

AIMS MBA Comprehensive Assessment Test

There are well over two thousand business schools in India offering a variety of degree programmes. The most popular among them is MBA or its equivalents such as PGDM, PGDBA, etc. The vast majority of MBA programmes are of two years duration. The first year is generally devoted to core courses that are required for all students. In many programmes, the students are offered specializations in the second year in areas such as marketing, finance, operations, etc.

Though India has a large number of B-schools, and the number continues to grow, there is very little understanding of what our students actually learn in an MBA programme and if they attain the knowledge required to undertake corporate challenge. There is no comprehensive assessment of such learning. AMCAT is intended to bridge this gap and become a quality assurance tool for B-schools in India.

The primary objective of this test is to assess what learning takes place during the MBA curriculum. In the first phase, the test will assess what learning takes place in the core courses that the industry expects of by and large of all MBAs irrespective of their specialization, if any.

The test is designed to benefit students, institutions, and recruiters. It should be valuable to students, faculty, institutions and their promoters to self-assess their performance and compare with peers, and will also help recruiters to select the right candidates for their organization. Ideally AMCAT should be administered during the second year of the programme.



AIMS International

www.aims-international.org

AIMS International

The Association of Indian Management Scholars International was established in 2002 to unify Indian management scholars to foster excellence in education and research, to advance knowledge, and to support practice in all business and related disciplines. We organize professional conferences, publish AIMS International Journal of Management and The Management Faculty, conduct research and teaching workshops, etc. We are committed to embark upon new professional activities to enrich management education in India.

Benefits for Students

- To provide an edge in the placement
- To self-assess their knowledge in the core MBA courses
- To identify their strong and weak areas for improvement
- To compare themselves with other students

Benefits for B-schools

- To self-assess learning of their students
- To identify strong and weak areas
- To ensure that students have mastered the subjects
- To compare their students' knowledge with others in the country
- To help placement of their students by demonstrating strengths of the institute
- To modify and improve course design, curricula, and teaching methodology

Benefits for Recruiters

- To compare students of different institutions on a common norm
- To reduce recruitment cost by avoiding administering internal tests
- To proactively contact students and institutions for recruitment
- To recognize institutions that impart quality management education
- To advise b-schools on improvement of their academic programmes

Test Content

The test is primarily for second year MBA students and those who have recently completed their degree. The content therefore will be 'common body of knowledge' normally taught during the first year of the most MBA programmes. It will broadly cover the following subjects: marketing, finance, accounting, MIS, operations management, quantitative methods, organizational behavior, human resource management, economics, and integrated learning in business curriculum. The questions are designed to test subject knowledge and ability to apply to business conditions. The questions will vary widely in range of difficulty, from very simple to fairly complex.

Test Format

The test will consist of 100 multiple-choice questions. Each question will have four answer choices. The test may have additional experimental questions that will not count towards the score. You will earn 1 mark (point) for each correct answer. There is no negative marking, so it is best to guess. You do not require a calculator for mathematical operations in AMCAT.

The distribution of questions is expected as below:

	Area/Discipline	Number of Questions
1	Marketing	10
2	Finance	10
3	Accounting	10
4	MIS	10
5	Operations Management	10
6	Quantitative Methods	10
7	OB	10
8	HRM	10
9	Economics	10
10	Integrated Learning (Strategy etc.)	10
	TOTAL	100

The actual distribution of questions in a test may slightly vary.

Test Duration

The test will be for 2 hours.

Test Dates and Centres

The test is conducted at several centres in India. The schedule is posed on the *AMCAT* web site.

Test Fee

- Individual Candidate
 - Rs. 500(If 5 or more students register together, they can avail 20% discount)

- Institutional Participation
 - Rs. 400 per candidate (with a minimum 25 candidates)
 - Rs.300 per candidate (with a minimum 50 candidates)
 - Rs. 250 per candidate (with a minimum 100 candidates)

For institutional participation, the test will be conducted at the institute location. The institute will provide necessary infrastructure and invigilation personnel for the test administration. Please write to amcat@aims-international.org for details on how to administer test at your campus.

