



The ICFAI University, Dehradun
Ph.D. Entrance Examination, 2025
IUDRET-2025
Question Booklet

Management

BOOKLET NO.: 670173

Name and Signature of Invigilators

1. (Signature): _____
(Name): _____

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

2. (Signature): _____
(Name): _____

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

Time: 2 Hours

Maximum Marks: 50

Number of Pages in this Booklet: 07

Number of Questions in this Booklet: 50

General Instructions: -

1. Write the application number in the space provided.
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 five 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 five 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 Numbers 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: (A) (B) ● (D) 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. Before leaving the examination hall, candidate is required to return the question booklet and OMR sheet to the invigilators at the end of the examination compulsorily.
8. Use only Blue/Black Ball point pen.
9. Use of any calculator or log table etc., is prohibited.
10. There is no negative marking for incorrect answer.

IUDRET-2025

MANAGEMENT



MANAGEMENT

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

1. Which of the following is the primary objective of research?
 - (A) To develop new theories
 - (B) To evaluate existing systems
 - (C) To find solutions to problems
 - (D) All of the above
2. The first step in the research process is
 - (A) Data collection
 - (B) Formulating hypothesis
 - (C) Identifying a research problem
 - (D) Literature Review
3. Which of the following is commonly used as a measure of a journal's quality based on citation frequency?
 - (A) h-index
 - (B) Altmetric Score
 - (C) Impact factor
 - (D) i10-index
4. The term "empirical" in research refers to
 - (A) Theoretical reasoning
 - (B) Use of statistical tools
 - (C) Data based on observation or experiment
 - (D) Use of abstract concepts
5. Which of the following can best be described as a Nominal variable?
 - (A) Gender
 - (B) Rank
 - (C) Height
 - (D) Satisfaction Score
6. In a simple linear regression equation, the slope represents
 - (A) The value of the independent variable
 - (B) The change in the dependent variable for a one-unit change in the independent variable
 - (C) The average of the residuals
 - (D) The mean of the dependent variable
7. Plagiarism refers to
 - (A) Publishing in a reputed journal
 - (B) Using others' ideas or words without proper attribution
 - (C) Repeating your own research
 - (D) Reviewing others' papers
8. Which organization in India manages the Shodhganga repository?
 - (A) ICSSR
 - (B) AICTE
 - (C) UGC-INFLIBNET
 - (D) NAAC



9. Match the following:

List – I (Research Concept)	List – II (Characteristics)
a. Shodhganga	1. Repository of research proposals
b. Shodhgangotri	2. Anti-plagiarism software platform
c. ShodhShuddhi	3. Repository of Indian Ph.D. theses
d. DrillBit	4. Plagiarism detection tool used in India

Choose the correct answer from the options given below:

- (A) a - 3, b - 1, c - 2, d - 4
(B) a - 1, b - 3, c - 4, d - 2
(C) a - 3, b - 4, c - 1, d - 2
(D) a - 2, b - 1, c - 3, d - 4
10. The null hypothesis generally represents
- (A) The researcher's assumption
(B) The expected outcome
(C) No effect or no difference
(D) A proven theory
11. A researcher selects every 10th name from a list of 1,000 students. This is an example of
- (A) Cluster sampling
(B) Systematic sampling
(C) Convenience sampling
(D) Stratified sampling

12. Which platform is officially promoted by the Government of India for online higher education courses?

- (A) Coursera
(B) edX
(C) SWAYAM
(D) Udemy

13. A person saves ₹500 per month from his salary of ₹6,000. What is his annual expenditure?

- (A) ₹66,000
(B) ₹60,000
(C) ₹63,000
(D) ₹63,500

14. If 'BOARD' is coded as 'OABRD', what will be the code for 'LEMON'?

- (A) EMOLN
(B) ELMON
(C) ELMNO
(D) EOMLN

15. Which indexing service is considered essential for measuring journal quality in scientific and technical research?

- (A) Google Scholar
(B) DOAJ
(C) Scopus
(D) Academia.edu



Directions 16-20: Study the following table carefully and answer questions 16–20. It consists of data on the number of research papers published by faculty members in five departments (A to E) of a university over two years: 2023 and 2024.

Department	Publications	
	2023	2024
A	50	65
B	80	70
C	45	60
D	60	90
E	55	75

16. Which department had the highest increase in publications from 2023 to 2024?
- (A) A
(B) D
(C) C
(D) E
17. What is the total number of publications made by all departments in 2024?
- (A) 340
(B) 360
(C) 370
(D) 380
18. What is the average number of publications in 2023 across all departments?
- (A) 58
(B) 56
(C) 57
(D) 55
19. What is the ratio of total publications in Department B to Department C for both years combined?
- (A) 150:105
(B) 160:115
(C) 150:110
(D) 145:105
20. Publications from Department A in 2024 are approximately what percent more than those in 2023?
- (A) 30%
(B) 28%
(C) 32%
(D) 35%
21. Which of the following best describes the term “*capital budgeting*”?
- (A) Managing cash balances in a firm
(B) Planning for short-term expenses
(C) Evaluating long-term investment projects
(D) Preparing monthly budgets
22. Which financial statement shows the financial position of a company at a specific date?
- (A) Profit and Loss Account
(B) Statement of Retained Earnings
(C) Balance Sheet
(D) Cash Flow Statement
23. The cost of capital of a firm is best described as
- (A) The interest rate on loans only
(B) The minimum return expected by investors
(C) The maximum dividend to shareholders
(D) The amount invested in fixed assets



