



# K L UNIVERSITY

K L University, 29-36-38, Museum Road, Governorpet  
VIJAYAWADA - 520 002,  
Phone Number 08662577715, [http:// www.kluniversity.in](http://www.kluniversity.in)

## Model Questions for Entrance Test for PhD Admissions Department of Management

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1. ----- is the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or group's purchase decision
  - a. Sales management
  - b. Personal selling
  - c. Sales promotion
  - d. Transformational selling
  
2. Which theory of motivation places a premium on effort-reward relationship?
  - a. Vroom's
  - b. McClelland's
  - c. Equity
  - d. Herzberg
  
3. The assumptions about human nature - work is inherently distasteful to most people, people would like to be directed, most people have little or no creativity are propounded by :
  - a. Hygiene Theory
  - b. Maslow's Theory
  - c. Theory X
  - d. Theory Y
  
4. Those functions in an organization, which are perceived to be directly contributing to the organization's objectives, are known as
  - a. Staff function
  - b. Corporate function
  - c. Integration function
  - d. Line function



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5. Which of the following terms is not a part of the BCG model ?
- a. Star
  - b. Cash cow
  - c. Cat
  - d. Dog