**Ph.D. COMMON ENTRANCE TEST**

**SUBJECT – COMMERCE**

**Roll No:**

**PART B**

**Duration: 60 minutes Maximum Marks: 50**

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| **Instructions:**   1. **This entrance test question paper is not to be taken out of the examination hall** 2. **Question paper consists of Section A and Section B** 3. **Section A consists of 30 MCQs carrying 1 Mark each. Write the Alphabet of the correct answer in the space given.** 4. **Section B consists of Descriptive questions carrying 5 marks each. Restrict your answer to 500 words. Additional plain sheets have been attached to the question paper to answer Section B** |

**SECTION – A**

**Answer the following questions by writing the Alphabet of the correct answer in the Box given: 30 X 1 = 30**

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|  | A company is adopting a holistic marketing approach. What does holistic marketing aim to integrate across all aspects of the business?   1. Profit maximization 2. Customer satisfaction 3. Cost reduction 4. Employee empowerment | |
|  | A retail company is exploring the concept of turbo marketing to quickly gain market share. What does turbo marketing involve?  A. Gradual market penetration  B. Rapid market expansion  C. Long-term brand building  D. Niche market targeting | |
|  | A tech startup is developing a mobile app targeting young professionals. Which market segmentation approach could be most effective for this app?\   1. Geographic segmentation 2. Demographic segmentation 3. Psychographic segmentation 4. Behavioral segmentation | |
|  | A luxury car brand is considering an advertising campaign to showcase its latest model. What advertising medium would be most effective in conveying the sophistication and elegance of the car?   1. Radio 2. Television 3. Social media 4. Billboards | |
|  | Imagine a company is introducing a cutting-edge virtual reality gaming console. What positioning strategy would be appropriate to highlight its technological advancements?   1. Cost leadership 2. Differentiation 3. Niche marketing 4. Market penetration | |
|  | An accountant is preparing a summary of all accounts with their respective balances at a specific point in time. What document is the accountant likely working on?   1. Cash Book 2. Trial Balance 3. Ledger 4. Journal | |
|  | A company is evaluating its performance by considering the economic profit generated. What financial metric is being emphasized in this evaluation?   1. Net Income 2. Gross Profit 3. Economic Value Added 4. Return on Investment | |
|  | A company is implementing strategies to minimize the holding costs of inventory. What area of working capital management does this strategy fall under?   1. Cash Management 2. Receivables Management 3. Inventory Management 4. Financing of Working Capital | |
|  | A group of investors pools their funds to invest in a diversified portfolio managed by a professional. What type of investment vehicle are they likely using?   1. Stocks 2. Bonds 3. Mutual Funds 4. Secondary Market | |
|  | A company is aiming to ensure sufficient liquidity, profitability, and solvency. What is the primary scope of financial management reflected in this situation?   1. Investment decisions 2. Financing decisions 3. Dividend decisions 4. Working capital management | |
|  | What does an object refers to in an object-oriented database system?   1. A row in a table 2. A collection of related tables 3. An instance of a class containing data and methods 4. A database index | |
|  | What is the purpose of a recovery log in database management?   1. To store database backups 2. To record changes made during transactions 3. To maintain a list of users and their activities 4. To manage database access permissions | |
|  | What is the role of the client in a client-server architecture?   1. Provides database services 2. Requests and consumes services 3. Manages server resources 4. Hosts the database | |
|  | What is the purpose of software testing?   1. Develop software documentation 2. Verify software requirements 3. Optimize software performance 4. Enhance software usability | |
|  | In HTML, what tag is used to create a hyperlink?   1. <link> 2. <a> 3. <href> 4. <url> | |
|  | An organization aims to create a work environment that fosters employee engagement and motivation. Which HRM objective is emphasized in this scenario?   1. Administrative Efficiency 2. Employee Productivity 3. Employee Welfare 4. Organizational Effectiveness | |
|  | An organization is implementing a mentorship program to enhance the skills of its junior employees. What method of training and development is being employed?   1. Classroom Training 2. On-the-Job Training 3. Job Rotation 4. Mentoring | |
|  | Employees in a manufacturing company are negotiating with the management regarding wages and working conditions. What concept in HRM is being implemented?   1. Employee Orientation 2. Collective Bargaining 3. Compensation Management 4. Performance Appraisal | |
