



# 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.)

**MANAGEMENT**

Discipline / Branch

**BUSINESS ADMINISTRATION**

Name

Father's Name

Roll No.

Date: **19-11-2011**

Signature of Candidate

Signature of Invigilator

Q. 1 The data which are originally collected by an investigator or agency for the first time for any statistical investigation, is known as

- (a) Primary data
- (b) Secondary data
- (c) Internal data
- (d) External data

Q. 2 If corresponding to a unit change in one variable, there is a constant change in the other variable over the entire range of values, the correlation between the two variables is said to be

- (a) Linear
- (b) Non-linear
- (c) Unitary
- (d) Direct

Q. 3 The regression analysis for studying more than two variables at a time is known as

- (a) Simple regression
- (b) Multiple regression
- (c) Complex regression
- (d) None of the above

Q. 4 The general tendency of the time series data to increase or decrease or stagnate during a long period of time is called

- (a) linear trend
- (b) Non linear trend
- (c) Secular trend
- (d) Random trend

Q. 5 Out of two or more events, if the happening of any one of the events excludes the happening of all others in the same experiment, the events are said to be

- (a) Mutually exclusive events
- (b) Equally likely events
- (c) Independent events
- (d) Exhaustive events

Q. 6 The technique, where each and every unit in the population has an equal and independent chance of being included in the sample, is known as

- (a) Simple random sampling
- (b) Quasi random sampling
- (c) Systematic sampling
- (d) Stratified random sampling

Q. 7 Sampling procedure which does not accord any basis for estimating the probability that each item in the population has of being included in the sample, is known as

- (a) Probability sampling
- (b) Non probability sampling
- (c) Complex random sampling
- (d) None of the above

Q. 8 In measurement scales, the lowest level of the ordered scale that is commonly used is

- (a) Nominal scale
- (b) Ordinal scale
- (c) Interval scale
- (d) Ratio scale

Q. 9 The degree to which an instrument measures, what it is supposed to measure, is indicated by

- (a) Test of validity
- (b) Test of Reliability
- (c) Test of Practicality
- (d) Test of Relevance

Q. 10 An approach, where measurement scale is developed on ad-hoc basis, is known as

- (a) Consensus approach
- (b) Item analysis approach
- (c) Cumulative approach
- (d) Arbitrary approach

Q. 11 Collection of data through Schedules is done by

- (a) The researcher himself
- (b) The enumerators who are specially appointed for the purpose
- (c) The experts
- (d) None of the above

Q. 12 Which analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables

- (a) Correlation analysis
- (b) Multiple regression analysis
- (c) Canonical analysis
- (d) Inferential analysis

Q. 13 Most commonly or frequently occurring value in a series is known as

- (a) Mean
- (b) Median
- (c) Mode
- (d) Range

Q. 14 z- test, t-test, chi-square test, F-test are important

- (a) Parametric tests
- (b) Non-parametric tests
- (c) None of these
- (d) Both a & b

Q. 15 The Centroid method, the principal components method, the maximum likelihood method are the important methods of

- (a) Correlation analysis
- (b) Regression analysis
- (c) Factor analysis
- (d) Discriminant analysis

Q. 16 In Factor analysis, when we take the sum of squared values of factor loadings related to a factor, then such sum is referred to as

- (a) Community
- (b) Rotational value.....To
- (c) Eigen value
- (d) Factor scores

Q. 17 The Principle of Replication (of experimental Designs) says that the experiment should be

- (a) Done once only
- (b) Done twice only
- (c) Should be repeated more than once
- (d) None of the above

Q. 18 Range and Quartile deviation are

- (a) The measures of Dispersion
- (b) Methods of sampling
- (c) Techniques of report writing
- (d) Methods of factor analysis

Q. 19 Graphic method, method of semi averages, method of curve fitting, method of moving averages are the methods of

- (a) Measurement of trend
- (b) Data collection
- (c) Data tabulation
- (d) Report writing

Q. 20 The questions in the questionnaire, where the possible answers are suggested by the framer of the questionnaire and the respondent is required to tick one of them, such questions are known as

- (a) Open ended questions
- (b) Shut questions
- (c) Simple alternate questions
- (d) Multiple choice questions

Q. 21 The Doctrine of ‘Constructive Consideration’ implies

(a) As long as there is consideration for a promise, it is immaterial who has furnished it.

