

Seat No.	
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**M.Phil./Ph.D. Entrance (Faculty of Commerce & Management)
Examination, August - 2018**

**Research Methodology + M.Com. Based Subject Matter/M.B.A.
Based Subject Matter**

Day and Date : Wednesday, 08 - 08 - 2018

Total Marks : 100

Time : 10.00 a.m. to 12.00 noon

- Instructions :**
- 1) All questions are compulsory.
 - 2) Each question carries 2 marks.
 - 3) The correct answer should be marked in given OMR answer sheet by darkening the appropriate circle.
 - 4) Use black pen only for marking the circle. Do not make any stray mark on the Answer Sheet.
 - 5) To mark the correct answers follow the instructions given on OMR sheet.
 - 6) Rough work should be done on the sheet provided at the end of question paper.
 - 7) OMR answer sheet should be handed over to supervisor after your exam.
 - 8) Only non-programmable calculators are allowed.
 - 9) All candidates should solve the Section-I (25 questions for 50 marks).
 - 10) The candidates should solve the Section-II (25 questions for 50 marks) according to their P. G. degree on which basis they have applied for this admission process. (For e.g. who has applied on the basis of M. Com. degree should solve Section-II M. Com. based Subject Matter and who has applied on the basis of M. B. A. degree should solve Section-II M. B. A. based Subject Matter).

SECTION - I

Part - A

Research Methodology

(All candidates should solve this part)

Choose the appropriate alternative as an answer :

- 1) Action research is a type of _____
- (A) Applied research (B) Quantity research
(C) Survey research (D) Population research

P.T.O.

- 2) _____ is a sampling method which is not based on probability.
- (A) Simple Random Sampling (B) Stratified Random Sampling
(C) Quota Sampling (D) Cluster Sampling
- 3) Formulation of hypothesis may not be necessary in _____
- (A) survey studies (B) fact finding(historical) studies
(C) normative studies (D) experimental studies
- 4) _____ is not true statement about exploratory research.
- (A) It is flexible
(B) It is a pre-planned and structured design.
(C) It is versatile.
(D) It is often the front end of total research design.
- 5) Research ethics do not include _____
- (A) Integrity (B) Honesty
(C) Objectivity (D) Subjectivity
- 6) A set of principles to guide and assist researchers in deciding which goals are most important and in reconciling conflicting values when conducting research is called _____
- (A) Research ethics (B) Deontological approach
(C) Utilitarianism (D) None of these
- 7) _____ is the objectives which would best represent conclusive research?
- (A) Describe market characteristics or functions
(B) Determine cause and effect relationships
(C) Provide insights and understanding
(D) Test specific hypotheses and examine relationships

- 8) _____ is the most used descriptive design in business research.
- (A) Longitudinal design (B) Exploratory design
(C) Cross-sectional design (D) None of the above
- 9) If vertical lines are drawn at every point of straight line in frequency polygon then by this way frequency polygon is transformed into _____
- (A) Width diagram (B) Length diagram
(C) Histogram (D) Dimensional bar charts
- 10) _____ is the scientific method which focuses on testing hypotheses developed from theories.
- (A) Deductive method (B) Inductive method
(C) Hypothesis method (D) Pattern method
- 11) Applied research is the type of research that _____
- (A) is made for performing the basic or pure research; its a theoretical research.
(B) is intended for finding some solution to the problem considered.
(C) includes fact-finding enquiries and surveys
(D) uses available information as the base to make the further critical evaluation.
- 12) The function of the research design step in the research process is to _____
- (A) inform the reader of what you want to attain through the study
(B) search the existing literature in the area of research
(C) formulate the problem statement to decide what you want to find out about
(D) provide for the collection of relevant information with minimal cost, effort and time

