

Ph.D ENTRANCE EXAMINATION, APRIL 2022
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. A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for data collection of the study ?
 - (a) SPSS.
 - (b) AMOS.
 - (c) Questionnaire.
 - (d) Observation.
2. What are the conditions in which Type-I error occurs ?
 - (a) The null hypotheses get accepted even if it is false.
 - (b) The null hypotheses get rejected even if it is true.
 - (c) Both the null hypotheses as well as alternative hypotheses are rejected.
 - (d) None of the above.
3. Which one is called non-probability sampling ?
 - (a) Quota sampling.
 - (b) Cluster sampling.
 - (c) Systematic sampling.
 - (d) Stratified random sampling.
4. The F-test :
 - (a) Is essentially a two-tailed test.
 - (b) Is essentially a one-tailed test.
 - (c) Can be one-tailed as well as two-tailed depending on the hypotheses.
 - (d) Can never be one tailed test.

Turn over

5. Which one of the following measures is used to validate the consistency of a questionnaire ?
- (a) Level of significance.
 - (b) Cronbach's alpha.
 - (c) Arithmetic mean.
 - (d) Mean square error.
6. A short summary of Technical report is called :
- (a) Article.
 - (b) Research Abstract.
 - (c) Publication.
 - (d) Key words.
7. Conducting multiple *t*-tests increases the likelihood of which of the following ?
- (a) Type I error.
 - (b) Establishing normality.
 - (c) Accurate interpretation of the data.
 - (d) Type II error.
8. Empirically verifiable observation is :
- (a) Value.
 - (b) Theory.
 - (c) Fact.
 - (d) Statement.
9. Drawing a sample from each stratum in the proportion to latters share in the total population is called :
- (a) Stratified sampling.
 - (b) Quota Sampling.
 - (c) Proportioned Stratified sampling.
 - (d) Disproportioned Stratified sampling.
10. Population census is an example of ——— research.
- (a) Clinical.
 - (b) Empirical.
 - (c) Survey.
 - (d) Action.

11. Data related to human beings are called ———.
- (a) Peripheral data.
 - (b) Secondary data.
 - (c) Territorial data.
 - (d) Demographic data.
12. ——— is a quality of good hypothesis.
- (a) Small in size.
 - (b) Applicability.
 - (c) Small in Size and easy to read.
 - (d) Clarity on concept.
13. Population value is called ———.
- (a) Parameter.
 - (b) Variable.
 - (c) Core value.
 - (d) Statistics.
14. A technique of building up a list or a sample of a special population by using n initial set of members as informants in called :
- (a) Snow ball sampling.
 - (b) Purposive sampling.
 - (c) Quota sampling.
 - (d) Convenience sampling.
15. A blueprint of the research work is called :
- (a) Research problem.
 - (b) Research Design.
 - (c) Research methods.
 - (d) Research tools.
16. Closed economy' is one in which ?
- (a) Only export takes place.
 - (b) Neither exports nor imports take place.
 - (c) Money supply is fully controlled.
 - (d) Exchange rates are under a full control of the government.
17. In the term PESTLE, the letter 'S' stands for :
- (a) Social.
 - (b) Scientific.
 - (c) Secular.
 - (d) Systematic.

18. Which of the following relating to CSR theories is correct ?
- (a) Institutional theory is based on the shareholder concept.
 - (b) Social contract is the key concept of legitimacy theory.
 - (c) The key concept of enlightened self-interest is stakeholder relations.
 - (d) Stakeholder theory requires organisations to manage community perceptions to survive.
19. An independent director is one who ?
- (a) Did not attend a school supported by the company.
 - (b) Does not have any other relationships with the company other than her directorship.
 - (c) Does not have outside relationships with other directors.
 - (d) All of the above.
20. Codes of conduct and codes of ethics :
- (a) are formal statements that describe what an organization expects of its employees.
 - (b) become necessary only after a company has been in legal trouble.
 - (c) are designed for top executives and managers, not regular employees.
 - (d) rarely become an effective component of the ethics and compliance program.
21. The process of familiarizing the new employees to the organisation rules and regulations is known as :
- (a) Placement.
 - (b) Induction.
 - (c) Recruitment.
 - (d) Selection.
22. _____ involves moving employees from job to job to add variety and reduce boredom.
- (a) Work Simplification.
 - (b) Job Rotation.
 - (c) Job Enlargement.
 - (d) Job Enrichment.

23. ——— is a factual statement of tasks & duties involved in a job.
- (a) Job description.
 - (b) Job specification.
 - (c) Job Analysis.
 - (d) Job evaluation.
24. Determining the relative worth of various jobs within the organization in monetary terms is known by :
- (a) Job design.
 - (b) Job analysis.
 - (c) Job evaluation.
 - (d) Job change.
25. Which of the following dispute settlers cannot make a binding decision ?
- (a) Arbitrator.
 - (b) Adjudicator.
 - (c) Conciliator.
 - (d) Industrial tribunal member.
26. One of the most popular methods of increasing employee responsibility and control is ———.
- (a) Outsourcing.
 - (b) "Military model" of management.
 - (c) Work teams.
 - (d) Manpower planning.
27. What do you understand "S" in the defining SMART Goals :
- (a) Solution.
 - (b) specific.
 - (c) Standard.
 - (d) System.
28. Competencies are the :
- (a) Knowledge.
 - (b) Skills.
 - (c) Behaviour.
 - (d) All of these.

