Sr. No. 10045

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PHDURS-EE-2013 Business Management

Time: 14 hours	Max. N	Marks : 100	Total Questions: 100
Candidate's Name		Date of Birt	h
Father's Name		Mother's Na	ame
Roll No	(in figure)		(in words)
Date of Examination			
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(Signature of the cand	lidate)	(5	Signature of the Invigilator)
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uestion No.		Questions		
1.	Which of the following is not in	cluded in n	nicro economics	?
	(1) Demand theory	(2)	Production the	ory
	(3) Factor pricing theory	(4)	Economic grow	th theory
2.	Total cost of producing 500 unit of Rs. 5000. Production level is fixed costs by Rs. 1,000 (variable	increased t	o 700 units whic	h increases the
	cost per unit is :	(2)	Rs. 15	
	(1) Rs. 10 (3) Rs. 18	(4)	Rs. 20	
3.	For the same problem in Q. No (1) Rs. zero (3) Rs. 1.5	(2) (4)	Re. 1 Rs. 2.0	
4.	Total utility of a commodity is	maximum	when marginal	utility is:
4.	(1) Positive	(2)	Zero	98
	(3) Negative	, (4)	Can not say	
5.	Which of the following is not a (1) indivisibility of factors (2) Change in factor ratio (3) Change in technology (4) Imperfect substitutes	condition	of law of variab	le proportions :

Question No.	Que	stion	s
6.	The average product when product.	margi	nal product is average
	(1) Increases, greater than	(2)	Increases, lesser than
	(3) Decreases, greater than	(4)	None of the above
7.	Fixed cost of a factor is Rs. 5000 Rs. 3,000. Variable cost is Rs. 2 per The required volume of sales is:		- (a) (b) (b) (c) (c) (c) (c) (c) (c) (c) (c) (c) (c
	(1) Rs. 14,000	(2)	Rs. 15,000
	(3) Rs. 16,000	(4)	Rs. 17,000
8.	Which of the following is not a feat	are of	perfect competition ?
	(1) Homogeneous productition	(2)	Perfect knowledge
	(3) Price controlled by the seller	(4)	Free entry and exit
9.	A monopolist will earn maximum pr	ofit w	hen
	(1) MC > MR	(2)	MC = MR
	(3) MC < MR	(4)	None of the above
10.	Advantages of collusive oligopoly ar	e:	
	(a) Increased profits		
	(b) Decreased uncertainty		
	(c) Better opportunity to prevent	entry o	of new players
	(d) Individual price setting		DK 200
	(1) (a), (b), (c)	(2)	(a), (b), (d)
	(3) (b), (c), (d)	(4)	(a), (b), (c), (d)

Question No.		Questions
11.	Which of the following is calle	ed an annuity ?
	(1) Lump sum after few year	rs
	(2) A series of equal and reg	ular amounts
	(3) A series of unequal and i	rregular amounts
	(4) A series of equal and irr	egular amounts
12.	A firm has earned 8% return (on total assets of Rs. 50,00,000 and has a ne
	profit ratio of 5%. The sales	of the firm are:
1	(1) Rs. 4,00,000	(2) Rs. 2,50,000
	(3) Rs. 80,00,000	(4) Rs. 83, 33, 333
	(a) Accrual principle (b) Difference in capital and (c) Conservation principle (1) (a), (b)	l revenue items (2) (b), (c)
	(3) (a), (c)	(4) (a), (b), (c)
14.	In IRR method, the cash in reinvested at the rate equal t	flows from the project are assumed to be
	(1) IRR	(2) Risk-free rate
	(1) IRR (3) Cost of capital	(2) Risk-free rate (4) Rate of interest
15.	(3) Cost of capital	325
15.	(3) Cost of capital	(4) Rate of interest

