

Seat No.	
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**M.Phil / Ph.D. Entrance (Faculty of Commerce & Management)  
Examination, May - 2019 (Special Drive)**

**BUSINESS MANAGEMENT**

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

**Day and Date : Tuesday, 21 - 05 - 2019**

**Total Marks : 100**

**Time : 10.00 a.m. to 12.00 p.m.**

- Instructions :**
- 1) All questions are compulsory.
  - 2) Each question carries 2 marks.
  - 3) The correct answer should be marked in the 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**

**Choose the most appropriate alternative as an answer :**

- 1) \_\_\_\_\_ refers to inferring about the whole population based on the observations made on a small part.
  - a) Deductive inference
  - b) Inductive inference
  - c) Pseudo-inference
  - d) Objective inference
  
- 2) Type-I Error occurs if \_\_\_\_\_
  - a) the null hypothesis is rejected even though it is true
  - b) the null hypothesis is accepted even though it is false
  - c) both the null hypothesis as well as alternative hypothesis are rejected
  - d) None of the above
  
- 3) \_\_\_\_\_ is a preferred sampling method for the population with finite size.
  - a) Area sampling
  - b) Cluster sampling
  - c) Purposive sampling
  - d) Systematic sampling
  
- 4) The longitudinal approach of research deals with \_\_\_\_\_
  - a) Horizontal researches
  - b) Long-term researches
  - c) Short-term researches
  - d) None of the above
  
- 5) Survey research studies \_\_\_\_\_
  - a) Circumstances
  - b) Events
  - c) Populations
  - d) Processes
  
- 6) The research antagonistic to ex-post facto research is
  - a) experimental studies
  - b) normative researches
  - c) library researches
  - d) all of these

- 7) Research is not considered ethical if it \_\_\_\_\_
- a) is not of a very high standard
  - b) tries to prove a particular point
  - c) does not investigate the data scientifically
  - d) does not ensure privacy and anonymity of the respondent
- 8) Which of the following statements about plagiarism is most accurate?
- a) It is so easy to "copy and paste" from the internet that everyone does it nowadays. If a proper reference is given, where is the harm in that?
  - b) How can we say for sure where our own ideas come from exactly? If we tried to give a reference for everything we could never hope to succeed.
  - c) Any suggestion that we have written what another actually wrote is morally wrong. The whole point of a literature review is to show what we have read and what we thought about it.
  - d) Plagiarism is such an awful crime that those found guilty should be obliged to wear a scarlet "P" on their clothing.
- 9) Diagram such as cubes and cylinders are classified as \_\_\_\_\_
- a) Three dimensional diagrams
  - b) One dimensional diagrams
  - c) Two dimensional diagrams
  - d) Dispersion diagrams
- 10) Descriptive research studies is a category of research that aims to \_\_\_\_\_
- a) achieve new insights of a concept
  - b) analyze characteristics of something
  - c) determine the frequency with which something occurs
  - d) test the relationship between variables
- 11) The marks scored by 15 students out of 50 in a subject are as follows: 31, 35, 27, 29, 32, 43, 37, 41, 34, 28, 36, 44, 45, 42, 30 its median is \_\_\_\_\_
- a) 34
  - b) 35
  - c) 36
  - d) None of these

- 12)** The glossary is the list of \_\_\_\_\_
- a) Technical terms used in the report
  - b) References
  - c) Subject covered in the report
  - d) Diagrams used in the report
- 13)** When two or more successive footnotes refer to the same work which one of the following expression is used?
- a) *ibid*
  - b) *et. al.*
  - c) *op. cit.*
  - d) *loc. cit.*
- 14)** Books and records are primary sources of data in \_\_\_\_\_
- a) Historical research
  - b) Participatory research
  - c) Clinical research
  - d) Laboratory research
- 15)** The core elements of dissertation are \_\_\_\_\_
- a) Introduction. Data Collection. Data Analysis. Conclusion and Recommendations
  - b) Executive Summary. Literature review. Data gathered. Conclusions . Bibliography
  - c) Research Plan, Research Data, Analysis, References
  - d) Introduction, Literature review, Research methodology. Results. Discussion and Conclusion
- 16)** \_\_\_\_\_ method is the gathering of primary data by investigator's own direct observation of relevant people, actions and situations without asking from the respondent.
- a) Survey
  - b) Observation
  - c) Experimental
  - d) None of these

- 17) Data collected on Likert Type Scale is \_\_\_\_\_
- a) Nominal Scale Data
  - b) Interval Scale Data
  - c) Ordinal Scale Data
  - d) None of above
- 18) National Statistical Survey conducted by Government of India is \_\_\_\_\_
- a) Exploratory Research
  - b) Descriptive Research
  - c) Diagnostic Research
  - d) Experimental Research
- 19) \_\_\_\_\_ is the ‘false’ statement.
- a) Bibliography is given at the end of the chapter.
  - b) References are given at the end of the chapter.
  - c) Suggestions should be written in the last chapter.
  - d) Statement of the problem should be given in introductory chapter.
- 20) \_\_\_\_\_ is not a method of transcription.
- a) Listing or List and Tally Method
  - b) Card Sort and Count Method
  - c) Punch Card Method
  - d) Discussion Method
- 21) Logical method of generalization does not include \_\_\_\_\_
- a) method of agreement
  - b) biased method
  - c) method of difference
  - d) joint method
- 22) If the historical research on colleges is to be conducted \_\_\_\_\_ will not be the source of data.
- a) Students Register for current year
  - b) Alumni Register of the college
  - c) Documents of establishment and evolution of the college
  - d) News published in news paper regarding college

