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Educational and Research Institute
UNIVERSITY

DEPARTMENT OF MANAGEMENT STUDIES

29 February 2012

Entrance Test :<>: PhD Programme

Following is the composition of the cited Test:

WRITTEN: Duration: 90 Minutes Marks: 60 <>: **PRESENTATION:** 20 – 30 Minutes : Marks: 40

Part – A:: General English [20 Marks]

Part – B :: Subject areas of MBA Programme [40 Marks]

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SAMPLE Questions :<>: Part – B

Section – I [10 Objectives Type Questions: 10 x 1 = 10 Marks

01] In Current Ratio, Current Assets are compared with:

(a) Current Profit, (b) Current Liabilities, (c) Fixed Assets, (d) Equity Share Capital.

02] A clear, concise, written declaration of an organization's central and common purpose, or its reason for existence is defined as a(n) : a] a vision, b] value, c] mission, d] ethical principle.

03] Who described the phenomenon that each employee engaged in a staff function creates work for his colleagues:

(a) W. Wilson (b) Parkinson (c) D. Waldo (d) Creep

Section – II [6 out of 12 Subjective Type Questions: 6 x 5 = 30 Marks]

01] List five reasons given by supervisors when resisting change.

02] Identify the roles that CEO plays in strategic management.

03] Briefly explain the role of Balance Sheet in ratio analysis.

04] 'Market segment has nothing to brand image' – Justify.

05] Distinguish between HRM and HRD.

06] Explain Meta Marketing in the era of globalization.

07] "Customer is the King" or 'Customer is the Boss'?

08] Why is social responsibility a contentious issue?

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