Sr. No. ...10068

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## PHDURS-EE-2013 **Business Management**

Code

Time: 1¼ hours	Max. Marks: 100	Total Questions: 100
Candidate's Name	Date of Bir	th
Father's Name	Mother's N	ame
Roll No(in f	igure)	(in words)
Date of Examination :		
G Steam Ster to production total		
(Signature of the candidate)		Signature of the Invigilator)

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Question	s	
Production is a process		
(1) Time consuming (2)	Value added	
(3) Job creating (4)	Revenue generating	
Which of the following is not a scheduling technique?		
(1) Gantt charts (2)	PERT	
(3) CPM (4)	Process charts	
ISO-9000 is related to		
(1) Quality system (2)	Financial system	
(3) Functional system (4)	Costing system	
Which of the following are examples of in	termittent production systems?	
(a) Fastners manufacturing?		
(b) Drug manufacturing		
(c) Refrigerator manufacturing		
(d) Fertiliser manufacturing		
(1) (a), (b), (d) (2)	(a), (c), (d)	
(3) (a), (b), (c) (4)	(b), (c), (d)	
Basic objective/s of ERP is/are		
(1) Diagnostic function (2)	8.25	
, ,	Application logic	
	(1) Time consuming (2) (3) Job creating (4)  Which of the following is not a scheduling (1) Gantt charts (2) (3) CPM (4)  ISO-9000 is related to (1) Quality system (2) (3) Functional system (4)  Which of the following are examples of in (a) Fastners manufacturing? (b) Drug manufacturing (c) Refrigerator manufacturing (d) Fertiliser manufacturing (1) (a), (b), (d) (2) (3) (a), (b), (c) (4)  Basic objective/s of ERP is/are	

Question No.	Questions		
6.	The work of L.D. Miles of GEC is known as:		
	(1) Business process re-engineering		
	(2) Six sigma		
	(3) Value analysis		
	(4) Control charts		
7.	In gravity location problem, path is followed		
	(1) Rectilinear (2) Euclidean		
	(3) Straight (4) Circular		
8.	Ship building industry commonly employslayout.		
	(1) Process (2) Product		
, ,	(3) Group technology . (4) Fixed		
9.	If the annual demand of an item is 1000 units, ordering costs are Rs. 50		
A .	per order and carrying costs are Rs. 10 per unit per year, then the EOQ		
	is units		
	(1) 100 (2) 80		
	(3) 120 (4) 150		
10.	OC curve is associated with		
	(1) $\overline{X}$ -chart (2) $p$ -chart		
2/ 3	(3) c - chart (4) sampling plan		

Question No.	Questions
11.	Marketing chracteristics are:
	(1) Product market segmentation
	(2) Need based marketing strategy
5	(3) Profit orientation
	(4) All of these
12.	Which of the following is a controllable variable of marketing?
	(1) Packaging - (2) Advertisement
×	(3) Legal environment (4) Economic environment
13.	Which of the following is not a part of promotional media?
	(1) Cost (2) Publication
	(3) Printing (4) Broadcasting out-of-home
14.	Which of the following are marketing oriented?
	(a) Decentralisation
	(b) Domination of consumer considerations
2	(c) General retailer
	(1) (a), (b) (2) (a),(c)
-	(3) (b), (c) (4) (a), (b), (c)
15.	Product line covers
21 3.48	(1) Departmental stores
	(2) One price retailer
	(3) Both (1) and (2)
	(4) Neither (1) nor (2)

