

**INSTITUTE OF BUSINESS ADMINISTRATION**  
**University of the Punjab**



# **MPhil in Business Administration**

**Sample for Admission Test**

***Admissions  
2018***

**Instructions:**

- Calculators and mobile phones are not allowed.
- Do the rough work on the blank sheets provided.
- You have been provided with a QUESTION BOOK and an ANSWER SHEET.
- Read the instructions and questions carefully and mark your answers on the ANSWER SHEET ONLY.
- ONLY YOUR ANSWER SHEET WILL BE USED FOR MARKING.
- Do not use LEAD PENCIL.
- Overwriting is not allowed. Such options will not be marked.
- There is NO NEGATIVE MARKING.

**Structure of Test for Admission to MPhil in Business Administration 2018**

<b>Time Duration</b>	<b>120 minutes</b>			
<b>Sections</b>	<b>Topics</b>	<b>Weight</b>	<b>Number of Questions</b>	<b>Time</b>
<b>I</b>	Verbal and Analytical Reasoning	1/4	20	30 mins
<b>II</b>	Quantitative Reasoning	1/4	20	30 mins
<b>III</b>	Analytical Assessment Writing	1/4	1	30 mins
<b>IV</b>	Questions based upon the following FOUR courses: <ul style="list-style-type: none"><li>▪ Business Management</li><li>▪ Finance</li><li>▪ Marketing</li><li>▪ Research Methods</li></ul>	1/4	20	30 mins



## **SECTION-I: VERBAL AND ANALYTICAL REASONING**

(20 questions: 30 minutes)

### **PART 1: SENTENCE CORRECTION QUESTIONS**

**Directions:** In questions of this type, either part or all of a sentence is underlined. The sentence is followed by five ways of writing the underlined part. Choice (A) repeats the original; the other answer choices vary. If you think that the original phrasing is the best, choose (A). If you think one of the other answer choices is the best, select the choice. Sentence Correction questions test your ability to recognize correct and effective expression. Follow the requirements of Standard Written English: grammar, choice of words, and sentence construction. Choose the answer that results in the clearest, most exact sentence, but does not change the meaning of the original sentence.

**1. The possibility of massive earth quakes are regarded by most area residents with a mixture of skepticism and caution.**

- A. are regarded by most area residents with
- B. is regarded by most area residents with
- C. is regarded by most area residents as
- D. is mostly regarded by area residents with
- E. by most area residents is regarded with

The correct answer is **(B)**.

### **PART 2: CRITICAL REASONING QUESTIONS**

**Directions:** Questions of this type ask you to analyze and evaluate the reasoning in short paragraphs or passages. For some questions, all of the answer choices may conceivably be answers to the question asked. You should select the best answer to the question, that is, an answer that does not require you to make assumptions that violate common-sense standards by being implausible, redundant, irrelevant, or inconsistent.

**1. In an extensive study of the reading habits of magazine subscribers, it was found that an average of between four and five people actually read each copy of the most popular weekly news magazine. On this basis, we estimate that the 12,000 copies of Poets and Poetry that are sold each month are actually read by 48,000 to 60,000 people.**

The estimate above assumes that;

- A. individual magazine readers generally enjoy more than one type of magazine
- B. most of the readers of Poets and Poetry subscribe to the magazine
- C. the ratio of readers to copies is the same for Poets and Poetry as for the weekly news magazine

D. the number of readers of the weekly news magazine is similar to the number of readers of Poets and Poetry

E. most readers enjoy sharing copies of their favorite magazines with friends and family members.

The correct answer is (C).

### **PART 3: READING COMPREHENSION QUESTIONS**

**Directions:** Each passage is followed by questions or incomplete statements about the passage. Each statement or question is followed by lettered words or expressions. Select the word or expression that most satisfactorily completes each statement or answers each question in accordance with the meaning of the passage.

(Question 1-2)

An Australian group named Action Council on Smoking and Health (ACSH) has recently lobbied to make warnings on cigarette packets more graphic. The council proposed that striking visual photos of diseased organs should be put on at least 50% of outside packaging, in conjunction with health warnings outlining smoking hazards enumerated in a separate leaflet placed inside the cigarette packet. The ACSH claim that bland and ineffectual warnings like "Smoking is a health hazard" currently found on cigarette packets are not nearly sufficient.

