Ph.D Ente. test.
Commerce

Con. 3199–12. KK–2537

(3 Hours) [Total Marks : 100

28|4|12

N.B. 1. In **Section I all** questions are **compulsory.**
2. In **Section II** attempt any **three** questions out of **five .**
3. In **Section III** attempt any **two** questions out of **four .**

SECTION – I

Q.1. Choose/Rewrite the correct option **(40X1 = 40 Marks)**

1. ____________________ is a method of data collection in which there is no respondent's bias.
   a) Observation c) Questionnaire
   b) Interview d) None of the above
2. ________________________ is a set of interrelated constructs, definitions and prepositions that present a systematic view of phenomena.
   a) Concept c) Hypothesis
   b) Theory d) Validity
3. _________________________data refers to information that is generated to meet the specific requirements of the investigation at hand.
   a) Secondary data c) Primary data
   b) Published data d) None of the above
4. ________________________ arises due to chance differences, between the members of the population included in the sample and those not included.
   a) Biased errors c) Unbiased errors
   b) Sampling errors d) Non sampling errors
5. ________________________ is a procedure for the assignment of numbers to a property of objects in order to impact some of the characteristics of numbers to the properties in question
   a) Scaling c) Construct validity
   b) Dimensions d) Predictive validity
6. ________________________ is a preliminary study conducted on a limited scale before the original studies are carried out in order to gain some primary information.
   a) Pilot study c) Post-testing
   b) Pre-testing d) Item analysis
7. ______________________ are used to assess the attitudes, opinions and preferences.
   a) Document schedules c) Observation schedules
   b) Institutional schedules d) Rating schedules
8. ________________________ are extremely good for qualitative and behavioral research
   a) Multiple choice questions c) Filtered questions
   b) Open questions d) Ambiguous questions
9. ________________________ is a statistical measure used for comparing a variance to a theoretical variance
   a) Chi-square test c) Standard deviation
   b) ANOVA d) Regression
10. _______________________ is a statistical device which helps to analyze co-variation of two or more variables in the same direction
    a) Negative correlation c) Partial correlation
    b) Positive correlation d) Linear correlation
11. ________________ is the pivot around which corporate strategy revolves
    a) Goals b)Targets c) Mission d) Objectives
12. The success of an organization depends to a large extent on the __________________ of the employees
    a) Punctuality c) Delegation
    b) Morale d) None of the above

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13. ______________ is a tool for evaluating how satisfactorily a company has discharged its social responsibilities.
    a) Social audit
    b) Profitability analysis
    c) Ratio analysis
    d) None of the above
14. With the ________________ committee report the stage is set for ushering in good corporate governance in India.
    a) Chakravarty Committee
    b) Ratan Tata Committee
    c) K M Birla Committee
    d) None of the above
15. The WTO agreement came into force from January 1, _____________.
    a) 1994 b) 1995 c) 1996 d) 2000
16. __________________ refers to those perspective management measures taken with a view to ensure the survival and long term success of an enterprise in a competitive environment.
    a) Strategic management
    b) Long term planning
    c) Future perspective planning
    d) None of the above
17. ________________ refers to short range planning that is oriented towards operations and is concerned with specific and short range details.
    a) Formal planning
    b) Strategic planning
    c) Tactical planning
    d) Informal planning
18. ________________ is concerned with decisions pertaining to the product mix, market segments and maneuvering competitive advantage for the SBU.
    a) Business strategy
    b) Functional strategies
    c) Corporate strategies
    d) Operational strategies
19. __________________ is an enduring statement of purpose that distinguishes one business from other similar firms. It identifies the scope of a firm's operations in product and market terms.
    a) Goal statement
    b) Objective statement
    c) Mission statement
    d) Social responsibility statement
20. The highest turnover of scripts on stock exchanges in India is on the ______________
    a) BSE
    b) NSE
    c) OTCEI
    d) CSE
21. ____________________ is not a part of the external micro environment of an organization.
    a) Suppliers
    b) Customers
    c) Competitors
    d) Political environment
22. The _____________strategy aims at minimizing the weaknesses and maximizing the opportunities.
    a) WT or mini-mini
    b) ST or maxi-mini
    c) WO or mini-maxi
    d) SO or maxi-maxi
23. A _____________ control is needed to thoroughly and often suddenly reconsider the firm's basic strategy based on a sudden, unexpected event like alliance between competitors, a major competitive move by a competitor etc.
    a) Premise control
    b) Implementation control
    c) Special alert control
    d) None of the above
24. In the Boston Consultancy Group Model (BCG matrix), product in the high growth-low market share cell are described as
    a) Stars b) Dogs c) Cash cows d) Question marks

