Institute of Business Administration
University of the Punjab, Lahore
Ph.D. in Business Administration -Entry Test Dec 2020

Sample Question Paper

Instructions:

- The test comprises EIGHT SECTIONS. These sections are briefly summarized in the table below.
- The total duration of the test is 90 minutes; the total questions will be 1+60.
- 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. Please DO NOT MARK OPTIONS ON THE QUESTION BOOK. Answers circled on the Question Paper will not be marked.
- Do not use LEAD PENCIL.
- Overwriting is not allowed. Such options will not be marked.
- There is NO NEGATIVE MARKING.
- Following questions and content may or may not be representative of questions you may see in the entrance test. They are meant for the help of the candidates and in no way are a full representative of the level of difficulty or exact type of questions or number of questions that will be given in the entrance test.
- Correct answers are in **BOLD**.

Structure of Test for Admission to Ph.D. in Business Administration 2020

Time Duration	90 Minutes			
Sections	**Topics**	**Weight**	**Number of Questions**	**Time**
I	Analytical Writing	1/5	1	20 mins
II	Accounting	4/5	60 Multiple Choice Questions	70 mins
III	Finance			
IV	Management and Human Resource Management			
V	Marketing, Consumer Behaviour and Marketing Management			
VI	Economics, Banking and International Business			
VII	Business Research			
VIII	Quantitative Reasoning			

Sample Questions

Section I: Analytical Writing

When you take the test, you will be presented with one Argument topic.

The argument topic consists of a passage that presents an argument followed by specific task instructions that tell you how to analyze the argument. Below is an example.

The following appeared as part of an article in a business magazine.

"A recent study rating 300 male and female Mentian advertising executives according to the average number of hours they sleep per night showed an association between the amount of sleep the executives need and the success of their firms. Of the advertising firms studied, those whose executives reported needing no more than 6 hours of sleep per night had higher profit margins and faster growth. These results suggest that if a business wants to prosper, it should hire only people who need less than 6 hours of sleep per night."

1.   Write a response in which you examine the stated and/or unstated assumptions of the argument. Be sure to explain how the argument depends on these assumptions and what the implications are for the argument if the assumptions prove unwarranted.

Section II: Accounting (Basic Accounting; Cost Accounting, Financial Accounting, Managerial Accounting etc.)

2.   Which of the following equations properly represents a derivation of the fundamental accounting equation?
- a.   Assets + liabilities = owner's equity.
- b.   Assets = owner's equity.
- c.   Cash = assets.
- d.   **Assets - liabilities = owner's equity.**
- e.   Cash = Assets + owner's equity

Section III: Finance (Business Finance, Corporate/Managerial finance, Financial Management)

3.   Under which of the following market efficiency regimes would technical analysis not generate abnormal returns?

- a.   Weak market efficiency.
- b.   Semi-strong market efficiency.
- c.   Strong form market efficiency.
- d.   **All three.**

Section IV: Management and Human Resource Management

4. Efficiency refers to

   a. Additive relationship between costs and benefits
   b. Relationship between inputs and outputs
   c. Exponential nature of costs and outputs
   d. Increasing outputs regardless of costs
   e. None of the above

Section V: Marketing, Consumer Behaviour, and Marketing Management

5. In the case of excess demand, _____ may be required to reduce the number of customers or to shift demand temporarily or permanently.

   a. Marketing
   b. Demarketing
   c. Value marketing
   d. Surplusing
   e. Negotiating

Section VI: Economics

6. The fundamental economic problem faced by all societies is:

   a. Unemployment
   b. Inequality
   c. Poverty
   d. Scarcity
   e. Corruption

Section VII: Research Methodology

7. Idea generation by two or more people thinking as freely as possible is known as:

   a. Brainstorming
   b. Clap-trapping
   c. Gap analysis
   d. The learning curve

Section VIII: Quantitative Reasoning

8. If $5x + 32 = 4 - 2x$; what is the value of x?

   a. -4
   b. -3
   c. 4
   d. 7