

Sample Admissions Test for MS Management and Technology

Quantitative

Instructions: Choose the best option for each MCQ. No marks would be awarded for unclear or multiple responses to a question. 1 mark for each MCQ. There is no negative marking.

1. Circle G's diameter was multiplied by 1.8. By what percent, approximately, was the area increased?

- A. 80%
- B. 120%
- C. 200%
- D. 225%
- E. 375%

2. A car travels 120 kilometers at a speed of 60 kilometers per hour and then travels the next 120 kilometers at a speed of 40 kilometers per hour. What is the average speed of the car for the entire trip?

- A. 45 km/h
- B. 48 km/h
- C. 50 km/h
- D. 52 km/h
- E. 60 km/h

3. Ramsha bought several bracelets at the jewelry shop, and each necklace cost PKR 16,000. Hajira also purchased several bracelets, at a cost of PKR 21,000 each. If the ratio of the number of bracelets Ramsha purchased to the number of bracelets Hajira purchased is 3 to 2, what is the average cost of the bracelets purchased by Ramsha and Hajira?

- A. PKR 12,000
- B. PKR 18,000
- C. PKR 20,000
- D. PKR 34,000
- E. PKR 40,000

Comprehension

Instructions: Read the passage carefully. Then choose the best option for each MCQ. No marks would be awarded for unclear or multiple responses to a question. 1 mark for each MCQ. There is no negative marking.

Sense and Responsibility

BBC News journalist Rory Cellan-Jones recently pondered the question of what it would have been like had the coronavirus pandemic struck in 2005. His contention was given that in 2005 people were not as well connected as they are today, awareness would not have been spread as effectively as it has been today.

There is merit to his point of view as in 2005, Facebook was only about a year old, YouTube was launched the same year and Twitter would follow a year later, while Instagram and WhatsApp did not exist. Most importantly perhaps, Apple launched their first iPhone in 2007 (we could keep going with examples of TikTok, Skype and Zoom). For further context, today Facebook has over 2.5 billion monthly active users globally compared to 5.5 million at the end of 2005 (YouTube has pretty much the same today), whereas Instagram has a billion+ users compared to zero in 2005.

In Pakistan, however, the picture is different. Pakistan's internet penetration is still about 34%, mobile penetration stands at 76.5%, of which 3G/4G connectivity is 41% and TV penetration 91%. There are about 36 million Facebook and YouTube users; 5.3 million Instagram users and 4.1 million Twitter users. The fact is that even if I include mobile connectivity, more than half of Pakistan's population is not online (see my article on LinkedIn "What about all the offline consumers?") – meaning that 52 to 122 million Pakistanis are not online.

In this context, what has been the role of social media so far in terms of the coronavirus pandemic? Positive or negative? Has it spread fear, stress, depression and panic or has it spread calm and serenity?

Rather than leaving an open playing field to social media, traditional media needs to be co-opted in spreading responsible awareness about the coronavirus.

There have been countless articles propagating fake news and misinformation, ranging from the release of 180 lions on the streets of Moscow to the notion that the coronavirus dies in the stomach. Magic cures and conspiracy theories have been bandied about, stories about how China and South Korea got it right and guidelines about what we MUST do to "break the chain" and "flatten the curve". Many keyboard warriors (from the comfort of their homes) have taken it upon themselves to force people to stay indoors and ridicule those who don't. Our politicians have not left any stone unturned to play their games, giving plenty of fodder for social media enthusiasts to populate their posts with. You also have your fair share of memes and time pass videos with challenges and dares on Facebook. WhatsApp too has really stepped up during this crisis and has become the go-to forum for everything to do with the virus. The fact that the most affordable data packages offered by the telecom providers only include Facebook and WhatsApp means that these apps have been the tools through which most information (correct and incorrect) has been disseminated.

