

NATIONAL UNIVERSITY OF MODERN LANGUAGES
Department of Management Sciences



GAT-Subject
Total Marks: 125

INSTRUCTIONS

1. The duration of the test is 180 Minutes- 3 Hours (120 Minutes for GAT Subject portion and 60 Minutes for subjective portion).
2. Write your Roll Number/system ID on answer sheet.
3. Attempt all questions, each question carry 1 mark.
4. A candidate has to score minimum 70% marks in GAT Subject portion to pass the test.
5. After completion of the test, you have to return question paper & answer sheet both to the invigilators.
6. Calculators & mathematical tables are not allowed.
7. Answers to all sections are to be attempted on answer sheets, which are being provided separately with the question papers.
8. Make sure that you do not write or mark anything on the question paper otherwise this will lead to cancellation of your paper.
9. For answering, you will have to make a choice of one answer out of four or five whatever is correct in your point of view. Make a circle around the right answer only on your answer sheet.

Part-A (English) (15 Marks)

Select the appropriate answer: (Question:1-15)

1. A good judge never jumps _____ the conclusion.
A. In
B. To
C. on
D. At
2. An action of killing King is called _____?
A. Regicide
B. Suicide
C. Patricide
D. Parricide
3. What is the Synonym of “Ravage”?
A. Annoy
B. Ruin
C. Popular
D. Predator
4. The population of Pakistan is less than that of China. What is “less” in this sentence?
A. Noun
B. Verb
C. Adverb
D. Adjective

Part-B (Analytical Reasoning) (15 Marks)

Select appropriate option for each Question: -

(Question: 16-30)

Five subjects A, B, C, D, & E are to be taught to a group of students. The subjects are to be taught in a particular order, which conforms to the following conditions: (Questions 16-18)

A must be taught earlier than C.

B must be taught earlier than D.

E should be the third subject taught.

16. Which among the following is an acceptable order for teaching the subjects?
A. A, C, E, D, B
B. A, C, B, E, D
C. B, D, E, A, C
D. B, D, E, C, A
17. In case C is taught earlier than E, which among the following will hold true?
A. B is the first subject taught.
B. A is the second subject taught.
C. C is the first subject taught.
D. D is the fifth subject taught.
18. In case D and B are taught as far apart from each other as possible, which among the following would be true?
A. C is taught earlier than B.
B. B is taught earlier than C.
C. C is taught earlier than E.
D. E is taught earlier than B.

Part-C (Subject Portion) (70 Marks)

Select appropriate Words in each Question: -

(Question: 31-100)

(HRM/Management, Finance, Marketing & Communication, Research & Statistics)

31. Maslow's hierarchy of needs theory proposes that every person has a hierarchy of:
A. Four needs
B. Five needs
C. Three needs
D. Six needs
32. The objective of financial management is to maximize _____ wealth.
A. Stakeholders

- B. Bondholders
 - C. Shareholders
 - D. Directors
33. Which of the following is an intensive growth strategy of increasing sales in current markets with current products?
- A. Market development
 - B. Market saturation
 - C. Product development
 - D. Market penetration
34. What is the standard deviation of a sampling distribution called?
- A. Sampling error
 - B. Sample error
 - C. Standard error
 - D. Simple error
35. According to the law of diminishing utility:
- A. Utility is at a maximum with the first unit
 - B. Increasing units of consumption increase the marginal utility
 - C. Marginal product will fall as more units are consumed
 - D. Total utility will rise at a falling rate as more units are consumed

Subjective Portion

(25 marks)

Answer all questions:

Question No.1 Explain how consumers' buying habits are altered during Covid 19? What coping strategies marketers have opted? **(09 Marks)**

Question No.2 There are some dream candidate checklist i.e. are we seeking a specific background? what level of experience are we looking for? Do we have any location requirements? What are the desired skills for this position? Are there any more requirements candidates must meet? Explain this **(08 Marks)**

Question No.3 Corporate cannot ignore their stakeholders' interests". In the light of this statement, describe the obligations of a corporation to its stakeholders in globalized society. **(08 Marks)**