# The ICFAI University, Dehradun
## Ph.D. Entrance Examination, 2023
## IUDRET-2023
## Question Booklet

MANAGEMENT                                148909

**Signature and Name of Invigilator**

1. (Signature) _____
   (Name) _____
2. (Signature) _____
   (Name) _____

OMR Sheet No.: ................................................
(To be filled by the Candidate)

Application No. | | | | | | |
(To be filled by the Candidate)

[Time: 2 Hours]                                          [Maximum Marks: 50]
Number of Pages in this Booklet: 08          Number of Questions in this Booklet: 50

**General Instructions: -**

1. Write your application number in the space provided at the top of this page.
2. This question booklet consists of fifty multiple-choice types of questions.
3. At the commencement of the examination, the question booklet will be given to you. In the first 5 minutes, you are required to open the question booklet and compulsorily examine it as below:
   (i) To have access to the question booklet, tear off the paper seal on the edge of this cover page. Do not accept a question booklet without a sticker seal and do not accept an open question booklet.
   (ii) Tally the number of pages and a number of questions in the booklet with the information printed on the cover page. A faulty question booklet due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be replaced immediately by a correct booklet from the invigilators within 5 minutes. Afterward, neither the question booklet will be replaced nor any extra time will be given.
   (iii) After this verification is over, the OMR Sheet Number should be entered into this question booklet.
4. Each item has four alternative responses marked (A), (B), (C), and (D). You have to darken the circle as indicated below on the correct response against each item.
   **Example:** Ⓐ Ⓑ ● Ⓓ     where (C) is the correct response.
5. Your responses to the items are to be indicated in the **OMR Sheet.** It will not be evaluated if you mark at any place other than in the circle in the OMR Sheet.
6. Rough Work is to be done in the space provided in the question booklet.
7. You have to return the question booklet and Original OMR Sheet to the invigilators at the end of the examination compulsorily and must not carry them with you outside the Examination Hall. You are, however, allowed to carry a duplicate copy of the OMR Sheet at the conclusion of the examination.
8. Use only Blue/Black Ball point pen.
9. Use of any calculator or log table etc., is prohibited.
10. There are no negative marks for incorrect answers.

# MANAGEMENT

**Note:** This question booklet contains **fifty (50)** objective-type questions, each question carrying **one (01)** mark. Attempt **all** the questions.

1. The best quality of a researcher is
   - (A) Curiosity
   - (B) Active Imagination
   - (C) Ability
   - (D) All the above

2. The quality of research is judged by the
   - (A) Relevance of research
   - (B) Methodology adopted in conducting the research
   - (C) Depth of research
   - (D) Experience of the researcher

3. Research journals with a high ............ are commonly considered to be more important than those with lower ones
   - (A) Eigen factor
   - (B) h-index
   - (C) Impact factor
   - (D) i10-index

4. A research problem is feasible only when
   - (A) It has utility and relevance
   - (B) It is researchable
   - (C) It is new and adds something to the knowledge
   - (D) All the above

5. Which of the following can best be described as a continuous variable?
   - (A) Gender
   - (B) Annual income
   - (C) Blood Group
   - (D) Religion

6. Which of the following figures reflects the highest value of Karl Pearson's coefficient of correlation?
   - (A) +0.22
   - (B) +0.91
   - (C) -0.49
   - (D) -0.92

7. '*Shodhgangotri*' is a repository of
   - (A) E-Resources
   - (B) E-theses
   - (C) Indian Research in Progress
   - (D) E-books

8. Sampling frame is a term used for
   - (A) A list of random numbers
   - (B) A list of voters
   - (C) A list of sampling units of population
   - (D) None of the above

9. Match the following:

| List – I | List – II |
| --- | --- |
| (Research Type) | (Characteristics) |
| a. Historical method | 1. Past event |
| b. Survey method | 2. Vision |
| c. Philosophical method | 3. Present events |
| d. Experimental method | 4. Future Action |

Codes:

| | a | b | c | d |
| --- | --- | --- | --- | --- |
| (A) | 1 | 3 | 2 | 4 |
| (B) | 1 | 2 | 3 | 4 |
| (C) | 1 | 4 | 2 | 3 |
| (D) | 2 | 1 | 4 | 3 |

10. Research hypotheses are

(A) A review of current research

(B) Statements of predicted relationships between variables.