**23)** \_\_\_\_\_ is the 'false' statement.

- a) The persons from whom research related information is to be collected are called unit of analysis.
- b) Discrete variables can have only two discrete values.
- c) The causal variable is also called an independent variable.
- d) The dependent variable is also called the effect.

**24)** \_\_\_\_\_ is the 'false' statement.

- a) The HR manager who wishes to undertake a study to find out the reasons for attrition in the organization so that she can make necessary changes in the existing employee policies, is carrying out an applied research study.
- b) The research process is a precise and essentially a sequential process.
- c) Research design is the flexible contract between the researcher and the client about the methodology of the study.
- d) The group of individuals from whom one needs to collect data for the study is called the sample.

**25)** \_\_\_\_\_ is the 'false' statement.

- a) The area between the lines in a stratum chart represents the volume of the factors represented there.
- b) Histograms show both positive and negative patterns on the same graph in the shape of bars.
- c) Histograms assume normality of the distribution.
- d) The thumb rule for oral presentation of findings is ideally not to go beyond 20 minutes.

**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 most appropriate alternative as an answer :**

- 26)** The basic function of management accounting is to \_\_\_\_\_
- a) record all business transactions
  - b) interpret the financial data
  - c) assist the management in performing its functions effectively
  - d) none of these
- 27)** \_\_\_\_\_ would reduce the current ratio if it is 2:1 at present.
- a) To pay a current liability
  - b) To sell a motor car for cash at a slight loss
  - c) To borrow money on an interest-bearing promissory note
  - d) To purchase stock for cash
- 28)** \_\_\_\_\_ 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
- 29)** \_\_\_\_\_ will result in decrease in working capital.
- a) A company issued 10,000 shares of Rs. 10 each at par and fully paid up.
  - b) Investments were sold for Rs. 50,000
  - c) Building was purchased for Rs. 15,00,000.
  - d) Cash paid to creditors Rs.30,000

- 30)** Increase in the amounts of debtors results in \_\_\_\_\_
- a) decrease in cash
  - b) increase in cash
  - c) no change in cash
  - d) none of these
- 31)** Standard costs are \_\_\_\_\_
- a) ideal costs
  - b) normal costs
  - c) average costs
  - d) reasonably attainable costs
- 32)** Calendar variance arises because of extra or less number of working days than
- a) actual cost
  - b) revised
  - c) budgeted
  - d) performed
- 33)** Profit volume ratio will increase as a result of \_\_\_\_\_
- a) An increase in the physical sales volume
  - b) An increase in the fixed cost
  - c) A decrease in the variable cost per unit
  - d) A decrease in the contribution margin
- 34)** Modern management lays great emphasis on an orderly approach to the \_\_\_\_\_
- a) present
  - b) future
  - c) past and present
  - d) present and future
- 35)** \_\_\_\_\_ is not traditional source of finance.
- a) share capital
  - b) borrowings
  - c) public deposits
  - d) lease financing
- 36)** \_\_\_\_\_ is not party involved in mortgage.
- a) corporation
  - b) debenture-holders
  - c) trustee
  - d) equity-shareholders

- 37) The rate of return on investment \_\_\_\_\_ with the shortage of working capital.
- a) falls
  - b) increases
  - c) hikes
  - d) does not change
- 38) Commercial paper one of the instruments of \_\_\_\_\_ market.
- a) share
  - b) money
  - c) commodity
  - d) capital
- 39) \_\_\_\_\_ is not the credit rating agency.
- a) CRISIL
  - b) ICRA
  - c) RACE
  - d) ONICRA
- 40) The essentials of task-oriented leadership style include \_\_\_\_\_
- a) Good interpersonal relations
  - b) Sensitive to the needs and feelings of others
  - c) No consultations with subordinates
  - d) Open communication with subordinates
- 41) According to Fiedler's contingency model of leadership, which one of the following is not contextual variable?
- a) Leader-member relations
  - b) Task structure
  - c) Position power
  - d) Planning system
- 42) One of the major contributions of Herbert Simon is in the area of \_\_\_\_\_
- a) Decision making
  - b) Interpersonal behaviour
  - c) Managerial hierarchy
  - d) Contingency approach
- 43) As far as groups are concerned, relations are modified in practice by certain processes which have been called 'Overlays' by Pfiffner and Sherwood. These overlays does not include \_\_\_\_\_
- a) Socio-metric Overlay
  - b) Econometric Overlay
  - c) Functional Overlay
  - d) Power Overlay