Question No.	14	Ques	tions	
16.	16. On-line marketing includes			
	(a)	Reason-orientation of on-line ad	lvertis	sing
	(b) Non-inclusiveness of on-line advertising			
9	(c)	Spatiality of on-line marketing		
(0 )2 (m)	(d)	No physical delivery		*5
a e	(1)	(a), (b), (c)	(2)	(a), (b), (d)
	(3)	(a), (c), (d)	(4)	(a), (b), (c), (d)
17.	Mai	keting environment does not inc	clude :	
=	(1)	Socio-economic environment	(2)	Technological environment
	(3)	Competition	(4)	Capital market
18.	Wh	ich of the following statement/s i	s/are	true?
(a) Production in the modern organisations is carrie		4.5		
	(ω)	of consumer demand		A S B B B B
	(b)	The concept of marketing resear	ch is a	elated to the traditional concept
	~ ~~	of selling.		
	(1)		4-1	0.1.4\
	(1)	Only (a)	(2)	Only (b)
	(3)	Only (a) Neither (a) nor (b)	(2) (4)	Both (a) and (b)
19.	(3)	Neither (a) nor (b)	(4)	Both (a) and (b)
19.	(3) Wh	ATER TO SEE TO SEE THE SECOND	(4)	Both (a) and (b)
19.	(3) Wh	Neither (a) nor (b) o said these words. "The four Ps o	(4)	Both (a) and (b)
19.	(3) Wh	Neither (a) nor (b) o said these words. "The four Ps o ple and people?"	(4) f servi	Both (a) and (b)
19. 20.	(3) Wh peo (1) (3)	Neither (a) nor (b) o said these words. "The four Ps o ple and people?" Theodor Levitt Robert Lindgren	(4) f servi (2) (4)	Both (a) and (b)  ce marketing are people, people,  Richard Dow  Philip Kotler
w = ==================================	(3) Wh peo (1) (3) A c	Neither (a) nor (b) o said these words. "The four Ps o ple and people?" Theodor Levitt	(4) f servi (2) (4)	Both (a) and (b)  ce marketing are people, people.  Richard Dow  Philip Kotler
. w	(3) Wh peo (1) (3) A c	Neither (a) nor (b) o said these words. "The four Ps o ple and people?" Theodor Levitt Robert Lindgren ompany marketing high quality	(4) f servi (2) (4)	Both (a) and (b)  ce marketing are people, people,  Richard Dow  Philip Kotler

Question No.	Questions		
21.	The primary source of information for recruitment is:		
	(1) Job analysis		
a P	(2) Managerial interviews		
61	(3) Testing		
	(4) Interviews with applicants		
22.	The most reliable type of interview is:		
9	(1) Behavioural (2) Stress		
	(3) Structured (4) Situational		
23.	Reasons for layoff include all but :		
2	(1) Seasonal fluctuations in demand		
	(2) Union activities of an employee		
1 58	(3) Piling of inventories		
	(4) Downsizing		
24.	Off-the job training method includes:		
, L	(1) Training at training centre		
	(2) Job rotation method		
1 1	(3) Guidance		
	(4) Vestibule training		
25.	Role playing is often used to:		
	(1) Model behaviour (2) Change attitudes		
2	(3) Change results (4) Learn skills		

Question No.	Questions
26.	Information for carrer planning in a company:
× 1	(1) Is available from HRIS
	(2) Can be had from line managers
	(3) Can be obtained from staff assistants
	(4) Is often not available
27.	Giving employees more tasks to perform at the same time is called job
	(1) Enrichment (2) Rotation
	(3) Enlargement (4) Revitalisation
28.	Performance appraisal serves as building block of:
	(1) Recruitment (2) Manpower planning
	(3) Job analysis (4) Career planning
29.	Group incentives would work best among:
	(1) Accountants (2) Stock holders
4	(3) Car sales people (4) Assembly line workers
30.	You are given the following statements:
, a	(a) High performing team generally tend to be very large
	(b) Teamwork does not just happen, it needs continuous effort
	(c) Self managing teams are informal elements in the organisation structure
	(1) $a-T$ , $b-T$ , $c-T$ (2) $a-F$ , $b-T$ , $c-T$
	(1) $a-T$ , $b-T$ , $c-T$ (2) $a-F$ , $b-T$ , $c-T$ (3) $a-F$ , $b-T$ , $c-F$ (4) $a-F$ , $b-F$ , $c-F$

Question No.	Questions		
31.	The fundamentals of organisational behaviour is/are:		
	(a) Caused behaviour		
	(b) A whole person		
90	(c) Individual differences		
	(1) (a),(b) (2) (a),(c)		
	(3) (a), (b), (c) (4) (b), (c)		
32.	Motivation includes:		
	(1) Job enrichment (2) Job rotation		
	(3) Job enlargement (4) All of these		
33.	Expectancy theory was developed by:		
	(1) Alfred (2) Vroom Victor		
	(3) Robinson (4) Maslow	-	
34.	Which of the following statements is correct?		
	(1) Evolved policy is based on the manner in which a policy is formed		
п	(2) A central element in the planning process is recognizing inadequacie	28	
	in present conditions which point to the desirability of changes		
	(3) Planning is not a major management function		
»	(4) None of the above		
35.	Which of the following are theories of leadership?		
	(a) Situational theory (b) Trait theory		
- 2	(c) Theory X (d) The great man theory		
	(1) (a), (b), (d) (2) (a), (c), (d)		
11	(3) (b), (c), (d) (4) (a), (b), (c), (d)		

