



ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ

PUNJAB TECHNICAL UNIVERSITY JALANDHAR

Max. Marks: 90

Time: 90 Mins.

Entrance Test for Enrollment in Ph.D. Programme

Important Instructions

- Fill all the information in various columns, in capital letters, with blue/black ball point pen.
- Use of calculators is not allowed.
- All questions are compulsory. No negative marking for wrong answers.
- Each question has only one right answer.
- Questions attempted with two or more options/answers will not be evaluated.

Stream(Engg/Arch/Pharm/Mgmt/App.Sci/life Sci/Lang/Humanities)

Discipline / BranchManagement.....

Name

Father's name

Roll No.Date :15th July 2012.....

Signature of the candidate

Signature of the invigilator

1. The Scientific Management Theory over Simplified the workers':
 - a) Development
 - b) Imagination
 - c) Motivation
 - d) None of the above
2. Who stated the four marketing decision variables (product, price, promotion and place) as the 'four P's' of marketing mix?
 - a) E.J McCarthy
 - b) Henry Fayol
 - c) Peter Drucker
 - d) F.W Taylor
3. When AR is constant , MR is
 - a) Equal to AR
 - b) More than AR
 - c) Less than AR
 - d) Equal to zero
4. Efficient allocation of resources is likely to be achieved under:
 - a) Monopoly
 - b) Monopolistic competition
 - c) Perfect Competition
 - d) Any market form
5. The change in TR resulting from the sale of the one unit more of output means:
 - a) MR from a given input
 - b) MR from a given output
 - c) AR from a given output
 - d) Additional profit from additional unit sold
6. An entrepreneur will stay in business in the long run as long as he meets:
 - a) All costs of production
 - b) Fixed cost of production
 - c) Variable costs of production
 - d) None of these
7. A Firm enjoys maximum control over the price of its product under:
 - a) Monopoly
 - b) Perfect Competition
 - c) Oligopoly
 - d) Imperfect Competition

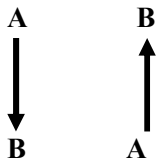
8. The national income in India is estimated by the:
- Planning Commission
 - Finance Commission
 - Central Statistical Organization
 - Reserve Bank of India
9. Given:
- | | |
|------------------------|-----------|
| Net Investment | Rs 150000 |
| Cash Inflow (per year) | Rs 30000 |
| Total Project | One |
- What will be pay-back period?
- 5 years
 - 4 years
 - 3 years
 - None of these
10. Which of the following persons propounded Two-factor theory?
- Fredrick Herzberg
 - Philip Kotler
 - McCarthy
 - David McClelland
11. 'Grape Wine' is the term used in relation to :
- Wine produced from Grapes
 - Formal Communication
 - Hotel Management
 - Informal Communication
12. Which of the following persons contributed towards the development of Classical Theory of organization?
- Max Weber
 - Gulick
 - Henry Fayol
 - All of these
13. Contingency Theory includes:
- Co ordination with external environment
 - Emphasis on situation
 - Effectiveness
 - All of these
14. Which of the following is basically a process of mutual goal setting between a subordinate and his/her supervisor?
- Scientific Management
 - Management by Objectives
 - Management by Exceptions
 - Decision Theory
15. Which of the following are the three components of 'Creativity'?
- Expertise, creativity skills and task motivation
 - Expertise, innovation and rationality
 - Expertise, rationality and relevance
 - Expertise, novelty and performance
16. Which of the following is a method of Training to enhance decision making skills?
- Action learning
 - On the job training
 - Management Games
 - Behavioural Modeling
17. The 'Delphi' techniques involve:
- Use of mathematical models as inputs to the decision making process
 - Use of a series of independent decisions by a panel of experts
 - A 'top down' approach
 - Process of Budgeting under traditional system
18. The Human Relation approach does not lay emphasis on
- Principles
 - People
 - Human motivations
 - Informal group function
19. An efficient supervisor should be:
- Strict with the subordinates
 - More qualified than the subordinates
 - Impartial
 - A person getting higher salary than the subordinates