(C) Stated such that they can be confirmed or refuted

(D) Both (b) and (c)

11. Which one is known as non-probability sampling?

(A) Cluster sampling
(B) Quota sampling
(C) Systematic sampling
(D) Stratified random sampling

12. The institution promoted by the Department of IT to provide communication infrastructure and services to academic research institutions in India is

(A) INFLIBNET
(B) UGC
(C) ERNET
(D) None of the above

13. Fill in the missing number in the following arrangement based on some principle

| 8 | 6 | 4 |
| --- | --- | --- |
| 3 | ? | 7 |
| 14 | 16 | 18 |

(A) 4
(B) 5
(C) 6
(D) 8

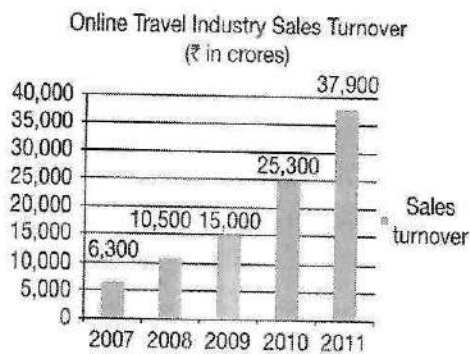14. If 'EDUCATION' is coded as NOITACUDE, then 'RED FORT' will be coded as.

(A) TROFDER
(B) FORTRED
(C) TROFRED
(D) FORTDER

15. Which of the following type of histogram represents a normal distribution?

(A) Bell-shaped
(B) Cpmb
(C) Skewed
(D) Plateau

**Directions:** Study the bar graph given below and answer questions 16 to 20.

Online Travel Industry Sales Turnover
(₹ in crores)



16. Which year witnessed the maximum growth in sales turnover in absolute terms?

    (A) 2008

    (B) 2009

    (C) 2010

    (D) 2011

17. Which year witnessed the maximum growth in sales turnover in percentage terms?

    (A) 2008

    (B) 2009

    (C) 2010

    (D) 2011

18. What is the average sales turnover during all the years (in crores)?

    (A) 17000

    (B) 18000

    (C) 19000

    (D) None of the above

19. What is the approximate percentage growth between 2007 and 2011?

    (A) 400

    (B) 500

    (C) 525

    (D) 600

20. How many years witnessed more than average growth?

    (A) 1

    (B) 2

    (C) 3

    (D) None of the above

21. The primary goal of financial management is

    (A) Calculating product cost

    (B) Profit Maximization

    (C) Understanding the financial position of a company

    (D) Wealth Maximization

22. Financial Planning deals with

    (A) Preparation of Financial Statements

    (B) Planning for a Capital Issue

    (C) Preparing Budgets

    (D) All of the above

23. Capital Budgeting is a part of

    (A) Working Capital Management

    (B) Capital Structure

    (C) Investment Decision

    (D) Financing sources

24. Cost of Capital refers to

    (A) Flotation Cost

    (B) Dividend

    (C) Required Rate of Return

    (D) None of the above

**25.** Which of the following is true

(A) Under the traditional approach, the overall cost of capital remains the same

(B) Under the NI approach, the overall cost of capital remains the same

(C) Under NOI Approach, the overall cost of capital remains the same

(D) None of the above

**26.** Basic objective of diversification is

(A) Increasing Return

(B) Maximizing Return

(C) Decreasing Risk

(D) Maximizing Risk

**27.** In CAPM, β (Beta) factor measures

(A) Return of an asset

(B) Risk of an asset

(C) Life of an asset

(D) Capital investment

**28.** Company can finance the acquisition of fixed assets through

(A) Term Loans

(B) Commercial Papers

(C) Issue of shares

(D) Issue of Bonds

**29.** When two goods are substitutes, a shock that raises the price of one good cause the price of the other good to

(A) Remain unchanged.

