



The ICFAI University, Dehradun
Ph.D. Entrance Examination, 2024

IUDRET-2024
Question Booklet

MANAGEMENT

666735

BOOKLET NO.:

Name and Signature of Invigilators

1. (Signature): _____
(Name): _____

OMR Sheet No.: _____
(To be filled by the Candidate)

2. (Signature): _____
(Name): _____

Application No. : _____
(To be filled by the Candidate)

Time: 2 Hours

Maximum Marks: 50

Number of Pages in this Booklet: 07

Number of Questions in this Booklet: 50

General Instructions: -

1. Write the application number in the space provided.
2. This question booklet consists of fifty multiple-choice types of questions.
3. At the commencement of the examination, the question booklet will be given to you. In the first five minutes, you are required to open the question booklet and compulsorily examine it as below:
 - (i) To have access to the question booklet, tear off the paper seal on the edge of this cover page. Do not accept a question booklet without a sticker seal and do not accept an open question booklet.
 - (ii) Tally the number of pages and a number of questions in the booklet with the information printed on the cover page. A faulty question booklet due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be replaced immediately by a correct booklet from the invigilators within five minutes. Afterward, neither the question booklet will be replaced nor any extra time will be given.
 - (iii) After this verification is over, the OMR Sheet Numbers should be entered into this question booklet.
4. Each item has four alternative responses marked (A), (B), (C), and (D). You have to darken the circle as indicated below on the correct response against each item.
Example: (A) (B) (C) (D) where (C) is the correct response.
5. Your responses to the items are to be indicated in the **OMR Sheet**. It will not be evaluated if you mark at any place other than in the circle in the OMR Sheet.
6. Rough Work is to be done in the space provided in the question booklet.
7. Before leaving the examination hall, candidate is required to return the question booklet and OMR sheet to the invigilators at the end of the examination compulsorily.
8. Use only Blue/Black Ball point pen.
9. Use of any calculator or log table etc., is prohibited.
10. There is no negative marking for incorrect answer.

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Note: This question booklet contains **fifty (50)** objective-type questions, each carrying one (01) mark. Attempt all the questions.

1. Research is
 - (A) A purposeful, systematic activity
 - (B) Conducted for purely academic purposes
 - (C) Conducted to answer questions about practical issues
 - (D) A random, unplanned process of discovery
2. Qualitative research is
 - (A) Without any specific purpose
 - (B) Primarily concerned with in-depth exploration of phenomena
 - (C) Deals with the collection and analysis of numerical data
 - (D) Dependent upon spiritual aspects only
3. The quality of the research journal is indicated by its
 - (A) h-index
 - (B) g-index
 - (C) Impact factor
 - (D) i10-index
4. Research can be classified as
 - (A) Basic, applied, and action research
 - (B) Quantitative and qualitative research
 - (C) Philosophical, historical, survey, and experimental research.
 - (D) All the above
5. Which of the following can best be described as an ordinal variable?
 - (A) Gender
 - (B) Rank
 - (C) Color
 - (D) Religion
6. The correlation coefficient describes
 - (A) Only magnitude
 - (B) Both magnitude and direction
 - (C) Only direction
 - (D) None of the above
7. plagiarism is allowed as per UGC Regulations, 2018
 - (A) 10%
 - (B) 20%
 - (C) 40%
 - (D) 25%
8. Arrange the following sections of a research report in correct sequence
 1. Abstract 2. Results
 3. Introduction 4. Methods
 - (A) 1, 2, 3, 4
 - (B) 1, 2, 4, 3
 - (C) 4, 2, 1, 3
 - (D) 1, 3, 4, 2



9. Match the following:

List – I	List – II
(Research Concept)	(Characteristics)
a. Hypothesis	1. It is statistical test that does not make assumptions about the parameters
b. Sample	2. Device using which data are collected in research
c. Research tool	3. A subset drawn from a larger set to represent it
d. Non parametric test	4. A tentative statement indicating relationship between two or more variables

Choose the correct answer from the options given below:

- (A) a - 4, b - 3, c - 2, D - 1
(B) a - 1, b - 2, c - 3, d - 4
(C) a - 2, b - 1, c - 4, d - 3
(D) a - 3, b - 4, c - 1, d - 2
10. Which one of the following is not a type of hypothesis
- (A) Null hypothesis
(B) Prediction hypothesis
(C) Alternative hypothesis
(D) Directional hypothesis
11. The process of selecting a subset of a population for a survey is known as
- (A) Survey research
(B) Representation
(C) Triangulation
(D) Sampling

12. ICT stands for

- (A) Information and communication technology
(B) Information-controlled technology
(C) Information-capable technology
(D) None of the above

13. A man's monthly income is 1400. What should be his average monthly expenditure so that he is able to save 3600 Rs. in a year?

- (A) 1000
(B) 1100
(C) 1150
(D) 1200

14. If 'LIGHT' is coded as 'GILTH', then find the code for 'RAINY'

- (A) IARYN
(B) ARINY
(C) NAIRY
(D) RINAY

15. Scopus is a

- (A) Full text database
(B) Numerical database
(C) Abstract and Citation database
(D) None of the Above



Directions 16-20: Study the following table carefully and answer questions 16–20. It consists of data on the graduates and postgraduates living in various towns.

Towns	Graduates	Postgraduates
A	10,200	8000
B	25,250	18,000
C	15,150	10,500
D	20,200	16,250
E	24,000	20,000
F	16,500	18,450

16. What is the difference between the number of graduates and the number of postgraduates in town C?
(A) 4500
(B) 4600
(C) 4650
(D) 4560
17. What is the average number of postgraduates in all the towns together?
(A) 15,000
(B) 15,500
(C) 16,250
(D) 15,200
18. What is the ratio of the number of graduates from towns A and B together to the number of postgraduates from towns A and E together?
(A) 709 : 580
(B) 709 : 560
(C) 560 : 709
(D) None of the above
19. What is the total number of graduates and postgraduates in towns A, D and F together?
(A) 85,500
(B) 88,600
(C) 89,600
(D) 90,600
20. The number of graduates in town F is approximately what percentage of the number of postgraduates in the same town?
(A) 84
(B) 89
(C) 92
(D) 95
21. Under Cournot's Model of Duopoly, each duopolist will produce
(A) Half the output
(B) One-fourth of the output
(C) One-sixth of the output
(D) One-third of the total output
22. As long as the substitution effect dominates the income effect, the labour supply curve is
(A) Negatively sloped
(B) Positively sloped
(C) Bend backward
(D) Shifting towards left
23. The distinguishing characteristics of monopolistic competition are
I. *Product differentiation*
II. *Non-price competition*
III. *Large number of firms and freedom to entry and exit*
IV. *Firms are interdependent*
Codes:
(A) I & III are correct.
(B) I, II and IV are correct.
(C) I, II and III are correct.
(D) I, III and IV are correct.



24. If MPL/MPK does not change with any proportionate change in labour and capital then the production function is
 (A) Linear
 (B) Non-linear
 (C) Homogeneous
 (D) Homothetic
25. 'Job description' primarily provides which of the following information?
 (A) Defined job activities & responsibilities
 (B) Set of KSA required to perform a job
 (C) Level of experience mandatory for a particular job
 (D) Individual's general attitude that affects the job performance
26. Responsible, dependable, persistent and achievement oriented are features of
 (A) Introversion
 (B) Agreeableness
 (C) Extroversion
 (D) Conscientiousness
27. _____ is a small group of workers who meet regularly with their supervisor to solve work-related problems
 (A) Quality of Work life
 (B) Quality Circle
 (C) Alternative Work schedule
 (D) Job Redesign
28. Decision regarding the delivery medium for training is made prior to which of the following step?
 (A) Evaluating the training program
 (B) Identifying whether the training is required or not
 (C) Designing the contents of training to be delivered
 (D) Conducting need assessment to identify issues
29. The best hiring occurs when the goals of which of the following should be consistent to each other?
 (A) HR managers, Finance managers
 (B) Head office, Branch
 (C) Organization, Individual
 (D) Lower managers, Top managers
30. The process by which people acquire skills & abilities required to perform jobs at hand, is known as
 (A) Learning
 (B) Training
 (C) Development
 (D) Need analysis
31. Which of the following approach emphasizes the effect of psychological & social factors on employees' performance?
 (A) Human relations approach
 (B) Rational approach
 (C) Scientific approach
 (D) Systematic approach