20. A written statement of the main duties and responsibilities which a particular job entails is called:
- Job Analysis
 - Job Specification
 - Job Description
 - Job Evaluation
21. Which one of the following approaches involves matching of resources with the key factor?
- The cost-benefit approach
 - The Limiting Factor approach
 - The Marginal approach
 - The Differential approach
22. Sick enterprise is referred to:
- World Bank
 - SIDBI
 - RBI
 - BIFR
23. Which of the following is used for modulation & demodulation?
- Modem
 - Protocols
 - Gateway
 - Multiplexer
24. Demand is a function of:
- Cost
 - Product
 - Price
 - Value
25. Trade in 'invisible' refers to :
- Unrecorded Trade
 - Smuggling
 - Trade in Services
 - Barter Trade
26. The Need-Hierarchy Theory of Motivation is given by:
- Maslow
 - Herzberg
 - McGregor
 - Vroom
27. Which of the following, according to Herzberg, are not motivators?
- Responsibility
 - Recognition
 - Interpersonal relation
 - Salary
- 1, 2 and 4
 - 1,2 and 3
 - 3 and 4
 - 2 and 3
28. Which one of the following is called a 'gilt-edged security'?
- Industrial Securities
 - Govt. Securities
 - Shares
 - Bonds issued by public Ltd. Companies
29. Letter of Credit is an important method of financing:
- Working Capital needs
 - Fixed Assets needs
 - Redemption of Debentures
 - Distribution of Dividend
30. Capital gearing denotes the relationship between
- Assets and Share Capital
 - Fixed Expenses and variable expense
 - Equity shareholders funds and long term borrowed funds
 - Gross Working Capital and Net Working Capital
31. Which of the following is not a stage in the life cycle of a product ?
- Introduction
 - Growth
 - Decline
 - Development
32. Which one of the following is not 'Advertising'?
- Display Advertisement
 - Publicity
 - T.V Advertisement
 - Hoardings
33. As per " BCG" model "Hold" strategy is suggested for which of the following types of business lines?
- Dogs

- b) Stars
 - c) Question Marks
 - d) Cash Cows
34. Which one of the following is not a part of Porter's Five 'Force model'?
- a) Threat of new entrants
 - b) Firm's core competency
 - c) Rivalry among existing players
 - d) Threats of Substitutes
35. Which one of the following is not suggested by Michael Porter as a 'generic strategy'?
- a) Differentiation
 - b) Focus
 - c) Diversification
 - d) Cost Leadership
36. Which one of the following levels in an organization is given the authority to make its own strategic decisions within corporate guidelines as long as it meets corporate objectives?
- a) Revenues Centre
 - b) Cost Centre
 - c) Information Centre
 - d) Strategic Business Unit
37. A "Brand is:
- a) A corporate unit
 - b) An industry
 - c) A collection of images and ideas representing an economic producer
 - d) A Market
38. 'CRM' stand for:
- a) Customer Relationship Management
 - b) Cost Related Method
 - c) Competition Related Marketing
 - d) Cost Reduction Method
39. Which one of the following strategies is not a 'grand strategic alternative' as suggested by Glueck?
- a) Stability Strategies
 - b) Expansion Strategies
 - c) Retrenchment Strategies
 - d) Competitive Strategy
40. Which of the following is not used as a method for scanning or analysis of environment?
- a) SWOT
 - b) ETOP
 - c) Scenario Writing
 - d) Product Life Cycle
41. Among the strategic leaders, we have managers operating at:
- a) Corporate Level
 - b) Business Level
 - c) Functional Level
 - d) All the above Levels
42. Which of the following do not result into entry barriers?
- a) A growing economy
 - b) Economies of scale
 - c) High capital requirements
 - d) Govt. policies like licensing, quotas etc.
43. Which of the following is/are tools of decision support system ?
- a) Operations Research Model
 - b) Management Science Model
 - c) Behavioural Model
 - d) All of these
44. In which one of the following types of Economies, the decision of the central planner are replaced by the decisions of the millions of firms and households?
- a) Socialist Economy
 - b) Market Economy
 - c) Mixed Economy
 - d) Closed Economy
45. Which one of the following was given by the workers' as a factor in productivity improvement in the Hawthorne studies?
- a) Small Group
 - b) System Approach
 - c) Financial Incentives

d) Management By Objectives

46. Given:



The figure indicates:

- a) Planning
 - b) Elements in Delegation of Authority
 - c) Co-ordination
 - d) Decision making process
47. Which one of the following is not a Barrier in Communication ?
- a) Pressure of Time
 - b) Psychological Distance
 - c) Existence of Budgetary System
 - d) Filtering

48. Stimulus includes:

- a) Knowledge and Skills
- b) Sound
- c) Inter personal Relations
- d) Expression

49. Given :

		I	
know	I do not know		
	Others Know	Public Area	Blind Area
	Others do not know	Private Area	Dark Area

The above figure is:

- a) Need Hierarchy
 - b) Performance Sheet
 - c) Johari Window
 - d) Communication Network
50. The principles of organization propounded by Fayol are:
- a) Scalar chain, Coordinating, Remuneration and Unity of command
 - b) Discipline, Order, Equity and Initiative

- c) Division of work, Authority, Unity of Direction and Commanding
- d) Division of work, Scalar Chain, Stability of Tenure and Organising.

51. The Overall goal of Scientific Management is :

- a) Maximization of Social Welfare
- b) Maximization of Employment
- c) Higher Employee Job satisfaction
- d) Higher Industrial Productivity

52. If a leader is seen to possess certain personality characteristics, his/her leadership is described under :

- a) Trait Approach
- b) Criterion Approach
- c) The Administrative Approach
- d) Attitude Approach

53. McGregor's Theory 'X' approximates to:

- a) Production Orientation
- b) Input Orientation
- c) Employee Orientation
- d) Employment 'Orientation

54. Which one of the following is the sole vehicle for creating and delivering customer value?

- a) Marketing Channel
- b) Marketing Communication
- c) Marketing Research
- d) Marketing Mix

55. 'Marketing Myopia' is based on:

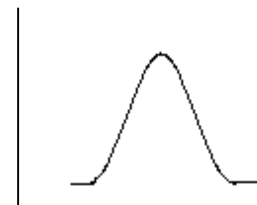
- a) Current product offerings
- b) Forecasting the future product offerings
- c) Dropping a Product
- d) Adding a Product

56. The 'Psycho graphical Factors' in market segmentation is based on:

- a) Income and Occupation
- b) Age and Gender

- c) Hobbies and Activities
d) Living Standard and Income
57. A pricing policy in which, initially the price is kept high, is known as:
a) Cost Plus Pricing
b) Penetrating Pricing
c) Marginal Cost based Pricing
d) Skimming Pricing
58. The 'Green Marketing' concept refers to:
a) Agricultural Marketing
b) Environmental friendly Marketing
c) Agro-based Industrial Marketing
d) Rural Marketing
59. Which one of the following is not a Risk-adjusted approach in capital Budgeting:
a) Risk-adjusted Discount Rate Approach
b) Certainty-Equivalent Approach
c) Pay Back Period Approach
d) Decision-tree Approach
60. Which one of the following is not covered in the scope of finance function?
a) Preparation of Financial Statements
b) Investment Decision
c) Financing Decision
d) Dividend Policy Decision
61. A Company paid dividend of Rs.20 per equity share of Rs.100. The market price of its equity share is Rs.120. Then cost of equity is:
a) 16.67%
b) 19.33%
c) 20%
d) 25%
62. Which one of the following is not a key term of the ethical language?
a) Values
b) Rights and Duties
c) Goals and Objectives
d) Moral Rules
63. Which of the following practice is unethical?
a) Profitability
b) Profiteering
c) Customer concern
d) Sales Promotion
64. Environmental ethics refers to:
a) Quality of the Product
b) Price of the Product
c) Unfair trade Practices
d) Pollution
65. 'Ecology Paradigm' of management refers to :
a) Environmental Management
b) Strategic choice framework
c) Stockholder's management
d) Employee orientation
66. Which of the following has been recommended by Theodore Purcell and James Weber for Institutionalizing Ethics?
a) Establishing an appropriate company policy or a code of Ethics
b) Using a formally appointed Ethics Committee
c) Teaching ethics in management development programmes
d) All of these
67. In the census method of data collection, we collect data from:
a) Each and every unit belonging to the population
b) A sample of the population
c) A sample from each segment of population
d) None of the above
68. Given :