Question No.	Questions		
36.	Benefits of motivation do not include:		
	(1) Industrial unrest (2) Industrial democracy		
- 12	(3) Decline in employees' turnover (4) Job satisfaction		
37.	Which of the following is / are targets of organisational changes as pe		
	Grewer and Barners?		
	(1) Increase in motivation (2) Acceptance of technology		
	(3) Both (1) and (2) (4) Neither (1) nor (2)		
38.	Which of the following statements is correct?		
	(1) Perception is the act of seeing what is there to be seen		
	(2) Perception is the act of seeing what is not to be seen		
	(3) Perception is the act of controlling		
	(4) Perception is the act of planning		
39.	The causes of conflicts are:		
	(a) Incompatible personalities		
	(b) Inadequate compensation		
	(c) Interdependent tasks		
2 12	(d) Poor working conditions		
<u>=</u>	(e) Competition for limited resources		
	(1) (a), (b), (c), (d) (2) (a), (c), (d), (e)		
	(3) (a), (b), (c), (e) (2) (a), (b), (c), (d), (e) (4) (a), (b), (c), (d), (e)		
40.	(2) (0), (0), (0), (0)		
20.	Which of the following is not an OD intervention?		
	(1) Third party intervention (2) Quality circles		
	(3) Goal setting (4) Employee absentism		

Question No.	Questions
41.	Which of the following is called an annuity?
	(1) Lump sum after few years
	(2) A series of equal and regular amounts
	(3) A series of unequal and irregular amounts
	(4) A series of equal and irregular amounts
42.	A firm has earned 8% return on total assets of Rs. 50,00,000 and has a net
-	profit ratio of 5%. The sales of the firm are:
	(1) Rs. 4,00,000 (2) Rs. 2,50,000
	(3) Rs. 80,00,000 (4) Rs. 83, 33, 333
43.	The following are not considered while preparing cash budget:
	(a) Accrual principle
	(b) Difference in capital and revenue items
2 (m)	(c) Conservation principle
	(1) (a), (b) (2) (b), (c)
II.	(3) (a), (c) (4) (a), (b), (c)
44.	In IRR method, the cash inflows from the project are assumed to be
	reinvested at the rate equal to:
	(1) IRR (2) Risk-free rate
P.	(3) Cost of capital (4) Rate of interest
45.	If a firm issues new share capital to redeem debentures, then:
	(1) OL will increase (2) OL will decrease
0	(3) FL will increase (4) FL will decrease

Question No.	Questions		
46.	At indifference level of EBIT, different capital plans have:		
	(1) Same EBIT (2) Same EPS		
	(3) Same PBT (4) Same PAT		
47.	A firm has EBIT of Rs. 50,000. Market value of dept is Rs. 80,000 and		
	overall capitalisation rate is 8%. Market value of the firm under NOI		
	approach is:		
at.	(1) Rs. 2,50,000 (2) Rs. 1,70,000		
**************************************	(3) Rs. 2,30,000 (4) Rs. 2,70,000		
48.	Dividend distribution tax is payable by:		
	(1) Share holders to government		
21 21	(2) Share holders to company		
	(3) Company to government		
	(4) Holding company to subsidiary company		
49.	Operatinig cycle is equal to inventory conversion cycle plus:		
	(1) Receivable conversion period (2) Credits deferral period		
	(3) (1) minus (2) (4) (1) plus (2)		
50.	Which of the following is not a benefit of carrying inventories:		
	(1) Reduction in ordering cost		
	(2) Avoiding lost sales		
	(3) Avoiding production costs		
5 150	(4) Reducing carrying costs		

Question No.	Questions		
51.	Which of the following is not included in micro economics?		
	(1) Demand theory	(2) Production theory	
5	(3) Factor pricing theory	(4) Economic growth theory	
52.	s Rs. 10,000 which includes fixed costs		
	of Rs. 5000. Production level is increased to 700 units which increase		
	fixed costs by Rs. 1,000 (variable cos	st per unit remaining the same. Marginal	
	cost per unit is:		
•	(1) Rs. 10	(2) Rs. 15	
	(3) Rs. 18	(4) Rs. 20	
53.	For the same problem in Q. No. 2, increase in average cost per unit is:		
	(1) Rs. zero	(2) Re. 1	
	(3) Rs. 1.5	(4) Rs. 2.0	
54.	Total utility of a commodity is max	kimum when marginal utility is:	
0	(1) Positive	(2) Zero	
	(3) Negative	(4) Can not say	
55.	Which of the following is not a condition of law of variable proportions:		
	(1) Indivisibility of factors	, = v = *	
	(2) Change in factor ratio	ence of the second seco	
	(3) Change in technology		
	(4) Imperfect substitutes		
- 0.00 S	(4) Imperieut substitutes		

