

INDIAN INSTITUTE OF FOREIGN TRADE
ENTRANCE EXAMINATION FOR Ph.D. COURSE
(DELHI & KOLKATA)

Name of applicant:	Date: 18 th June, 2023
Roll No. :	Day:
Roll no. in words:	Time: 120 Minutes
Max Marks: 100	
Signature of applicant:	Invigilator Sign:

Instructions for the Candidates. Please read the instruction carefully.

1. Write your roll number in the space provided on the top of this page.
2. This paper consists of 100 multiple-choice type of questions, which consist of 50 questions for Research Methodology (Section I) and another 50 questions for "Management" as a discipline (Section II).
3. At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it that it have no misprinting, or torn-off or missing pages. The questions are serially numbered for both the section from 1-50.
4. There is a separate sheet to answer wherein the applicant is required to mark the answer. The applicant must ensure that hi/her details are duly filled in for evaluation.
5. Each question has four alternative responses marked (A), (B), (C) and (D). You have to write the right answer in the answer sheet with your blue/black ball point pen. Please don't use pencil.
6. Rough Work is to be done in the end of this booklet.
7. If you write your Name, Roll Number, Phone Number or put any mark on any part of the Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
8. You have to return the original Answer Sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall. You are however, allowed to carry the question paper.
9. Use only Blue / Black Ball point pen.
10. Use of any calculator or log table etc., is prohibited
11. There is no negative marks for incorrect answers.

Section I
Research Methodology

1. For conducting research, which of the following is priorly required?
 - a) Developing a research design
 - b) Formulating a research question
 - c) Deciding about the data analysis procedure
 - d) Formulating a research hypothesis
2. Survey is a _____ study
 - a) Fact Finding
 - b) Descriptive
 - c) Analytical
 - d) Systematic
3. Which of the following is a problem associated with survey research?
 - a) The problem of objectivity
 - b) The problem of "going native"
 - c) The problem of omission
 - d) The problem of robustness
4. What is a research design?
 - a) A way of conducting research that is not grounded in theory
 - b) The choice between using qualitative or quantitative methods
 - c) The style in which you present your research findings, e.g. a graph
 - d) A framework for every stage of the collection and analysis of data
5. In an experimental design, the dependent variable is:
 - a) The one that is not manipulated and in which any changes are observed
 - b) The one that is manipulated in order to observe any effects on the other
 - c) A measure of the extent to which personal values affect research
 - d) An ambiguous concept whose meaning depends on how it is defined
6. A systematic literature review is:
 - a) One which starts in the library, then goes to on-line databases and, finally, to the internet
 - b) A replicable, scientific, and transparent process
 - c) One which gives equal attention to the principal contributors to the area
 - d) A responsible, professional process of time-management for research
7. Scale in which the respondent directly compares two or more objects and make choices among them is:
 - a) Ranking Scale
 - b) Rating Scale
 - c) Graphic Scale
 - d) Descriptive Scale
8. In doing action research, what is the usual sequence of steps?
 - a) Reflect, observe, plan, act
 - b) Plan, act, observe, reflect
 - c) Plan, reflect, observe, act

d) Act, observe, plan, reflect

9. Which one is called non-probability sampling?

- a) Quota sampling
- b) Cluster sampling
- c) Systematic sampling
- d) Stratified random sampling

10. Cluster sampling, stratified sampling and systematic sampling are types of

- a) Random Sampling
- b) Non-Random Sampling
- c) Direct Sampling
- d) Indirect Sampling

11. The degree of freedom for paired t-test based on N pairs of observation is

- a) $2N-1$
- b) $N-1$
- c) $2(N-1)$
- d) $N-2$

12. Group I gives the types of research, while Group II indicates their characteristics. Match the two groups and select the appropriate code:

Group I (Type of Research)

Group II (Characteristics)

