

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

**ACCOUNTANCY/BUSINESS ECONOMICS/COMMERCE
(M.B.A. Based Exam.)**

Research Methodology + M.B.A. Based Subject Matter

Day and Date : Friday, 15 - 07 - 2022

Total Marks : 100

Time : 02.00 p.m. to 04.00 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

- 1) _____ as a possible explanation of the phenomenon under observation.
A) Objectives
B) Research design
C) Hypothesis
D) Research Protocol
- 2) The major characteristic of hypotheses is _____
A) Specificity
B) Testability
C) Availability of techniques
D) All the above

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- 3) Smokers need less sleeping hours than normal population is an example of
 - A) Two tail test
 - B) Right tail test
 - C) Left tail test
 - D) None of the above
- 4) A significance level of 1% provides _____ % confidence.
 - A) 1%
 - B) 99%
 - C) 10%
 - D) 95%
- 5) In the parlance of research the term, R^2 i.e. (R Square) is related with _____.
 - A) Correlation
 - B) Regression
 - C) Hypothesis testing
 - D) All the above
- 6) Which of the following is not the measures of central tendency
 - A) Mean
 - B) Range
 - C) Mode
 - D) Median
- 7) _____ refers to the procedure for obtaining knowledge based on empirical observation and logical reasoning.
 - A) Research methodology
 - B) Research design
 - C) Research method
 - D) Research problem
- 8) National Statistical Survey conducted by Government of India is _____.
 - A) Exploratory Research
 - B) Descriptive Research
 - C) Diagnostic Research
 - D) Experimental Research

- 9) In _____ sampling design, every item of the universe has an equal chance of inclusion in the sample.
A) probability
B) non-probability
C) random
D) none of these
- 10) Approaching all members and interviewing in a given population for data collection is called _____.
A) a Sample
B) a Gallup Poll
C) an Audit
D) a Census
- 11) In a one day cricket series of four matches A batsman scores 25, 23, 22 and 30; B batsman scores 80, 05, 07 and 08. Which batsman is the best?
A) Batsman A
B) Batsman B
C) Both Batsman A and B
D) None of them
- 12) 'The greater the stress experienced in the job the lower the job-satisfaction' is a _____ type of hypothesis.
A) relational hypothesis
B) descriptive hypothesis
C) exploratory hypothesis
D) statistical hypothesis
- 13) _____ is not 'true' statement, in respect of research process.
A) Review of literature is done to find out research gap
B) Review of literature is done for critical literary reviews
C) Review of literature is done to seek subject insight
D) Review of literature is done to avoid the repetition
- 14) The method of research reporting should be _____.
A) Ethical and attractive
B) Scientific
C) Personal
D) Favourable to globalization

- 15)** A case study assumes _____
- A) Fundamental unity of human nature
 - B) Recurrence of circumstances
 - C) Similarity of human responses
 - D) All the above
- 16)** 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
- 17)** _____ research used for spurious relationship between independent and dependent variables.
- A) Ex-post factor research
 - B) Experimental research
 - C) Action research
 - D) Field investigation
- 18)** Research hypotheses are _____
- A) Formulated prior to a review of the literature
 - B) Statements of predicted relationships between variables
 - C) Stated such that they can be confirmed or refuted
 - D) B) and C)
- 19)** The correlation between intelligence test scores and grades is _____
- A) Positive
 - B) Negative
 - C) Perfect
 - D) They are not correlated

20) 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

21) The characteristics of good hypothesis includes _____

- A) Conceptual clarity
- B) Availability of technique to test hypothesis
- C) Specificity
- D) All the above

22) Likert type scale is known as _____

- A) Nominal scale
- B) Interval scale
- C) Ordinal scale
- D) Ratio scale

23) The term dispersion does not mean the _____

- A) Central value
- B) Scatterdness
- C) Variability of the data
- D) Variation

24) Focused Group Discussion is a _____ source of data collection.

- A) Primary
- B) Secondary
- C) Both primary and secondary
- D) None of the above

25) _____ involves an orderly arrangement of data into an array that is suitable for statistical analysis.

