



**NATIONAL INSTITUTE OF TECHNICAL TEACHERS
TRAINING AND RESEARCH**
(DEEMED TO BE UNIVERSITY UNDER DISTINCT CATEGORY)
CHANDIGARH

Ph.D. Entrance Examination 2024

Subject / Branch / Department :	ENTREPRENEURSHIP DEVELOPMENT AND INDUSTRIAL COORDINATION
Roll No. :	
Candidate Name :	
Date of Examination :	

Maximum Marks: 25 (There is no negative marking)

- Notes:** (a) Only one option to be tick-marked out of the four options given as answer
(b) The Candidate must put his/her signature with date at the bottom of each page
(c) For any rough work, please use ONLY back-sides of pages which are left blank

- Q.1 “While drafting a business plan, one shall be very clear about USP of their offering.”
Here ‘USP’ refers to?
(A) Uncut Solo Proposition
 (B) Unique Selling Proposition
(C) Underlined Sales Program
(D) Unique Segmented Projections
- Q.2 What does PEST analysis stand for?
(A) Political, Economic, Strategic and Topological analysis
(B) Product, Economical, Strategic and Technological analysis
(C) Product, Exocentric, Strategic and Technological analysis
 (D) Political, Economic, Social and Technological analysis
- Q.3 4 ‘P’s in Marketing are commonly referred as:
 (A) Product, Price, Place and Promotion
(B) Product, Project, Price and Packaging
(C) Product, Position, Plan and Packaging
(D) Product, Plan, Position and Promotion

Ph.D. Entrance Exam – 2024, NITTTR Chandigarh

- Q.4 _____ refers to a system within a company or organization that allows employees to act like entrepreneurs.
- (A) Technopreneurship
 - (B) Intrapreneurship
 - (C) Anthropreneurship
 - (D) None of the above is correct
- Q.5 'PERT' in Project Management domain stands for:
- (A) Project Engagement Review Theory
 - (B) Project Evaluation Review Technique
 - (C) Program Evaluation Review Technique
 - (D) None of the above is correct
- Q.6 KAIZEN is a Japanese technique that focuses on _____ by using the principles of _____.
- (A) Capacity Utilization; 7 'C' for Total Customer Management
 - (B) Continuous improvement; 5 'S' for Total Quality Management
 - (C) Continuous Planning; 5 'P' for Total Supplier Management
 - (D) Waste Rejection; 7 'W' for Total Waste Management
- Q.7 Which technique belongs to "Descriptive" Data Mining domain?
- (A) Classification Data Mining Technique
 - (B) Regression Data Mining Technique
 - (C) Clustering Data Mining Technique
 - (D) None of the above
- Q.8 An Indian organization can be classified as a Small scale organization if the investment is up to the tune of _____ and annual turnover is up to _____.
- (A) Rs 1 Crore; Rs 10 Crore
 - (B) Rs 1 Crore; Rs 20 Crore
 - (C) Rs 10 Crore; Rs 50 Crore
 - (D) Rs 10 Crore; Rs 100 Crore
- Q.9 'Theory of Comparative Advantage' given by David Ricardo uses the concept of Opportunity Cost to explain the benefits of _____.
- (A) International Trade
 - (B) Balance of Payment
 - (C) Foreign Direct Investment
 - (D) Foreign Institutional Investment

Ph.D. Entrance Exam – 2024, NITTTR Chandigarh

- Q.10 CRM in Marketing stands for
- (A) Customer Relationship Management
 - (B) Cost Retrieval Method
 - (C) Crisp Regressive Marketing
 - (D) Customer Retrenchment Method
- Q.11 Rise in general price level along with declining output in the economy is called
- (A) Inflation
 - (B) Deflation
 - (C) Stagflation
 - (D) Demand-pull inflation
- Q.12 Which of the following is a correct match ?
- (A) McClelland – ERG Theory
 - (B) Skinner – Reinforcement Theory
 - (C) Vroom – Equity Theory
 - (D) Locke – Expectancy Theory
- Q.13 According to Organisational Culture Inventory (OCI), an organisation in which members are encouraged to work together in ways that meet higher order human needs is classified as having a _____ culture.
- (A) constructive
 - (B) motivational
 - (C) passive
 - (D) high achievement
- Q.14 Organisational development (OD) is a planned change plus
- (A) Evaluation
 - (B) Intervention
 - (C) Ability for self-renewal
 - (D) Reinforcement
- Q.15 _____ aims to reduce reliance on arbitrary methods of pay determination by introducing an element of objectivity in the way jobs are compared.
- (A) Performance appraisal
 - (B) Job evaluation
 - (C) Job enrichment
 - (D) Attrition

Ph.D. Entrance Exam – 2024, NITTTR Chandigarh

- Q.16 The process of reorganizing a company's employees to improve their efficiency is termed as
- (A) Right sizing
 - (B) Down sizing
 - (C) Retrenchment
 - (D) Lay-offs
- Q.17 _____ means identifying and imitating the best in the world at specific tasks.
- (A) Quality circle
 - (B) Bench marking
 - (C) Strategy
 - (D) Outsourcing
- Q.18 Selecting a representative sample of jobs, preparing job descriptions for them, comparing them on the basis of the information in the job descriptions and placing them in order of their perceived importance represents which of the following job evaluation methods ?
- (A) Job grading method
 - (B) Job ranking method
 - (C) Points rating method
 - (D) Guide chart method
- Q.19 An appropriate pricing strategy for a new product to be introduced in the market will be
- (A) Average/Marginal cost-plus pricing
 - (B) Skimming/Penetrating pricing
 - (C) Product-line pricing
 - (D) Differential pricing
- Q.20 Trade Union strike supporting a political cause and affecting production activities is a problem related to
- (A) Socio-economic phenomenon
 - (B) Ethical and technical phenomenon
 - (C) Ethical and economic phenomenon
 - (D) Socio-political phenomenon
- Q.21 Which of the following Acts has a direct relevance for grievance handling practices ?
- (A) The Industrial Employment (Standing Order) Act, 1946
 - (B) The Industrial Disputes Act, 1947
 - (C) The Factories Act, 1948
 - (D) All of the above

Ph.D. Entrance Exam – 2024, NITTTR Chandigarh

- Q.22 The appropriate method to derive the growth rate according to Dividend-Growth Model for equity valuation is
- (A) Growth rate of sales over a period of time
 - (B) Plough-back ratio multiplied with return-on-equity
 - (C) Plough-back ratio multiplied with net profit margin
 - (D) Growth rate of fixed assets over a period of time
- Q.23 The method of collecting money for Corporate Social Responsibility (CSR) by raising prices or following many other unethical ways is often described as :
- (A) Reverse effect
 - (B) Reverse Robinhood effect
 - (C) Boomerang
 - (D) Roosevelt effect
- Q.24 The goal of financial management is to
- (A) Maximise the wealth of Preference Shareholders
 - (B) Maximise the wealth of Debenture holders
 - (C) Maximise the wealth of Equity shareholders
 - (D) All of the above
- Q.25 Robert Keplan is associated with
- (A) A Benchmark Practice
 - (B) Balanced Score Card
 - (C) Kaizen
 - (D) Quality of Life

SS Dhani

Dean - Academics & Students
NITTTR, Chandigarh - 160019