Substituting those inadequate admonitions with explicit photos will provide a powerful visual stimulus to help smokers relinquish their habit. The current cautions on cigarette packets have little or no impact on smokers who have grown immune to the warnings that focus on abstract tobacco related risks and illnesses from which smokers can easily disassociate themselves. The proposed new tactics would concentrate on the perspective of the individual smoker through a demonstration of what is occurring in his body each time he reaches for a cigarette, rather than a generic cautionary word of advice.

The ACSH cited the results of recent studies conducted by psychologists at McKean University confirming that evidence related to one's own experience is more effective at influencing future behavior than a presentation of facts and figures. A further rationale for the addition of pictures to cigarette packages is the finding that smokers handle their packets 20-30 times a day, on average, thus, if graphic pictures on cigarette packets were introduced, smoker would have 20-30 chances to face the harsh reality of what damage they are doing to themselves each time they light up.

Even more essential than the pictures on the outside label, ACSH strongly advocate including warnings and helpful information in a leaflet inserted into the packet of cigarettes. Even an analgesic, ACSH adds, found in every bathroom cabinet has all possible side effects enumerated in the insert. How much more imperative is it then when the substance in question is tobacco, a dried weed that contains highly noxious nicotine that society still accepts even though it kills one of every two of its users.

Fundamentally, what is at stake here is consumer rights. Smokers should know what substances they are inhaling, and what damage they are inflicting to their bodies, though surprisingly, even today, many do not. For this reason alone, the recommendation for more graphic pictures and warnings on cigarette packets, which many seem excessive, is being seriously considered.

#### **Questions**

##### **1. It can be inferred from the passage;**

A. That cigarette manufacturers would comply with regulations ordering them to add graphic pictures of diseased organs to their outside packaging.

B. That society will not continue to condone smoking if it is proven even more dangerous than was previously assumed.

C. That smoking cigarettes causes damage to the internal organs of the body.

- D. That if the written warnings were less bland and ineffectual, smokers would not take more notice of them.
- E. That smokers look at their cigarette packages each time they take out a cigarette.

The correct answer is (C).

**2. The author cites studies conducted at McKean University to account for why**

- A. a presentation of facts and figures is more effective at influencing future behavior than evidence related to one's own experience.
- B. a presentation of facts and figures is less effective at influencing future behavior than evidence related to one's own experience.
- C. evidence related to one's own experience has a more long-lasting effect than future behavior.
- D. the ACSH claim that graphic visual pictures of diseased organs would not be more effective than stating facts about the consequences to the body of long-term smoking.
- E. the ACSH claim that graphic visual pictures of diseased organs would not be less effective than stating facts about the consequences to the body of long-term smoking.

The correct answer is (E).

**PART D: SENTENCE COMPLETION QUESTIONS**

*Directions:* Each sentence below has one or more blanks, each blank indicating that something has been omitted. Beneath the sentence are five words, for one-blank questions and sets of three words for each blank for two- and three-blank questions. Choose the word or set of words for each blank that best fits the meaning of the question as a whole.

**1. In spite of its popularity, *The Merchant of Venice* remains a (i) \_\_\_\_\_ play, with many critics (ii) \_\_\_\_\_ the extent of Shakespeare's anti-Semitism**

- |                  |               |
|------------------|---------------|
| Blank (i)        | Blank (ii)    |
| A. controversial | D. assuaging  |
| B. celebrated    | E. augmenting |
| C. histrionic    | F. debating   |

The correct answer is **A, F**.



## SECTION II: QUANTITATIVE REASONING

(20 questions: 30 minutes)

**Directions:** Solve each of the following problems; then indicate the correct answer on the answer sheet.

Note: A figure which appears with a problem is drawn as accurately as possible so as to provide information that may help in answering the question. However, it is only for the purpose of guidance. All the information required to answer the question is available in the statement or labels. Numbers in this test are real numbers.

**1. Which of the following numbers is the closest to the square root of 0.0017?**

- A. 0.005
- B. 0.05
- C. 0.13
- D. 0.4
- E. 0.04

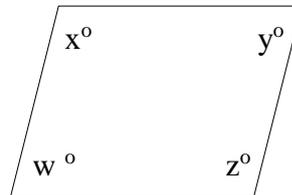
The correct answer is (E).

**2. A train travels from Albany to Syracuse, a distance of 120 miles, at the average rate of 50 miles per hour. The train then travels back to Albany from Syracuse. The total traveling time of the train is 5 hours and 24 minutes. What was the average rate of speed of the train on the return trip to Albany?**

- A. 60 mph
- B. 50 mph
- C. 48 mph
- D. 40 mph
- E. 35 mph

The correct answer is (D).