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|-------------------|----------------|
| A) Classification | B) Coding |
| C) Tabulation | D) Exploration |

SECTION - II

M. B. A. Based Subject Matter

26) The ultimate of objective of marketing management is _____

- A) Increase the sale volume
- B) Consumer Satisfaction
- C) Increase the revenue of company
- D) Spread over geography to sell the product

27) Marketing Planning does not include _____

- A) Production Planning and Control
- B) Executive Summary
- C) Competitors Analysis
- D) Financial Analysis

28) The product Edible Oil fall in category _____

- | | |
|---------------------|-------------------|
| A) Staples Product | B) Shopping Goods |
| C) Speciality Goods | D) Unsought Goods |

29) _____ developed the theory X and theory Y of Motivation.

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|---------------|-------------|
| A) Harzberg | B) Maslow |
| C) McClelland | D) McGregor |

- 30)** _____ is known as father of scientific management.
- A) Henry Fayol B) Mary Parker Follet
- C) Oliver Sheldon D) F.W. Taylor
- 31)** The goal of corporate governance and business ethics education is to :
- A) Teach students their professional accountability and to uphold their personal integrity to society
- B) Change the way in which ethics is taught to students
- C) Create more ethics standards by which corporate professionals must operate
- D) Increase the workload for students.
- 32)** The median of data series - 24, 20, 26, 23, 27, 31, 34
- A) 26
- B) 24
- C) 27
- D) 26.42
- 33)** Statistical technique dealing with the association between two or more variables is called
- A) Correlation analysis B) Relational analysis
- C) Canonical analysis D) Inferential statistics
- 34)** The sum of deviations from the mean of data series - 2, 4, 6, 8, 10, 12, 14, 16, 18 is
- A) 2 B) 16
- C) 0 D) 12

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- 35)** The runs score by two batsman in a one day series of four matches are 70, 75, 72 and 76 runs score by second batsman are 70, 27, 105 and 91. Who is the best batsman to be selected for national team?
- A) First batsman B) Second batsman
C) Both first and second D) None of the above
- 36)** The area under normal distribution curve is
- A) 2 B) 4
C) 3 D) 1
- 37)** Quartile deviation is a measure of _____
- A) Central tendency
B) Dispersion
C) Both Central tendency and Dispersion
D) None of above
- 38)** Management control is the job of _____
- A) Top level management B) Middle level management
C) Lower level management D) All of the above
- 39)** While taking decision whether to make or buy, _____ technique is useful.
- A) Standard costing B) Absorption costing
C) Marginal costing D) Activity based costing
- 40)** If fixed cost is Rs. 10,000 p.m. and profit volume ratio is 20%, break even point will be _____
- A) Rs. 2,000
B) Rs. 50,000
C) Rs. 5,000
D) Can not be calculated from this information

- 41)** Working capital finance can be raised in the form of _____ from bank.
- A) Term Loan
 - B) Cash Credit
 - C) Bank Overdraft
 - D) Both B) and C)
- 42)** Which of the following statements are true?
- A) Cash flow statement reveals inflow of cash only
 - B) Cash flow statement reveals outflow of cash only
 - C) Cash flow statement is equivalent to income statement
 - D) Cash flow statement is not replacement to fund flow statement
- 43)** Under the cost plus pricing method, price is determined by adding _____ to the cost of a product.
- A) Selling cost
 - B) Taxes
 - C) Commission
 - D) Mark up
- 44)** _____ is the worst stage of business cycle.
- A) Prosperity
 - B) Recession
 - C) Recovery
 - D) Depression
- 45)** A trade agreement establishment between three or more countries is known as _____
- A) Bilateralism
 - B) Multilateralism
 - C) Pluralism
 - D) Dualism

- 46)** A form of private investment from other country in certain sectors of the domestic company is known as _____
- A) Foreign collaboration
 - B) Foreign aid
 - C) Grants in aid
 - D) Foreign investment
- 47)** What is Frank Gilbreth's work most noted for?
- A) Static A Working conditions
 - B) Time and motion studies
 - C) Work psychology
 - D) Work as a social setting
- 48)** The best definition of a learning organisation "An organisation which ____ ?
- A) does a lot of training on an ad hoc basis
 - B) in which the managers are encouraged to develop
 - C) facilitates the learning of all its members and continuously transforms itself
 - D) facilitates the learning of all its members in order to preserve the status quo
- 49)** Profitability stemming from how well a firm positions itself in the market is a key feature of which writer's view on strategy?
- A) Peter Drucker
 - B) Jay Barney
 - C) Michael Porter
 - D) Henry Mintzberg
- 50)** _____ is not a search engine.
- A) Bing
 - B) Chrome
 - C) Google
 - D) Yahoo



Rough Work

Rough Work