(A) Applied Research

(i) Improving an existing situation through use of Interventions

(B) Action Research

(ii) Finding out the extent of perceived impact of an Interventions

(C) Fundamental Research

(iii) Exploring the possibility of a theory for use in various situations

(D) Evaluative Research

(iv) Developing an effective explanation through theory building

Code A B C D

- a) (ii) (iv) (iii) (i)
- b) (i) (ii) (iii) (iv)
- c) (iii) (i) (iv) (ii)
- d) (i) (iv) (ii) (iii)

13. Group I gives Interviews, while Group II indicates their Meanings. Match the two groups and select the appropriate code:

Group I (Interviews)

Group II (Meanings)

(A) Structured Interviews

(i) Greater Flexibility Approach

(B) Unstructured Interviews

(ii) Attention on the questions to be answered

(C) Focused Interviews

(iii) Individual life experience

(D) Clinical Interviews

(iv) Pre determined question

Code A B C D

- a) (iv) (i) (ii) (iii)
- b) (ii) (iv) (i) (iii)

- c) (iii) (ii) (iv) (i)
- d) (i) (iii) (ii) (iv)

14. "Male and Female students performed equally well in Mathematics Examination". This statement indicates a
- a) Research hypothesis
 - b) Null hypothesis
 - c) Directional hypothesis
 - d) Statistical hypothesis
15. Questions in which only two alternatives are possible is called
- a) Dichotomous questions
 - b) Multiple choice questions
 - c) Open ended questions
 - d) Structured questions
16. The statistical distribution having a higher centre peak and symmetrical in shape like a normal distribution is
- a) Skewed
 - b) Mesokurtic
 - c) Platykurtic
 - d) Leptokurtic
17. What are the conditions in which type I error occurs?
- a) The null hypothesis gets accepted even it is false
 - b) The null hypothesis gets rejected even it is true
 - c) Both the null as well as alternative hypothesis are rejected
 - d) None of the above
18. Analysis of variance is a statistical method of comparing the..... of several populations
- a) Standard deviation
 - b) Variances
 - c) Means
 - d) Proportions
19. An estimator is unbiased if....?
- a) Its expected value is the true value of the parameter
 - b) Its expected value is not the true value of the parameter
 - c) Its unexpected value is the true value of the parameter
 - d) None of the above
20. $E(u_i | X_i) = 0$ says that
- a) The sample mean of the Xs is much larger than the sample mean of the errors.
 - b) Dividing the error by the explanatory variable results in a zero (on average).
 - c) The sample regression function residuals are unrelated to the explanatory variable
 - d) The conditional distribution of the error given the explanatory variable has a zero mean
21. The t-statistic is calculated by dividing
- a) The OLS estimator by its standard error.
 - b) The slope by 1.96.
 - c) The estimator minus its hypothesized value by the standard error of the estimator
 - d) The slope by the standard deviation of the explanatory variable

22. The F-test:
- Is essentially a two-tailed test.
 - Is essentially a one-tailed test.
 - Can be one-tailed as well as two-tailed depending on the hypotheses
 - Can never be one tailed test.
23. If the intercept is included in the regression equation, when is the problem of dummy variable trap occur?
- When we take dummy variables more than the number of categories
 - When we take dummy variables less than number of categories
 - When interaction terms of dummy variables are included
 - When dummy variables are squared
24. The successive trials are with replacement in
- Hypergeometric distribution
 - Binomial distribution
 - Geometric distribution
 - None of these
25. A _____ is a subset of a _____.
- Sample, population
 - Population, sample
 - Statistic, parameter
 - Parameter, statistic
26. Specification bias or specification error means
- Including discrete dependent variable
 - Specifying the dependent variable in log form and independent variables in linear form.
 - Including dummy variables
 - Leaving out important explanatory variables
27. If the study is repeated over an extended period, then the study is called as
- Cross sectional study
 - Descriptive study
 - Time series analysis study
 - Longitudinal study
28. Organisations that collect general information and sell it to clients are called
- Data providers
 - Syndicated data services
 - Indicated data services
 - Dedicated data services
29. In the following data, how many modes are there?
Data: 130, 140, 140, 150, 140, 130, 160, 140, 110, 120, 130, 130
- 1
 - 2
 - 4
 - None of the above
30. In a questionnaire, respondents are asked to mark their marital status. Marital status is an example of the
- Ordinal scale
 - Nominal scale

