

Ph. D Entrance Test – Management Sample Paper

Note: All Questions are compulsory. Each question carry one mark.

1. Which business unit generates substantial cash surplus due to low industry growth rate and high profit share?

- (A) Dog
- (B) Cash cow
- (C) Question mark
- (D) Star

2. Which is the basic form of Innovation?

- (A) Introduction of novel production process
- (B) Improvement and development of existing process
- (C) Improvement and development of existing firm
- (D) All of the above

3. The book ‘Innovation and Entrepreneurship’ is written by

- (A) Harold Koontz
- (B) Blake and Mouton
- (C) Peter F. Drucker
- (D) None of the above

4. Match the following:

List-I	List-II
Financial Institution	Year of Establishment
(i) Industrial Development Bank of India (IDBI)	I. 1955
(ii) Small Industries Development Bank of India (SIDBI)	II. 1964
(iii) Natural Small Industries Corporation (NSIC)	III. 1948
(iv) Industrial Finance Corporation of India (IFCI)	IV. 1989

Codes:

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|-----|-----|------|-------|------|
| | (i) | (ii) | (iii) | (iv) |
| (A) | I | IV | III | II |

- (B) II IV I III
- (C) III I II IV
- (D) III II I IV

5. For ‘make or buy decision’, which cost is to be considered?

- (A) Marginal cost
- (B) Total cost
- (C) Fixed cost
- (D) None of the above

6. Acceptance Quality level is

- (A) Maximum number of defectives that the consumers will accept
- (B) Fraction defective(s) that the consumer considers acceptable
- (C) Fraction defective(s) that the producer considers acceptable
- (D) Maximum number of defectives that the producer will allow

7. Who defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor?”

- (A) Philip Kotler
- (B) C.K. Prahlad
- (C) Chartered Institute of Marketing
- (D) American Marketing Association

8. Willingness to pay minus actual payment is called

- (A) Consumer’s surplus
- (B) Producer’s surplus
- (C) Utility cost
- (D) Supplier’s surplus

9. A Right-ward shift in Demand Curve indicates

- (A) A decrease in supply
- (B) An increase in quantity supplied
- (C) An increase in supply over the previous year
- (D) Law of Variable Proportions

10. The elasticity of demand is greater than unity, when

- (A) Percentage change in demand is equal to the percentage change in price.
- (B) Percentage change in demand is more than the percentage change in price.
- (C) Percentage change in demand is less than the percentage change in price.
- (D) There is change in price.