Question No.	questions			
56.				
	(1) Increases, greater than	Increa	ases, lesser than	
	(3) Decreases, greater than (4)	None	of the above	
57.	Fixed cost of a factor is Rs. 5000 per annum and the target profit is Rs. 3,000. Variable cost is Rs. 2 per unit and sales price is Rs. 4 per unit. The required volume of sales is:			
	(1) Rs. 14,000 (2	Rs. 15	000	
	(3) Rs. 16,000 (4			
58.	Which of the following is not a feature of perfect competition?			
	(1) Homogeneous productition (2	Perfe	ct knowledge	
	(3) Price controlled by the seller (4)	Free	entry and exit	
59.	A monopolist will earn maximum profit when			
	(1) MC > MR (2	MC=	MR.	
	(3) MC < MR	None	of the above	
60.	Advantages of collusive oligopoly are:			
	(a) Increased profits		79 G	
	(b) Decreased uncertainty			
	(c) Better opportunity to prevent entr	of new	players	
	(d) Individual price setting		= *** *** *** *** *** *** *** *** *** *	
	(1) (a), (b), (c) (2	(a), (b	), (d)	
	(3) (b), (c), (d) (4)	(a), (b	), (c), (d)	

Question No.	Questions			
61.	The information required by the top and middle management for decision			
	making is			
	(1) Operational information			
	(2) Decision support-information			
	(3) Organisational information			
	(4) Knowledge information			
62.	Application programmes that process the input data using computer, generate information and store information for future use is called			
	(1) Dataware (2) Hardware			
	(3) Software (4) Firmware			
63.	That component of MIS which holds the most important resource of the			
	system, data is			
	(1) Data repository (2) Data mining			
	(3) Data warehouse (4) Database			
64.	SRS stands for			
	(1) Structure requirement specification			
21	(2) Strategic requirement specification			
	(3) Source requirement specification			
	(4) Software requirement specification			
65.	The chart used to visualise the flow of order during the design and implementation of a system is called thechart			
	(1) Data (2) Input/Output			
2	(3) System (4) Structured			

Question No.	Questions		
66.	It provides the address of a resource of file which is available on internet		
	(1) Browser (2) WWW		
	(3) URL (4) HTTP		
67.	Which tool/s is/are used for system design?		
	(1) Data flow diagram (2) Data dictionary		
	(3) Neither (1) nor (2) (4) Both (1) and (2)		
68.	A private, third party-managed, network, that offers data transmission		
n ,	and network services to subscribing firms, is called .		
Ra	(1) Value added network		
= x	(2) Private area network		
	(3) Integrated services digital network		
9	(4) Public switched telephone network		
69.	Computers process, store and communicate information in form		
	(1) Decimal (2) Binary		
	(3) Decimal (4) Octel		
70.	Teleconferencing in which the participants can see each other on video		
DE A	screens is termed		
	(1) Video mailing (2) Video chatting		
5 1	(3) Video conferencing (4) Video searching		

Questions			
LAN is			
(1) Local Area Network (2) Low Altitude Network			
(3) Low Area Network (4) None of the above			
The initial implementation due to the technology limitation of dista			
was the department network populary known as:			
(1) Computer network (2) Local area network			
(3) Network design (4) Database network			
DFDs are			
(1) Documents for documents			
(2) Documents face documents			
(3) Data flow diagrams			
(4) Document flow diagrams			
ERP system deals with the			
(1) Financial planning and use of resources			
(2) Manpower planning and use of resources			
(3) Planning of computer networking			
(4) Planning and use of all resources used in the business			
is data converted into more useful form			
(1) Information (2) Knowledge			
(3) Process (4) Expression			

Question No.		Questions	28	a if Bro
76.	Which of the following is not a	type of repo	ort?	
	(1) Scheduled report			
	(2) On demand report			
	(3) Knowledge report		s = 8	N Tu <sub>nca</sub> of a
	(4) Exception report			
77.	Tabular data presentation is als	o known as		*
g) ± 2	(1) Structured data			
	(2) Semi-structured data	* I gerië		op de se ge
74	(3) Unstructured data	. 8		
	(4) None of the above			0 .1 s
78.	SBU stands for		5 Tis	
21.	(1) Social Business Unit			
	(2) Strategic Business Unit			nt e
	(3) Special Business Unit			
	(4) Specific Business Unit	a 11		, e s
79.	Which of the following are inter	rnet protoc	ols:	8
E E	(a) TCP/IP	(b)	HTTP	: 2
H H	(c) FTP	(d)	WAN	
	(1) (a), (b), (c), (d)	(2)	(a), (c), (d)	
	(3) (b), (c), (d)	(4)	(a), (b), (c)	
80.	Which of the following is not a s	earch engir	ne?	N I
=	(1) Google	4	Yahoo	500
	(3) Altavista		BSNL	* *
	5	1	- A	