Then you have the commercial minded who always see an opportunity during a crisis. Suddenly on social media we have a new playbook about "What brands should or should not do during the crisis", "Ten tips to work from home" and "Five marketing lessons learnt from the pandemic" and workshops popping up on LinkedIn. Research agencies (which take a minimum of 12 to 16 weeks to turnaround the results from any commissioned project) suddenly have overnight reports on how consumers are behaving, how their

habits are changing and what brands should be talking about. Then there are the do-gooders who use social media to ask people to contribute as much as they can. Even the government is using Facebook to connect donors to charity providers for the Ehsaas Emergency Cash Program.

What we are experiencing on social media is no different to what we experienced at other times of heightened interest (for example the 2013 and 2018 general elections in Pakistan); the difference is that this time the entire world is involved in an existential threat that is not going away anytime soon. Even during the SARS and H1N1 outbreaks, we did not witness so much hysteria on a global level. Social media has definitely played a role in spreading awareness about the pandemic and the practices we need to follow to stay safe. It has also helped make popular slogans such as #staysafestayhome or #flattenthecurve (if you follow them, you instantly get a gate pass to “cool”).

It has given our heroic doctors, nurses and health workers a medium to make their personal pleas and share real stories compared to what you may or may not see on traditional media. However, as the Prime Minister said “the lockdown will not work if only people in Defence or in Islamabad stay at home”. Therefore, given the fact that a big chunk of the population is still offline and relies on TV for news updates, a coordinated campaign is needed across all TV channels AND social media. We need leadership that provides clarity in terms of news, honesty in terms of the reality of the situation and hope in terms of a coherent policy for the way forward. To achieve this, a mix of traditional and social media is required, rather than allowing the 36 million people on Facebook in Pakistan an open playing field. Social media needs to be used much more responsibly and as an addition to traditional media.

Sheikh Adil Hussain is GM Marketing, Shan Foods.

Source: Aurora, Dawn (July-August 2020)

Link: <https://aurora.dawn.com/news/1143814/sense-and-responsibility>

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1. The author states, “we could keep going with examples of TikTok, Skype and Zoom” in paragraph 2 to imply...

- A. To give examples of social media tools that can be used on an Apple iPhone.
- B. To imply that there exist additional examples of how the world was less digitally connected in 2005.
- C. To hint that TikTok, Skype and Zoom are less important than Facebook, YouTube, and Twitter.
- D. To offer examples of online tools that probably do not have accurate and reliable usage statistics.
- E. To tell us that TikTok, Skype and Zoom are better at spreading information or misinformation than other online platforms or tools.

2. The word co-opted as stated in paragraph 5 is closest in meaning to...

- A. Blamed
- B. Confirmed
- C. Improved
- D. Included
- E. Cancelled

3. The statement “the lockdown will not work if only people in Defence or in Islamabad stay at home” (last paragraph) is best supported by which of the following other statements in the passage?

- A. The fact is that even if I include mobile connectivity, more than half of Pakistan’s population is not online (see my article on LinkedIn “What about all the offline consumers?”) – meaning that 52 to 122 million Pakistanis are not online.
- B. What we are experiencing on social media is no different to what we experienced at other times of heightened interest (for example the 2013 and 2018 general elections in Pakistan); the difference is that this time the entire world is involved in an existential threat that is not going away anytime soon.
- C. There is merit to his point of view as in 2005, Facebook was only about a year old, YouTube was launched the same year and Twitter would follow a year later, while Instagram and WhatsApp did not exist.
- D. In this context, what has been the role of social media so far in terms of the coronavirus pandemic?
- E. There have been countless articles propagating fake news and misinformation, ranging from the release of 180 lions on the streets of Moscow to the notion that the coronavirus dies in the stomach.

4. The main argument of the passage is...

- A. It can be argued that social media has mainly been responsible for the news that people consume about the coronavirus pandemic.
- B. COVID-19 presents a commercial opportunity for businesses to thrive.
- C. News related to the COVID-19 pandemic spread more rapidly in 2020 than it probably would have in 2005.
- D. Pakistan shares the trends of panic and awareness spreading through social media as they have occurred globally.
- E. In Pakistan, traditional and social media need to be combined effectively to spread responsible information about the COVID-19 pandemic.