- c) Ratio scale
- d) Interval scale

31. The sum of the percent frequencies for all classes will always equal

- a) 1
- b) The number of classes
- c) The number of items in the study
- d) 100

32. The level of measurement that allows for the rank ordering of data items is

- a) Nominal measurement
- b) Ratio measurement
- c) Interval measurement
- d) Ordinal measurement

33. The aggregate of all the units pertaining to a study is called:

- a) Sample
- b) Unit
- c) Population
- d) Frame

34. Which one of the following variables is not categorical

- a) Age of a person
- b) Gender of a person
- c) Choice on a test: true or false
- d) Marital Status

35. One use of a regression line is

- a) To determine if any x-values are outliers
- b) To determine if any y-values are outliers
- c) To determine if a change in x causes a change in y
- d) To estimate the change in y for a one-unit change in x

36. Consider the following properties of distributions A and B. Which of the statement is correct?

	A	B
Mean	100	90
Median	90	80
Standard Deviation	10	10

- a) Distribution A has less coefficient of variation than that of distribution B.
- b) Distribution A has more coefficient of variation than that of distribution B.
- c) Distribution A has more Pearson coefficient of skewness than that of distribution B.
- d) Distribution A has less Pearson coefficient of skewness than that of distribution B.

37. In a moderately skewed frequency distribution mean is 50 and median is 53. If the coefficient of variation is 20 %, the Pearson coefficient of skewness is

- a) -1.9
- b) -0.6
- c) -0.8
- d) -0.9

38. Which of these statistics is unaffected by outliers

- a) Mean
- b) Interquartile range
- c) Standard deviation
- d) Range

39. In 120 families each of 5 children, number of males were distributed as follows. The probability of male birth is

Number of male children per family	0	1	2	3	4	5
Number of families	4	18	40	36	20	2

- a) 234/600
- b) 296/500
- c) 296/600
- d) 293/400

40. The algebraic sum of the deviations of a frequency distribution from its mean is always

- a) Greater than zero
- b) Less than zero
- c) zero
- d) a non-zero number

41. Given IQ Scores are approximately normally distributed with a mean of 100 and standard deviation of 15, the proportion of people with IQs above 130 is

- a) 95%
- b) 68%
- c) 5%
- d) 2.5%

42. Consider a large random data set following normal distribution, the ratio (%) of the number of data points which are in the range of (mean \pm standard deviation) to the total number of data points, is approximately

- a) 50%
- b) 68%
- c) 95%
- d) 99%

43. Which of the following indicates that a dataset is not bell-shaped

- a) The range is equal to five standard deviation
- b) The range is larger than the interquartile range
- c) The mean is much smaller than the median
- d) There are no outliers

44. In the qualitative research paradigm, which of the following features may be considered critical

- a) Data collection with standardised research tools
- b) Sampling design with probability sample techniques
- c) Data gathering to take with top-down systematic evidences
- d) Data collection with bottom-up empirical evidences

45. What is the major attribute of Correlation Analysis?

- a) Association among variables
- b) Difference among variables
- c) Regression among variables
- d) Variations among variables

46. What is the name of the conceptual framework in which the research is carried out?

- a) Research hypothesis
- b) Synopsis of research
- c) Research paradigm
- d) Research design

47. Which of the following features are considered as critical in qualitative research?

- a) Collecting data with the help of standardized research tools
- b) Design sampling with probability sample techniques
- c) Collecting data with bottom-up empirical evidence
- d) Gathering data with top-down schematic evidence

48. Population value is called:

- a) Parameter
- b) Statistic
- c) Variable
- d) Data

49. Normal distribution is defined by which of the following moments?

- a) Mean, Skewness
- b) Variance, Kurtosis
- c) Skewness, Kurtosis
- d) Mean, Variance

