

Seat No.	
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M.Phil./Ph.D. Entrance (Faculty of Commerce and Management)

Examination, September - 2022

BUSINESS MANAGEMENT

(MBA Based Exam)

Research Methodology+MBA Based Subject Matter

Sub. Code : 58736

Day and Date :Friday , 23- 09 - 2022

Total Marks : 100

Time : 4.00 p.m. to 6.00 p.m.

- Instructions :**
- 1) All questions are compulsory.**
 - 2) Each question carries 2 marks.**
 - 3) Answers should be marked in the given OMR answer sheet by darkening the appropriate option.**
 - 4) Use black ball point pen only for marking the circle. Do not make any stray mark on the OMR Answer Sheet.**
 - 5) Follow the instructions given on OMR Sheet.**
 - 6) Rough work shall be done on the sheet provided at the end of question paper.**
 - 7) Only non-programmable calculators are allowed.**

SECTION-I

(Research Methodology)

Choose the most appropriate alternative as an answer:

- 1) The objective behind undertaking a research amongst the following is/are
1. To develop a new method
 2. To discover new facts
 3. To identify the cause and effect relationship
- A) Only 1 of above B) Only 1 and 2 of above
C) Only 1 but not 2 and 3 D) All the three

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- 2) Good research designs have (A) Objectivity (B) Reliability (C) Validity and (D) Generalization
 - A) A and B
 - B) A and D
 - C) all A,B,C, and D
 - D) none of the above
- 3) Diagram such as cubes and cylinders are classified as____
 - A) Three dimensional diagrams
 - B) One dimensional diagram
 - C) Two dimensional diagram
 - D) Dispersion diagram
- 4) Socio Economic Class of a Sample is termed as ____
 - A) Ratio Scale
 - B) Ordinal Scale
 - C) Nominal Scale
 - D) Interval Scale
- 5) The marks scored by 15 students out of 50 in a subject are as follows, find the median.
31,35,27,29,32,43,37,41,34,28,36,44,45,42,30.
 - A) 34
 - B) 35
 - C) 36
 - D) None of above
- 6) 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

- 7) Which among the following is the weak correlation
 - A) $+0.10$
 - B) -0.95
 - C) $+0.90$
 - D) -1.00
- 8) A list includes details of all resources researcher have quoted in an assignment is called _____
 - A) References
 - B) Bibliography
 - C) Annotated bibliography
 - D) None of the above
- 9) Amongst following is not the type of mean
 - A) Standardized Mean
 - B) Arithmetic mean
 - C) Geometric Mean
 - D) Harmonic Mean
- 10) The sum of deviations from the mean of following series is _____ 8, 12, 19, 22 and 7
 - A) Zero
 - B) 68
 - C) 34
 - D) 22
- 11) Citation style MLA mean
 - A) Modern Language Association
 - B) Member of Legislative Assembly
 - C) Modern Legal Association
 - D) None of the above

- 12) Ensuring the research work is new and original is a responsibility of_____
 - A) Researcher
 - B) Publisher
 - C) Reviewer
 - D) Government
- 13) Ethical concerns should be considered in data collection that involves people, which include
 - A) Avoiding bias
 - B) Using inappropriate research methodology
 - C) Incorrect reporting
 - D) All the above
- 14) The central theme in scientific method is that all evidence must be
 - A) Empirical, based on evidence
 - B) Theoretical, based on theory
 - C) Research problem dependent
 - D) All the above
- 15) Very essential step in the research process that determines every step that follows is to
 - A) Decide whether qualitative or quantitative methods are to be used
 - B) Review the literature in order to acquaint yourself with knowledge
 - C) Decide on the topic for a research
 - D) Formulate a Research problem

- 16) Amongst the following which is the categorical variable.
- A) Age
B) Income
C) Religion
D) Marks scored
- 17) The term reflects opposite of variable is_____
- A) The population
B) A Sample
C) A Constant
D) A Data Set
- 18) For a normally distributed population, the sampling distribution of the mean_____
- A) Is also normally distributed
B) Has a mean equal to the population mean
C) Both ‘A’ and ‘B’
D) Neither ‘A’ nor ‘B’
- 19) If mean of 7 observations is 25 and if 8th observation is 9 then the mean of all 8 observations would be_____
- A) 24
B) 25
C) 26
D) 23
- 20) Approaching all members and interviewing in a given population for data collection is called
- A) A Sample
B) A Gallup Poll
C) A Audit
D) A Census

