

**Ph.D. ENTRANCE EXAMINATION, APRIL 2021****COMMERCE**

Time : Two Hours

Maximum : 100 Marks

**Part A (Objective Questions)**

*Answer the following questions by selecting the most appropriate answer from among the options given against each. Each question carries 1 mark.*

1. In order to pursue the research, which among the following is first required ?
  - (a) Developing a research design.
  - (b) Formulating a research question.
  - (c) Deciding about the data analysis procedure.
  - (d) Formulating a research hypothesis.
2. If a study is said to be reliable, it means that :
  - (a) It was conducted by a reputed researcher who can be trusted.
  - (b) The measures devised for concepts are stable on different occasions.
  - (c) The findings can be generalised to other social settings.
  - (d) The methods are stated clearly enough for research to be replicated.
3. Which technique is generally followed when the population is finite ?
  - (a) Systematic Sampling Technique.      (b) Purposive Sampling Technique.
  - (c) Area Sampling Technique.              (d) None of the above.
4. Action-research can be understood as \_\_\_\_\_.
  - (a) A longitudinal research.
  - (b) An applied research.
  - (c) A kind of research being carried out to solve a specific problem.
  - (d) All of the above.
5. What is the name of the conceptual framework in which the research is carried out ?
  - (a) Research Hypothesis.                      (b) Synopsis of Research.
  - (c) Research Paradigm.                        (d) Research design.

**Turn over**

6. Which one of the following is the main feature of qualitative research ?
- (a) Subscribes to pre-existing categories.
  - (b) Avoid positivist assumption and data analysis.
  - (c) Collects data in numerical form.
  - (d) Uses the empirical method of data analysis.
7. An independent t-test can be used to assess which of the following ?
- (a) It assesses differences between scores obtained on two separate occasions from the same participants.
  - (b) It assesses goodness of fit.
  - (c) It assesses differences between two groups of participants.
  - (d) It assesses differences between two interval data sets.
8. Fundamental research is otherwise called as :
- (a) Action research.
  - (b) Pilot study.
  - (c) Pure research.
  - (d) Survey.
9. Which among the following is NOT a principle enumerated by Professor Fisher for experimental designs :
- (a) Principle of Replication.
  - (b) Principle of Reliability.
  - (c) Principle of Local control.
  - (d) Principle of Randomization.
10. An \_\_\_\_\_ sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility.
- (a) Optimum.
  - (b) Imprudent.
  - (c) Inferior.
  - (d) Erroneous.
11. A student's rank in the graduation class, is a best example for :
- (a) Nominal scale.
  - (b) Interval scale.
  - (c) Ratio scale.
  - (d) Ordinal scale.
12. \_\_\_\_\_ is the average of difference of the values of items from some average of the series.
- (a) Range.
  - (b) Mean deviation.
  - (c) Standard deviation.
  - (d) Median.

13. In addition to central tendency, one more characteristic of the data set is measure, which tells us about the flatness or peakedness of the distribution curve. It is called :
- (a) Kurtosis. (b) Skewness.  
(c) Dispersion. (d) Variance.
14. Among, the following which is an assumption in multiple linear regression analysis :
- (a) Linearity. (b) Homoscedasticity.  
(c) Independence. (d) All the above.
15. In the multivariate technique, Canonical correlation was first developed by :
- (a) Sewall Wright. (b) Fisher.  
(c) Hotelling. (d) Wichern.
16. \_\_\_\_\_ change is a potent form for the reconfiguration of industrial boundaries.
- (a) Technological. (b) Economical.  
(c) Organizational. (d) Environmental.
17. \_\_\_\_\_ is a statement which derives the role that an organization plays in a society.
- (a) Goals. (b) Mission.  
(c) Objective. (d) Success.
18. \_\_\_\_\_ method assumes that the goods received most recently in the stores or produced recently are the first ones to be delivered to the requisitioning department.
- (a) FIFO. (b) Weighted average method.  
(c) Most recent price method. (d) LIFO.
19. The cost expended in the past that cannot be retrieved on product or service :
- (a) Relevant Cost. (b) Sunk Cost.  
(c) Product Cost. (d) Irrelevant Cost.
20. Examples of industries that would use process costing include all of the following EXCEPT.
- (a) Beverages. (b) Food.  
(c) Hospitality. (d) Petroleum.
21. In \_\_\_\_\_ training, a training centre is set-up and actual job conditions are duplicated or simulated in it.
- (a) Classroom. (b) Apprenticeship.  
(c) Internship. (d) Vestibule.

22. Process of studying and collecting information about a job is known as :
- (a) HRP. (b) Job design.  
(c) Job analysis. (d) Job evaluation.
23. \_\_\_\_\_ is a performance appraisal technique that involves agreement between employee and manager on goals to be achieved in a given period.
- (a) Rating scales. (b) BARS.  
(c) BOS. (d) MBO.
24. A/An \_\_\_\_\_ is a plan or a program scheme that helps to motivate an individual or a group to deliver outstanding performance.
- (a) Promotion Scheme. (b) Incentive Scheme.  
(c) Reward. (d) None of the above.
25. \_\_\_\_\_ is a person's voluntary commitment within an organization or company that is not part of his or her contractual tasks.
- (a) Job Analysis.  
(b) Job satisfaction.  
(c) Organizational Citizenship Behaviour.  
(d) Deviant Workplace Behaviour.
26. Frederick Taylor and Frank and Lillian Gilbreth were advocates of an approach to management involving the use of scientific method, known as \_\_\_\_\_.
- (a) The contingency approach. (b) Scientific management.  
(c) The quantitative approach. (d) Management science.
27. Who is the person was well known for the "Hawthorne Studies" ?
- (a) Elton Mayo. (b) Max-Weber.  
(c) Chester Barnard. (d) Mary Parker Follet.
28. Strategic planning as a broad concept consists of \_\_\_\_\_.
- (a) Corporate strategy and business strategy.  
(b) Strategy formulation and strategy implementation.  
(c) Inputs and outputs.  
(d) Environmental analysis and internal analysis.