## M/P Ent.– 01

- 44) An organization structure is effective if it enables individuals to contribute to the objectives of the enterprise. This is known as \_\_\_\_\_
- a) Sealer Principle
  - b) Principle of functional definition
  - c) Principle of unity of objectives
  - d) None of the above
- 45) \_\_\_\_\_ is not the principle of communication.
- a) principle of clarity
  - b) principle of attention
  - c) principle of consistency
  - d) principle of ambiguity
- 46) A monopolist's marginal revenue is always \_\_\_\_\_ than the price of its goods.
- a) Less
  - b) Higher
  - c) Greater
  - d) None of these
- 47) If price of capital  $P(k) = \text{Rs.}2$  and price of labour  $P(l) = \text{Rs.}5$  and  $Q = 20$ , find out the slope of cost.
- a) 2.50
  - b) 2.45
  - c) 2.40
  - d) 2.60
- 48) The short run Average Cost curve is \_\_\_\_\_ shaped
- a) V
  - b) U
  - c) L
  - d) Any of the above
- 49) Pure monopoly exists \_\_\_\_\_
- a) When there is a single producer without any close substitutes
  - b) When there is a single producer with close substitutes
  - c) When there is a single producer
  - d) When a few producers control the industry
- 50) Arbitrated transfer price for intra-company transfer is fixed by the management in a situation when \_\_\_\_\_
- a) it wants to evaluate the performance of each division of the organization
  - b) when the market price is not available
  - c) the product contains a secret ingredient not to be disclosed to the outsiders
  - d) none of these

**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 most appropriate alternative as an answer :**

**26) One of the following P's of marketing mix creates relatively more cost.**

- a) Product
- b) Price
- c) Place
- d) Promotion

**27) The term communication in marketing is equivalent to \_\_\_\_\_**

- a) Product
- b) Price
- c) Place
- d) Promotion

**28) What comes first amongst, segmentation, targeting, positioning, marketing mix**

- a) Segmentation
- b) Targeting
- c) Positioning
- d) Marketing mix

**29) If,  $\mu > 190$  then it is \_\_\_\_\_ tailed test.**

- a) Down tailed test
- b) Two tailed test
- c) Left tailed test
- d) Right tailed test

**30) Which scale is the simplest form of measurement?**

- a) Nominal
- b) Ordinal
- c) Interval
- d) Ratio



- 36)** In which type of audit reporting is done only to management of organisation
- a) Internal audit
  - b) Financial audit
  - c) Cost audit
  - d) All of above
- 37)** Integration of goals of organization and of employees is termed as
- a) Goal congruence
  - b) Goal setting
  - c) Goal diversion
  - d) Goal equivalence
- 38)** An application that executes on separate PCs like this is called \_\_\_\_\_ application.
- a) Enterprise
  - b) Distributed
  - c) Tier
  - d) Global
- 39)** The \_\_\_\_\_ performs document tracking.
- a) Distributed application
  - b) Enterprise software
  - c) Oracle software
  - d) EDM software
- 40)** \_\_\_\_\_ will answer questions you did not think to ask of your data.
- a) Data mining
  - b) Data extrapolation
  - c) Knowledge discovery
  - d) Data enlightenment
- 41)** Data mining evolve as a mechanism to cater the limitations of \_\_\_\_\_ systems to deal massive data sets with high dimensionality, new data types, multiple heterogeneous data resources etc.
- a) OLTP
  - b) OLAP
  - c) DSS
  - d) DWH

## M/P Ent.– 01

- 42) Which type of software monitors a computer or network for potential weaknesses?
- a) Public key encryption
  - b) Firewall
  - c) Virus
  - d) Intrusion-detection
- 43) Rejections allowed in 5<sup>th</sup> Sigma level is
- a) 233 PPM
  - b) 691462 PPM
  - c) 3.4 PPM
  - d) 66807 PPM
- 44) Baldrige Quality Award consists of criteria \_\_\_\_\_
- a) Leadership
  - b) Productivity
  - c) Rejections
  - d) Commitment
- 45) Quality circle membership could be between
- a) 5 to 15
  - b) 7 to 18
  - c) 10 to 20
  - d) 5 to 20
- 46) Which one of the following is the dimension of quality
- a) Durability
  - b) Elasticity
  - c) Viscosity
  - d) None of the above
- 47) Demand curve confronted by a monopoly is \_\_\_\_\_
- a) Perfectly elastic
  - b) Perfectly inelastic
  - c) Relatively elastic
  - d) Relatively inelastic

- 48) What is cost plus pricing?
- a) Pricing on the basis of cost per unit plus profit margin
  - b) Pricing on the basis of total revenue minus total cost
  - c) Pricing on the basis of price per unit plus profit margin
  - d) None of the above
- 49) \_\_\_\_\_ will result in decrease in working capital.
- a) A company issued 10,000 shares of Rs.10 each at par and fully paid up.
  - b) Investments were sold for Rs.50,000
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**Rough Work**