- 13)** In a one day cricket series of four matches A batsman scores, 25,23,22 and 30 runs B batsman scores 80, 05, 07 and 08. Which batsman is the best?
- (A) Batsman A (B) Batsman B
(C) Both (A) and (B) (D) None
- 14)** Reference serves the purpose _____
- (A) of lending authenticity to the given content
(B) of insightful decision making by the researcher
(C) of giving ornamental value to the research
(D) of exhibiting the great achievements of the piece of research
- 15)** Research proposal is also called as _____
- (A) abstract (B) summary
(C) synopsis (D) methodology
- 16)** _____ is data-based research, coming up with conclusions which are capable of being verified by observation or experiment.
- (A) Conceptual research (B) Empirical research
(C) Qualitative research (D) None of these
- 17)** The main characteristic of _____ is that the researcher has not control over the variables, he can only report what has happened or what is happening.
- (A) Descriptive research (B) Analytical research
(C) Applied research (D) None of these
- 18)** Classification method in which upper limit of interval is same as of lower limit class interval is called _____
- (A) Exclusive method (B) Inclusive method
(C) Mid-point method (D) Ratio method

- 19) Summary and presentation of data in tabular form with served non-overlapping classes is referred as _____
- (A) Frequency distribution (B) Nominal distribution
(C) Ordinal distribution (D) Chronological distribution
- 20) In MLA style of citation _____
- (A) The date follows the publisher in the citation and is not in parentheses.
(B) The data follows the author and in parentheses.
(C) The date does not appear
(D) None of the above
- 21) _____ is the ‘true’ statement.
- (A) Declaration is placed in prefatory item
(B) Bibliography is written at the beginning of the report
(C) Introduction is given at the end of the chapter
(D) Findings are given in the first chapter.
- 22) _____ Method of data collection has limitations like (i) expensive, (ii) difficult for high profile sample, (iii) time consuming and (iv) disturbance in primary work of respondent.
- (A) Questionnaire (B) Interview
(C) Observation (D) Mailing
- 23) _____ is not type of experimental design.
- (A) Exploratory design
(B) After-only design
(C) One group Before-ager design
(D) Before-after design with control group

- 24) _____ is the 'false' statement.
- (A) Research designs are the blueprint of the research study to be conducted.
 - (B) Research design formulation follows the problem definition and the data collection stage.
 - (C) Research design is a dynamic process and permits modification and realignment during the course of the study.
 - (D) Triangulation approach advocates the complimentary use of both qualitative and quantitative methods of investigation.

- 25) _____ is the 'true' statement.
- (A) A discussion guide is the moderator guide who directs the discussion in a focus group discussion.
 - (B) Eight to ten respondents are ideal for a focus group discussion.
 - (C) Cliques and smaller sub-groups are made in the forming stage of group formation.
 - (D) Mourning refers to the passing away of a popular member of the formed group.

SECTION - II

Part - B

M.Com. Based Subject Matter

(The candidates who have applied on the basis of M. Com. degree, they should solve this part)

Choose the appropriate alternative as an answer :

- 26) Accounting designed for use in the operational needs of the business is termed as _____
- (A) financial accounting
 - (B) management accounting
 - (C) cost accounting
 - (D) social accounting

- 27) _____ would improve the current ratio if it is 2:1 at present.
- (A) To pay a current liability
 - (B) To give interest-bearing promissory notes to a creditor to whom money was owed on current account
 - (C) To borrow money on an interest-bearing promissory note
 - (D) To purchase stock for cash
- 28) Increase in a fixed asset due to purchase is _____
- (A) source of funds
 - (B) use of funds
 - (C) both (A) and (B)
 - (D) none of these
- 29) _____ will result in increase in working capital.
- (A) A company issued 10,000 shares of Rs. 10 each at par and fully paid up.
 - (B) Debentures for Rs.10,00,000 are converted into Equity shares.
 - (C) Building was purchased for Rs.15,00,000.
 - (D) Cash paid to creditors Rs.30,000
- 30) Increase in the amount of bills payable results in _____
- (A) increase in cash
 - (B) decrease in cash
 - (C) no change in cash
 - (D) none of these
- 31) The type of costing which is most suitable for cost control purposes is _____
- (A) standard costing
 - (B) post costing
 - (C) continuous costing
 - (D) none of these
- 32) Gang composition variance is a sub-variance of _____ variance.
- (A) Labour rate variance
 - (B) Labour efficiency variance
 - (C) Material cost variance
 - (D) Material price variance