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Question No.	Questions		
81.	The probability of getting a total of 7 on two dice is		
	(1) 5/36 (2) 6/36		
	(3) 7/36 (4) 8/36		
82.	Bayes' theorem can be used in the fields of		
	(1) Diagnostic tests (2) Telecommunication		
	(3) Designing of systems (4) All of these		
83.	In stratified sampling, size of the sample depend on		
i -	(1) Stratum size		
Ø 8	(2) Number of stratums		
* * *	(3) Hetrogeneity of stratum		
8 Z	(4) Cost involved		
84.	Which of the following statements is not true?		
	(1) $\overline{X} - \sigma$ to $\overline{X} + \sigma$ is 68.26%		
12.0	(2) $\overline{X}$ – $2\sigma$ to $\overline{X}$ + $2\sigma$ is $94.92\%$		
*	(3) $\overline{X}$ -1.96 $\sigma$ to $\overline{X}$ +1.96 $\sigma$ is 95%		
=-	(4) $\overline{X}$ – $3\sigma$ to $\overline{X}$ + $3\sigma$ is $99.73\%$		
85.	Which of the following factors does not usually affect the range of		
ž	confidence interval?		
	(1) Sample size (2) Confidence desired		
	(3) Variability in the population (4) Population size		

Questions			
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			
The p-value indicates the level of significance at which the null hypothesis will be			
(1) Minimum, rejected (2) Maximum, rejected			
(3) Maximum, accepted (4) Minimum, accepted			
In a hypothesis testing survey, level of significance is taken at 5%. It 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)			
(3) (a), (c), (d) . (4) (a), (b), (c), (d)			
Mann-Whitney 'u' test is used for testing:			
(1) Equality of two means			
(2) Equality of three means			
(3) Equality of more than two means			
(4) Equality of two sets of rankings			
Which of the following is not a parametric test?			
(1) z-test (2) Chi-square test			
(3) t-test (4) F- test			

Question No.	Q	uestions	
91.	Classification of MBA students by field of specialisation is an example of		
	data.		
1 14	(1) Nominal	(2) Ordinal	
	(3) Interval	(4) Ratio	
92.	In the context of income distribu	ution, Lorenz curve depicts :	
1	(1) Prosperity	(2) Poverty	
75.5	(3) Growth	(4) Inequality	
93.	If the mean of a variable is 50, th	nen the mean of the variable (X–30)/20 is	
	(1) 0.5	(2) 1.0	
	(3) 1.5	(4) 2.0	
94.	Which of the following is not a	measure of variation ?	
	(1) Quartile deviation		
N 9	(2) Mean deviation		
= -	(3) Normal deviation		
9	(4) Standard deviation		
95.	Correlation co-efficient between two independent variable is		
	(1) 0	(2) 0.5	
U de e	(3) -0.5	(4) Can not say	

Question No.	Questions		
96.	Which type of data is not suited for calculation of Karl Pearson's co-efficient of correlation?		
E sa I P <sub>i</sub>	(1) Nominal (2) Ordinal (3) Interval (4) Ratio		
97.	<ul> <li>Which of the following assumptions is not valid in using regression equations?</li> <li>(1) Distribution of error terms (e<sub>i</sub>) is normal</li> <li>(2) Expected value of e<sub>i</sub> is zero</li> <li>(3) Variance of e<sub>i</sub> is σ<sub>i</sub><sup>2</sup> for each value of i</li> <li>(4) Correlation co-efficient between two error terms is zero</li> </ul>		
98.	Co-efficient of contingency is defined only for  (1) One variable  (2) Two variables  (3) Three variables  (4) All of the above		
99.	Three quarterly seasonal indices of a time series are 94.3, 98.5, 102.2.  The fourth quarterly index will be:  (1) 103.4 (2) 103.8  (3) 104 (4) 105		
100.	A time series comprises of five values viz 52, 56, 60, 67, 71 its moving average of order 3 are:  (1) 54, 60, 66  (2) 55, 61, 67  (3) 56, 61, 66  (4) 57, 60, 63		