Question No.	Que	stions	M
16.	At indifference level of EBIT, differ	ent caj	pital plans have :
	(1) Same EBIT	(2)	Same EPS
	(3) Same PBT	(4)	Same PAT
17.	A firm has EBIT of Rs. 50,000. Moverall capitalisation rate is 8%. It approach is:		
	(1) Rs. 2,50,000	(2)	Rs. 1,70,000
	(3) Rs. 2,30,000	(4)	Rs. 2,70,000
18.	Dividend distribution tax is payable	e by ;	
	(1) Share holders to government		
	(2) Share holders to company		
	(3) Company to government		
	(4) Holding company to subsidiary	comp	any
19.	Operatinig cycle is equal to invento	ry con	version cycle plus :
	(1) Receivable conversion period	(2)	Credits deferral period
	(3) (1) minus (2)	(4)	(1) plus (2)
20.	Which of the following is not a ben	efit of o	carrying inventories :
	(1) Reduction in ordering cost		
	(2) Avoiding lost sales		
	(3) Avoiding production costs		
	(4) Reducing carrying costs		

uestion No.		uestions	
21.	The fundamentals of organisation (a) Caused behaviour (b) A whole person (c) Individual differences (1) (a),(b) (3) (a), (b), (c)	(2) (4)	(a),(c) (b), (c)
22.	Motivation includes: (1) Job enrichment (3) Job enlargement	(2) (4)	Job rotation All of these
23.	Expectancy theory was develop (1) Alfred (3) Robinson	(2)	Vroom Victor Maslow
24.	(2) A central element in the pl	the mann anning pro ch point to	er in which a policy is formed ocess is recognizing inadequacie the desirability of changes
25.	Which of the following are the (a) Situational theory (c) Theory X (1) (a), (b), (d) (3) (b), (c), (d)	(b) (d) (2)	Trait theory The great man theory (a), (c), (d)

Question No.	Quest	ions	
26.	Benefits of motivation do not include		THE LE
21	(1) Industrial unrest	(2)	Industrial democracy
	(3) Decline in employees' turnover	(4)	Job satisfaction
27.	Which of the following is / are targe	ts of	organisational changes as per
99	Grewer and Barners?	(0)	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
	(1) Increase in motivation	(2)	Acceptance of technology
	(3) Both (1) and (2)	(4)	Neither (1) nor (2)
28.	Which of the following statements is	corr	ect?
	(1) Perception is the act of seeing w	hat i	is there to be seen
	(2) Perception is the act of seeing w	hat i	s not to be seen
	(3) Perception is the act of controlli	ng	
	(4) Perception is the act of planning	;	* c
29.	The causes of conflicts are:		
[7]	(a) Incompatible personalities		
_	(b) Inadequate compensation		- 7 7
	(c) Interdependent tasks		
	(d) Poor working conditions		17 PM
	(e) Competition for limited resource	es	
	(1) (a), (b), (c), (d)		(a), (c), (d), (e)
	(3) (a), (b), (c), (e)	(4)	(a), (b), (c), (d), (e)
200	With Street Street Street St. St. St. St. St.	100	
30.	Which of the following is not an OD i		
	(1) Third party intervention	(2)	Quality circles
	(3) Goal setting	(4)	Employee absentism

Question No.	Quest	ions	ia ia	
31.	The primary source of information for (1) Job analysis	r rec	ruitment is :	
-	(2) Managerial interviews			
	(3) Testing (4) Interviews with applicants			
32.	The most reliable type of interview is	:		
	(1) Behavioural	(2)	Stress	
	(3) Structured	(4)	Situational	11
33.	Reasons for layoff include all but: (1) Seasonal fluctuations in demand			
	(2) Union activities of an employee		596	
10.0	(3) Piling of inventories			
	(4) Downsizing	NI.		7)
34.	Off-the job training method includes : (1) Training at training centre			
	(2) Job rotation method (3) Guidance			
	(4) Vestibule training			
35.	Role playing is often used to:			9
	(1) Model behaviour	(2)	Change attitudes	
-	(3) Change results	(4)	Learn skills	
	**************************************	10.00	31 - 51 - 100	

	Questions
Information for carrer plannin (1) Is available from HRIS	g in a company :
(2) Can be had from line man	agers
(3) Can be obtained from staf	ff assistants
(4) Is often not available	
Giving employees more tasks	to perform at the same time is called job
(1) Enrichment	(2) Rotation
(3) Enlargement	(4) Revitalisation
Performance appraisal serves	as building block of :
(1) Recruitment	(2) Manpower planning
(3) Job analysis	(4) Career planning
Group incentives would work	best among:
(1) Accountants	(2) Stock holders
(3) Car sales people	(4) Assembly line workers
You are given the following st	atements:
(a) High performing team ge	enerally tend to be very large
(b) Teamwork does not just	happen, it needs continuous effort
(c) Self managing teams as	re informal elements in the organisation
(1) a-T, b-T, c-T	(2) a-F, b-T, c-T
(3) a-F b-T c-F	(4) a-F, b-F, c-F
	 (1) Is available from HRIS (2) Can be had from line man (3) Can be obtained from state (4) Is often not available Giving employees more tasks (1) Enrichment (3) Enlargement Performance appraisal serves (1) Recruitment (3) Job analysis Group incentives would work (1) Accountants (3) Car sales people You are given the following st (a) High performing team ge (b) Teamwork does not just (c) Self managing teams a structure