50. The population to be sampled is divided into units which are known as:

- a) Sampling frame
- b) Sampling error
- c) Sampling gap
- d) Sampling units

Section II

Management

1. A decision making technique method which does not require physical presence of group members.
 - a. Nominal group Technique
 - b. Group shift Technique
 - c. Delphi Technique
 - d. Group norm Technique
2. Type B personality are those who
 - a. Work under pressure
 - b. Are very orderly
 - c. Work with deadlines
 - d. Relaxed and enjoy leisure
3. Gardner's multiple intelligence does not include
 - a. Kinesthetic Intelligence
 - b. Emotional Intelligence
 - c. Musical Intelligence
 - d. Spatial Intelligence
4. Job analysis does not have the following component.....
 - a. Job description
 - b. Job evaluation
 - c. Job specification
 - d. Job determination
5. A team building approach to identify supportive and hindering factors for a problem is....
 - a. Force Field Analysis
 - b. Team building analysis
 - c. Group Orientation Analysis
 - d. Individual Assessment Technique
6. Highly competent but lack of willing employees need a leadership approach to be
 - a. Selling
 - b. Delegating
 - c. Telling
 - d. Participating
7. Job characteristics model does not have
 - a. Autonomy
 - b. Feedback
 - c. Enrichment
 - d. Skill variety

8. The full form of SAP-LAP analysis in sequence is.....
- Situation- action-performance- learning-analyse- process
 - Situation-assessment –procedure-learned-actors- performance
 - Situation-actors- process -learning-action –performance
 - Situation-performance- action – learning- actors- process
9. The diamond model by Porter does not consist which of the followings?
- Related and Supporting Industries
 - Firm Strategy, structure and rivalry
 - Factor Conditions
 - Financial situations
10. Choose the most appropriate definition of the “Product Concept” Marketing Philosophy
- According to this concept, consumers prefer products that are widely available and inexpensive. The managers of production-oriented business concentrate on achieving high production efficiency, low costs and mass distribution.
 - According to this concept, consumers favour products offering the most quality, performance, or innovative features.
 - According to this concept, consumers are coaxed to buy only when there is hard selling.
 - According to this concept, the job of a company is not to find right customers for their products but the right product for their customers.
11. The basic goal of Integrated Marketing Communications is to _____
- Communicate the value proposition to the target market
 - Create desire
 - Create needs and wants
 - Outspend competitors
12. When a firm sets a very low price for one or more of its products with the intent to drive its competitors out of business, it is engaging in _____
- Predatory pricing
 - Bait-and-Switch pricing
 - Anti-dumping pricing
 - Discounted pricing
13. The diffusion of innovation theory is useful to marketers in helping them _____
- Adjust to the performance cycle
 - Avoid the cost of concept testing
 - Predicting the type of customers who will buy their product immediately and later
 - Identify the reasons that why firms create new products
14. Compared to the B2C process, the information search and alternative evaluation steps in the B2B process are.....
- Decentralized

- b. Less focussed on customer value creation
- c. Identical
- d. More formal and structural

15. The 'Consumer Decision Process Model' represents.....

- a. The concept of habitual decision making
- b. The retrieval of an evoked set based on physiological needs
- c. The steps that consumers go through before, during and after making purchases
- d. The shift from an internal to external locus of control

16. Stressing on brand differences, product benefits and soliciting on brand-switching strategies is used in which stage of "PLC"?

- a. Introduction Stage
- b. Growth Stage
- c. Maturity Stage
- d. Decline Stage

17. "Societal Marketing Concept" was given by –

- a. Philip Kotler
- b. R.Meyer
- c. Kelly E.J.
- d. None of the above

18. Who had given four basic elements of Marketing Mix?

- a. N H Bordon
- b. Jerome McCarthy
- c. Philip Kotler
- d. David A Aaker

19. _____ is considered as the 'father' of action research model for bringing change or desired improvement.

