

# GU-RET 2016

GAUHATI UNIVERSITY RESEARCH ELIGIBILITY TEST

## BUSINESS ADMINISTRATION

Booklet Series : **(B)**

Invigilator's Name and Signature
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BOOKLET NO.

OMR SHEET NO.

ROLL NO.

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TIME : 2 HOURS 20 MINUTES

TOTAL MARKS : 80

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Number of Pages in this Booklet : 26

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### Instructions for Candidates

1. Write your Roll No. and OMR Sheet No. in the boxes provided above.
2. This paper consists of two sections : **Section B** with 30 (thirty) objective type questions (OTQ) and **Section C** with 10 (ten) descriptive questions. Each OTQ must be answered in one-two words or in very short sentences, which have to be written in a space provided immediately below each question. The descriptive questions in **Section C**, MUST be answered in the space provided in this booklet. **No extra pages will be provided in any case.**
3. Use a pen to write your answers.
4. Read the instructions given inside this booklet before attempting to answer any questions.
5. DO NOT write your name, roll no, phone no, or anything, or put any marks anywhere in this booklet, otherwise your candidature will be disqualified.
6. If you are found to resort to any kind of unfair means such as carrying extra material other than pen, pencil, watch, eraser, and scale, or copying from somebody or from external material, your candidature will be disqualified.
7. Mobile phones, calculators, log tables or any other tables, wearable smart devices such as smart Android watches or objects of similar nature CAN NOT be used inside the examination hall.
8. At the end of the examination, you have to return this booklet to the invigilator.
9. There is no negative marks for incorrect answer.

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**Section B (30 Marks)**

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1. How would you assess the financial risk of a company?
  
2. What does brand personality connote?
  
3. Indicate different measuring scales used for collecting data from primary sources.
  
4. What is the main purpose of Factor Analysis?
  
5. Write in one sentence, the concept of “Standing Orders”.
  
6. What is the maximum deduction for ‘Fines’ from a worker’s wages in a wage period in India?

7. Write, in a few words, about the concept of 'dearness allowance'.
8. Define in one sentence, '360 degrees appraisal'.
9. Give the hierarchy of needs as per Maslow's theory of Motivation.
10. What is the full form of ESOP?
11. What is the standard deviation of the sampling distribution if the standard deviation of the population is 35 and sample size is 9?
12. What diagrams (any two) would you use to present continuous data?

13. What is a standardized normal variable?

14. What do you get if the arithmetic mean is multiplied by the co-efficient of variation?

15. What do you understand by the term 'standard error'?

16. What is a sample statistic classified as if the mean of the sampling distribution of that statistic is equal to the population mean?

17. Which is the best method to find the initial basic feasible solution to a transportation problem?

18. What is meant by 'Pay-offs' in Game Theory?

19. What do the slack variables represent in Linear Programming problems.
20. State two reasons why Acquisitions often fail to deliver the success that were predicted prior to acquisition.
21. What do you understand by 'Economies of Scope'?
22. Name one adaptation made to marketing tools for addressing the inherent characteristics of services.
23. What competitive strategy did TATA Motors use for launching its Nano cars?
24. Name two market research tools used particularly for services marketing research programmes.

25. For a six sigma company, what is the maximum permissible defects rate?

26. Explain the meaning of forward premium in currency market?

27. What does systematic risk indicate?

28. Indicate the various methods of equity valuation.

29. Indicate the parameters used in measuring Brand Value.

30. Write down the expression for Equity Theory of motivation.

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**Section C (50 Marks)**

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**Answer any 1 (one) from the following**

1. What is the impact of growth on market price, dividend yield, and price-earning ratio? Describe and evaluate the rules of thumb employed by investment analysts to establish benchmark price-earning multiples. (Marks : 20)
  
2. What do you mean by the term total quality management (TQM)? Is there anything special about 'total' in TQM? What is the use of the QC tools in quality management? (Marks : 20)
  
3. Answer the following: (Marks : 10 + 10 = 20)
  - (A) Why do firms choose Mergers and Acquisitions as strategic options? Discuss, highlighting five reasons.
  
  - (B) Discuss the different growth options that business organizations may pursue. Use illustrations for your discussion.
  
4. What is your opinion about a trade union of industrial workers? Do you think it serves an important purpose or is a 'nuisance' you have to deal with? Comment on their role in India. (Marks : 20)
  
5. What are the other elements over and 4Ps that the marketer should consider to influence consumer behaviour in market place? (Marks : 20)



**Answer any 1 (one) from the following**

6. How does a leader differ from a manager? What would be several practical problems stemming from the idea that the leader creates a vision, whereas the manager implement it? How would a manager know which variables in a given situation should influence the approach to leadership that needs to be taken? (Marks : 30)
7. Is it appropriate to believe that a network structure is the most effective design in the highly competitive globalized economy? Why or why not? Give reasons. What are the characteristics of high performance system organizations? What are the kinds of organizations where they are going to be effective? (Marks : 30)
8. How do economic liberalization and globalization measures influence operations/production management practices? Give some specific examples to argue your case. What are the characteristics features of a world-class organisation? (Marks : 30)
9. "If performance matches the expectations, the customer is satisfied". Why then marketers try to create value for customers instead of satisfaction. Also explain how marketers use the concept of marketing mix to enhance the perception of value for customers. (Marks : 30)
10. The ABC company has been a producer of picture tubes for television sets and certain circuits for radio. The company has just expanded into full scale production and marketing of AM and AM-FM radios. It has built a new plant that can operate 48 hours per week. Production of an AM radio in the new plant will require 2 hours and production of an AM-FM radio will require 3 hours. Each AM radio will contribute ₹40 to profits, while an AM-FM radio will contribute ₹80 to profits. The marketing department, after extensive research, has determined that a maximum of 15 AM radios and 10 AM-FM radios can be sold each week. Determine, using the graphical method, the optimal production mix of AM and AM-FM radios that will maximize profits. (Marks : 30)

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Space for Answers (Section C) : for Questions 1 to 5 (5 pages)

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Space for Answers (Section C) : for Questions 1 to 5 (5 pages)

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GU-RRET 2018

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Space for Answers (Section C) : for Questions 1 to 5 (5 pages)

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GU-RRET 2019

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GU-RRET 2018

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GU-RFET 2019

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GU-RRET 2018

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GU-RRET 2019



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Space for Answers (Section C) : for Questions 6 to 10 (10 pages)

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GU-RRET 2018

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GU-RFET 2019

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