

Ph.D. Programme in Management

Model Question Paper

RESEARCH APTITUDE ASSESSMENT TEST

Time : 2 Hours

Max. Marks : 75

I. Part A: Multiple Choice Questions 30 x 1 mark = 30 marks

Choose the correct Response viz., A, B, C, D or E for the Questions from 1 - 30 which carry ONE mark each. Please NOTE that an **incorrect response** will attract **negative marking**. (For Multiple Choice question with 5 options,  $\frac{1}{4}$ <sup>th</sup> mark shall be deducted for an incorrect answer.)

1. Locus of Control means ( )  
A) The factors in the environment that influence the lives of people  
B) The factors and issues that form part of Management policy  
C) The factors and issues that influence strategic planning of an organisation  
D) The factors that have direct bearing on R&D of an organisation  
E) The factors and issues that influence the wage and salary administration
2. The technique of free association of ideas, transferences, and development of insight refers to ( )  
A) Assertiveness Training  
B) Sensitivity Training  
C) Transactional Analysis  
D) Psycho-Analysis  
E) Johari-Window
3. \_\_\_\_\_ is the blueprint for human fulfilment, signposts that point us to a successful, satisfying, balanced existence in the world. Working with them can help you create a satisfyingly balanced life at the deepest and most holistic level. ( )  
A) Dharma  
B) Nishkama Karma  
C) Purusharthas  
D) Ashram Vyavastha  
E) Sathyagraha
4. A principle that guides an organization's internal conduct as well as its relationship with the external world. They are usually summarized in the mission statement or in a statement of \_\_\_\_\_. ( )  
A) Core Values      B) Instrumental Values      C) Terminal Values  
D) Human Values      E) Nominal Values

5. Which of the following best describes a sequence of steps formed to achieve a particular objective? ( )  
A) Programs  
B) Policies  
C) Procedures  
D) Rules  
E) Single use plans
6. Porter's framework for industry analysis focuses on – ( )  
A) Forces impacting an organisations ability to compete in a given market.  
B) The company's sales, market growth, and cash generated  
C) Total industry sales and growth rate  
D) Competition from players  
E) Government and legal influences
7. A pizza restaurant may use newspaper ads to attract customers and fliers to give information about its menus directly into customer mailboxes. The fliers will represent- ( )  
A) Penetration strategy  
B) Push strategy  
C) Media strategy  
D) Pull strategy  
E) Channel strategy
8. Blue Dart, the courier service has grown largely through a: ( )  
A) Franchise network  
B) Telemarketing network  
C) Exclusive showrooms  
D) Cooperative network  
E) Digital network
9. Which of the following includes factors like profitability, sales and R&D and has a direct bearing on an organizations well being? ( )  
A) Planning Premise  
B) Key Result areas  
C) Corporate Objectives.  
D) Operations.  
E) Goals
10. Which component of salary is most crucial for productivity & is shown in the pay structure? ( )  
A) Strategic  
B) Bonus

- C) Commission
- D) Performance
- E) Allowances

11. The three performance counselling phases are ( )

- A) Support building, Exploration, Action planning
- B) Rapport building, Exploration, Action planning
- C) Rapport building, Explanation, Action planning
- D) Rapport building, Exploration, Accurate planning
- E) Goal Setting, Appraising, Reviewing

12. The process of assessment of jobs from which job descriptions are developed are called \_\_\_\_\_. ( )

- A) Job analysis                      B) Job evaluation                      C) Job enrichment
- D) Job enlargement                E) Work levels

13. Utilize the following table with the NPV of a project as a function of three input variables -- product price (P), salvage value (SV), and purchase price of the asset (PP) to answer the question below: ( )

Variable change	P	SV	PP
-10%	-20	28	36
-5%	3	29	33
Base	30	30	30
5%	61	31	27
10%	103	32	24

NPV is most sensitive to a change in which of the three input variables -- product price (P), salvage value (SV), or purchase price of the asset (PP)?

- A) "P"
- B) "SV"
- C) "PP"
- D) There is not enough information available to accurately answer the question.
- E) All of the above

14. A profitability index (PI) of .92 for a project means that \_\_\_\_\_. ( )

- A) the project's costs (cash outlay) are (is) less than the present value of the project's benefits
- B) the project's NPV is greater than zero

- C) the project's NPV is greater than 1
- D) the project returns 92 cents in present value for each current dollar invested (cost)
- E) None of the above

15. Which of the following statements is *incorrect* regarding a normal project? ( )
- A) If the NPV of a project is greater than 0, then its PI will exceed 1.
  - B) If the IRR of a project is 8%, its NPV, using a discount rate,  $k$ , greater than 8%, will be less than 0.
  - C) If the PI of a project equals 0, then the project's initial cash outflow equals the PV of its cash flows.
  - D) If the IRR of a project is greater than the discount rate,  $k$ , then its PI will be greater than 1.
  - E) None of the above
16. to 30. ....

## Part - B

### II. Answer any 9 of the following in the sheets provided with the question paper:

(9 x 5 = 45 marks)

- 31) What do you understand by the term market strategy? Analyse the market strategy of JIO Reliance.
- 32) What do you understand by matrix structure of organization? illustrate
- 33) What is personality structure? What is the influence of personality structure on self-development of executives working in modern organizations?
- 34) Write a short note on Quality of Work Life and its importance for the current generation of employees.
- 35) Explain with an example each the meaning of (A) price floor and (B) price ceiling. Why do the governments set a minimum wage even when they know that this may lead to unemployment?
- 36) What is 'Self-Image'? What are the various aspects of self-image? What are the various determinants of self-image?
- 37) to 42) ....

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