24. Which of the following is not a source of long-term financing
 (A) Trade credit
 (B) Equity shares
 (C) Debentures
 (D) Term loans
25. A financial market where new securities are issued is known as
 (A) Money market
 (B) Derivative market
 (C) Primary market
 (D) Secondary market
26. Which method is commonly used for time value of money calculations
 (A) Regression analysis
 (B) Net present value
 (C) Standard deviation
 (D) Balanced scorecard
27. The systematic risk of a security is measured by
 (A) Alpha
 (B) Beta
 (C) Gamma
 (D) Standard deviation
28. Which one is a financial ratio measuring solvency
 (A) Quick ratio
 (B) Debt-equity ratio
 (C) Inventory turnover
 (D) Receivables collection period
29. Which of following best describes "job analysis"
 (A) Deciding salaries
 (B) Studying a job to determine its tasks, duties, and responsibilities
 (C) Recruiting candidates
 (D) Conducting interviews
30. The Hawthorne studies highlighted the importance of
 (A) Financial incentives
 (B) Technical skills
 (C) Social and human factors at work
 (D) Work conditions
31. Which of these is not a type of training method
 (A) On-the-job
 (B) Vestibule
 (C) Classroom
 (D) Benchmarking
32. Which theory focuses on the hierarchy of human needs
 (A) Herzberg's Two-Factor Theory
 (B) Maslow's Theory
 (C) Vroom's Expectancy Theory
 (D) Skinner's Reinforcement Theory
33. Which of the following is not a step in the recruitment process
 (A) Job posting
 (B) Selection
 (C) Sourcing candidates
 (D) Payroll processing
34. Which one is not a leadership style under Lewin's framework
 (A) Democratic
 (B) Autocratic
 (C) Transformational
 (D) Laissez-faire
35. "360-degree feedback" involves getting performance input from
 (A) Manager and pop management
 (B) Peers and subordinates only
 (C) Manager and co-workers
 (D) All stakeholders around an employee



36. Which conflict-handling style aims to satisfy both parties fully
- (A) Avoiding
 - (B) Competing
 - (C) Collaborating
 - (D) Accommodating
37. The stage of the product life cycle where profits are typically highest is
- (A) Introduction
 - (B) Growth
 - (C) Maturity
 - (D) Decline
38. The process of designing, gathering, analyzing, and reporting data about a marketing problem is known as
- (A) Marketing planning
 - (B) Marketing research
 - (C) Marketing KPIs
 - (D) Marketing benchmarking
39. A brand extension means
- (A) Launching a new product in an unrelated category
 - (B) Launching the same brand in a new territory
 - (C) Extending a brand to a related new product category
 - (D) Changing the logo and coming up with new brand identity
40. Which pricing strategy involves setting a high initial price to recover costs quickly
- (A) Penetration pricing
 - (B) Odd-even pricing
 - (C) Skimming pricing
 - (D) Competitive pricing
41. Which of the following is an example of a consumer sales promotion
- (A) Trade discount
 - (B) Merchandising support
 - (C) Discount coupons
 - (D) Cash discount
42. The 4Ps model was expanded to 7Ps to include people, process, and
- (A) Product
 - (B) Physical evidence
 - (C) Public relations
 - (D) Profit
43. Which of these describes a convenience product
- (A) High-priced, rarely bought items
 - (B) Frequently purchased with minimal effort
 - (C) Highly customized solutions
 - (D) Usually industrial products
44. STP stands for
- (A) Segmentation, Testing, Pricing
 - (B) Segmentation, Targeting, Positioning
 - (C) Strategy, Tactics, Promotion
 - (D) Segregation, Targeting, Planning
45. Which statement is true about the transportation problem
- (A) Total supply must equal total demand
 - (B) Total supply should exceed total demand
 - (C) Total demand should exceed total supply
 - (D) Supply and demand do not matter



46. Which of the following is a correct assumption in linear programming models
- (A) Resources are unlimited
 - (B) Decision variables are random
 - (C) Proportionality holds
 - (D) There is non-linear objective
47. Which of the following is NOT included in the calculation of GDP
- (A) Final consumption expenditure
 - (B) Investment spending
 - (C) Transfer payments
 - (D) Government purchases
48. The Phillips Curve represents the relationship between
- (A) Inflation and government spending
 - (B) Inflation and unemployment
 - (C) GDP and interest rates
 - (D) GDP and the money supply
49. In decision-making under uncertainty, the technique that selects the alternative with the highest minimum payoff is known as
- (A) Maximin Criterion
 - (B) Maximax Criterion
 - (C) Minimax Regret Criterion
 - (D) Expected Value Criterion
50. A researcher uses past data to build a model to minimize costs subject to constraints. This is an example of
- (A) Time series forecasting
 - (B) Optimization using linear programming
 - (C) Non-parametric testing
 - (D) Sampling estimation

