

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.

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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)