Question No.	Quest	ions
41.	Marketing chracteristics are: (1) Product market segmentation (2) Need based marketing strategy (3) Profit orientation (4) All of these	
42.	Which of the following is a controllab (1) Packaging (3) Legal environment	le variable of marketing? (2) Advertisement (4) Economic environment
43.	Which of the following is not a part of (1) Cost (3) Printing	f promotional media? (2) Publication (4) Broadcasting out-of-home
44,	Which of the following are marketing (a) Decentralisation (b) Domination of consumer consider (c) General retailer (1) (a), (b) (3) (b), (c)	
45.	Product line covers (1) Departmental stores (2) One price retailer (3) Both (1) and (2) (4) Neither (1) nor (2)	

Question No.	Que	stions	
46.	On-line marketing includes		
m 1	(a) Reason-orientation of on-line a	dverti	sing
	(b) Non-inclusiveness of on-line ad	lvertis	ing
	(c) Spatiality of on-line marketing		81
	(d) No physical delivery		2 ±
200	(1) (a), (b), (c)	(2)	(a), (b), (d)
	(3) (a), (c), (d)	(4)	(a), (b), (c), (d)
47.	Marketing environment does not in	clude	
	(1) Socio-economic environment	(2)	Technological environment
	(3) Competition	(4)	Capital market
48.	Which of the following statement/s	is/are	true?
	(a) Production in the modern orga of consumer demand	nisatio	ons is carried on in anticipation
	(b) The concept of marketing resear of selling.	rch is r	elated to the traditional concep
	[[19][10][10][10][[2][[2][[2][[2][[2][[2][[2][[2][[2][[rch is r	elated to the traditional concep Only (b)
	of selling.		
49.	of selling. (1) Only (a)	(2) (4)	Only (b) Both (a) and (b)
49.	of selling. (1) Only (a) (3) Neither (a) nor (b) Who said these words. "The four Ps of	(2) (4)	Only (b) Both (a) and (b)
49.	of selling. (1) Only (a) (3) Neither (a) nor (b) Who said these words. "The four Ps of people and people?"	(2) (4) f servi	Only (b) Both (a) and (b) ce marketing are people, people
49. 50.	of selling. (1) Only (a) (3) Neither (a) nor (b) Who said these words. "The four Ps of people and people?" (1) Theodor Levitt	(2) (4) f servi (2) (4)	Only (b) Both (a) and (b) ce marketing are people, people Richard Dow Philip Kotler
	of selling. (1) Only (a) (3) Neither (a) nor (b) Who said these words. "The four Ps of people and people?" (1) Theodor Levitt (3) Robert Lindgren A company marketing high quality	(2) (4) f servi (2) (4)	Only (b) Both (a) and (b) ce marketing are people, people Richard Dow Philip Kotler

Question No.	Ques	stions	
51.	Production is a process		
	(1) Time consuming	(2)	Value added
	(3) Job creating	(4)	Revenue generating
52.	Which of the following is not a scheo	duling	technique?
	(1) Gantt charts	(2)	PERT
2	(3) CPM	(4)	Process charts
53.	ISO-9000 is related to		
	(1) Quality system	(2)	Financial system
0	(3) Functional system	(4)	Costing system
	(b) Tunesionar by cross	1.07	Cooling by over
54.	Which of the following are example: (a) Fastners manufacturing? (b) Drug manufacturing		
54.	Which of the following are example: (a) Fastners manufacturing?		
54.	Which of the following are example: (a) Fastners manufacturing? (b) Drug manufacturing (c) Refrigerator manufacturing		
54.	Which of the following are example: (a) Fastners manufacturing? (b) Drug manufacturing (c) Refrigerator manufacturing (d) Fertiliser manufacturing	s of int	ermittent production systems
54.	Which of the following are example: (a) Fastners manufacturing? (b) Drug manufacturing (c) Refrigerator manufacturing (d) Fertiliser manufacturing (1) (a), (b), (d)	s of int	ermittent production systems (a), (c), (d)
	Which of the following are example: (a) Fastners manufacturing? (b) Drug manufacturing (c) Refrigerator manufacturing (d) Fertiliser manufacturing (1) (a), (b), (d) (3) (a), (b), (c)	s of int	ermittent production systems (a), (c), (d)

