



திருவள்ளூர் பல்கலைக்கழகம், வேலூர்
THIRUVALLUVAR UNIVERSITY, VELLORE

Ph.D., - COMMON ENTRANCE TEST (CET9) – JUNE SESSION 2022

Subject : MANAGEMENT STUDIES

Exam Date : 26.06.2022

Time : 11.00 A.M. TO 12.30. P.M

Maximum Marks : 50

NAME	REGISTER NO	
	HALL TICKET NO.	
MOBILE NO	EMAIL ID	
CANDIDATE SIGNATURE	HALL INVEGILATOR SIGNATURE WITH DATE	

SECTION – A (50 x 1 = 50 Marks)
All Questions carry equal marks.

1. Social Research starts with _____ to _____

- a) Unknown to Known
- b) Unknown to Unknown
- c) Known to Known
- d) All the above

2. A researcher himself to collect the data from his own effort .

- a) Rating scale
- b) Interview
- c) Questionnaire
- d) Schedule

3. A researcher intends to explore the effect of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?

- a) Historical method
- b) Descriptive survey method
- c) Experimental method
- d) Ex-post-facto method

4. Which of the following is an initial mandatory requirement for pursuing research?

- a) Developing a research design
- b) Formulating a research question
- c) Deciding about the data analysis procedure
- d) Formulating a research hypothesis

5. _____ is the tentative Statement.

- a) Pilot study
- b) t-test
- c) Chi-square test
- d) Hypothesis

6. All powers are centered with one Individual _____
- Participative style, group discussions
 - Autocratic style**
 - Democratic style
 - None
7. Communication ends with _____
- Encoding
 - Idea origination
 - Decoding
 - Response**
8. Common Behaviour of group is called _____
- Guess
 - Culture**
 - Perception
 - Attitudes
9. Forces affecting organizational behaviour are _____
- People
 - Environment
 - Technology
 - All of the above**
10. Thinking in Advances is called _____
- Organisation
 - Nation
 - Management
 - Planning**
11. _____ is recognized as father of “Human relations”
- William Gilbreth
 - Hendry Fayol
 - F.W.Taylor
 - Elton Mayo**
12. What will come after Selecting the right Person for the right job
- Rejecting
 - Training**
 - Attracting
 - All of the above
13. When internally weak and external environments are favour _____
- Defensive strategy
 - Turn Around strategy**
 - Aggressive Strategy
 - Short term strategies
14. The list of Demands prepared by the employees at the time of bargaining with Employer is called as _____
- Collective Bargaining**
 - Barter Bargaining
 - Wants Bargaining
 - Sales promotion

15. Group of employees joined to take decision making and administrate the Organisation ____

- a) Internal group
- b) Production group
- c) Virtual community
- d) **Free-rein**

16. _____ is grievance settling machinery with less legal procedure.

- a) **Mediation**
- b) Arbitration
- c) Litigation
- d) Moderation

17. _____ is not a component of financial statements.

- a) **Capital budgeting**
- b) Cash flow and fund flow statement
- c) Profit and loss account and balance sheet
- d) Notes and schedules

18. The main objective of management accounting is _____

- a) To maintain the accounting records
- b) To know the amount due from customers and suppliers
- c) **To ascertain analyze and interpret the results of business operations**
- d) To record all the business transactions

19. To meet the day today expenditure is called _____ Capital

- a) **Working**
- b) Authorized
- c) Paid-up
- d) All the above

20. Wealth maximization is a _____

- a) Short term concept
- b) Temporary concept
- c) **Long term concept**
- d) Outdated concept

21. Interest earned is a

- a) Personal account
- b) Real account
- c) **Nominal account**
- d) Intangible real account

22. Capital budgeting is related to _____.

- a) Long terms assets and short terms assets
- b) Short term assets
- c) **Long terms**
- d) Fixed assets

23. The company's average cost of capital is _____.

- a) The average cost of equity shares and debentures
- b) **The average cost of short term funds**
- c) The average cost of shares and all sources of long-term funds
- d) The average cost of equity preference shares

