



**SIR PADAMPAT SINGHANIA UNIVERSITY  
UDAIPUR**

**Sample Question Paper for Ph.D. (Management)  
SPSAT'18**

**INSTRUCTIONS**

The test is 60 minutes long & consists of 40 multiple choice questions (MCQ) adding up to 40 marks.

1. The difference between people with access to computers & the Internet & those without this access is known as the  
(a) Digital divide (b) Internet divide (c) Web divide (d) Broadband divide
2. A process known as \_\_\_\_\_ is used by large retailers to study trends.  
(a) Data mining (b) Data selection (c) POS (d) Data conversion
3. Which of the following statements is false regarding "Cookies"?  
(a) Cookies are programs which run in the background of the web-client  
(b) Cookies have the potential of being used to violate the privacy of users  
(c) Cookies are very helpful in keeping track of users in developing online shopping  
(d) Cookies cannot contain more than 4Kb of data
4. A DNS (Domain Name Server) translates a domain name into ?  
(a) Binary (b) Hex (c) IP (d) URL
5. If the data from a spreadsheet needs to be imported into a database package. Which file format would be the most appropriate?  
(a) HTML (b) CSV (c) PDF (d) RTF
6. Which of the following is not open source software?  
(a) Internet Explorer (b) Apache HTTP Server  
(c) Fedora Linux (d) Open Office
7. In the binary language each letter of the alphabet, each number & each special character is made up of a unique combination of:  
(a) Eight bytes (b) Eight kilobytes (c) Eight characters (d) Eight bits
8. Smaller & less expensive PC-based servers are replacing \_\_\_\_\_ in many businesses.  
(a) Supercomputer (b) Mainframes (c) Clients (d) Laptops
9. \_\_\_\_\_ controls the way in which the computer system functions & provides a means by which users can interact with the computer.  
(a) The platform (b) The operating system  
(c) Application software (d) The motherboard

10. The two broad categories of software are:
- (a) Word processing & spreadsheet
  - (b) Transaction & application
  - (c) Windows & Mac OS
  - (d) System & application
11. Which of the following information forms available to the marketing manager can usually be accessed more quickly & cheaply than other information sources?
- (a) Marketing intelligence
  - (b) Marketing research
  - (c) Customer profiles
  - (d) Internal databases
12. Setting call objectives is done during which of the following stages of the selling process?
- (a) Prospecting
  - (b) Pre approach
  - (c) Approach
  - (d) Handling objections
13. The \_\_\_\_\_ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
- (a) Facilitator
  - (b) Referent actor
  - (c) Opinion leader
  - (d) Social role player
14. \_\_\_\_\_ describes changes in an individual's behavior arising from experience.
- (a) Modeling
  - (b) Motivation
  - (c) Perception
  - (d) Learning
15. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this & make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with & establish strategy reflective of their desires?
- (a) Gender segmentation
  - (b) Benefit segmentation
  - (c) Occasion segmentation
  - (d) Age & life-cycle segmentation
16. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?
- (a) Advertising
  - (b) Personal selling
  - (c) Public relations
  - (d) Sales promotion
17. The stage in the product life cycle that focuses on expanding market & creating product awareness & trial is the:
- (a) Decline stage
  - (b) Introduction stage
  - (c) Growth stage
  - (d) Maturity stage
18. Rolls Royce uses which of the following distribution formats?
- (a) Intensive distribution
  - (b) Exclusive distribution
  - (c) Selective distribution
  - (d) Open distribution
19. Which of the following is NOT one of the five stages of the buyer decision process?
- (a) Need recognition
  - (b) Brand identification
  - (c) Information search
  - (d) Purchase decision
20. A company is practicing \_\_\_\_\_ if it focuses on sub-segments with distinctive traits that may seek a special combination of benefits.

