

NATIONAL LAW UNIVERSITY JODHPUR
Ph.D. ENTRANCE TEST 2025-26
SECTION B
MANAGEMENT

1. Strategy is –
 - A. Proactive in action
 - B. Reactive in action
 - C. A blend of proactive and reactive actions
 - D. None of these

[]

2. _____ leadership style may be appropriate in turbulent environment
 - A. Autocratic
 - B. Transactional
 - C. Transformational
 - D. None of these

[]

3. _____ is a radical organizational design that could be termed a non-structure by its virtual elimination of in-house business functions
 - A. Network structure
 - B. Matrix structure
 - C. Divisional structure
 - D. SBU structure

[]

4. The McKinsey 7S Model refers to a tool that analyses company's
 - A. Product portfolio
 - B. Organizational design
 - C. Profitability
 - D. Competitive position

[]

5. Diversification primarily helps to
 - A. Reduce risk
 - B. Reduce competition
 - C. Reduce taxes
 - D. Reduce costs

[]

6. LinkedIn: Create economic opportunity for every member of the global workforce – This appears to be a _____.
 - A. Vision statement
 - B. Mission statement
 - C. Goal setting statement
 - D. Core value statement

[]

7. Which strategy is implemented after the failure to turnaround a business?
A. Growth strategy
B. Expansion strategy
C. Divestment strategy
D. Diversification strategy []
8. SWOT analysis is an evaluation of the company's _____ strengths and weaknesses and _____ opportunities and threats.
A. External, Internal
B. Internal, External
C. Internal, Internal
D. External, External []
9. Porter's five forces framework is useful for understanding
A. Firm's strengths and weaknesses
B. Industry attractiveness
C. Key success factors
D. All of these []
10. For the first-line managers, most important skill requirement would be
A. Technical skills
B. Human skills
C. Conceptual skills
D. Planning skills []
11. If suppliers are unreliable or too costly, what strategy would you consider as appropriate?
A. Forward integration
B. Horizontal integration
C. Market development
D. Backward integration []
12. Strategic management allows a company to be more
A. Proactive
B. Commanding
C. Authoritative
D. Participative []
13. Essential requirement(s) for a discipline of study to be called a 'professional course' is/are
A. Educational requirements and training
B. Representative body
C. Code of conduct for self-regulation
D. All of these []

14. For a top management position, the correct order of various functions of management in terms of increasing level of importance would be
- A. Planning, Organizing, Staffing, Directing, Controlling
 - B. Organizing, Staffing, Planning, Directing, Controlling
 - C. Controlling, Directing, Staffing, Organizing, Planning
 - D. Staffing, Organizing, Planning, Controlling, Directing []
15. A statement that explains the what, who and why of a company is its
- A. Vision statement
 - B. Mission statement
 - C. Goal setting statement
 - D. Core value statement []
16. Policies, procedures, methods, and rules are all examples of standing or repetitive plans. In this context, "Each employee will proceed on one week's vacation each year" can best be termed as _____ of the company.
- A. Policy
 - B. Procedure
 - C. Method
 - D. Rule []
17. A process whereby the superior and subordinate managers of an organization jointly identify its common goals, define everyone's major areas of responsibility in terms of results expected of him, and use these measures as guides for operating the unit and assessing the contribution of each of its members is called
- A. Management by walking around
 - B. Management by exception
 - C. Management by objectives
 - D. None of these []
18. _____ is a qualitative decision-making technique that is used to prevent experts from being influenced by each other and to eliminate the possibility of emergence of bandwagon mentality.
- A. Brainstorming technique
 - B. Delphi technique
 - C. Nominal group technique
 - D. Consensus mapping technique []
19. Matrix organization is created by merging the two complementary organizations –
- A. Internal and external
 - B. Line and Staff
 - C. Project and Functional
 - D. None of these []

20. The structure of an organization is consciously designed by the management. However, one must consider the following factor(s) while designing
- A. Technology
 - B. Environment
 - C. Objectives and strategy
 - D. All of these
- []
21. A business model in which a firm provides a basic version of its service for free, and makes money by selling a premium version of the service is known as
- A. Freemium business model
 - B. Low-cost business model
 - C. Franchise business model
 - D. Premium business model
- []
22. The process by which individuals pursue opportunities without regard to resources they currently control for the purpose of exploiting future goods and services is known as
- A. Systematic investing
 - B. Capital Budgeting
 - C. Entrepreneurship
 - D. Strategic planning
- []
23. The rate at which company is spending its capital until it reaches profitability is called
- A. Burn rate
 - B. Payback rate
 - C. Compounding rate
 - D. Discounting rate
- []
24. Typically, the seed money that gets a company off the ground does not come from
- A. Bootstrapping
 - B. Sweat equity
 - C. Friend and family sources
 - D. Factoring
- []
25. Accommodating approach to conflict management is
- A. High on assertiveness and high on cooperation
 - B. High on assertiveness and low on cooperation
 - C. Low on assertiveness and low on cooperation
 - D. Low on assertiveness and high on cooperation
- []
26. A written document that details the specific tasks, duties, responsibilities, and requirements of a particular position within an organization is called
- A. Job analysis
 - B. Job description
 - C. Job evaluation
 - D. None of these
- []

