



The ICFAI University, Dehradun
Ph.D. Entrance Examination, 2022

IUDRET-2022

Question Booklet



MANAGEMENT

Signature and Name of Invigilator

1. (Signature) _____

(Name) _____

2. (Signature) _____

(Name) _____

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

Application No.

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(To be filled by the Candidate)

[Time: 2 Hours]

Number of Pages in this Booklet: 08

[Maximum Marks: 50]

Number of Questions in this Booklet: 50

Instructions for the Candidates

1. Write your application number in the space provided on the top of this page.
2. This paper consists of fifty multiple-choice types of questions.
3. At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the 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 booklet without sticker-seal and do not accept an open booklet.
 - (ii) Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, 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 on this Test 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**. If you mark at any place other than in the circle in the OMR Sheet, it will not be evaluated.
6. Rough Work is to be done in the end of this booklet.
7. You have to return the test question booklet and Original OMR Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are, however, allowed to carry duplicate copy of OMR Sheet on conclusion of examination.
8. Use only Blue/Black Ball point pen.
9. Use of any calculator or log table etc., is prohibited.
10. There is no negative marks for incorrect answers.

MANAGEMENT

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

1. The depth of any research can be judged by
 - (A) The title of the research
 - (B) Objective of the research
 - (C) Total expenditure on the research
 - (D) Duration of the research

2. In the context of survey research, the following steps are taken in certain order. Which of the following options represent the correct order?
 1. Sampling
 2. Inference
 3. Data Analysis
 4. Data Collection
 - (A) 2, 3, 1, 4
 - (B) 1, 4, 3, 2
 - (C) 3, 2, 4, 1
 - (D) 4, 1, 2, 3

3. The verification that the method of measurement actually measures what it is expected to measure is known as
 - (A) Content validity
 - (B) Face validity
 - (C) Construct validity
 - (D) Criterion validity

4. A null hypothesis is
 - (A) When there is no difference between the variables
 - (B) The same as research hypothesis.
 - (C) Subjective in nature.
 - (D) When there is difference between the variables

5. Which of the following can best be described as a categorical variable?
 - (A) Age
 - (B) Annual income
 - (C) Grade point average
 - (D) Religion

6. Research is not considered ethical if it
 - (A) Tries to prove a particular point
 - (B) Does not ensure privacy and anonymity of the respondent.
 - (C) Does not investigate the data scientifically.
 - (D) Is not of a very high standard.

7. 'Shodhganga' is a repository of
 - (A) E-Resources
 - (B) E-theses
 - (C) E-journals
 - (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 (Research Type)	List - II (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. If 40% of the people read newspaper X, 50% read newspaper Y, and 10% read both the papers, then what percentage of the people read neither of the newspaper?

- (A) 10%
- (B) 15%
- (C) 20%
- (D) 25%

11. The average weight of 8 persons increases by 2.5 kg when a person weighing 60 kg is replaced by a new person. What might be the weight of the new person?

- (A) 76 kg.
- (B) 76.5 kg
- (C) 80 kg.
- (D) Data inadequate

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. A process by which we estimate the value of dependent variable on the basis of one or more independent variable is called?

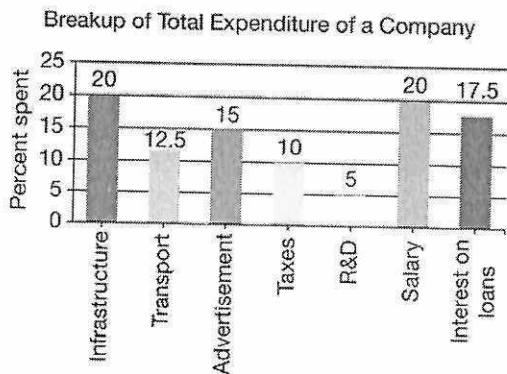
- (A) Correlation
- (B) Regression
- (C) Residual
- (D) Slope

14. If the S.D. of a set of observations is 4 and if each observation is divided by 4, find the S.D. of the new observations.

- (A) 4
- (B) 16
- (C) 2
- (D) 1



Directions: The bar graph given below shows the percentage distribution of the total expenditures of a company under various expense heads during 2003. Study it and answer questions 15 to 18.



15. The total amount of expenditure of the company is how many times the expenditure on research and development?
- (A) 27
(B) 20
(C) 18
(D) 8
16. If the expenditure on advertisement is 2.10 crore, then the difference between the expenditure on transport and taxes is
- (A) 1.25 crore
(B) 95 lakhs
(C) 65 lakhs
(D) 35 lakhs
17. The expenditure on the interest on loans is by what percent more than the expenditure on transport?
- (A) 5%
(B) 10%
(C) 20%
(D) 40%
18. What is the ratio of the total expenditure on infrastructure and transport to the total expenditure on taxes and interest on loans?
- (A) 5:4
(B) 8:7
(C) 9:7
(D) 13:11
19. The probability of impossible event is:
- (A) 0
(B) 1
(C) Infinite
(D) Insufficient Data.
20. Which of the following is one dimensional?
- (A) Bar diagram
(B) Pie-chart
(C) Cylinder
(D) A graph.
21. Which of the following is the relation that the law of demand defines?
- (A) Income and price of a commodity
(B) Price and quantity of a commodity
(C) Income and quantity demanded
(D) Quantity demanded and quantity supplied
22. What do you mean by Gross National Product?
- (A) The total value of goods and services produced in the country
(B) The total value of all the transactions in the country
(C) The depreciation in the total value of goods and services produced in the country
(D) The total value of goods and services produced in the country and the net factor income from abroad