Score Reporting

- Individual Candidates: Every candidate will receive an official transcript showing performance in each area of management as well as overall performance on the test.
- Institutional Candidates: The institution will receive an official report showing performance in each area of management as well as overall performance on the test for every candidate from the institute. In addition, the institute will receive an official summary of performance of the students from the institute and a comparative analysis with the national performance.
- AIMS International will also send an official transcript of performance to prospective recruiters (maximum 10) within one year of the test if requested by the student/institute. Additional transcripts will be mailed at a cost of Rs. 100 per recruiter.

Questions and Information

Registration form can be downloaded from the AMCAT web site.

AIMS International
1B Vrundavan Park, Near Santoshi Nagar
Sama Road
Vadodara 390 024
amcat@aims-international.org
Web site: www.aims-international.org/amcat

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Sample Questions

1. In project management the acronym CPM is used for:
 - a) Communist Party of Marx
 - b) Critical Project Methods
 - c) Critical Path Method
 - d) Common Program Milestone
2. The basic difference between macroeconomics and microeconomics is that
 - a) Macroeconomics looks at the forest (aggregate markets), while microeconomics is concerned with the individual trees (subcomponents).
 - b) Macroeconomics is concerned with policy decisions, while microeconomics applies only to theory.
 - c) Microeconomics is concerned with the forest (aggregate markets), while macroeconomics is concerned with the trees (components).
 - d) Opportunity cost is applicable to macroeconomics, and the fallacy of composition relates to microeconomics.
3. If the service rate decreases as the arrival rate remains constant, then, in general:
 - a) customer waiting time increases.
 - b) customer waiting time decreases.
 - c) service costs increase.
 - d) customer dissatisfaction decreases.
4. Which of the following is NOT an example of an opportunity for a firm?
 - a) Identification of a previously overlooked market segment
 - b) Improved buyer or supplier relationships
 - c) Positive changes in regulatory circumstances
 - d) Strong reputation and image with a key demographic
5. The demand of a product is 20, 25, 35, 50 units with probability .2, .3, .4, and .1, respectively. The probability that demand will be at least 30 is:
 - a) .1
 - b) .5
 - c) .8
 - d) .9
6. Products are classified as being business or consumer products according to the
 - a) objectives of the firm
 - b) buyer's intended use of the product
 - c) types of stores from which they are bought
 - d) Seller's intended use of the product
7. Assume that until yesterday, one U.S. dollar could be exchanged for 85 Japanese yens. Today, a dollar gets you 102 yens. Which of the following statements is true?
 - a) U.S. goods will be more expensive in Japan.
 - b) Japanese goods will be more expensive in the U.S.
 - c) U.S. goods will be the same price in Japan.
 - d) Japanese goods will be the same price in the U.S.
8. Alabama Airlines has three planning specialists who help division managers develop their own division plans. Serving as consultants to the divisions, the planning specialists give advice about strengths, weaknesses, opportunities, and threats. Alabama Airlines is utilizing what approach to the planning function?
 - a) Centralized planning department
 - b) Decentralized planning staff
 - c) Planning task force
 - d) Centralized planning committee
9. Which of the following would be most likely to lead to a decrease in a firm's dividend payout ratio?
 - a) Its earnings become more stable.
 - b) Its access to the capital markets increases.
 - c) Its R&D efforts pay off, and it now has more high-return investment opportunities.
 - d) Its accounts receivable decrease due to a change in its credit policy.
10. Below is the common equity section (in millions) of a company's last two year-end balance sheets:

	<u>2005</u>	<u>2006</u>
Common Stock	\$1,000	\$2,000
Retained Earnings	\$2,340	\$2,000
Total common Equity	\$3,340	\$4,000

This company has never paid a dividend to its common stockholders. Which of the following statements is CORRECT?

 - a) The company's net income in 2006 was higher than in 2005.
 - b) This company issued common stock in 2006.
 - c) The market price of this company's stock doubled in 2006.
 - d) This company had positive net income in both 2005 and 2006, but the company's net income in 2006 was lower than it was in 2005.

(For answers, visit www.aims-international.org/amcat)