SRI SIDDHARTHA ACADEMY OF HIGHER EDUCATION, TUMKUR.

(Declared as Deemed to be University under Section 3 of UGC act 1956)

Ph.D. ENTRANCE EXAMINATIONS – November 2025

SUBJECT : Management Studies

TIME: 3.00 Hrs MAX MARKS: 70

1.	According to Alfred Marshall, what is a list of price and quantity?

(a) Demand List	(b) Demand Schedule
(c) Individual Demand	(d) Law of Demand

2.	A situation in which a small change in price will lead to a big change in the quantity demanded.

(a) Perfectly Elastic Demand	(b) Perfectly Inelastic Demand
(c) Relatively Elastic Demand	(d) Relatively Inelastic Demand

3.	_____ indicates that other things being equal larger quantities of a product will be supplied at higher prices.

(a) Contraction of Supply	(b) Elasticity of Supply
(c) Infinite Elasticity	(d) Law of Supply

4.	Which of the following represents production function? Where Q is output, K is capital, and L is labor, with the 'f' representing the function that links them.

(a) Q = f (K, L)	(b) Q = f (K + L)
(c) Q = f (K x L)	(d) Q = f x K x L

5.	Additional cost incurred to produce one more unit of a good or service.

(a) Additional Cost	(b) Semi-Variable Cost
(c) Marginal Cost	(d) Variable Cost

6.	A situation where many firms sell identical products, with no single firm able to control prices and there are no barriers to entry or exit.

(a) Monopolistic Competition	(b) Perfect Competition
(c) Perfect Oligopoly	(d) Imperfect Oligopoly

7.	Total monetary value of all final goods and services produced by a country's residents within a specific period, usually one financial year.

(a) Gross Domestic Product	(b) Gross National Product
(c) Net National Product	(d) National Income

8.	Buying or selling government bonds to control the amount of money in circulation

(a) Controlling Money Supply	(b) Open Market Operations
(c) Monetary policy	(d) Fiscal Policy Measure

9.	A percentage change in the average price level of a basket of goods and services over the past 12 months

(a) Inflation	(b) Price Level Change
(c) Year-on-year inflation	(d) Year-on-year Price Level Change

10.	A transparent price discovery mechanism used in initial public offerings.

(a) Bid-Ask Spread	(b) Book Building
(c) Price Band	(d) Price Auction

11.	A personality test that taps four characteristics and classifies people into one of 16 personality types.

(a) Big Five Model	(b) Dark Triad
(c) Machiavellianism	(d) Myers-Briggs Type Indicator

12.	Which of the following is the proper order of Abraham Maslow's hierarchy of needs?

(a) Physiological; Self-Actualization; Safety-security; Esteem and Social-belongingness	(b) Physiological; Safety-security; Social-belongingness; Esteem and Self-Actualization
(c) Self-Actualization; Safety-security; Esteem Social-belongingness and Physiological	(d) Self-Actualization; Social-belongingness; Esteem Safety-security and Physiological

13.	Intense, discrete, and short-lived feeling experiences that are often caused by a specific event.

(a) Attitude	(b) Emotions
(c) Moods	(d) Stress

14.	The degree to which group members are attracted to each other and are motivated to stay in the group.

(a) Cohesiveness	(b) Diversity
(c) Group Norms	(d) Group Culture

15.	A leader who know who they are, know what they believe in and value, and act on those values and beliefs openly and candidly.

(a) Authentic Leaders	(b) Charismatic Leaders
(c) Ethical Leaders	(d) Positive Leaders

16.	A dyadic conflict is _____

(a) Disagreement Within Organization	(b) Disagreement Within Individuals
(c) Disagreement Between Two Individuals	(d) Disagreement Within Groups

17.	An OD intervention technique that increases self-awareness and understanding of group dynamics through unstructured group interactions.

(a) Dynamics Training (D-groups)	(b) Group Building
(c) Sensitivity Training (T-groups)	(d) Team Building

18.	A process that involves analyzing the current workforce, predicting future demand, balancing supply with demand, and developing initiatives like recruitment, training, and succession planning to support the organization's strategic goals and prevent workforce shortages or surpluses

(a) Job Analysis	(b) Job Description
(c) HR Forecasting	(d) H R Planning

19.	Which of the following performance appraisal methods employees are rated on specific traits or job requirements using a numerical scale.

(a) Assessment Center Method	(b) Graphic Rating Scale
(c) Forced Distribution Method	(d) Nominal Rating Scale

20.	The process of setting career goals and identifying the steps needed to achieve them, involving self-assessment, exploring opportunities, and developing a plan

(a) Career Planning	(b) Succession Planning
(c) Performance Planning	(d) HR Planning

21.	A concept that treats the business as a separate legal entity from its owners, ensuring that personal and business financial transactions are kept distinct.