23. When price floor is set above equilibrium price it will result in?
 (A) Shortage
 (B) Surpluses
 (C) Equilibrium
 (D) None of the above
24. Human resource management emphasis
 (A) Development of People
 (B) Punishment of people
 (C) Adoption of people
 (D) None of the above
25. Operative functions of HRM includes
 (A) Procurement, development, compensation & motivation
 (B) Maintenance
 (C) Integration and emerging trends
 (D) All of these
26. Basic managerial functions of HRM are
 (A) Planning, organizing, staffing
 (B) Planning, organizing and coordinating
 (C) Planning, organizing, directing and controlling
 (D) None of the above
27. Which of the following is not the characteristics of HRM
 (A) Pervasive function
 (B) Interdisciplinary function
 (C) Integrating mechanism
 (D) Job oriented
28. Challenges faced by Human resource management includes
 (A) Technological changes, workforce diversity, globalization
 (B) Productivity, career planning
 (C) Compensation management
 (D) Downsizing and voluntary retirement scheme
29. The process of familiarizing the new employees to the organization rules and regulations is known as
 (A) Placement
 (B) Induction
 (C) Recruitment
 (D) Selection
30. In _____ training, a training centre is set-up and actual job conditions are duplicated or simulated in it
 (A) Classroom
 (B) Apprenticeship
 (C) Internship
 (D) Vestibule
31. Relative worth of a job is known by?
 (A) Job design
 (B) Job analysis
 (C) Job evaluation
 (D) Job change
32. Job description is a statement containing items like?
 (A) Job title, location and duties
 (B) Machines, tools and equipment
 (C) Materials, working conditions and hazards.
 (D) All of the above



33. _____ is the systematic, periodic and impartial rating of an employee excellence in matters pertaining to his present job and his potential for a better job

- (A) Performance appraisal
- (B) Compensation and motivation
- (C) Training and Development
- (D) Performance indicator

34. In case the profitability index of an investment is equal to one(=1), the net present value of the investment will be?

- (A) More than one (>1)
- (B) Equal to one (=1)
- (C) Less than one (<1)
- (D) Equal to zero (=0)

35. Acquisition of firms is the same as:

- a) A merger
- b) An amalgamation
- c) A takeover
- d) An absorption

Select the correct code

- (A) (a), (b) and (c) only
- (B) (b), (c) and (d) only
- (C) (a) and (b) only
- (D) (c) and (d) only

36. M-M Hypothesis for capital structure is based on which code of the following assumptions?

- a. Capital markets are perfect
- b. Firms belong to equal risk class
- c. There is 100% dividend payout ratio
- d. There are nominal corporate taxes

Select the correct code

- (A) (a) and (b) only
- (B) (a), (b) and (c) only
- (C) (b), (c) and (d) only
- (D) (a), (b) and (d) only

37. Indicate the correct code for the following two statements of Assertion (A) and Reasoning (R).

Assertion (A): Investors in capital market now have higher inclination for investment in debentures.

Reasoning (R): Debentures have active secondary markets now.

Code:

- (A) Both (A) and (R) are correct; and (R) is the right explanation of (A)
- (B) Both (A) and (R) are correct; but (R) is not the right explanation of (A)
- (C) (A) is correct but (R) is incorrect
- (D) Both (A) and (R) are incorrect

38. In the formula $K_d = (I/B_0)$ is used for computation of the cost of debt capital, B_0 denotes as which one of the following?

- (A) Net cash inflow at the time of issue
- (B) Market price of debenture
- (C) Face value of debenture
- (D) Probable net cash inflow to debenture holder on sale of the debenture in near future



39. In computation of the weighted average cost of capital, weights are assigned as per:
- (A) Proportion of fixed and current assets
 - (B) Proportion of different sources of finance
 - (C) Proportion of long-term and short term debts
 - (D) Proportion of the various components of equity in the business
40. Capital Asset Pricing Model (CAPM) for risk measurement has been given by :
- (A) Sharpe and Lintner
 - (B) Lintner and Treynor
 - (C) Sharpe, Lintner and Treynor
 - (D) Lintner, Modigliani and Miller
41. Beta (β) is a measure of:
- (A) Systematic Risk
 - (B) Unsystematic Risk
 - (C) Total Risk
 - (D) Business Risk
42. The term "core competency," was coined by which of the following influential business thinkers?
- (E) W. Edwards Deming
 - (F) C.K. Prahalad
 - (G) Ken Blanchard
 - (H) Frederick W. Taylor
43. Strategic marketing planning establishes the _____
- (A) Resource base provided by the firm's strategy
 - (B) Economic impact of additional sales
 - (C) Tactical plans that must be implemented by the entire organization
 - (D) Basis for any marketing strategy
44. The buying process starts when the buyer recognizes a _____
- (A) Product
 - (B) An advertisement for the product
 - (C) A salesperson from a previous visit
 - (D) Problem or need
45. Cluster of complementary goods and services across diverse set of industries is called as _____
- (A) Market place
 - (B) Meta market
 - (C) Market space
 - (D) Resource Market
46. _____ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organization and its products
- (A) The promotion mix
 - (B) Integrated international affairs
 - (C) Integrated marketing communications
 - (D) Integrated demand characteristics



47. In _____ consumers may share a strong need that cannot be satisfied by an existing product

- (A) Negative demand
- (B) Latent demand
- (C) Declining demand
- (D) Irregular demand

48. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share

- (A) Market-skimming
- (B) Value-based
- (C) Market-penetration
- (D) Leader

49. When producers, wholesalers and retailers act as a unified system, they comprise a _____

- (A) Conventional marketing system
- (B) Power-based marketing system
- (C) Horizontal marketing system
- (D) Vertical marketing system

50. If Pearson's correlation coefficient between stress level and workload is 0.8, how much variance in stress level is not accounted for by workload?

- (A) 20%
- (B) 2%
- (C) 8%
- (D) 36%



Space For Rough Work