- 33)** Profit volume ratio will decrease as a result of _____
- (A) A decrease in the fixed cost
 - (B) A 10% increase in both selling price and variable cost per unit
 - (C) A 10% increase in selling price per unit and 10% decrease in the physical sales volume
 - (D) A 50% increase in the variable cost per unit and a 50% decrease in fixed cost
- 34)** _____ is theory of ascertaining capitalization.
- (A) Cost theory
 - (B) Revenue theory
 - (C) Sales theory
 - (D) Maslow's theory
- 35)** _____ is not method of quantifying financial needs.
- (A) Simple traditional method
 - (B) Fund quantifying method
 - (C) Engineering analysis
 - (D) Operational analysis
- 36)** Equity means paid-up share capital, including _____
- (A) retained earnings
 - (B) preference shares and free reserve
 - (C) preference shares only
 - (D) accumulated losses
- 37)** The effective cost of debentures is _____ as compared to shares.
- (A) higher
 - (B) same
 - (C) double
 - (D) lower
- 38)** _____ is a relative measure of non-diversified risk.
- (A) Standard deviation
 - (B) Coefficient of variance
 - (C) Alpha
 - (D) Beta

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- 39) _____ means borrower is provided money against the security of movable property.
- (A) Cash credit (B) Mortgage
(C) Overdraft (D) Hypothecation
- 40) The essentials of relation-oriented leadership style include _____
- (A) Consultation with subordinates
(B) Emphasis on task accomplishment
(C) Use of power
(D) Task structure
- 41) _____ is not type of teams.
- (A) Work teams (B) Friends teams
(C) Problem-solving teams (D) Management teams
- 42) _____ is negative motivation.
- (A) Higher designation (B) Slight increase in salary
(C) Felicitation (D) Demotion
- 43) According to Lyndall Urwick, _____ is not principle of managerial control.
- (A) The Principle of Uniformity
(B) The Principle of Comparison
(C) The Principle of Utility
(D) The Principle of Expectation
- 44) The concept of scientific management was given by _____
- (A) Henry Fayol (B) Elton Mayo
(C) Peter Drucker (D) Frederick Taylor

- 45)** Theory Z is proposed by _____
- (A) Abraham Maslow (B) Fredrick Herzberg
(C) Lyndall Urwick (D) Doublas McGregor
- 46)** The input costs that do not require an outlay of money by the concern is known as _____
- (A) Implicit cost (B) Explicit cost
(C) Replacement cost (D) Marginal cost
- 47)** Price discrimination occurs when variation in prices for a product in different markets does not reflect variation in _____
- (A) price (B) demand
(C) cost (D) all of the above
- 48)** Other things being equal, an increase in supply can be caused by _____
- (A) A rise in the income of the consumer
(B) A rise in the price of the commodity
(C) An improvement in the techniques of production
(D) An increase in the income of the seller
- 49)** The concept of indifference curve analysis was given scientific touch by _____
- (A) Slutsky in 1915 (B) Irving Fisher in 1982
(C) F. Y. Edgeworth in 1881 (D) Alfred Marshall in 1921
- 50)** $MR_n = TR_n - TR_{n-1}$ is the algebraic expression of _____
- (A) Information is insufficient
(B) Marginal Revenue, the change in total revenue when there is a change in quantity sold of the product.
(C) The addition to TR earned by selling n units of product instead of (n-1) units
(D) None of the above

SECTION - II

Part - C

M.B.A. Based Subject Matter

(The candidates who have applied on the basis of M.B.A. degree, they should solve this part)

Choose the appropriate alternative as an answer :