24. Financial leverage measures _____.
- a) Sensitivity of EBIT with respect of % change with respect to output
 - b) No change with EBIT and EPS
 - c) Sensitivity of EPS with respect to % change in level of EBIT
 - d) % variation in the level of production
25. Which of the following would be considered a risk-free investment?
- a) Gold
 - b) Equity in a house
 - c) High-grade corporate bonds
 - d) Treasury bills
26. EBIT is usually the same thing as.
- a) Operating profit
 - b) Earnings before taxes
 - c) Net income
 - d) Funds provided by operations
27. Treasury bills are traded in the _____.
- a) Money market
 - b) Capital market
 - c) Government market
 - d) Regulated market
28. Net working capital is the excess of current asset over _____.
- a) Total liability
 - b) Net liability
 - c) Total payable
 - d) Current liability
29. Dividends are paid _____.
- a) Monthly
 - b) Quarterly
 - c) Semi-annually
 - d) Yearly
30. Company uses debt fund in its financial structure, it will lead to a change in _____.
- a) Financial leverage
 - b) Operating leverage
 - c) Money market leverage
 - d) Stock market leverage
31. The GE nine cell model is based on _____.
- a) Industry attractiveness & Business Strength
 - b) Industry Growth rate & Business strength
 - c) Industry Attractiveness & Relative market share
 - d) Industry Growth & Relative market share
32. The BCG Matrix is coined based on _____.
- a) Industry attractiveness & Business Strength
 - b) Industry Growth rate & Business strength
 - c) Industry Attractiveness & Relative market share
 - d) Industry Growth rate & Relative market share

33. Formulation of Policy and Strategy is the Brain child of _____

- a) **Corporate.**
- b) Operational.
- c) Business.
- d) Functional.

34 .Which of the following is not a part the Micro Environment?

- a) Laws &Policy
- b) Demographics
- c) **Suppliers**
- d) Social Values

35. The foundation of blue ocean strategy is _____

- a) Evaluation
- b) Creativity
- c) Core strength
- d) **Value Innovation**

36.Consumer behaviour relates to both the mental and _____ processes of individuals.

- a) **Emotional**
- b) Psychological
- c) Physiological
- d) Social

37.Division of total market will be called as _____ Segmentation.

- a) Heterogeneous
- b) **Homogeneous**
- c) Monopoly
- d) None of the above

38. A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.

- a) Subculture
- b) Family
- c) Social class
- d) **Reference groups**

39. The needs placed in the bottom of Maslow's hierarchy are _____ needs.

- a) Esteem
- b) Self-actualization
- c) Social
- d) **Physiological**

40.All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior are known as.

- a) **Situational influence**
- b) Motivators
- c) Consumption triggers
- d) Consumption influencers

41.Which of the following is a situation in which consumer behavior occurs?

- a) Communications situation
- b) Purchase situation
- c) Usage situation
- d) **All of the above**

42. The process of dividing the large monolithic functional organization into small and flexible administrative units is called _____

- a) Staffing
- b) Delegation
- c) **Departmentation**
- d) Control

43. Two factor motivation theory is given by _____.

- a) **Herzberg**
- b) Maslow
- c) Vroom
- d) Mc Gregor

44. The Leader is influenced by certain Skill qualities of a person is _____.

- a) Followers theory.
- b) **Trait theory.**
- c) Situational theory.
- d) Managerial grid.

45. All decision-making power is decentralized in the leader is under _____.

- a) Autocratic style.
- b) Liberal leader.
- c) **Democratic leader.**
- d) Institutional leader.

46. When a firm enters into business which is unrelated to its existing business both in terms of technology and marketing _____.

- a) **Conglomerate diversification.**
- b) Horizontal integration.
- c) Vertical integration.
- d) Concentric integration

47. Law of supply shows _____ relationship between price and quantity supply.

- a) **Positive**
- b) Negative
- c) Direct
- d) None of the above

48. _____ is the total value of all final goods and services produced by the country in certain year.

- a) **National Income**
- b) Personal income
- c) Corporate income
- d) Foreign income

49. _____ of a commodity is the additional utility derived by a consumer, by consuming one more unit of that commodity.

- a) **Marginal utility**
- b) Total utility
- c) Average utility
- d) Maximum utility

50. Total Revenue is Equal total Cost will be called _____.

- a) Equilibrium point
- b) Split off point.
- c) Point of inflexion.
- d) **Break even point.**