(a) Business Identity Concept	(b) Business Entity Concept
(c) Dual Entity Concept:	(d) Dual Aspect Concept:

22.	Entries made at the end of an accounting period to update accounts for unrecorded transactions

(a) Adjustments	(b) Rectification
(c) Rectification of Errors	(d) Statement Updating

23.	India has_____ its accounting standards with International Financial Reporting Standards (IFRS) by implementing Indian Accounting Standards (Ind AS) under Section 133 of the Companies Act, 2013

(a) Adopted	(b) Adjusted
(c) Converged	(d) Matched

24.	Which of the following is not a part of liquidity ratios?

(a) Current ratio	(b) Solvency ratio
(c) Liquid ratio	(d) Quick ratio

25.	_____ is considered a "source" of funds from operations in accounting and finance because it increases the "funds from operations" calculation by being added back to net income

(a) Accrued Income	(b) Pre Paid Expenses
(c) Retained earnings	(d) Depreciation

26.	Basic objective of cost accounting is _____

(a) Tax Compliance	(b) Financial Audit
(c) Cost Ascertainment	(d) Profit Analysis

27.	Criterion to select a project according to PI.

(a) A. PI > Initial Investment	(b) PI < Initial Investment
(c) PI > 1	(d) PI < 1

28.	Which of the following combination of theories support the relevance of dividend payment?

(a) Gordon's Model and Modigliani-Miller Theory	(b) Gordon's Model and Residual theory
(c) Modigliani-Miller Theory and Walter's Model	(d) Walter's Model and Gordon's Model

29.	A leverage that measures how sensitive a company's operating income to a change in sales.

(a) Financial Leverage	(b) Operating Leverage
(c) Combined Leverage	(d) Overall Leverage

30.	The process of efficiently managing a company's short-term assets and liabilities to ensure smooth daily operations and maintain financial health.

(a) Current Ratio	(b) Liquidity Management
(c) Working Capital Calculation	(d) Working Capital Management

31.	What is the marketing term for a relatively small, well-defined, and very focused target market?

(a) A customized market	(b) A targeted market
(c) A niche market	(d) A gap in the market

32.	Dividing a market based on benefits sought, usage rates, or brand loyalty is an example of:

(a) Behavioral Segmentation	(b) Demographic Segmentation
(c) Psychographic Segmentation	(d) Geographic Segmentation

33.	All marketing strategy is built on STP - segmentation, targeting, and _____

(a) Promotion	(b) Product
(c) Positioning	(d) Planning

34.	Newsletters, catalogues, and invitations to sponsored events are all examples of which element of the marketing mix?

(a) Product	(b) Promotion
(c) Place	(d) Price

35.	Which of the following theory posits that production locations shift from the innovating country to other developed countries and then to developing countries as a product moves through its stages of introduction, growth, maturity, and decline

(a) Heckscher–Ohlin model	(b) David Ricardo's
(c) Philip Kotler's five stages	(d) Raymond Vernon's International Product Life Cycle

36.	A strategic process that organizations use to manage, analyze, and improve their interactions with customers.

(a) CRM	(b) DBM
(c) CIS	(d) MIS

37.	Which of the following is NOT a Social Media Platform?

(a) Facebook	(b) Twitter
(c) Instagram	(d) Google

38.	_____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.

(a) Brand share	(b) Customer base
(c) Market share	(d) Product share

39.	The idealistic market envisioned at the outset of electronic commerce's development is referred to as _____

(a) Bertrand market	(b) Baxter market
(c) Bailey market	(d) Bergman market

40.	Who created Ansoff Matrix to help businesses plan their growth by identifying strategic options for existing or new products in existing or new markets.

(a) Ansoff Igor	(b) Igor Ansoff
(c) Ansoff McKinsey	(d) McKinsey Ansoff

41.	A vision statement should answer which of the following basic questions?

(a) What is our business?	(b) Why do we exist?
(c) What do we want to become?	(d) Who are our employees?

42.	A strategic management tool used to evaluate the external macro-environment by examining Political, Economic, Sociological, Technological, Legal, and Environmental factors.

(a) PESTEL analysis	(b) PEST analysis
(c) SWOT analysis	(d) Environment Scanning

43.	The highest-level planning in strategic management, focusing on the overall direction of the organization by managing its portfolio of businesses and defining its competitive scope.

(a) Business-level strategy	(b) Corporate-level strategy
(c) Directional strategy	(d) Organization -level strategy

44.	A strategy that concentrate on day-to-day operational decisions and activities within a single department

(a) Specific Strategy	(b) Functional Strategies
(c) Routine Strategy	(d) Operational Strategy

45.	The process of translating a company's strategic plan into specific, actionable steps to achieve its goals.

(a) Strategy Implementation	(b) Strategy Formulation
(c) Strategic Planning	(d) Strategy Conversion

46.	_____ sets the corporate governance norms that listed companies must follow.

