

Seat No.	
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**M.Phil./Ph.D. Entrance (Faculty of Commerce and Management)
Examination, September - 2022**

BUSINESS MANAGEMENT (M. Com. Based Exam)

Subject Code : 58736

Day and Date : Friday, 23 - 09 - 2022

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) 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 goal of _____ research is to aid in the process of establishing a precise and clear solution of the research topic rather than to offer a direct solution.

(A) Marketing	(B) Causal
(C) Exploratory	(D) Descriptive

- 2) Most of the times, secondary data can be collected faster and cheaper than _____ data.

(A) Tertiary	(B) Collective
(C) Research	(D) Primary

P.T.O.

- 3) If data can take only a limited number of values, the classes of these data are called _____.
(A) discrete (B) continuous
(C) inclusive (D) exclusive
- 4) Given a normally distributed continuous variable the best measure of central tendency is _____.
(A) Mean (B) Mode
(C) Median (D) Skewness
- 5) If mean and coefficient of variation of a set of data is 10 and 5 respectively, then the standard deviation is _____.
(A) 10 (B) 5
(C) 50 (D) 2
- 6) Bibliography given in the research report _____.
(A) Helps those interested in further research, to gain in-depth knowledge
(B) Shows the vast knowledge of the researcher
(C) Makes report authentic
(D) Shows the hard work done by the researcher
- 7) Research gap consists of _____.
(A) Methodological gap
(B) Scope/coverage in earlier research
(C) Depth of earlier research/review
(D) All of the above

- 8) Applied research is generally conducted to _____.
(A) Find out solution to the problem
(B) Add the theory to the existing body of knowledge
(C) Understand the intricacies of the population
(D) Know the facts of the given problem
- 9) In case of _____ a researcher may end up by formulating a hypothesis.
(A) Descriptive research (B) Empirical research
(C) Exploratory research (D) Analytical research
- 10) _____ Research is involved with identifying and testing certain variables in relation to their association or disassociation.
(A) Exploratory (B) Descriptive
(C) Diagnostic (D) Descriptive and diagnostic
- 11) When a population is finite, which sampling technique is typically used?
(A) Systematic Sampling Technique
(B) Purposive Sampling Technique
(C) Area Sampling Technique
(D) None of the above
- 12) _____ is referred to as non-probability sampling.
(A) Quota sampling (B) Cluster sampling
(C) Systematic sampling (D) Stratified random sampling

- 13)** _____ outlines research objectives, design of achieving these objectives, and the anticipated results of the study.
- (A) Research design (B) Research proposal
(C) Research hypothesis (D) Research report
- 14)** _____ Method is used to collect primary data.
- (A) Observation method (B) Interview method
(C) Questionnaires and schedules (D) All of the above
- 15)** APA abbreviation is used for _____.
- (A) American Psychological Association
(B) American Philosophical Association
(C) Asian Psychological Association
(D) American Psychological Agency
- 16)** Statistical technique dealing with the association between two or more variables is called
- (A) Causal analysis (B) Inferential analysis
(C) Correlation analysis (D) Canonical analysis
- 17)** 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 the above

- 18)** Variance is the square of _____.
(A) Standard deviation (B) Mean
(C) Median (D) None of the above
- 19)** The possible motive for doing research _____.
(A) Desire to get a research degree
(B) Face the challenges in solving the unsolved problems
(C) Get intellectual joy of doing some creative work
(D) All of the above
- 20)** Case study research use _____ Data for analysis.
(A) Qualitative (B) Quantitative
(C) Both qualitative and quantitative (D) Primary data
- 21)** The limitation of the survey methods is that
(A) They do not deploy a means to measure certain attitudes
(B) They do not deploy a means to measure certain behaviors and are expensive
(C) People may not be interested in help and just give any data
(D) None of the above
- 22)** Family Income of Sample is termed as _____.
(A) Ratio Scale (B) Ordinal Scale
(C) Nominal Scale (D) Interval Scale

- 23)** Frequency data is called as _____.
(A) Ratio Scale (B) Ordinal Scale
(C) Nominal Scale (D) Interval Scale
- 24)** The correlation between intelligence test scores and grades is :
(A) Positive (B) Negative
(C) Perfect (D) They are not correlated
- 25)** One of the must be characteristics of sampling are _____.
(A) Unbiased (B) Representative of population
(C) Easily available (D) Easily accessible