- 26)** Need is defined as _____
(A) A state of felt deprivation of basic desire
(B) Demand for a specific product
(C) Product that satisfies want
(D) None of the above
- 27)** The second M's of promotion amongst five is _____
(A) Money (B) Measurement
(C) Message (D) Media
- 28)** One of the following P's of marketing mix generates review.
(A) Product (B) Price
(C) Place (D) Promotion
- 29)** A significant level of 1% provides _____ % of confidence.
(A) 99 (B) 90
(C) 95 (D) 100
- 30)** An ordinal scale is _____
(A) The simplest form of measurement
(B) A rank-order scale of measurement
(C) A scale with equal intervals between adjacent numbers
(D) A scale with an absolute zero point

- 31)** The range of following series is _____
20, 21, 22, 25, 30, 32, 37, 47, 65
(A) 65 (B) 20
(C) 9 (D) 45
- 32)** Variance is the square of _____
(A) Standard deviation (B) Mean
(C) Median (D) None of these
- 33)** Deciding inventory level is a
(A) Strategic decision (B) Task control decision
(C) Management control decision (D) None of the above
- 34)** Profit centre is concerned with
(A) Costs only (B) Revenues and investments
(C) Profit of the company (D) Profit of a division
- 35)** Balanced Scorecard means
(A) A cricketing Term
(B) Performance appraisal of a company based on various parameters
(C) An accounting term
(D) Employee appraisal
- 36)** Boundaries of management control
(A) Management control has no boundaries
(B) Are Finance and Production departments
(C) Are Four walls of the company
(D) Are strategy and task control

- 37) _____ type of audit evaluates overall efficiency of working of organisation
- (A) Financial audit (B) Cost audit
(C) Management audit (D) Internal audit
- 38) _____ is the most popular commercial DBMS.
- (A) Microsoft SQL Server (B) Microsoft Access
(C) MySQL (D) Oracle
- 39) _____ is the most open source DBMS.
- (A) Microsoft SQL Server (B) Microsoft Access
(C) MySQL (D) Oracle
- 40) _____ is the clear leader for personal databases.
- (A) Microsoft Access (B) Microsoft FoxPro
(C) Borland dBase (D) MySQL
- 41) _____ gives total view of an organization.
- (A) OLAP (B) OLTP
(C) Data Warehouse (D) Database
- 42) What harnesses far-flung computers together by way of the Internet or a virtual private network to share CPU power, databases and database storage?
- (A) Fair Use Doctrine (B) Safe-harbor principles
(C) Grid computing (D) None of the above
- 43) Statistical methods of quality control can _____
- (A) Help to decide number of defectives
(B) Prevent defects in products
(C) Increase customer satisfaction index
(D) Determine process capability

- 44)** Value of a quality is _____
- (A) Value inherent in the design
 - (B) Value inherent in the production
 - (C) Value inherent in the distribution
 - (D) Value inherent in the raw material
- 45)** One of the principle of TQM is _____
- (A) Customer Focus
 - (B) Leader's responsibility
 - (C) Detection
 - (D) None of the above
- 46)** Which one of the following is a technological characteristic of the quality?
- (A) Hardness
 - (B) Status
 - (C) Honesty
 - (D) Reliability
- 47)** Demand for commodity refers to _____
- (A) Desire for the commodity
 - (B) Need for the commodity
 - (C) Quantity demanded of that commodity
 - (D) Quantity of the commodity demanded at a certain price during any particular period of time
- 48)** Which of the following is not a characteristic of monopolistic competition?
- (A) Product differentiation
 - (B) A relatively large number of sellers
 - (C) Free entry into the industry
 - (D) A homogenous product

- 49) _____ would improve the current ratio if it is 2:1 at present.
- (A) To pay a current liability
 - (B) To give interest-bearing promissory notes to a creditor to whom money was owed on current account
 - (C) To borrow money on an interest-bearing promissory note
 - (D) To purchase stock for cash
- 50) _____ ratio indicates ‘increase in average credit period to maintain sales in view of falling demand’.
- (A) Gross profit ratio
 - (B) Creditors turnover ratio
 - (C) Debtors turnover ratio
 - (D) Debt-service coverage ratio



Rough Work