- 21) Which of the following is not a non probability method of sampling
 - A) Quota sampling
 - B) Sequential Sampling
 - C) On the spot sampling
 - D) Convenience sampling
- 22) A research that ends with the formulation of hypothesis is called.
 - A) Exploratory research
 - B) Descriptive research
 - C) Applied research
 - D) Historical research
- 23) The basic principle of experimental research design is_____
 - A) Principle of replication
 - B) Principle of randomization
 - C) Both A and B
 - D) None of above
- 24) _____is a set of questions to be asked to respondent in person
 - A) Questionnaire
 - B) Schedule
 - C) Both A and B
 - D) None of above
- 25) The essential parts of a tabulation are_____
 - A) Stubs, source notes
 - B) Table number, title of the table, captions
 - C) Body of the table, unit of measurements
 - D) All the above

SECTION - II

(MBA Based Subject Matter)

- 26) _____ principle highlights that an employee should receive commands from only one superior.
A) Unity of Command B) Discipline
C) Scalar chain D) Centralisation
- 27) _____ control techniques consider problem and analyse it to take necessary and corrective steps before any major damage is done.
A) Feedback B) Concurrent
C) Historical D) Post
- 28) PESTLE is an analytical tool which helps to undertake?
A) An internal analysis B) An external analysis
C) A competitor analysis D) A strategic analysis
- 29) Which is not the classification of contract according to validity?
A) Valid B) Void
C) Illegal D) Unilateral
- 30) Unconscious framework depicted in_____ theory is composed of three elements - id, ego and super ego.
A) Trait B) Socio learning
C) Psychoanalytical D) Self

- 37) The _____ concept holds that consumers prefer products that are widely available and inexpensive
- A) Production B) Product
C) Selling D) Marketing
- 38) In _____ strategy, companies launch product at low price with heavy promotional expenditure.
- A) Slow skimming B) Rapid skimming
C) Slow penetration D) Rapid penetration
- 39) Salaries, wages, depreciation rent and utilities are used to calculate_____.
- A) Marginal cost B) Fixed cost
C) Operating cost D) Output cost
- 40) The difference between actual sales and break even analysis is _____.
- A) Profit B) Margin of safety
C) Contribution D) Price-cost margin
- 41) The prime advantage of a just-in-time inventory system lies in the _____.
- A) Exposure of problems in the production/distribution system
B) Use of a ‘pull’ rather than a ‘push’ inventory system
C) Increased overall inventory
D) Increased production rates

- 42) Classification made on the weight of the materials is known as_____
- A) PQR analysis B) VED analysis
- C) XYZ analysis D) FSN analysis
- 43) Basic Objectives of financial management is _____.
- A) Maximization of profits
- B) Ensuring financial discipline in the firm
- C) Maximization of shareholder's wealth
- D) Maintain profit
- 44) Cost of capital usually is expressed in _____.
- A) Percentage terms, as a percentage of the face value of the investment
- B) Percentage terms, as a percentage of the amount invested
- C) Dollar terms, in real dollars
- D) Dollar terms, in nominal dollars
- 45) _____ Involves getting the right kind of people in appropriate number to be placed in the organisation.
- A) Selection B) Procurement
- C) Development D) Manpower Planning
- 46) When promotion is made without increase in salary, it is called as _____ promotion.
- A) Horizontal B) Vertical
- C) External D) Dry
- 47) _____ are special qualities possessed by an organisation that make them withstand the pressures of competition in the marketplace.
- A) Competencies B) Strengths
- C) Synergistic effect D) Organizational capability

- 48) _____is a comparative method where firm finds the best practices in an area and then attempts to bring its own performance in that area inline with the best practices.
- A) Key factor rating B) Balanced score card
C) Benchmarking D) Industry norms
- 49) Business Intelligence is a perfect blend of_____
- A) Products and Technology
B) Products, Technology and Methods
C) Process and Technology
D) Product, Methods and Process
- 50) The _____ innovation encompasses innovations in strategy, marketing, supply chains, value creation, pricing or cost structures.
- A) Product B) Business model
C) Service D) Process



Rough Work