(a) Micromarketing (b) Niche marketing (c) Mass marketing (d) Segment marketing

21. The fact that services cannot be stored for later use or sale is evidence of their:

(a) Intangibility (b) Inseparability (c) Variability (d) Perishability

22. The only feasible purpose of financial management is

(a) Wealth Maximization (b) Sales Maximization  
(c) Profit Maximization (d) Assets maximization

23. Financial management process deals with

(a) Investments (b) Financing decisions  
(c) Both a & b (d) None of the above

24. Which of the following group of statements from A, B & C are true?

A. Financial statements are only interim report.  
B. Financial statements are also known as annual records.  
C. Financial statements are historic.

(a) Both A & B (b) Both A & C (c) Both B & C (d) A, B, C

25. Liquid ratio is also known as

A. Financial statements are only interim report.  
B. Financial statements are also known as annual records.  
C. Financial statements are historic.

(a) A & B (b) A & C (c) B & C (d) C & D

26. When a fixed asset is bought as hire purchase, interest element is classified under \_\_\_\_\_ & loan element is classified under\_\_\_\_\_.

(a) Operating activities, financing activities (b) Financing activities, investing activities  
(c) Investing activities, operating activities (d) None of the above

27. Determine B.E.P in units & amount if Units produced if Rs 10,000, Fixed cost is Rs 40,000, Selling price is Rs 50 per unit & Variable cost us Rs 30 per unit

(a) Rs 40 per unit, Rs 2,00,000 (b) Rs 50 per unit, Rs 10,00,000  
(c) Rs 20 per unit, Rs 1,00,000 (d) None of the above

28. The formula to estimate overhead cost variances is

(a) Actual output \* Standard overhead rate + actual variable overhead  
(b) Actual output \* Standard overhead rate per unit - actual overhead cost  
(c) Actual output \* Standard overhead rate per unit \* actual overhead cost  
(d) None of the above

29. The formula used to calculate current ratio is

(a) Current assets / Current liabilities (b) Current liabilities / Current assets

- (c) Inventory / Current liabilities                      (d) Current liabilities / Inventory
30. The return which the company pays on borrowed funds is termed as  
 (a) Dividend                      (b) Interest                      (c) Bonus                      (d) All of the above
31. If  $P(M) = 0.5$ ,  $P(N) = 0.4$  &  $P(M \text{ or } N) = 0.9$ , what does it say about M & N:  
 (a) M & N are identical events equally probable  
 (b) M & N are non-identical events equally probable  
 (c) M & N are independent events  
 (d) All of the above depending upon circumstances
32. What is a discrete variable?  
 (a) Any variable can be called a discrete variable  
 (b) Variable that take whole number values only  
 (c) Variable that take fractional values only      (d) Variable that take any real value
33. In how many different ways can you seat 5 players from a group of 7?  
 (a) 21 different ways                      (b) 42 different ways  
 (c) 63 different ways                      (d) None of the above
34. In a binomial distribution if probability of success is 0.75, what is the probability of failure?  
 (a) 0.25                      (b) 0.50                      (c) 0.75                      (d) 1.00
35. In a Poisson Distribution, if mean = 196, what is the Standard Deviation?  
 (a) 196                      (b) 49                      (c) 24.5                      (d) 14
36. If the mean & variance for a normal variable are both equal to 100, estimate the approximate probability of 50 to 100 occurrences?  
 (a) 0.50                      (b) 0.75                      (c) 0.99                      (d) 1.00
37. The following type of recruitment process is said to be a costly affair.  
 (a) Internal recruitment                      (b) External recruitment  
 (c) Cost remains same for both types      (d) All of the above
38. The following is (are) concerned with developing a pool of candidates in line with the human resources plan  
 (a) Development      (b) Training                      (c) Recruitment      (d) All of the above
39. What is the simple act of comparison & learning for organisational improvement  
 (a) Benchmarking      (b) Feedback                      (c) Ranking                      (d) Job evaluation
40. \_\_\_\_\_ is the process of forecasting an organisations future demand for, & supply of, the right type of people in the right number.  
 (a) Human Resource Planning                      (b) Recruitments  
 (c) Human Resource Management                      (d) Human Capital Management