APTITUDE TEST

SAMPLE TEST PAPER

For

Admission in

MS/PhD (HRM, MARKETING, & FINANCE)

2013
Note:

✓ Admission test will comprise of 50% from English & Mathematics and 50% from relevant fields, i.e., Marketing, Accounting & Finance, HRM, and Research Methods.

ENGLISH

VOCABULARY

SYNONYMS

1. ODIOUS
   A. Hateful
   B. Blunt
   C. Neutral
   D. Phobia
   E. None of these

ANTONYMS

2. INTEGRITY
   A. Ignobility
   B. Success
   C. Senility
   D. Impediment
   E. Healthfulness

ANALOGIES

1. COW : CALF ::
   A. Hen : Egg
   B. Horse : Mare
   C. Goat : Kid
   D. Ram : Ewe
   E. Bitch : Dog
CORRECT THE FOLLOWING SENTENCES:

(A) The lake freezed rapidly.

(B) The firm was unwilling to forego its usual commission.

(C) We watched the lambs gamble on the green.

Mathematics

1. If \( n^3 \) is odd, which of the following statement is false?
   
   (A) \( n \) is odd,      (B) \( n^2 \) is odd,      (C) \( n^2 \) is even      (D) None.

2. The average of 8 numbers is 12. If each number is increased by 2. The average of new set of numbers is.
   
   (A) 12     (B) 13     (C) 14     (D) 15

Finance

1. If interest rates rise on two equivalent risk bonds with identical coupons, which will see a larger change in price between a five-year bond and a one-year bond?
   
   a. One-year bond
   b. Five-year bond
   c. Both will change equally
   d. Cannot be determined

2. The portion of the risk that can be eliminated by diversification is called:
   
   a. Unique Risk
   b. Market Risk
   c. Interest rate risk
   d. Default risk

HRM (Human Resource Management)

1. “Selecting right person for right seat” reflects which of the following core functions of Human Resource Management?
   
   a. Training & Development   b. Compensation & Benefits
   c. Recruitment & Selection   d. Planning

2. The right to give commands, take action, and make decisions to achieve organizational objectives is
a. authority  
b. line authority  
c. staff authority  
d. chain of command

**Marketing**

1. The first step in developing a marketing strategy is  
   a. to select target markets  
   b. to define marketing planning units  
   c. to define market segments  
   d. to developing a positioning strategy

2. The final stage of the customer/consumer decision process is  
   a. evaluating alternatives  
   b. post-purchase evaluation  
   c. product purchase  
   d. brand selection

**Research**

1. What is a research design?  
   a. A way of conducting research that is not grounded in theory.  
   b. The choice between using qualitative or quantitative methods.  
   c. The style in which you present your research findings, e.g. a graph.  
   d. A framework for every stage of the collection and analysis of data.

2. What is the effect of increase in sample size on sampling error?  
   a. It reduces the sampling error.  
   b. It increases the sampling error.  
   c. It has no effect on the sampling error.  
   d. None of the above.