uestion No.	Qu	estions	- B
56.	The work of L.D. Miles of GEC is 1 (1) Business process re-engineer (2) Six sigma (3) Value analysis (4) Control charts		
57.	In gravity location problem,	(2)	followed Euclidean Circular
58.	Ship building industry commonly (1) Process (3) Group technology		layout. Product Fixed
59.	If the annual demand of an item per order and carrying costs are is units (1) 100 (3) 120		and the second s
60.	OC curve is associated with	(2) (4)	p-chart sampling plan

PHD/URS-EE-2013 (Business Management) Code-A

uestion No.		Questions				
61.	Classification of MBA students by field of specialisation is an example of data.					
	(1) Nominal	(2) Ordinal				
	(3) Interval	(4) Ratio				
62.	In the context of income di	stribution, Lorenz curve depicts :				
	(1) Prosperity	(2) Poverty				
	(3) Growth	(4) Inequality				
63.	3. If the mean of a variable is 50, then the mean of the variable (X-					
III	(1) 0.5	(2) 1.0				
	(3) 1.5	(4) 2.0				
286	Company of the company of	20 202 2005 762				
64.	Which of the following is	not a measure of variation ?				
64.	Which of the following is (1) Quartile deviation	not a measure of variation ?				
64.		not a measure of variation ?				
64.	(1) Quartile deviation	not a measure of variation ?				
64.	(1) Quartile deviation (2) Mean deviation	not a measure of variation ?				
65.	 Quartile deviation Mean deviation Normal deviation Standard deviation 					
E	 Quartile deviation Mean deviation Normal deviation Standard deviation 					

Question No.		Question	s	
66.	Which type of data is not so co-efficient of correlation? (1) Nominal (3) Interval	(2)	Ordinal	on's
67.	 Which of the following assume equations? (1) Distribution of error terms (2) Expected value of e_i is zero (3) Variance of e_i is σ_i² for each (4) Correlation co-efficient bet 	(e _i) is not	rmal	sion
68.	Co-efficient of contingency is de (1) One variable (3) Three variables	fined only (2) (4)	Two variables	
69.	Three quarterly seasonal indices The fourth quarterly index will (1) 103.4 (3) 104		ne series are 94.3, 98.5, 10 103.8 105	2.2.
70.	A time series comprises of five average of order 3 are: (1) 54, 60, 66	values vi	z 52, 56, 60, 67, 71 its mov	ving
	(3) 56, 61, 66	(4)	57, 60, 63	

Question No.	Questions						
71.	The probability of getting a total of 7 on two dice is						
	(1) 5/36	(2) 6/36					
	(3) 7/36	(4) 8/36					
72.	Bayes' theorem can be used in the f	ields of					
	(1) Diagnostic tests	(2) Telecommunication					
	(3) Designing of systems	(4) All of these					
73.	In stratified sampling, size of the s	ample depend on					
	(1) Stratum size						
	(2) Number of stratums						
	(3) Hetrogeneity of stratum						
	(4) Cost involved	752					
74.	Which of the following statements is not true?						
	(1) $\overline{X} - \sigma$ to $\overline{X} + \sigma$ is 68.26%						
. 4	(2) \overline{X} – 2σ to \overline{X} + 2σ is 94.92%						
	(3) \bar{X} -1.96 σ to \bar{X} +1.96 σ is 95%						
	(4) \overline{X} = 3 σ to \overline{X} + 3 σ is 99.73%						
75.	Which of the following factors do confidence interval?	es not usually affect the range of a					
	(1) Sample size	(2) Confidence desired					
1	(3) Variability in the population	(4) Population size					