Number
of
subjects



Measurement

- The diagram above represents a:
- a) Skewed Distribution
 - b) Result of an experiment that did not have an appropriate control group
 - c) Normal Curve
 - d) Description of meta-analysis
69. If two dice are thrown, the probability that the sum of points is greater than 9 is:
- a) $1/2$
 - b) $1/3$
 - c) $1/6$
 - d) $1/4$
70. The coefficient of correlation between two series X and Y is found to be 0.80. If all the values of X and Y are reduced by 50 percent, the correlation coefficient will be:
- a) 0.20
 - b) 0.40
 - c) 0.60
 - d) 0.80
71. Which of the following techniques is used to measure the degree of association between two variables:
- a) Correlation Analysis
 - b) Regression Analysis
 - c) Dispersion
 - d) Skewness
72. The real time systems are:
- a) Development for diverse applications in the process control, process automation, medical and scientific research.
 - b) Change of system
 - c) Programme of the system society
 - d) Part of PERT
73. The 'Minimum Wage' in an area is fixed from time to time by:
- a) Personnel Manager of a unit
 - b) Trade Union
 - c) Jointly by Management and employees
 - d) Deputy Commissioner or any other official authorized by Government.
74. The system testing is important where we are testing:
- a) The simulated conditions of stable live system of the future
 - b) The condition of data processing
 - c) The information system of the organization
 - d) The errors
75. Linear programming concerned with the optimization of a function of variables is called:
- a) Objective Function
 - b) Main Function
 - c) Secondary Function
 - d) Marginal Approach
76. Which of the following is used as an O.D. technique for managing change?
- a) Financial Analysis
 - b) ABC Analysis
 - c) Job Evaluation
 - d) Sensitivity Training
77. 360 Degree Appraisal is:
- a) A method for forecasting market share
 - b) A Technique for forecasting manpower needs
 - c) An employee performance appraisal method
 - d) A method for evaluating profitability of a project
78. Which of the following is a study of people as individuals and in groups of the relationship between individuals and group?
- a) Sociology
 - b) Industrial Psychology
 - c) Industrial Economics
 - d) Anthropology

79. Penalties for the misconducts are indicated in the:
- Industrial Disputes Act
 - Payment of Wages Act
 - Standing Orders of the Units
 - M.O.U. between Management and Trade Union
80. Jobs are link between the people and the:
- Managers
 - Supervisors
 - Markets
 - Organization
81. Human Resource Audit includes:
- Valuation of Plant
 - Valuation of Human Capital
 - Checking of salary records
 - Fixation of wages and salaries
82. Horizontal job rotation refers to:
- Lateral Transfer
 - Vertical Transfer
 - Lateral Promotion
 - Vertical Promotion
83. Which of the following is the major cause of sickness in an enterprise?
- Lack of adequate capital
 - Lack of demand for the products
 - High competition
 - Inadequate employee training
84. Which of the following banks has been entrusted with the responsibility of developing and supporting small business?
- NABARD
 - State Bank of India
 - IDBI
 - SIDBI
85. The technique used for classifying inventory according to value of usage is called:
- XYZ Analysis
 - VED Analysis
 - ABC Analysis
 - DCF Analysis
86. SQC requires determination of :
- Quantity Measurements
 - Quality Tolerance Limit
 - Production Lead Time
 - Inventory carrying Cost
87. Which one of the following is used for computing EOQ?
- $\frac{\sqrt{2DC_0}}{C_i}$
 - $\frac{\sqrt{2xD}}{100} \times C_i$
 - $\frac{\sqrt{DC_0} \times C_i}{2}$
 - $\frac{\sqrt{C_i \times C_0}}{Q}$
88. 'Critical Path' may be:
- Shortest Period
 - Longest Period
 - Medium Period
 - Shortest and Longest Period
89. Just-in-time inventory system implies:
- EOQ in purchase orders
 - Production costs in manufacturing process
 - Time Lag in new material procurement
 - Production Quantities ideally equal to Delivery Quantities
90. Ship building and construction of dams and bridges are typical examples of:
- Product layout
 - Project type layout
 - Fixed position layout
 - Functional Layout