- (b) consideration must be real and not illusory
- (c) consideration must be legal
- (d) consideration must move at the desire of the promisor

Q. 22 When a contract is entered into by fraud, it is

- (a) void
- (b) Valid
- (c) invalid
- (d) Voidable

Q. 23 Responsibility of the finder of the lost goods is covered by the concept of

- (a) Quasi contract
- (b) Contingent contract
- (c) Wagering agreement
- (d) Caveat emptor

Q. 24 In case of breach of contract by the seller, where the damages are not a suitable remedy or the goods are of a unique nature then which of the following rights is available to the buyer

- (a) Suit for specific performance
- (b) Suit for breach of warranty
- (c) Suit for interest
- (d) Suit for repudiation of contract

Q. 25 Which of the following cannot be a valid ground for a compulsory dissolution of the firm

- (a) Death of a partner
- (b) Insolvency of a partner
- (c) Expiry of the fixed term for which the firm was constituted
- (d) Persistent breach of agreement

Q. 26 When a negotiable instrument is delivered conditionally or for a special purpose as a collateral security or for safe custody only, it is called

- (a) Accommodation bill
- (b) Trade bill
- (c) Escrow
- (d) Documentary bill

Q. 27 The Board of Directors cannot appoint

- (a) Additional directors
- (b) Casual directors
- (c) Alternate directors
- (d) Nominee director

Q. 28 Which of the following need not have Memorandum of Association

- (a) Public company
- (b) Private company
- (c) Government company
- (d) Statutory corporation

Q. 29 Who, among the following, is empowered to revoke the 'license to issue Digital Signature Certificates' granted to a certifying authority? .....

- (a) Controller.....
- (b) Adjudicating Officer.....
- (c) Cyber Appellate Tribunal.....
- (d) Central Government.....

Q. 30 'Right to Information' means the right to information accessible under the RTI Act which is held by or under the control of any public authority and includes the right to

- (a) Inspect work, documents, records
- (b) Take notes, extracts or certified copies or documents or records, or obtain information in the soft form
- (c) Take certified samples of material
- (d) All of the above

Q. 31 Current Asset does not include

- (a) Cash at bank
- (b) Inventory
- (c) Book debt
- (d) Preliminary expenses

Q. 32 If EBIT = Rs. 73200, interest=Rs.. 30,000 then Debt Service ratio may be

- (a) 2.44 times
- (b) 244%
- (c) 2.44%
- (d) 24.4 times

Q. 33 Which of the following is not usually paid from the working capital

- (a) Purchase of raw material
- (b) Paying off redemption of preference shares
- (c) Payment of rent
- (d) Payment of outstanding wages

Q. 34 Unearned Income Account is

- (a) Asset
- (b) liability
- (c) Expense
- (d) Income

Q. 35 Heavy advertising to launch a new product is .

- (a) Simple expenditure
- (b) Capital expenditure
- (c) Revenue expenditure
- (d) Deferred revenue expenditure

Q. 36 Cash from operations is equal to

- (a) Net profit plus decrease in current assets
- (b) Net profit plus decrease in current liability
- (c) Net profit plus bonus paid in the form of fully paid bonus shares
- (d) Net profit only