SECTION - II

- 26)** _____ is major function of a Managerial Economist.
(A) Sale (B) Production
(C) Decision Making (D) Cost calculation
- 27)** _____ denotes a system of values on which an institution is based.
(A) Industrial revolution (B) Exchange system
(C) Ethos (D) Ethics
- 28)** _____ decides number of subordinates reporting to each manager.
(A) Accountability (B) Responsibility
(C) Span of control (D) Authority

- 29)** What is the role of IMF?
- (A) It observes world exchange rates, balance of payments and multilateral payments.
 - (B) It acts as a forum for international economics.
 - (C) It controls the budgets of National Governments.
 - (D) It prepares national budget.
- 30)** _____ are the important features of Monopolistic competition.
- (A) Price Rigidity
 - (B) Product differentiation
 - (C) Price Taker
 - (D) All of the above
- 31)** In breach of contract other party can not entitle relief as _____.
- (A) An injunction
 - (B) Insolvency
 - (C) A decree for specific performance
 - (D) Rescission of the contract
- 32)** Motivators and hygiene factors have become known as _____ theory.
- (A) Maslow's Need Hierarchy
 - (B) McGregor's Theory X and Y
 - (C) Alderfer's ERG
 - (D) Herzberg's Two factor
- 33)** _____ analysis is undertaken to determine the effects of changes in determining variables like price, income etc. on the demand for a commodity, at a point of time.
- (A) Time series
 - (B) Regression
 - (C) Cross-sectional
 - (D) Econometrics

M/P ENT – 44

- 34) The total expenditure decreases with increase in price and an increase with decrease in price, the demand is _____.
(A) Less elastic (B) Unitary elastic
(C) More elastic (D) Perfectly elastic
- 35) A computer system organizes data in a hierarchy. The hierarchy is _____.
(A) Bit/Byte/Field/Record/File/Database
(B) Byte/Bit/Field/Record/File/Database
(C) Bit/Field/Byte/Record/File/Database
(D) Bit/Byte/Field/Key Field/Entity/Record/File/Database
- 36) A study of consumer's income, savings, debt and credit availability is a part of _____ environment.
(A) Sociocultural (B) Demographic
(C) Economic (D) Psychographic
- 37) _____ are attributes that consumers strongly associate with a brand, positively evaluate, and believe they could not find with a competitive brand.
(A) Physical features (B) Benefits
(C) Point of Difference (D) Point of Parity
- 38) According to straight line method of providing depreciation, the depreciation.
(A) Increase each year (B) Remains constant
(C) Decrease each year (D) Increase twice in a year
- 39) ABC analysis depends on the _____.
(A) Quality of materials
(B) Cost of materials
(C) Annual consumption value of materials
(D) Quantity of materials

M/P ENT – 44

- 40) The kinked demand model explains why under oligopolistic conditions price shows a tendency to be _____.
(A) Rigid (B) Discrimination
(C) Price variations (D) Flexible
- 41) Time value of money indicates that _____.
(A) a unit of money obtained today is worth more than a unit of money obtained in future
(B) there is no difference in the value of money obtained today and tomorrow
(C) unit of money obtained today is worth less than a unit of money obtained in future
(D) there is difference in the value of money obtained today and tomorrow
- 42) Working capital margin is _____.
(A) the increase in working capital requirement as result of increased production
(B) the difference between current assets and current liabilities
(C) the portion of working capital requirement that will be financed through bank loans
(D) the portion of working capital which will be financed through long term sources
- 43) Career _____ is a systematic process by which one decides his or her career goals and the path to reach these goals.
(A) progression (B) management
(C) development (D) planning
- 44) Which of the following is not the constituent of McKinsy's 7s Framework?
(A) Strategy (B) Skill
(C) Structure (D) Strength

M/P ENT – 44

- 45) Selling costs are incurred in order to alter the shape of the demand curve for a product.
- (A) Demand curve (B) Supply curve
(C) Product curve (D) Indifference curve
- 46) _____ is the continuous process of aligning an organisation with its market place and doing it more responsively and effectively than its competitors.
- (A) Change management (B) Benchmarking
(C) Strategic management (D) Competancy mapping
- 47) Which one of the following is not a tool of Business Intelligence?
- (A) Predictive analytics (B) File management
(C) Data analytics (D) Data exploration
- 48) According to the McClelland, people who have high need for _____ have tendency to win and excel.
- (A) Power (B) Affiliation
(C) Achievement (D) Affection
- 49) _____ does not bear full risk involved in business.
- (A) Entrepreneur (B) Intrapreneur
(C) Business man (D) Owner
- 50) Someone who improves an existing business can be called _____.
- (A) An intrapreneur (B) A professional
(C) A co-worker (D) A changeling



Rough Work

Rough Work