29. Grievances affect the employees' ———.
- (a) Promotion.
 - (b) Training.
 - (c) Wages.
 - (d) Morale
30. Manager represents his organization or unit while interacting with outsiders is called as ———.
- (a) Disseminator role.
 - (b) Spokes person.
 - (c) Founder role.
 - (d) Entrepreneur role
31. ——— is the collection and interpretation of information about forces, events, and relationships that may affect the organization.
- (a) Environmental scanning.
 - (b) Stakeholder analysis.
 - (c) Market sampling.
 - (d) Opportunity analysis.
32. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles ?
- (a) Innovative marketing.
 - (b) Consumer-oriented marketing.
 - (c) Value marketing.
 - (d) Societal marketing.
33. The ——— holds that consumers will favor products that have better quality, features and performance (therefore, work on innovation) :
- (a) Product concept.
 - (b) Production concept.
 - (c) Production cost expansion concept.
 - (d) Marketing concept.

34. Early adopters of which opinion leaders are largely comprised of and tend to be ———.
- (a) Generalized; that is, they tend to lead the group on most issues.
 - (b) More likely to buy new products before their friends do and voice their opinions about them.
 - (c) From the upper class; people from other classes are more likely to be followers
 - (d) Quiet, withdrawn people who don't make fashion statements or take risks easily
35. ——— is a strategy of using a successful brand name to launch a new or modified product in a new category.
- (a) Due-branding.
 - (b) Line extension.
 - (c) Brand extension.
 - (d) Multi-branding.
36. Which of the following is NOT an element of the marketing mix ?
- (a) Distribution.
 - (b) Product.
 - (c) Target market.
 - (d) Pricing.
37. Strategic marketing planning establishes the ———.
- (a) Resource base provided by the firm's strategy.
 - (b) Economic impact of additional sales.
 - (c) Tactical plans that must be implemented by the entire organization.
 - (d) Basis for any marketing strategy.
38. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy ?
- (a) Optional-product pricing.
 - (b) Captive-product pricing.
 - (c) By-product pricing.
 - (d) Product line pricing.

39. When looking at Consumer income, marketers are most interested in :
- (a) Discretionary income.
 - (b) Deferred income.
 - (c) Inflationary income.
 - (d) Disposable income.
40. Segmentation is the process of :
- (a) Dividing the market into homogenous groups.
 - (b) Selecting one group of consumers among several other groups.
 - (c) Creating a unique space in the minds of the target consumer.
 - (d) None of these.
41. ——— are the basis of the business's financial accounting.
- (a) Accounting records.
 - (b) Bookkeeping.
 - (c) Sales Volume.
 - (d) Both (a) and (b).
42. In finance, we refer to the market where new securities are bought and sold for the first time ?
- (a) Money market.
 - (b) Capital market.
 - (c) Primary market.
 - (d) Secondary market.
43. Which of the following is not an advantage of VAT ?
- (a) Easy to administer and transparent.
 - (b) Abolition of Statutory Forms.
 - (c) Deterrent against tax avoidance
 - (d) No credit for tax paid on inter-state purchases.
44. Which of the following is not normally a responsibility of the controller of the modern corporation ?
- (a) Budgets and forecasts.
 - (b) Asset management.
 - (c) Financial reporting.
 - (d) Cost accounting.

45. What should be the long term focal point of financial 'management in a firm ?
- (a) The number and types of products or services provided by the firm.
 - (b) The creation of value for shareholders.
 - (c) The minimization of the amount of taxes paid by the firm.
 - (d) The profits earned by the firm.
46. The combination of two or more firm, the resulting firm maintains the identity of one of the firm usually the larger ?
- (a) Joint venture.
 - (b) Partnership.
 - (c) Merger.
 - (d) Consolidation.
47. If an investor were to sell 100 shares of Microsoft stock to another investor in the securities market, this would be referred to as what type of transaction ?
- (a) It is primary market transaction.
 - (b) Secondary market transaction.
 - (c) A money market transaction.
 - (d) A futures market transaction.
48. What is potentially the biggest advantage of a small partnership over a sole proprietorship ?
- (a) Unlimited liability.
 - (b) Single tax filing.
 - (c) Difficult ownership resale.
 - (d) Raising capital.
49. A Financial institution that underwrites new securities for resale ?
- (a) Financial intermediaries.
 - (b) Mortgage Banker.
 - (c) Investment Banker.
 - (d) None.
50. Service tax was introduced in India in the year :
- (a) 1994.
 - (b) 2000.
 - (c) 2010.
 - (d) 2014.

(10 × 5 = 50 marks)

Turn over

Part B (Descriptive Questions)

Answer any five questions.

Each question carries 10 marks.

51. (a) Describe the types of research design with example.

Or

- (b) Explain the theories in Sampling and write a brief about sample size.

52. (a) Discuss the various scaling techniques.

Or

- (b) Briefly explain the types of reports.

53. (a) What is FDI ? Explain the theories of FDI.

Or

- (b) Give an account on interventions in Organizational development.

54. (a) Explain the Traditional approach and Modigliani Miller approach and point out the difference between them.

Or

- (b) Discuss the various theories of motivation.

55. (a) Give an account on the purchase decision process.

Or

- (b) Elucidate the steps in measuring the effectiveness of sales promotional programs.

(5 × 10 = 50 marks)