(B) Decrease

(C) Increase

(D) Change in an unpredictable manner

**30.** In the long run, a perfectly competitive firm

(A) makes zero economic profit

(B) makes an economic profit

(C) can make an economic profit, zero economic profit, or incur an economic loss

(D) incurs an economic loss

**31.** The consumer price index is based on

(A) Consumer Production

(B) Total Current Production

(C) Products purchased by a typical consumer

(D) None of the above

**32.** Human resource management emphasis

(A) Development of people

(B) Punishment of people

(C) Adoption of people

(D) None of these

33. Challenges faced by Human resource management include
   (A) Technological changes, workforce diversity, globalization
   (B) Productivity, career planning
   (C) Semi Close
   (D) Compensation management
   (E) Downsizing and voluntary retirement scheme

34. The training process is
   (A) Short term
   (B) Medium-term
   (C) Long-term
   (D) None of the above

35. Which of the following is the purpose of recruitment
   (A) Make sure that there is a match between cost and benefit
   (B) Help increase the success rate of the selection process by reducing the number of visibly underqualified or overqualified job applicants
   (C) Help the firm create a more culturally diverse workforce
   (D) Either Closed or Open
   (E) None of the above

36. Which of the following act deals with recruitment and selection
   (A) Child labour act
   (B) The apprentices act
   (C) Mines act
   (D) All of the above

37. In _____ is the process of introducing the selected employee to other employees and familiarizing him with the rules and policies of the organization
   (A) Orientation
   (B) Selection
   (C) Training
   (D) Recruitment

38. Performance management is an interlinked process because
   (A) It interlinks the organization with the globalized market
   (B) It interlinks with other key processes such as business strategy, employee development, total quality management and other business processes
   (C) It interlinks the individual goals with the organizational goals
   (D) It interlinks the management and subordinates

39. When superiors, peers, subordinates and clients make appraisals then it is called
   (A) 360-degree feedback
   (B) 180-degree feedback
   (C) Self–appraisal
   (D) None of the above

40. The term marketing refers to
   (A) Advertising, Sales Promotion, Publicity and Public Relational activities
   (B) A new product needs ideas, developments, concepts and improvements
   (C) Sales Planning, Strategy and Implementation
   (D) A philosophy that stresses customer value and satisfaction Integral equation

41. Marketing segmentation is useful for

(A) Prospects Identification

(B) To know the customer's tastes and preferences

(C) To target current clients

(D) All of the above

42. _____is a cluster of complementary products and services that are closely related in the minds of consumers but spread across a diverse set of industries.

(A) Marketspace

(B) .Marketplace

(C) Meta market

(D) All of the above

43. _____ are products bought by individuals and organizations for further processing or for use in conducting a business

(A) Consumer products

(B) Specialty products

(C) Industrial products

(D) Personal Products

44. After concept testing, a firm would engage in _____ for developing and marketing a new product

(A) Marketing Strategy Development Stage

(B) Business Analysis Stage

(C) Product Development Stage

(D) Test Marketing Stage

45. If the company's sales slowdown, and profits level off or decline, at which stage the company has reached?

(A) Introduction

(B) Decline

(C) Growth

(D) Maturity

46. Which is NOT the stage that customers go through in the process of adopting a new product?

(A) Awareness

(B) Interest

(C) Evaluation

(D) Culture

47. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need

(A) Need recognition

(B) Information search

(C) Evaluation of alternative

(D) Purchase decision

48. Which of the following is a non-parametric test

(A) Independent sample t-test

(B) Chi-square test

(C) Z test

(D) ANOVA

**49.** Which of the following is a unitless measure

   (A) Arithmetic Mean

   (B) Standard Deviation

   (C) Variance

   (D) Coefficient of Variation

**50.** A researcher wants to predict the sales on the basis of the no. of employees, then the dependent variable will be

   (A) Sales

   (B) No. of Employees

   (C) Both (A) and (B)

   (D) Neither (A) nor (B)