29. While solving an LP problem infeasibility may be removed by :
- (a) Adding another constraint.
  - (b) Adding another variable.
  - (c) Removing a constraint.
  - (d) Removing a variable.
30. As a manager, one of Mahesh's duties is to present awards to outstanding employees within his department. Which Mintzberg managerial role is Mahesh acting in when he does this ?
- (a) Leadership role.
  - (b) Liaison role.
  - (c) Monitor role.
  - (d) Figurehead role.
31. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited :
- (a) Niche.
  - (b) Hold.
  - (c) Harvest.
  - (d) Divest.
32. \_\_\_\_\_ is the concept under which a company carefully integrates and co-ordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.
- (a) The promotion mix.
  - (b) Integrated international affairs.
  - (c) Integrated marketing communications.
  - (d) Integrated demand characteristics.
33. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of :
- (a) Pricing.
  - (b) Distribution.
  - (c) Product development.
  - (d) Promotion.
34. Diversification is best described as which of the following ?
- (a) Existing products in new markets.
  - (b) Existing products in existing markets.
  - (c) New products for new markets.
  - (d) New products for existing markets.

35. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the :
- (a) Decline stage. (b) Introduction stage.  
(c) Growth stage. (d) Maturity stage.
36. Which of the following is a strategic marketing planning tool ?
- (a) The market share/market growth (BCG) matrix.  
(b) The consumer scanning model.  
(c) A market vulnerability/business opportunity matrix.  
(d) Market sheet analysis.
37. A brand based organization provides which of the following benefits ?
- (a) Clarity of role. (b) Commitment to brand growth.  
(c) A collective responsibility. (d) All of the given options.
38. Advertising is part of sales promotion by creating awareness and comprehension that form a level of :
- (a) Customer pull. (b) Customer push.  
(c) Customer loyal. (d) Customer image.
39. Marketing buzz means :
- (a) Viral marketing. (b) Virtual marketing.  
(c) De-marketing. (d) Social marketing.
40. The term Meta marketing was first used by \_\_\_\_\_.
- (a) Eugene J. Kelly. (b) N. H. Borden.  
(c) Wendell (d) Kotler.
41. The proprietor of the business is treated as a creditor for the capital introduced by him due to \_\_\_\_\_ concept.
- (a) Money measurement. (b) Cost.  
(c) Entity. (d) Dual aspect.
42. Amount spent to increasing the earning capacity is a \_\_\_\_\_ expenditure.
- (a) Capital. (b) Revenue.  
(c) Deferred revenue. (d) Capital Loss.

43. The business enterprise is separate from its owner according to \_\_\_\_\_ concept.
- (a) Money measurement concept.      (b) Matching concept.  
(c) Entity concept.      (d) Dual aspect concept.
44. The goal of fundamental analysts is to find securities ?
- (a) Whose intrinsic value exceeds market price ?  
(b) With a positive present value of growth opportunities.  
(c) With high market capitalization rates.  
(d) All of the above.
45. Which of the following is a Real A/c ?
- (a) Building A/c.      (b) Capital A/c.  
(c) Shyam A/c.      (d) Rent A/c.
46. Depreciation is charged on :
- (a) Current asset.      (b) Fixed asset.  
(c) Intangible asset.      (d) Current liability.
47. An option allowing the owner to sell an asset at a future date is a \_\_\_\_\_.
- (a) Put option.      (b) Call option.  
(c) Forward option.      (d) Future contract.
48. VAT is a :
- (a) First Stage tax.      (b) Last Stage tax.  
(c) Multi stage tax.      (d) Single stage tax as per the option of the assessee.
49. Profit maximization is a \_\_\_\_\_.
- (a) Long term concept.      (b) Short term concept.  
(c) Both (a) and (b).      (d) None.
50. Market value of the shares are decided by :
- (a) The respective companies.      (b) The Government.  
(c) Investment market.      (d) Shareholders

(50 × 1 = 50 marks)

**Turn over**

**Part B (Descriptive Questions)**

*Answer any five questions.*

*Each question carries 10 marks.*

51. (a) How can you Formulate and Test the Hypothesis ? Explain the Type I and Type II errors.

*Or*

(b) Discuss about the different probability distributions in research.

52. (a) Compare and contrast between ANOVA and Chi-square test used in hypothesis testing.

*Or*

(b) Elucidate the various Leadership theories.

53. (a) Discuss in detail about the Balanced scorecard and its importance in performance management.

*Or*

(b) Describe the Michael Porter's competitive strategies and BCG matrix.

54. (a) What is Target costing ? State its needs, types and methods of establishment.

*Or*

(b) Briefly explain the Models of Inventory management.

55. (a) Describe the mechanics of dividend payment.

*Or*

(b) Explain in detail about the capital structuring and its theories.

(5 × 10 = 50 marks)