25. The GE Multifactor Portfolio Matrix rates each SBU against two critical variables: industry attractiveness and __________________
    a) Business positioning
    b) Business growth
    c) Business strength
    d) None of the above
26. The sale of shares of public sector enterprises to the institutional investors, private sector and public at large is known as __________________
    a) Divestiture
    b) Acquisition
    c) Merger
    d) Takeover
27. According to Porter's Five Forces Analysis the state of competition in an industry depends on five basic competitive forces. _________________________ is not one of them.
    a) Rivalry among existing firms
    b) Threat of substitutes
    c) Bargaining power of buyers
    d) Bargaining power of employees
28. The Foreign Exchange Management Act (FEMA) was enacted in the year ________
    a) 1974 b) 1992 c) 1997 d) 1999
29. In ________________ strategy a firm seeks to be unique in its industry along some time dimensions that are widely valued by key buyers.
    a) Cost leadership
    b) Differentiation
    c) Focus
    d) None of the above
30. _____________________ strategy involves contraction of the scope of business or function.
    a) Growth
    b) Retrenchment
    c) Diversification
    d) Stability
31. _______ is an international reserve asset created by the IMF in 1969
    a) TRIPS
    b) GAB
    c) SDRs
    d) ESAF
32. _________ is the most popular measure of central tendency.
    a) Arithmetic Mean
    b) Range
    c) Lorenz Curve
    d) None of the above
33. The Bretton Woods conference gave birth to __________.
    a) IMF
    b) World Bank
    c) RBI
    d) None of the above.
34. The research undertaken to find the solution to a particular problem faced by a particular organization is ________________ research.
    a) Fundamental
    b) Applied
    c) Conceptual
    d) Descriptive

35. The fundamental economic problem faced by all societies is______________
    a) unemployment c) poverty
    b) inequality d) scarcity
36. "Capitalism" refers to__________________
    a) the use of markets
    b) government ownership of capital goods
    c) private ownership of capital goods
    d) private ownership of homes & cars
37. The General Agreement on Tariffs and Trade was replaced by ____________
    a) NAFTA b) WTO c) MTA d) None of the above
38. An example of a protectionist measure would be _________________
    a) The imposition of a tariff on a good produced by a domestic infant industry.
    b) The imposition of a tariff on a foreign good also produced by a domestic infant industry
    c) A policy of free trade.
    d) The decision to join the WTO.

39. The system of nontariff barriers discourage imports by __________________
    a) GATT decision c) Dumping products in foreign markets.
    b) Imposing a quota d) Requiring autarky
40. What region of the world is making a transition from centrally planned economies to market economies?
    a) Russia and Eastern Europe
    b) South America
    c) Western Europe
    d) North America

SECTION II

Attempt any three questions out of five. **(3X10 = 30 marks)**

Q.1 Enumerate the steps of scientific research.

Q.2 Describe the strategic management process.

Q.3 Explain briefly the different types of research.

Q.4 Elaborate integrative growth strategies with the help of suitable examples.

Q.5 What are the problems and prospects of globalization in India and China?

SECTION III

Attempt any two questions out of four. **(2x15 = 30 marks)**

Q.1 Critically evaluate the steps in preparation of research report. What are the different types of reports?

Q.2 How do the IMF and World Bank differ in their role, scope and time span of programmes?

Q.3 What is research design? Explain the important aspects of research design.

Q.4 Discuss the process and effects of strategies for competing in global markets, local markets and cultural variations.