- a. John Kotter
- b. Kurt Lewin
- c. John Collier
- d. Marvin Weisbord

20. Select the correct sequence of organizational development process (ODP) model from the following:

- a. (i) entry, (ii) start-up, (iii) assessment and feedback, (iv) implementation, (v) evaluation, (vi) adoption, (vii) separation, (viii) action plan.
- b. (i) start-up, (ii) entry, (iii) action plan, (iv) implementation, (v) evaluation, (vi) adoption, (vii) separation, (viii) assessment and feedback.
- c. (i) entry, (ii) start-up, (iii) assessment and feedback, (iv) action plan, (v) implementation, (vi) evaluation, (vii) adoption, (viii) separation.
- d. (i) entry, (ii) start-up, (iii) implementation, (iv) adoption, (v) evaluation, (vi) action plan, (vii) assessment and feedback, (viii) separation.

21. ABC Co. and XYZ Co. produced similar types of products and decided to merge considering the present challenges of the market. This type of merger is called:
- a. Diagonal Merger
 - b. Vertical Merger
 - c. Conglomerate
 - d. Horizontal Merger

22. Wilson Consulting is a management consulting firm with 70 employees. As associate vice president of marketing, Suzanne Boyle is responsible for conducting performance appraisals of the 12 employees under her direct supervision. Suzanne plans to use the behaviorally anchored rating scale (BARS) to evaluate the performance of her subordinates.

Which of the following, if true, supports the argument that BARS is the most appropriate performance appraisal tool for Suzanne to use?

- a. Suzanne wants to provide her subordinates with specific examples of their good and poor job performance during the appraisal interview.
 - b. Suzanne encourages her subordinates to review and make comments about their appraisal during a formal appeals process.
 - c. Wilson Consulting recently installed an electronic performance monitoring system to help supervisors conduct appraisals.
 - d. Suzanne provides her subordinates with upward feedback as a way to illustrate the ratings she assigns to each employee.
23. Which of the following statements most likely suggests that an employee is engaged?
- a. "I work with intensity."
 - b. "I take frequent breaks."
 - c. "I daydream at my desk."
 - d. "I enjoy talking to co-workers."

24. The tool managers use to meet employees' career development where the manager and employee jointly merge the latter's past performance, career preferences, and developmental needs into a formal career plan is called:

- a. orientation sessions
- b. career-oriented appraisals
- c. interest inventories
- d. graphic-rating scales

25. John feels that he owes his organization hard work and loyalty while the company owes him fair treatment and satisfactory work conditions. This is an example of:

- a. career planning
- b. exit interview
- c. psychological contract
- d. transfer

26. A _____ presents a manager with desktop graphs and charts that illustrate where the company stands on metrics from the HR scorecard process.

- a. strategy map
- b. business plan

- c. scanning worksheet
- d. digital dashboard

27. While vision relates to the long-term future of an organization, mission is about:

- a. what the organization does and why it does it
- b. what is the organization's business model
- c. what is the organization's business activities
- d. what the organization is and why it exists

28. What is the net result of performing a SWOT analysis?

- a. Feasible strategic alternatives
- b. Competitive profile
- c. Sectoral impact profile
- d. Strategic analysis and choice

29. Which one of these is NOT one of the three concentration strategies proposed by Ansoff?

- a. market penetration
- b. market development
- c. product diversification
- d. product development

30. Concentric diversification is the same as:

- a. horizontal diversification
- b. vertical diversification
- c. unrelated diversification
- d. related diversification

31. Match the following:

List-I (Concepts)

List-II (Examples)

(A) Inbound logistics

1. Raw Material

(B) Procurement

2. Machinery

(C) Operations

3. Production

(D) HRM

4. Training and Development

5. Accounting

a.	(A) (B) (C) (D)
	1 2 3 4
b.	(A) (B) (C) (D)
	3 1 2 4

c.	(A) (B) (C) (D)
	3 4 1 2
d.	(A) (B) (C) (D)
	1 4 3 2

32. Match the following:

List-I (Type of Value) List-II (Features)