27. Out of the following, “_____” is not a criterion that firms can use to determine the capabilities that constitute core competencies
- A. Valuable
 - B. Rare
 - C. Imitability
 - D. Transferability
- []
28. The emphasis on product design is very high, the intensity of competition is low and the market growth rate is low in the _____ stage of PLC.
- A. Decline
 - B. Growth
 - C. Introduction
 - D. Maturity
- []
29. Which of the following would be a correct statement about the top-line and bottom-line of a business?
- A. If the top-line improves, bottom-line would also improve
 - B. If the top-line improves, bottom-line would suffer
 - C. Any of these may be true, depending on the market conditions
 - D. If the top-line is under pressure, bottom-line would improve
- []
30. If a company offers 3 distinct products, one each for the three market segments that it identified, it would be best described by
- A. Niche marketing
 - B. Differentiated mass marketing
 - C. Mass marketing
 - D. Multi-level marketing
- []
31. Which of the following is the correct meaning of value to customers?
- A. Value is lower price
 - B. Value is the benefit that they get from product/service
 - C. Value is the quality they get for the price paid
 - D. Could be any of these
- []
32. Customer development in marketing means
- A. Developing new products for customers
 - B. Adding new customers to customer-base
 - C. Generating more business from existing customers
 - D. Identifying new customers for new products to be introduced
- []
33. When we use the term ‘top line’ of a business, we mean
- A. Top management team of the firm
 - B. Most profitable brands of the firm
 - C. Annual revenue of the firm
 - D. Profit after Tax of the firm
- []

34. Total number of retailers in India is estimated to be around
A. 150 million
B. 15 lacs
C. 15 million
D. 1.5 billion []
35. A business is referred to as a Unicorn, when
A. A start-up achieves a cumulative sale of USD 1.0 billion
B. Valuation of a start-up business crosses USD 1.0 billion
C. A start-up has a single product with no models/variants
D. A business is started by one person []
36. _____ are most commonly used to identify return visitors to a website?
A. Logged-in visitors' data
B. Electronic timestamping
C. Digital certificates
D. Cookies []
37. Half the money I spend on advertising is wasted; the trouble is I do not know which half.
Select the option which is TRUE with respect to this quotation:
A. It holds for traditional marketing only
B. It holds equally for both traditional and digital marketing
C. It holds for traditional marketing but not strongly for digital marketing
D. It holds for digital marketing but not strongly for traditional marketing []
38. Which of the following is an incorrect statement about the concept of value?
A. Value to a customer is very similar to that of individual consumer surplus
B. Value to customer can be defined as excess of perceived benefits over total costs
C. Customer may perceive value in any of the elements of marketing mix
D. Customers value to firm is same as value to customer []
39. When a company develops new products at its in-house R&D, it is referred to as:
A. Horizontal Integration
B. Organic Growth
C. Vertical Integration
D. Backward integration []
40. Which one of the following correctly explains the terms Goals and Objectives?
A. Goals are short-term, Objectives are long-term
B. Goals are quantitative, Objectives are qualitative
C. Goals are qualitative, Objectives are quantitative
D. Goals and Objectives, both are long-term and quantitative []

41. Traditional elements of marketing mix or the 4Ps of marketing are also seen as 4As. The correct match with Product Price Promotion and Place would be
- A. Alignment, Accountability, Acumen and Agility
 - B. Acumen, Agility, Alignment, and Accountability
 - C. Acceptability, Affordability, Awareness and Accessibility
 - D. Awareness, Affordability, Acceptability and Accessibility
- []
42. If a company downsizes by divesting older businesses, such a decision would be part of it's
- A. Corporate Strategy
 - B. Business Strategy
 - C. Holistic Strategy
 - D. Integrated Marketing Strategy
- []
43. For a given change in demand from end-consumers, members in the supply chain are likely to experience different levels of change. Correct order in terms of increasing change experienced would be
- A. Retailer, Distributor, OEM Manufacturer, Component Supplier
 - B. Distributor, OEM Manufacturer, Retailer, Component Supplier
 - C. Component Supplier, OEM Manufacturer, Distributor, Retailer
 - D. Distributor, Component Supplier, Retailer, OEM Manufacturer
- []
44. In a perfectly competitive market,
- A. Firms follow 'target return' approach to set the prices of their products
 - B. Firms must consider 3Cs viz. Cost, Competition and Customers' willingness to pay, for setting right prices
 - C. Firms do not need to make any pricing decisions
 - D. Firms base their pricing decisions on market research findings about customer requirements
- []
45. Working capital is defined as
- A. Excess of current assets over current liabilities
 - B. Excess of current liabilities over current assets
 - C. Excess of fixed assets over long-term liabilities
 - D. None of these
- []
46. Capital budgeting is done for
- A. Evaluating short-term investment decisions
 - B. Evaluating medium-term investment decisions
 - C. Evaluating long-term investment decisions
 - D. All of these
- []
47. The most important goal of financial management is
- A. Profit maximization
 - B. Matching income and expenditure
 - C. Using business assets effectively
 - D. Wealth maximization
- []

48. Equity shares have
- A. An unlimited life, and voting rights and receive dividends
 - B. A limited life, with no voting rights but receive dividends
 - C. A limited life, and voting rights and receive dividends
 - D. An unlimited life, and voting rights but receive no dividends
- []
49. Long-term solvency of a firm is indicated by
- A. Current ratio
 - B. Operating ratio
 - C. Net profit ratio
 - D. Debt Equity ratio
- []
50. The cost of monitoring the management of the company is considered to be
- A. Bankruptcy cost
 - B. Transaction cost
 - C. Agency cost
 - D. Institutional cost
- []

END OF SECTION B

ROUGH WORK

NLUJ Ph.D. Entrance Test 2025-26