



# GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Deemed to be University)

(Estd. u/s 3 of the UGC Act, 1956), NAAC Accredited with 'A+' Grade  
Visakhapatnam | Hyderabad | Bengaluru

## GITAM Institute of Management

Department of Marketing

PhD Entrance Test 2020-21

Model-Question paper

Duration: 2 hours

Max Marks: 140

**Note :** This is a sample paper. The main examination paper will be online and consists of 35 questions each in section A and section B

### Section A: Research Methodology

- The standard deviation of a set of 50 observations is 8. If each observation is multiplied by 2, then the new value of standard deviation will be
  - 4
  - 8
  - 16
  - None
- If mean and coefficient of variation of a set of data is 10 and 5, respectively, then the standard deviation is
  - 10
  - 50
  - 5
  - None
- Which of the following is relative measure of dispersion
  - Standard deviation
  - Variance
  - Coefficient of Variation
  - All the three
- If the first and third quartiles are 22.16 and 56.36, respectively, then the quartile deviation is
  - 17.1
  - 34.2
  - 51.3
  - None
- What is the mean of the observations 50, 60, 80, 100, 35, 15
  - 56.7
  - 45.5
  - 34.2
  - 22.3
- Critical region is a region of
  - Rejection
  - Acceptance
  - Indecision
  - None

7. The test statistic to test for normal population is
  - a. F test
  - b. ANOVA
  - c. T test
  - d. Chi-square test
  
8. Which of the following is the non - random method of selecting samples from a population
  - a. Simple random
  - b. Stratified sampling
  - c. Quota sampling
  - d. Cluster sampling
  
9. What is the median for the observations 34, 25, 33, 45, 62
  - a. 33
  - b. 34
  - c. 45
  - d. 25
  
10. .... are simply facts or recorded measures of certain phenomena.
  - a. Information
  - b. Data
  - c. Intelligence
  - d. None

## **Section B: General Management with Marketing**

1. Administrative Theory was proposed by .....
  - a. Henri Fayol
  - b. Max Weber
  - c. F W Taylor
  - d. None of the above
  
2. Management By Objectives is based on which of the following motivation theories:
  - a. Goal Setting theory
  - b. Equity theory
  - c. Need Hierarchy theory
  - d. Two Factor Theory
  
3. Decision Tree analysis is a part of
  - a. Decision Making
  - b. Delegation of Authority
  - c. Span of Control
  - d. Chain of Command
  
4. Managerial Grid is a theory of .....
  - a. Leadership
  - b. Motivation
  - c. Communication
  - d. Attitudes

5. Two Factor Theory of Motivation was proposed by
  - a. Herzberg
  - b. Maslow
  - c. Adams
  - d. Elton Mayo
  
6. The microenvironment covers which of the following?
  - a. Suppliers
  - b. Customers
  - c. Competitors
  - d. All of these
  
7. Which of the following statements is true?
  - a. Demography is the study of human population in terms of size, density, location, age, gender, occupation and other statistics
  - b. The technological environment is made up of institutions and other forces that affect a society's basic values, perceptions, preferences and behaviour
  - c. The ecological environment consists of factors that affect consumer purchasing power and spending patterns
  - d. None of the above
  
8. The "public" refers to which of the following?
  - a. is a well-defined target group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives
  - b. is a single person that has an actual or potential interest in or impact on an organization's ability to achieve its objectives
  - c. is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives
  - d. None of the above
  
9. Which of the following is a macroenvironment force?
  - a. Demographic
  - b. Technological
  - c. Political
  - d. All of these
  
10. The psychological factors influencing consumer behaviour are;
  - a. Motivation, perception, learning, beliefs and attitudes
  - b. Culture, subculture, social class
  - c. Reference groups, family, roles and status
  - d. All of these