



Ph.D. COMMON ENTRANCE TEST JANUARY 2024

SUBJECT – Management Studies

PART B

Roll No:

Duration: 60 minutes

Maximum Marks: 50

Instructions:

1. This entrance test question paper is not to be taken out of the examination hall
2. Question paper consists of Section A and Section B
3. Section A consists of 30 MCQs carrying 1 Mark each. Write the Alphabet of the correct answer in the space given.
4. Section B consists of Descriptive questions carrying 5 marks each. Restrict your answer to 500 words. Additional plain sheets have been attached to the question paper to answer Section B

SECTION – A

Answer the following questions by writing the Alphabet of the correct answer in the Box given:

30 X 1 = 30

1. Which of the following is NOT a primary function of management?
 - a) Planning
 - b) Controlling
 - c) Designing
 - d) Leading
2. What is the main purpose of SWOT analysis in strategic management?
 - a) Identifying strengths, weaknesses, opportunities, and threats
 - b) Evaluating financial performance
 - c) Analyzing customer satisfaction
 - d) Implementing organizational policies
3. In the context of organizational behavior, what does the term "span of control" refer to?
 - a) The number of employees supervised by a manager
 - b) The hierarchy of organizational structure
 - c) The range of products offered by a company
 - d) The geographical scope of operations
4. Which of the following is a qualitative research method?
 - a) Experiment
 - b) Survey
 - c) Case study
 - d) Cross-sectional study
5. What is the purpose of a literature review in a research proposal?

- a) To summarize the findings of the research
 - b) To provide a theoretical framework for the study
 - c) To analyze the data collected
 - d) To draw conclusions and recommendations
6. Which sampling method involves selecting every nth item from a population?
- a) Simple random sampling
 - b) Stratified random sampling
 - c) Systematic sampling
 - d) Convenience sampling
7. What is the Balanced Scorecard used for in strategic management?
- a) Financial reporting
 - b) Employee training
 - c) Performance measurement
 - d) Market research
8. Which strategy involves offering unique and high-quality products to a specific market segment?
- a) Cost leadership
 - b) Differentiation
 - c) Focus
 - d) Integration
9. What is the primary goal of corporate governance?
- a) Maximizing shareholder value
 - b) Minimizing employee turnover
 - c) Increasing market share
 - d) Enhancing customer satisfaction
10. Which leadership style emphasizes collaboration and team decision-making?
- a) Autocratic
 - b) Transformational
 - c) Laissez-faire
 - d) Transactional
11. What is the role of ethics in business management?
- a) Maximizing profits at any cost
 - b) Balancing stakeholder interests
 - c) Ignoring social responsibility
 - d) Avoiding government regulations
12. Which ethical framework focuses on the consequences of actions?
- a) Virtue ethics
 - b) Deontological ethics
 - c) Consequentialist ethics
 - d) Utilitarian ethics

13. What is the Hawthorne effect in organizational behavior?
 - a) The tendency of employees to resist change
 - b) The impact of physical working conditions on productivity
 - c) The influence of social and psychological factors on worker performance
 - d) The importance of job specialization in motivating employees

14. Which motivation theory suggests that individuals are motivated by a hierarchy of needs?
 - a) Equity theory
 - b) Expectancy theory
 - c) Maslow's hierarchy of needs
 - d) Two-factor theory

15. What is the significance of organizational culture in shaping employee behavior?
 - a) It has no impact on employee behavior
 - b) It influences how employees perceive and respond to the organization
 - c) It only affects top-level management
 - d) It is unrelated to job satisfaction

16. What is the purpose of a marketing segmentation strategy?
 - a) To increase production efficiency
 - b) To divide the market into distinct groups with similar needs
 - c) To reduce advertising costs
 - d) To standardize product offerings

17. In the product life cycle, which stage is characterized by rapid market acceptance and increasing profits?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline

18. What role does branding play in marketing management?
 - a) Creating internal policies
 - b) Building customer loyalty and trust
 - c) Managing supply chain operations
 - d) Conducting market research

19. What is the primary goal of financial management in an organization?
 - a) Maximizing shareholder wealth
 - b) Minimizing employee turnover
 - c) Achieving total market dominance
 - d) Reducing production costs

20. What financial statement provides a snapshot of a company's financial position at a specific point in time?
 - a) Income statement
 - b) Cash flow statement

- c) Balance sheet
 - d) Statement of retained earnings
21. What is the purpose of capital budgeting in financial management?
- a) Managing day-to-day expenses
 - b) Evaluating long-term investment opportunities
 - c) Calculating short-term liabilities
 - d) Analyzing customer feedback
22. Which of the following is a function of human resource planning?
- a) Conducting job interviews
 - b) Training and development
 - c) Recruiting external candidates
 - d) Assessing employee performance
23. What is the significance of performance appraisals in human resource management?
- a) Determining employee salaries
 - b) Identifying training needs and career development opportunities
 - c) Assessing market trends
 - d) Ensuring workplace safety
24. Which leadership theory suggests that effective leaders adjust their behavior based on the readiness and willingness of their followers?
- a) Contingency theory
 - b) Trait theory
 - c) Situational leadership theory
 - d) Transformational leadership theory
25. What is the role of innovation in entrepreneurship?
- a) Maintaining traditional business practices
 - b) Minimizing risks
 - c) Creating new products, services, or processes
 - d) Avoiding competition
26. What is a characteristic of a successful entrepreneurial mindset?
- a) Fear of failure
 - b) Resistance to change
 - c) Risk-taking and adaptability
 - d) Reliance on established norms
27. In the context of entrepreneurship, what does the term "bootstrapping" refer to?
- a) Funding a startup with external investors
 - b) Financing a venture using minimal external resources
 - c) Investing in established companies
 - d) Collaborating with competitors
28. What is the purpose of a multinational corporation (MNC)?
- a) Focusing exclusively on domestic markets

- b) Expanding operations across international borders
 - c) Avoiding global competition
 - d) Reducing customer diversity
29. What is the significance of cultural intelligence in international business?
- a) Ignoring cultural differences for efficiency
 - b) Fostering collaboration across diverse teams
 - c) Eliminating cultural diversity
 - d) Promoting ethnocentrism
30. Which global entry strategy involves partnering with local companies in the target market?
- a) Exporting
 - b) Licensing
 - c) Franchising
 - d) Joint venture

Section - B

Answer any four questions (Each question carry 5 marks

4*5 = 20

1. "Dynamic capabilities play pivotal role in sustaining competitive advantage for organizations." Provide examples and discuss how organizations can develop and leverage dynamic capabilities for long-term success.
2. Analyze the impact of workplace diversity on organizational performance. Discuss the challenges and opportunities associated with managing a diverse workforce and propose strategies for fostering inclusion and equity in organizations.
3. Examine the evolving role of digital marketing in contemporary business environments. Discuss the key trends, challenges, and opportunities presented by digital marketing and its influence on consumer behavior and market dynamics.
4. Evaluate the effectiveness of risk management practices in financial institutions. Discuss the role of risk management in mitigating financial crises and ensuring stability in the financial sector, drawing on recent examples from global markets.
5. Explore the role of leadership in fostering organizational innovation. Analyze different leadership styles and their influence on employee creativity, and discuss how organizations can create a culture that encourages and supports innovation.
6. Examine the factors influencing the success or failure of entrepreneurial ventures. Discuss the role of government policies, access to finance, and entrepreneurial ecosystems in shaping the outcomes of start-ups, with relevant case studies.