32. Producers, wholesalers, and retailers act as a unified system to form a?
 (A) Vertical marketing system
 (B) Horizontal marketing system
 (C) Traditional marketing system
 (D) Hierarchical marketing system
33. Achieving strategic marketing objectives using marketing plans and strategies is called?
 (A) Target achievement
 (B) Marketing implementation
 (C) Market penetration
 (D) Goal setting
34. The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle?
 (A) Growth Stage
 (B) Decline Stage
 (C) Maturity stage
 (D) Introduction stage
35. Choose the correct sequence of activities for brand building?
 (A) Selecting brand elements > Leveraging secondary associations > Developing a marketing program
 (B) Developing marketing program > Selecting brand elements > Leveraging secondary associations
 (C) Leveraging secondary associations > Developing marketing program > Selecting brand elements
 (D) Selecting brand elements > Developing marketing program > Leveraging secondary associations
36. When a firm believes that competitive edge depends purely on its ability to innovate, it is following?
 (A) Competitive model
 (B) Conventional model
 (C) Out-of-the-box thinking
 (D) None of the above
37. _____ is achieved when customer expectations are met regarding the quality of products and services along with the value-based price?
 (A) Quality excellence
 (B) Customer satisfaction
 (C) Value proposition
 (D) None of the above
38. When a firm sets high initial prices which fall with entry of competitors in the market, it is called?
 (A) Competitive pricing
 (B) Price skimming
 (C) Entry barrier
 (D) Monopolistic competition
39. Exchange rates
 (A) Are always fixed
 (B) Fluctuate to equate the quantity of foreign exchange demanded with the quantity supplied
 (C) Fluctuate to equate imports and exports
 (D) Fluctuate to equate rates of interest in various countries
40. Money has a greater time value
 (A) When rates of return are higher
 (B) When rates of return are lower
 (C) When the future is uncertain
 (D) When investors are willing to assume greater risks



41. Which among the following is not an objective of SEBI
- (A) To regulate securities market
 - (B) To protect interests of inventors
 - (C) To promote individual businesses
 - (D) To promote the development of the market Phishing
42. What is the primary purpose for the valuation of shares
- (A) To advance a loan against the security of shares
 - (B) For purchase of shares by employees where they can retain these shares till the period of their employment
 - (C) To purchase a block of shares to acquire control in the company
 - (D) All of the above
43. Dividend policy determines
- (A) What portion of earnings will be paid out to stockholders
 - (B) What portion will be retained in the business to finance long-term growth
 - (C) Only (A) not (B)
 - (D) Both (A) and (B)
44. Capital Budgeting is a part of
- (A) Investment Decision
 - (B) Working Capital Management
 - (C) Marketing Management
 - (D) Capital Structure
45. Equity shareholders are called
- (A) Owners of the company
 - (B) Partners of the company
 - (C) Executives of the company
 - (D) Guardian of the company
46. All of the following can improve a product's reliability except
- (A) Simplifying product design
 - (B) Improving individual component reliability
 - (C) Changing the product warranty
 - (D) Adding redundant components
47. Carefully dismantling and inspecting a competitor's product to look for design features that can be incorporated into your own product is known as
- (A) Concurrent design
 - (B) Design for manufacturability
 - (C) Benchmarking
 - (D) Reverse engineering
48. Which of the following is a parametric test
- (A) t-test
 - (B) Chi-square test
 - (C) Median test
 - (D) Kolmogorov-Smirnov test
49. cannot be located graphically
- (A) Arithmetic Mean
 - (B) Median
 - (C) Mode
 - (D) None of the above
50. If the values of two variables move in the same direction, _____
- (A) The correlation is said to be non-linear
 - (B) The correlation is said to be linear
 - (C) The correlation is said to be negative
 - (D) The correlation is said to be positive

