of the above
40.	Advantages of collusive oligopoly are : (a) Increased profits (b) Decreased uncertainty (c) Better opportunity to prevent entry of new players (d) Individual price setting (1) (a), (b), (c) (2) (a), (b), (d) (3) (b), (c), (d) (4) (a), (b), (c), (d)

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

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Question No.	Questions
46.	It provides the address of a resource of file which is available on internet (1) Browser (2) WWW (3) URL (4) HTTP
47.	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)
48.	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
49.	Computers process, store and communicate information in _____ form (1) Decimal (2) Binary (3) Decimal (4) Octel
50.	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

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Question No.	Questions
51.	LAN is (1) Local Area Network (2) Low Altitude Network (3) Low Area Network (4) None of the above
52.	The initial implementation due to the technology limitation of distance was the department network populary known as : (1) Computer network (2) Local area network (3) Network design (4) Database network
53.	DFDs are (1) Documents for documents (2) Documents face documents (3) Data flow diagrams (4) Document flow diagrams
54.	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
55.	_____ is data converted into more useful form (1) Information (2) Knowledge (3) Process (4) Expression

Question No.	Questions
56.	Which of the following is not a type of report ? (1) Scheduled report (2) On demand report (3) Knowledge report (4) Exception report
57.	Tabular data presentation is also known as : (1) Structured data (2) Semi-structured data (3) Unstructured data (4) None of the above
58.	SBU stands for (1) Social Business Unit (2) Strategic Business Unit (3) Special Business Unit (4) Specific Business Unit
59.	Which of the following are internet protocols : (a) TCP / IP (b) HTTP (c) FTP (d) WAN (1) (a), (b), (c), (d) (2) (a), (c), (d) (3) (b), (c), (d) (4) (a), (b), (c)
60.	Which of the following is not a search engine ? (1) Google (2) Yahoo (3) Altavista (4) BSNL

Question No.	Questions
61.	The probability of getting a total of 7 on two dice is (1) 5/36 (2) 6/36 (3) 7/36 (4) 8/36
62.	Bayes' theorem can be used in the fields of (1) Diagnostic tests (2) Telecommunication (3) Designing of systems (4) All of these
63.	In stratified sampling, size of the sample depend on (1) Stratum size (2) Number of stratums (3) Hetrogeneity of stratum (4) Cost involved
64.	Which of the following statements is not true ? (1) $\overline{X} - \sigma$ to $\overline{X} + \sigma$ is 68.26% (2) $\overline{X} - 2\sigma$ to $\overline{X} + 2\sigma$ is 94.92% (3) $\overline{X} - 1.96\,\sigma$ to $\overline{X} + 1.96\,\sigma$ is 95% (4) $\overline{X} - 3\sigma$ to $\overline{X} + 3\sigma$ is 99.73%
65.	Which of the following factors does not usually affect the range of a confidence interval ? (1) Sample size (2) Confidence desired (3) Variability in the population (4) Population size

Question No.	Questions
66.	If the alternate hypothesis is $m_1 > m_2$, the critical region will be on (1) Left side (2) Right side (3) Both sides (4) None of the above
67.	The p-value indicates the _____ level of significance at which the null hypothesis will be _____. (1) Minimum, rejected (2) Maximum, rejected (3) Maximum, accepted (4) Minimum, accepted
68.	In a hypothesis testing survey, level of significance is taken at 5%. It means that (a) Probability of committing type I error is 0.05 (b) Probability of committing type II error is 0.95 (c) There are 95% chances that the results are correct (d) Probability that a value will be outside the critical region is 0.05 (1) (a), (b), (c) (2) (b), (c),(d) (3) (a), (c), (d) (4) (a), (b), (c), (d)
69.	Mann–Whitney 'u' test is used for testing : (1) Equality of two means (2) Equality of three means (3) Equality of more than two means (4) Equality of two sets of rankings
70.	Which of the following is not a parametric test ? (1) z-test (2) Chi-square test (3) t-test (4) F- test

Question No.	Questions
71.	Classification of MBA students by field of specialisation is an example of _____ data. (1) Nominal (2) Ordinal (3) Interval (4) Ratio
72.	In the context of income distribution, Lorenz curve depicts : (1) Prosperity (2) Poverty (3) Growth (4) Inequality
73.	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
74.	Which of the following is not a measure of variation ? (1) Quartile deviation (2) Mean deviation (3) Normal deviation (4) Standard deviation
75.	Correlation co-efficient between two independent variable is (1) 0 (2) 0.5 (3) –0.5 (4) Can not say

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

Question No.	Questions
81.	Production is a _____ process (1) Time consuming (2) Value added (3) Job creating (4) Revenue generating
82.	Which of the following is not a scheduling technique ? (1) Gantt charts (2) PERT (3) CPM (4) Process charts
83.	ISO–9000 is related to (1) Quality system (2) Financial system (3) Functional system (4) Costing system
84.	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)
85.	Basic objective/s of ERP is/are (1) Diagnostic function (2) Application logic (3) Command language (4) All of these

Question No.	Questions
86.	The work of L.D. Miles of GEC is known as : (1) Business process re-engineering (2) Six sigma (3) Value analysis (4) Control charts
87.	In gravity location problem, _____ path is followed (1) Rectilinear (2) Euclidean (3) Straight (4) Circular
88.	Ship building industry commonly employs _____ layout. (1) Process (2) Product (3) Group technology (4) Fixed
89.	If the annual demand of an item is 1000 units, ordering costs are Rs. 50 per order and carrying costs are Rs. 10 per unit per year, then the EOQ is _____ units (1) 100 (2) 80 (3) 120 (4) 150
90.	OC curve is associated with _____ (1) $\bar{\bar{X}}$ – chart (2) p – chart (3) c – chart (4) sampling plan

Question No.	Questions
91.	Marketing chracteristics are : (1) Product market segmentation (2) Need based marketing strategy (3) Profit orientation (4) All of these
92.	Which of the following is a controllable variable of marketing ? (1) Packaging (2) Advertisement' (3) Legal environment (4) Economic environment
93.	Which of the following is not a part of promotional media ? (1) Cost (2) Publication (3) Printing (4) Broadcasting out-of-home
94.	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)
95.	Product line covers (1) Departmental stores (2) One price retailer (3) Both (1) and (2) (4) Neither (1) nor (2)

Question No.	Questions
96.	On-line marketing includes (a) Reason-orientation of on-line advertising (b) Non-inclusiveness of on-line advertising (c) Spatiality of on-line marketing (d) No physical delivery (1) (a), (b), (c) (2) (a), (b), (d) (3) (a), (c), (d) (4) (a), (b), (c), (d)
97.	Marketing environment does not include : (1) Socio-economic environment (2) Technological environment (3) Competition (4) Capital market
98.	Which of the following statement/s is/are true ? (a) Production in the modern organisations is carried on in anticipation of consumer demand (b) The concept of marketing research is related to the traditional concept of selling. (1) Only (a) (2) Only (b) (3) Neither (a) nor (b) (4) Both (a) and (b)
99.	Who said these words. "The four Ps of service marketing are people, people, people and people?" (1) Theodor Levitt (2) Richard Dow (3) Robert Lindgren (4) Philip Kotler
100.	A company marketing high quality product is charging low price for it. This strategy is called : (1) Premium strategy (2) High value strategy (3) Super value strategy (4) Good value strategy