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- Q. 37 Contingent liability is shown in the Balance Sheet because of
- (a) Convention of Conservatism
  - (b) Convention of Consistency
  - (c) Convention of Materiality
  - (d) Convention of Disclosure
- Q. 38 Rewards Valuation model of Human resource Accounting was suggested by
- (a) Flamholtz
  - (b) R G Berry
  - (c) Morse
  - (d) Pekin Organ
- Q. 39 The term 'Management by Objectives' was given by
- (a) Peter Drucker
  - (b) F W Taylor
  - (c) Robbins
  - (d) Robin Smith
- Q. 40 Theory X and Y of Motivation was given by....
- (a) Maslow
  - (b) McGregor
  - (c) McLand
  - (d) Henry Fayol
- Q. 41 In general cases, bonus shall be paid with in
- (a) Six months
  - (b) Seven months
  - (c) Eight months
  - (d) Nine months
- Q. 42 The Payment of Gratuity Act,1972 applies to establishments where
- (a) 100 or more employees are employed
  - (b) 10 or more employees are employed
  - (c) 20 or more employees are employed
  - (d) 15 or more employees are employed
- Q. 43 Equity
- (a) is a principle about equal relationships
  - (b) is the same as honesty
  - (c) is the same as prudence
  - (d) is a principle that emphasizes prudence
- Q. 44 A 'Decision Tree' is
- (a) A method of proceeding to resolve an ethical breach
  - (b) A branch office of the main company that determines ethics
  - (c) Determining the appropriate sanction for a breach
  - (d) An instruction to come to a determined conclusion
- Q. 45 The 'reach' of codes is
- (a) Restricted to those obliged to conform by virtue of membership
  - (b) Applicable to all
  - (c) Applicable to public only
  - (d) the same as the reach of the law
- Q. 46 Rate at which commercial banks borrow from RBI is called as
- (a) Repo rate
  - (b) PLR
  - (c) Bank Rate
  - (d) BPLR
- Q. 47 Which agency publishes Human Development Index?
- (a) World Bank
  - (b) IMF
  - (c) WTO
  - (d) UNDP
- Q. 48 IPO by a Public Sector Unit can be seen as a step towards
- (a) liberalisation
  - (b) Globalisation
  - (c) Disinvestment
  - (d) Competition
- Q. 49 Micro, Small and Medium Enterprises Development Act came in the year
- (a) 1986
  - (b) 1996
  - (c) 2006
  - (d) 2009
- Q. 50 The concept of Elasticity of Demand was developed by
- (a) Alfred Marshall
  - (b) Edwin Cannon
  - (c) Samuelson
  - (d) Benham
- Q. 51 Job Description and Job Specification are two components of
- (a) Job Analysis
  - (b) Job Evaluation
  - (c) Performance Evaluation
  - (d) Potential Evaluation

Q. 52 On request of which of the following, a letter of credit is opened

- (a) Applicant
- (b) Beneficiary
- (c) Opening bank
- (d) Negotiating bank

Q. 53 On which of the following type of the loans or charges over securities, the provisions of SARFAESI Act 2002 do not apply

- (a) Hypothecation
- (b) Pledge
- (c) Mortgage
- (d) Assignment

Q. 54 'SAP' stands for

- (a) Strategic Advantage profile
- (b) Strategic Adverse profile
- (c) Simple Advantage Profile
- (d) Simple Adverse profile

Q. 55 European Bank for Reconstruction and Development was set up in the year

- (a) 1960
- (b) 1990
- (c) 2000
- (d) 2010

Q. 56 That portion of the bank note issue which is not backed by gold is known as

- (a) Fiduciary issue
- (b) Fiat money
- (c) Real money
- (d) Real bank issue

Q. 57 In a public utility, the total investment on which the company seeks a return is known as

- (a) Rate Base
- (b) Real Base
- (c) Real Return
- (d) Rate of Return

Q. 58 Tickler is a

- (a) Filing system
- (b) Accounting system
- (c) Marketing strategy
- (d) Human Resource Strategy

Q. 59 Profits before providing for depreciation and stock appreciation are called as

- (a) Gross trading profits
- (b) Net trading profits
- (c) Gross real profits
- (d) Net real profits

Q. 60 A market situation in which a single seller confronts a single buyer is known as

- (a) Bilateral monopoly
- (b) Bilateral oligopoly
- (c) Bilateralism
- (d) Real monopoly

Q. 61 A person who buys and sells quickly, never holding a security for long is known as

- (a) Pumper
- (b) Punter
- (c) Pusher
- (d) Activator

Q. 62 Changing the capital structure of a corporation by readjusting the securities outstanding is called as

- (a) Capitalisation
- (b) Recapitalisation
- (c) Reorganisation
- (d) Recasting

Q. 63 A currency with a relatively unstable or declining value in international exchange is known as

- (a) Soft currency
- (b) Bad currency
- (c) Low currency
- (d) Declining currency

Q. 64 The cost associated with the shortest possible completion time for a project is known as

- (a) Normal cost
- (b) Real cost
- (c) Crash cost
- (d) Minimum cost

Q. 65 The merging or combining of two or more firms is known as

- (a) Amalgamation
- (b) Aquisition
- (c) Takeover
- (d) Mingling

Q. 66 A tax levied on what is received by the individual heirs to an estate is known as

- (a) Real estate tax
- (b) Real property tax
- (c) Inheritance tax
- (d) Carried on tax

Q. 67 A systematic procedure for weighing up how much a job is worth in wages or salary as compared with other jobs, is known as

- (a) Job Analysis
- (b) Job Evaluation
- (c) Job Description
- (d) Job Specification

