



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

Ph.D. Entrance Examination - December 2025 Session

Subject / Branch / Department :	Entrepreneurship Development & Industrial Coordination (EDIC)
Roll No. :	Correct answers are shown in Bold
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

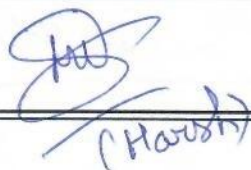
Q1. The market-demand and supply equation for a product are: $Q_D = 30 - 3P$ $Q_S = 20 + 2P$ Here Q stands for quantity; P stands for price. What is the equilibrium demand?	
(a)	16
(b)	18
(c)	20
(d)	24
Q2. According to Maslow's hierarchy of needs, which one of the following organizational aspects will not be included in the self-actualization needs?	
(a)	Advancement
(b)	Job challenge
(c)	Self-image
(d)	Status
Q3. Which one of the following methods of forecasting human resource demand is not a qualitative method?	
(a)	Delphi technique
(b)	Markov analysis
(c)	Nominal group technique
(d)	Group brain storming
Q4. Operating budget consists of two parts, called as _____ budget and _____ budget	

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 (Harsh)

* Answers are in 'Bold' *(Handwritten signature)*

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(a)	Cash, Expense
(b)	Flexible, Master
(c)	Programme, Responsibility
(d)	Master, Utilisation
Q5.	Which of the following forms of purchasing power parity states that changes in spot rates over a period of time reflect the changes in price levels over the same period in the currencies of the concerned economies?
(a)	Relative form
(b)	Absolute form
(c)	Expectations form
(d)	Contango form
Q6.	Which phrase BEST completes the statement below? “One of the key tasks of a marketer is to _____ and to create a perception among consumers that the product is worth purchasing.”
(a)	Sell products
(b)	Identify defects
(c)	differentiate their products from those of competitors
(d)	do market surveys
Q7.	An approach to corporate strategy in which top management views its product lines and business units as a series of investments from which it expects a profitable return is called:
(a)	business mix
(b)	integrated strategy
(c)	portfolio analysis
(d)	scenario analysis
Q8.	A cold drink bottling plant fills bottles of 500 ml. capacity with mean of 500 ml and a standard deviation of 5. At least what percentage of bottles would contain cold drink between 490 ml and 510 ml?
(a)	75%
(b)	95%
(c)	67%
(d)	81%
Q9.	For a project activity, the optimistic, the pessimistic and the most likely times are 4, 14 and 6 days respectively. Its average time is:
(a)	7 days
(b)	9 days
(c)	10 days
(d)	12 days


(Harsh)

Q10. String of activities that moves a product from the raw material stage through manufacturing and distribution, and ultimately to the end user is called:

- (a) Business model
- (b) Business verticals
- (c) **Value chain**
- (d) Business concept

Q11. Which of the following correctly explains the notion of consumer surplus?

- (a) **The difference between what consumers are willing to pay for a given quantity of goods and services and the amount they actually pay.**
- (b) The difference between what consumers are willing to buy given quantity of goods and services and the quantity they actually buy.
- (c) The difference between what consumers are willing to plan to buy given quantity of goods and services and the quality they actually buy.
- (d) The difference between total utility and addition to total utility from goods and services the consumers buy.

Q2. A portion of a market that is so well suited to a firm's internal and external environment that other firms are not likely to challenge and dislodge it, is called:

- (a) Core competency
- (b) **Propitious niche**
- (c) Product positioning
- (d) Bottom of Pyramid

Q13. Which one of the following is **NOT** a non-tariff barrier?

- (a) Quota
- (b) Customs and entry procedures
- (c) Combined rates
- (d) **Exchange control**

Q14. Which of the following are three levels of training in the six-sigma quality system?

- A. Blue Belts
- B. Yellow Belts
- C. Black Belts
- D. Red Belts
- E. Green Belts

Choose the most appropriate answer from the options given below:

- (a) a, b and c only
- (b) c, d and e only


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(c)	a, d and e only
(d)	b, c and e only
Q15. A firm's current assets and current liabilities are Rs 1600 and Rs 1000 respectively. How much it can borrow on a short-term basis without reducing the current ratio below 1.25?	
(a)	Rs 2000
(b)	Rs 1400
(c)	Rs 1200
(d)	Rs 1080
Q16. What should be the economic order quantity (EOQ) for procurement of 20000 units annually at a price of Rs 12 per unit for consumption in production, when the cost per order is Rs 2000 and the inventory carrying cost is 25 % percent of Inventory value?	
(a)	6000 Approx.
(b)	5164 Approx.
(c)	6145 Approx.
(d)	5416 Approx.
Q17. In Marketing Management 'STP' commonly refers to	
(a)	Segmentation, Targeting, and Positioning
(b)	Segmentation, Touch point, and Positioning
(c)	Strategy, Targeting, and Product
(d)	Strategy, Technology, and Product
Q18. The famous framework given by Michael E Porter for analysing Industry structure is known as	
(a)	Porter's Blue Ocean Framework
(b)	Porter's Five Forces Framework
(c)	Porter's Gold Task Framework
(d)	Porter's Value Curve Framework
Q19. "The intangible value that a brand adds to a product or service beyond its functional benefits, which influences consumer perceptions, behaviours, and loyalty" can be best explained as:	
(a)	Brand Extension
(b)	Brand Perception
(c)	Consumer Behaviour
(d)	Brand Equity

Q20. Six Sigma levels of Quality Management results in only

- (a) 0.3 Defects per million
- (b) **3.4 Defects per million**
- (c) 30 Defects per million
- (d) 34 Defects per million

Q21. TQM in operations management most commonly refers to:

- (a) Taguchi Quality Maintenance
- (b) Tested Quality Maintenance
- (c) Tried Quality Management
- (d) **Total Quality Management**

Q22. The concept of absolute advantage (or the absolute advantage theory) was given by

- (a) David Ricardo
- (b) **Adam Smith**
- (c) John Nash
- (d) Michael Porter

Q23. GDP in economics usually refers to:

- (a) Gross Development Project
- (b) Gross Domestic Program
- (c) **Gross Domestic Product**
- (d) Gross Development Plan

Q24. 'Theory X' and 'Theory Y' as given by Douglas McGregor are primarily used for understanding:

- (a) **Motivational Aspects of the work force**
- (b) Budgeting of the work force
- (c) Operational Aspects of the work force
- (d) Sales Force Management only

Q25. 'ANN' Technique used in Data Mining and also in Artificial Intelligence stands for

- (a) Artificial Network Nuggets
- (b) Augmented Neural Nomination
- (c) **Artificial Neural Network**
- (d) Augmented Natural Network


(Harsh)