(a) Company Law Board	(b) Concerned Stock Exchanges
(c) Ministry of Corporate Affair	(d) Securities and Exchange Board of India

47.	The moral principles and standards that guide a company's behavior, defining right and wrong in a business context.

(a) Ethical Guidelines	(b) Business Norms
(c) Business Ethics	(d) Corporate Governance

48.	A company that prioritizes its core values and ethics in all decisions, actions, and operations.

(a) Ethical Companies	(b) Ethics-based Organization
(c) Value-based Companies	(d) Value-based Organization

49.	An ethical framework that ensure the decision respects the fundamental rights of all individuals involved.

(a) Personal Ethics	(b) Rights-Based Ethics
(c) Ethical Rights	(d) Virtue Ethics

50.	Which of the following is a common ethical issue related to gender in the business environment?

(a) Corporate social responsibility initiatives	(b) Equal pay for equal work
(c) The pricing of products and services.	(d) Teleological ethics frameworks

51.	A systematic process to predict the potential environmental consequences of a proposed project or activity before it is implemented

(a) Environmental Scanning	(b) Environmental Feasibility.
(c) Environmental Impact Assessment	(d) Environmental Sustainability

52.	A statutory committee of a company's Board of Directors responsible for formulating, recommending,

	and monitoring the company's social, environmental, and ethical initiatives and policies.

(a) CSR Committee	(b) CSR Board
(c) Ethics Committee	(d) Ethics Board

53.	Section 135 of the Companies Act, 2013, mandates for _____

(a) Audit of Accounts	(b) CSR Spending
(c) Ethical Dilemma	(d) Electoral Bonds Contribution

54.	A strategic business process for identifying and evaluating all the activities a company performs to design, produce, market, deliver, and support its products or services.

(a) Gap Analysis	(b) PESTLE analysis
(c) Root Cause Analysis	(d) Value Chain Analysis

55.	7. A strategic management strategy, which involves reducing the size or scope of a company's operations to improve financial stability, often in response to decline, high costs, or tough competition.

(a) Downsizing	(b) Retrenchment
(c) Restructuring Strategy	(d) Turnaround Strategy

56.	Which one the following is the Contractual (non-equity) methods entry strategy in international business

(a) Licensing	(b) Franchising
(c) Contract Manufacturing/Outsourcing	(d) All of the above

57.	In which year and date the new economic policy was announced in India

(a) January 1, 1991	(b) April 1, 1991
(c) July 24, 1991	(d) October 15, 1991

58.	A company that owns and controls assets in more than one country, but unlike a traditional multinational corporation, it has a decentralized management structure.

(a) Decentralized	(b) Transnational Corporation
(c) Global Centralized	(d) None of the above

59.	International Bank for Reconstruction and Development is also know as

(a) Exim Bank	(b) International Bank

(a) Exim Bank	(b) International Bank
(c) World Bank	(d) IMF

60.	The World Trade Organization is the result of the which of the following multilateral trade negotiations.

(a) Uruguay Round	(b) Geneva Round
(c) Frankfort Round	(d) Landon Round

61.	MNCs that follow a staffing policy where key management positions in foreign subsidiaries are filled with employees from the parent country.

(a) Ethnocentric MNCs	(b) Geocentric MNCs
(c) Polycentric MNCs	(d) Regiocentric MNCs

62.	Which is the presiding body for the Exim policy is the _____

(a) Ministry of Commerce	(b) EXIM Bank
(c) Directorate General of Foreign Trade	(d) All of the above

63.	The process of creating new products, services, or business ventures within an existing company

(a) Entrepreneurship	(b) Corporate Entrepreneurship
(c) Intrapreneurship	(d) Second Generation Entrepreneurship

64.	Innovation can best be defined as:

(a) The generation of new ideas.	(b) The evolution of new ideas.
(c) The opposite of creativity	(d) The successful exploitation of new ideas.

65.	An analysis that helps business leaders make an informed decision on whether to proceed with an idea, identify potential problems, and understand the costs and potential returns involved..

(a) Business Analysis	(b) Financial analysis
(c) Feasibility Analysis	(d) SWOT Analysis

66.	A landmark international accord administered by the WTO that sets minimum standards for intellectual property protection among member countries.

(a) TRIPs	(b) TRIMs
(c) GATT	(d)GATs

67.	Which of the following is a typical component of a business plan?

(a) Merchandise	(b) Business Analysis
(c) Market analysis	(d) Trend Analysis

68.	A government institution that supports entrepreneurship development in India by providing collateral-free loans to micro and small businesses

(a) Network of Member Lending Institutions	(b) Lead Banks
(c) Micro Finance Institutions	(d) MUDRA

69.	Entrepreneurial ability to withstand and quickly recover from setbacks.

(a) Determination	(b) Persistence
(c) Resilience	(d) Optimism

70.	Strategy that helps to grow business by selling more of your existing products to existing market.

(a) Market Development	(b) Market Penetration
(c) Market Expansion	(d) Market Extension

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