- | | |
|-----------------------|--------------------------|
| (A) Fair value | 1. Shares |
| (B) Replacement value | 2. To set up a new plant |
| (C) Value of image | 3. Goodwill |
| (D) Market value | 4. Consumable items |
| | 5. Wastage |

a.	(A) (B) (C) (D)
	1 4 3 2
b.	(A) (B) (C) (D)
	1 2 3 4
c.	(A) (B) (C) (D)
	3 1 2 4
d.	(A) (B) (C) (D)
	1 4 3 5

33. The call-option value of a callable bond is likely to be high when:

- Markets are inefficient.
- Interest rates are low and expected to remain low.
- Interest rate are high and expected to remain high.
- Interest rates are volatile.

34. 4. The relationship between the financial leverage and firm's required rate of return to equity shareholders with corporate taxes is given by the.....

- $YE = \text{Cost/Sales}$
- $YE = \text{Equity/Cost}$
- $YE = r_0 + D/E (1 - TC)(r_0 - r_B)$
- $YE = \text{Sales/Income}$

35. Factoring involves.....

- Purchase and Collection of debts

- b. Sales ledger management
- c. Provision of Specialised Services relating to credit investigation
- d. All of the above

36. Straight bonds are also known as which of the following?

- a. Puttables debentures
- b. Plain vanilla bonds
- c. Zero coupon bonds
- d. Commodity linked bonds

37. Which of the following method entrepreneur can use to do international business with least risk?

- a. Joint venture
- b. Merger
- c. Turnkey projects
- d. Synergy

38. Which is element of Entrepreneurial behaviour?

- a. Profit-orientation
- b. Resourcefulness
- c. Calculated risk
- d. All of the above

39. The factors of development of Entrepreneurship is based on.....

- a. Development of Entrepreneurial knowledge
- b. Economic and Business Environment
- c. Role of Banks and Financial Institutions
- d. All of the above

40. Other things being equal, an increase in supply can be caused by

- a. A rise in the income of the consumer
- b. An improvement in the techniques of production
- c. A rise in the price of the commodity
- d. An increase in the income of the seller

41. Managerial economics cannot be used to identify

- a. microeconomic consequences of managerial behaviour.
- b. how macroeconomic forces affect the organization.
- c. goals of the organization.
- d. ways to efficiently achieve the organization's goals.

42. The difficulties with errors may be overcome by

- a. Internal and external auditing
- b. External control to detect errors
- c. Negligible of 'confidence limits' to data
- d. Non-use of user instruction in measurement and processing procedures

43. A trader decides that he has surplus stocks of 9 different kinds of goods. He decides to make-up gift parcels, each to contain four different goods, which he will sell at a special price. How many different kinds of parcel may he produce?
- 119
 - 126
 - 112
 - 130
44. The quality of the parameters is assured if
- All the input is processed and controlled
 - The access to the data files is protected and secured through an authorisation scheme
 - All updating and corrections are completed before the data processing begins
 - All of the above
45. A coin is tossed 1000 times and head comes out 550 times. Can the deviation from expected value be due to fluctuations of simple sampling?
- Yes, with -1
 - Cannot be
 - Yes, with +1
 - Can be
46. If the merchandized imports are more than that of merchandized exports of a country, it is called.....
- Capital Account Deficit
 - Current Account Deficit
 - Trade Account Deficit
 - None of above
47. Which of the utility is not created by a logistics function of a business firm?
- Price utility
 - Form utility
 - Place utility
 - Quality utility
48. Who among the following proposed the ERG theory?
- McClelland
 - Clayton Alderfer
 - Herzberg
 - Victor Vroom
49. The elements of management system in quality environment of TQM is...
- Method and procedure
 - Process
 - Focus
 - All of the above

50. Who among the following has given 14 principles of Management..?

- a. Henry Fayol**
- b. Peter Drucker**
- c. Gary Hamel**
- d. Stephen Covey**