Question No.	Questions					
76.	If the alternate hypothesis is $m_1 > m_2$, the critical region will be on					
	(1) Left side	(2)	Right side			
	(3) Both sides	(4)	None of the above			
77.	The p-value indicates thehypothesis will be	level of	significance at which the nul			
	(1) Minimum, rejected	(2)	Maximum, rejected			
	(3) Maximum, accepted	(4)	Minimum, accepted			
78.	In a hypothesis testing survey, level of significance is taken at 5%. I means that (a) Probability of committing type I error is 0.05 (b) Probability of committing type II error is 0.95 (c) There are 95% chances that the results are correct (d) Probability that a value will be outside the critical region is 0.05 (1) (a), (b), (c) (2) (b), (c),(d)					
79.	(3) (a), (c), (d) Mann–Whitney 'u' test is used (1) Equality of two means (2) Equality of three means (3) Equality of more than two (4) Equality of two sets of ran	means				
80.	Which of the following is not a parametric test-?					
MANUEL	(1) z-test	(2)	Chi-square test			
	(3) t-test	(4)	F- test			

Question No.	Questions				
81.	LAN is (1) Local Area Network (3) Low Area Network	(2) (4)	Low Altitude Network None of the above		
82.	The initial implementation due to was the department network popu				
	(1) Computer network	(2)	Local area network		
	(3) Network design	(4)	Database network		
83.	DFDs are (1) Documents for documents (2) Documents face documents (3) Data flow diagrams (4) Document flow diagrams				
84.	ERP system deals with the (1) Financial planning and use of (2) Manpower planning and use (3) Planning of computer networ (4) Planning and use of all resour	of resou	ırces		
85.	is data converted into more	useful	form		
	(1) Information	(2)	Knowledge		
	(3) Process	(4)	Expression		

uestion No.	Qu	estions	- 1			
86.	Which of the following is not a type of report?					
	(1) Scheduled report	77		[13]		
	(2) On demand report		200			
	(3) Knowledge report					
	(4) Exception report					_
87.	Tabular data presentation is also	known as	3:			
	(1) Structured data			2 8	36	
- 1	(2) Semi-structured data					
1	(3) Unstructured data	-	36			
	(4) None of the above					
88.	SBU stands for					
	(1) Social Business Unit					
	(2) Strategic Business Unit					
	(3) Special Business Unit					
	(4) Specific Business Unit					
89.	Which of the following are inter	net proto	cols:			
	(a) TCP/IP	(b)	HTTP			
	(c) FTP	(d)	WAN	20		
	(1) (a), (b), (c), (d)	(2)	(a), (c), (d)			
	(3) (b), (c), (d)	(4)	(a), (b), (c)			
90.	Which of the following is not a search engine?					
	(1) Google	(2)	Yahoo			
	(3) Altavista	(4)	BSNL			100

Question No.	Questions				
91.	The information required by the tomaking is (1) Operational information (2) Decision support-information (3) Organisational information (4) Knowledge information	n	iddle management for decision		
92.	Application programmes that programmes are information and store in (1) Dataware (3) Software				
93.	That component of MIS which he system, data is (1) Data repository (3) Data warehouse	(2) (4)	most important resource of the Data mining Database		
94.	SRS stands for (1) Structure requirement specific (2) Strategic requirement specific (3) Source requirement specific (4) Software requirement specific	fication ation			
95.	The chart used to visualise the implementation of a system is ca (1) Data (3) System				

Question No.	n Questions						
96.	It provides the address of a resource of file which is available on internet						
	(1) Browser	(2)	www	0			
2000 AV	(3) URL	(4)	HTTP	5.			
97.	Which tool/s is/are used for sy	stem design	1?	6 S			
	(1) Data flow diagram	(2)	Data dictionary				
	(3) Neither (1) nor (2)	(4)	Both (1) and (2)				
98.	A private, third party-manage	ed, network	, that offers data tra	ansmissior			
	and network services to subscr						
	(1) Value added network						
	(2) Private area network	E)		154			
	(3) Integrated services digita	l network	89 14				
	(4) Public switched telephone	network					
99.	Computers process, store and communicate information in form						
	(1) Decimal	(2)	Binary				
	(3) Decimal	(4)	Octel				
100.	Teleconferencing in which the	participan	ts can see each othe	er on video			
	screens is termed			12			
	(1) Video mailing	(2)	Video chatting				
	(3) Video conferencing	(4)	Video searching				
	27 N 25						