|  | A technology company is transitioning to a remote work model, and HR needs to ensure effective communication and collaboration among geographically dispersed teams. What strategy could HR implement to address this challenge?   1. Job Enrichment 2. Agile Performance Management 3. Total Quality Management (TQM) 4. Cross-Functional Training | |
|  | A company is implementing a performance appraisal system that uses artificial intelligence to analyze various performance metrics. What technique is being employed in this advanced system?   1. Behaviorally Anchored Rating Scale (BARS) 2. Management by Objectives (MBO) 3. Forced Ranking 4. Algorithmic Appraisal | |
|  | A company expands its operations globally, adapting its products to suit local tastes and preferences. What strategy is the company employing in the global business environment?   1. Ethnocentric 2. Polycentric 3. Geocentric 4. Regiocentric | |
|  | A country aims to stabilize its currency exchange rates by buying and selling foreign currencies in the open market. What entity is responsible for managing this process?   1. World Trade Organization (WTO) 2. International Monetary Fund (IMF) 3. Asian Development Bank (ADB) 4. International Finance Corporation (IFC) | |
|  | A country experiences a persistent surplus in its current account, leading to concerns about its competitiveness. Which corrective measure is most likely to be considered to address this situation?   1. Imposing import tariffs 2. Reducing government spending 3. Appreciating the currency 4. Implementing export subsidies | |
|  | A multinational corporation adopts a cross-cultural training program for its employees to enhance their ability to work effectively in diverse global teams. What method of training and development is being implemented?   1. Job Rotation 2. Experiential Learning 3. Sensitivity Training 4. On-the-Job Training | |
|  | A company faces discriminatory taxes on its imported products, affecting its competitiveness in the foreign market. What type of trade barrier is the company encountering?   1. Ad Valorem Tariff 2. Specific Tariff 3. Countervailing Duty 4. Export Subsidy | |
|  | In an economy characterized by high income inequality, policymakers implement progressive taxation to address social disparities. Which economic principle aligns with this policy?   1. Law of Supply 2. Laffer Curve 3. Engel's Law 4. Gini Coefficient | |
|  | A country faces hyperinflation due to excessive money supply. What economic concept suggests that individuals will lose confidence in the currency?   1. Law of Demand 2. Quantity Theory of Money 3. Fiscal Policy 4. Phillips Curve | |
|  | A global company adopts a transnational strategy, emphasizing both local responsiveness and global integration. What organizational structure is most likely to support this strategy?   1. Matrix Structure 2. Divisional Structure 3. Functional Structure 4. Network Structure | |
|  | A developing country seeks financial assistance for long-term development projects, such as infrastructure and education. Which international financial institution is most likely to provide such support?   1. International Monetary Fund (IMF) 2. World Bank (IBRD) 3. Asian Development Bank (ADB) 4. International Finance Corporation (IFC) | |
| 30) A multinational corporation, facing complex trade regulations, hires trade compliance specialists to ensure adherence to global trade laws. What is the primary responsibility of these specialists?  A. Negotiating trade agreements  B. Implementing import quotas  C. Ensuring legal compliance in international trade  D. Facilitating export subsidies | |
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**Section – B**

**Answer any four questions (Each question carry 5 marks 4\*5 = 20**

* + - 1. **Discuss the factors that contribute to a trade surplus or deficit in the balance of payments**
      2. Imagine you are an HR manager responsible for conducting performance appraisals in a medium-sized organization. One of your employees consistently falls short of performance expectations. outline a plan for delivering constructive feedback to the employee
      3. In a software development project, you are responsible for creating test cases for a highly complex system with numerous interconnected components. Discuss your approach to designing test cases that cover various functionalities, edge cases, and potential integration issues
      4. You are an investment analyst tasked with evaluating the financial statements of a publicly traded company for potential investment. Describe the key financial ratios and metrics you would analyse
      5. Imagine you are the CFO of a manufacturing company facing cash flow challenges due to inefficient working capital management. Describe the comprehensive plan to optimize working capital.

* + - 1. In today's environmentally conscious market, sustainability has become a prominent trend. Describe how companies are incorporating sustainable marketing practices into their strategies

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