**3. Which of the following sets of values for  $w$ ,  $x$ ,  $y$ , and  $z$ , respectively are possible if ABCD is a parallelogram?**



- I. 50, 130, 50, 130
- II. 60, 110, 70, 120
- III. 60, 60, 150, 150

- A. I only
- B. II only
- C. I and II only
- D. I and III only
- E. I, II and III

The correct answer is (A).

**4. How many two-digit numbers are divisible by both 5 and 6?**

- A. None
- B. One
- C. Two
- D. Three
- E. More than three

The correct answer is **(D)**.

**5. If the ratio of the areas of two squares is 2:1, then the ratio of the perimeters of the squares is**

- A. 1: 2
- B.  $1: \sqrt{2}$
- C.  $\sqrt{2} : 1$
- D. 2 : 1
- E. 4 : 1

The correct answer is **(C)**.



### **SECTION III: ANALYTICAL ASSESSMENT WRITING**

(1 question: 30 minutes)

**Directions:** You have 30 minutes to plan and compose a response in which you develop a position on the issue according to the specific instructions. A response to any other issue will receive a score of zero.

*"Studying foodways - what foods people eat and how they produce, acquire, prepare, and consume them - is the best way to gain deep understanding of a culture."*

**Write an essay in which you take a position on the statement above. In developing and supporting your position, you should consider ways in which the statement might or might not hold true.**



## **SECTION-IV: SUBJECT-SPECIFIC QUESTIONS**

(20 questions: 30 minutes)

### **PART 1: RESEARCH METHODS**

**Directions: Choose the best option.**

**1. What is the main advantage of producing a written research proposal?**

- A. Informs all interested parties
- B. Helps the institution
- C. Helps with credibility
- D. Helps keep people employed

The correct answer is **(A)**.

**2. What is the difference between research questions and research objectives?**

- A. The question is worded by the researcher, the objective is not.
- B. One of these is proposed by a supervisor
- C. No difference, they are the same
- D. The wording of one is likely to be more specific than the other

The correct answer is **(D)**.

**3. Which of the following should be included in a research proposal?**

- A. Your academic status and experience.
- B. The difficulties you encountered with your previous reading on the topic.
- C. Your choice of research methods and reasons for choosing them.
- D. All of the above.

The correct answer is **(C)**.

### **PART 2: MANAGEMENT**

**1. The process of dividing jobs into unit of activities is called;**

- A. Scientific management
- B. Work specialization
- C. Departmentalization
- D. Organizational design

The correct answer is **(B)**.

**2. One of the disadvantages of a divisional structure is;**

- A. Replication of activities
- B. Cost effectiveness
- C. Myopia
- D. Flexibility

The correct answer is **(A)**.

**3. For recruitment of commissioned army officers, applications are invited from people with a minimum height, and weight corresponding to that height, etc. Such eligibility criteria that is minimum for being considered for a specific job opening is called;**

- A. Job description
- B. Job specification
- C. Job specialization
- D. Job analysis

The correct answer is **(B)**.

### **PART 3: MARKETING**

**1. Consumer buyer behavior refers to the behavior of customers who buy products and services;**

- A. that they don't really need
- B. for their own personal consumption
- C. to give as gifts to others
- D. for use in their business

The correct answer is **(B)**.

**2. All marketing and environmental stimuli impact a buyer and are transformed into a set of observable responses. Which of the following is not one of those buyer responses?**

- A. dealer choice
- B. product choice
- C. promotion choice
- D. brand choice

The correct answer is **(C)**.

**3. A consumer's "black box" is \_\_\_\_\_**

- A. a television
- B. a hidden recording device
- C. a metaphor for buyer characteristics and the buyer decision process
- D. a synonym for buyer behavior

The correct answer is **(C)**.

### **PART 4: FINANCE**

**1. Which of the following is not a defining quality of a bond?**

- A. Dividend yield.
- B. Maturity.
- C. Face value.
- D. Coupon payment frequency.

The correct answer is **(A)**.

**2. What is the value of a 6%, five year bond with annual coupons and face value equal to £1,000, if the current yield to maturity is 6%?**

- A. £1,089
- B. £920
- C. £1,200
- D. £1,000

The correct answer is **(D)**.

**3. As which type of cash flow is an equity share usually valued?**

- A. An annuity cash flow.
- B. A risk-free cash flow.
- C. A perpetuity cash flow.
- D. An erratic cash flow.

The correct answer is **(C)**.

**ALL THE BEST!**