Q. 68 An agreement by a dealer to give a person a consideration for abstaining from bidding at an auction sale is known as

- (a) Out-out agreement
- (b) Personal agreement
- (c) Knock Out agreement
- (d) Abstained agreement

Q. 69 Net working capital means

- (a) All current assets
- (b) Current assets minus inventory
- (c) Current assets minus current liabilities
- (d) Liquid assets

Q. 70 Fourteen Principles of Management were given by

- (a) Henry Fayol
- (b) F W Taylor
- (c) S P Robbins
- (d) McGregor

Q. 71 Grapewine refers to

- (a) Formal communication
- (b) Informal communication
- (c) Written communication
- (d) Exact communication

Q. 72 Contingency Theory of Leadership was given by

- (a) Fred Fiedler
- (b) John Smith
- (c) McLand
- (d) F W Taylor

Q. 73 Publicity is

- (a) A paid form of communication
- (b) Non- paid form of communication
- (c) A form of advertising
- (d) None of the above

Q. 74 The part of the brand that appears in the form of a symbol, design, or distinctive colour or lettering is known as

- (a) Brand mark
- (b) Trade mark
- (c) Logo
- (d) Symbol

Q. 75 The term 'Marketing Myopia' was given by

- (a) Prof Theodore Levitt
- (b) Prof Philip Kotler
- (c) Peter Drucker
- (d) Ansoff Igor

Q. 76 The Theory, which proposes that the optimum number of exposures to an advertisement to induce learning is three, is known as

- (a) Three-goal theory
- (b) Three hit theory
- (c) Three action theory
- (d) Three time theory

Q. 77 Consumers who prefer visual information and products that stress the visual, are known as

- (a) Visualisers
- (b) Verbalisers
- (c) Variablisers
- (d) Vulnerables

Q. 78 The ability to retain information in the memory is known as

- (a) Retrieval
- (b) Reinforcement
- (c) Reactance
- (d) Retention

Q. 79 The level or amount of novelty or complexity that individuals seek in their personal experiences, is known as

- (a) Organisational Stimulation level
- (b) Perceived stimulation level
- (c) Optimum stimulation level
- (d) Best stimulation level

Q. 80 The minimal difference that can be detected between two stimuli, is known as

- (a) Minimal difference
- (b) Least difference
- (c) Just Noticeable difference
- (d) Break difference

Q. 81 Learning spaced over a period of time to increase consumer retention, is known as

- (a) Divided learning
- (b) Distributed learning
- (c) Spaced learning
- (d) Cognitive learning

Q. 82 The discomfort or dissonance that consumers experience as a result of conflicting information, is known as

- (a) Conjunctive dissonance
- (b) Common dissonance
- (c) Cognitive dissonance
- (d) Computive dissonance

Q. 83 Overexposure to repetitive advertising that causes individuals to become satiated and their attention and retention declines, is known as

- (a) Advertising wearout
- (b) Advertising blackout
- (c) Advertising wastage
- (d) Advertising spoilage

Q. 84 Automatic response to a situation built up through repeated exposure , is known as

- (a) Conditioned response
- (b) Regular response
- (c) Same response
- (d) Similar response

Q. 85 A theory that proposes that the last message presented in a sequential series of message tend to be remembered longest, is known as

- (a) Primacy effect
- (b) Spillover effect
- (c) Recency effect
- (d) Actual time effect

Q. 86 Advertising that promotes products of two or more firms, which share its cost, is known as

- (a) Common advertising
- (b) Pooled advertising
- (c) Together advertising
- (d) Cooperative advertising

Q. 87 A strategy of curtailing new expenditures on a strategic business unit that lacks an attractive market, is known as

- (a) Harvest strategy
- (b) Lean strategy
- (c) With-hold strategy
- (d) Slow strategy

Q. 88 A situation in which value of a country's exports exceeds the value of its imports, is known as

- (a) Business surplus
- (b) Trade surplus
- (c) Positive Balance of Payments
- (d) Industry surplus

Q. 89 A purchase decision in which the consumer moves directly from need recognition to purchase, ignoring the stages in between, is a case of

- (a) No involvement
- (b) Low involvement
- (c) Just involvement
- (d) Loose involvement

Q. 90 A group of people who influence a person's attitudes, values and behaviour, is known as

- (a) Reference group
- (b) Valued group
- (c) Active group
- (d) Influential group