Analytical

Instructions: Choose the best option for each MCQ. No marks would be awarded for unclear or multiple responses to a question. 1 mark for each MCQ. There is no negative marking.

1. The quarterly food inspection performed by the local health team observes the customer reactions to fast food restaurants and family dining restaurants. However, during each inspection they discover that there are more reports of food poisoning found in the family dining restaurants than in the fast food restaurants.

Of the following statements, which one best clarifies the apparent paradox?

- A. Customers are most likely to connect the illness they’ve experienced to their most recent meal if the illness has suddenly struck all of the people they ate with.
- B. Customers complain less about the food poisoning they experience in fast food restaurants because they expect it.
- C. More people choose fast food restaurants over family dining restaurants.
- D. Food poisoning cases are not related to the time customers ate at the family dining restaurants, or to the number of people who all ate the same meal.
- E. The family dining restaurants microwaves certain food items instead of cooking them on the stove.

2. Read the below passage carefully and answer the questions:

Giving schoolchildren laptops in kindergarten is an irrational usage of money and schoolteachers' time and effort. The pertinent schoolchildren are too young to learn how to operate laptops correctly. Instead, kindergarten students need to spend a substantial amount of time on learning the basics, like mathematics and reading before using a computer. After all, one cannot walk before one can crawl.

Which of the following, if true, would strengthen the speaker's argument in the passage above?

- A. research showing the healthy effects of computer games on schoolchildren
- B. examples of high school students who use laptops inefficiently
- C. evidence supporting that the computers are becoming economical by the day
- D. proof that using laptops makes learning to read difficult
- E. experiments showing laptops are expensive

3. What is Jibran's height now?

Statement - I. When he appeared in the last medical test 6 months ago, Jibran was one inch shorter than the average height at his age which was 5ft 5 inches.

Statement - II. Jibran is now an inch shorter than Javed who is 5% above the average height at his age which is 5ft 5 inches.

- A. Statement I is sufficient to answer the question.
- B. Statement II is sufficient to answer the question.
- C. Both A and B
- D. Both the statements I and II together are insufficient to answer the question.
- E. Both the statements I and II together are sufficient to answer the question.

General Knowledge/Business Knowledge

Instructions: Choose the best option for each MCQ. No marks would be awarded for unclear or multiple responses to a question. 1 mark for each MCQ. There is no negative marking.

1. A measure of how the returns of two risky assets move in relation to each other is the...

- A. Range
- B. Covariance
- C. Standard deviation
- D. Volatility
- E. Expected return

2. What is the role of the State Bank of Pakistan?
- A. Regulating the stock market.
 - B. Issuing currency and regulating the monetary policy.
 - C. Managing state-owned enterprises.
 - D. Providing citizens a space to store personal assets.
 - E. None of the above
3. What is the economic and political theory developed by Karl Marx?
- A. Capitalism
 - B. Socialism
 - C. Communism
 - D. Feudalism
 - E. Cosmopolitanism
4. King Charles III has been King of the United Kingdom since the death of his mother in September 2022. Who was the mother of King Charles?
- A. Elizabeth II
 - B. Camila I
 - C. Diana II
 - D. Victoria III
 - E. Margaret III

Writing Essay 1 (15 marks)

Is CSR (corporate social responsibility) a sincere form of business ethics or a hypocritical form of public relations? Elaborate using cogent arguments.

Writing Essay 2 (15 marks)

The Alpha Corporation's vice president of marketing made the following statement to the company's board of directors:

"Alpha Corp has been losing market share to Beta Corp for three years straight. Customer surveys suggest that consumers perceive Beta Corp products to be of higher quality than those produced by Alpha Corp. Alpha Corp spends more annually on research and development than Beta Corp does, and it pays its employees a higher average salary, so we do not believe that our products are actually inferior; rather, the perception is due to the fact that Beta Corp charges higher prices and spends more money on advertising. In order to regain the lost market share from Beta Corp, Alpha Corp should raise its prices and devote more money to advertising."

Write a response essay in which you discuss the extent to which you agree or disagree with the claim. Use relevant reasons and examples to support your point of view.