

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

**Accountancy / Business Economics / Commerce
(M.Com. Based Exam)**

**RESEARCH METHODOLOGY + M.Com. BASED SUBJECT
MATTER**

Day and Date : Friday, 15 - 07 - 2022

Total Marks : 100

Time : 11.00 a.m. to 01.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Each question carries 2 marks.
 - 3) 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 OMR Answer Sheet.
 - 5) Follow the instructions given on OMR sheet.
 - 6) Rough work should 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. _____ research design is the simplest and the most loosely structured design.
A) Descriptive
B) Experimental
C) Exploratory
D) All of the above
2. A question 'whether your working hours in the organisation are flexible or fixed' is _____.
A) Open ended question
B) Multiples response question
C) Scale based question
D) Dichotomous question

P.T.O.

3. _____ error arises when a sample is not representative of the population.
A) Sampling
B) Non sampling
C) Standard
D) None of the above
4. “There is no difference in the overall average perception of Indian airlines and Jet airways”. This statement is an example of _____ hypothesis.
A) Null
B) Alternative
C) Paired
D) All of the above
5. A _____ is explicit in terms of extent and scope of the results obtained and in terms of the applicability of findings.
A) Research report
B) Synopsis
C) Executive summary
D) Graphical presentation
6. What are the conditions in which Type-I error occurs?
A) The null hypotheses get accepted even if it is false
B) The null hypotheses get rejected even if it is true
C) Both the null hypotheses as well as alternative hypotheses are rejected
D) None of the above
7. Research is _____.
A) Searching again and again
B) Finding solution to any problem
C) Working in a scientific way to search for truth of any problem
D) None of the above

8. _____ is concerned with discovering and testing certain variables with respect to their association or disassociation.

A) Exploratory B) Descriptive

C) Diagnostic D) Descriptive and diagnostic
9. Concept is of two types _____.

A) Abstract and Coherent B) Concrete and Coherent

C) Abstract and concrete D) None of the above
10. What do you mean by Unit of Analysis?

A) Main parameter B) Variables

C) Sample D) Constructs
11. In a survey there is an enumerator and a _____.

A) Guide B) Respondent

C) Supervisor D) Messenger
12. ‘What are the core elements of a Research Process?’

A) Introduction; Data Collection; Data Analysis; Conclusions 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; Discussions and Conclusions

13. Questionnaire is filled by _____.

- A) Respondent
- B) Everybody
- C) Enumerator
- D) None of the above

14. Which of the following is true regarding research objectives?

- A) Research objectives, when achieved, will provide sufficient earnings to obtain a reasonable return on investment.
- B) Research objectives, when obtained, will ensure the viability of the marketing research department.
- C) Research objectives, when achieved, provide the information necessary to solve the problem.
- D) Research objectives are seldom achieved but should be stated as goals to be sought.

15. Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with _____, which is often the hardest step to take.

- A) Developing the research plan
- B) Determining a research approach
- C) Defining the problem and research objectives
- D) Selecting a research agency

16. The _____ scale measurement has a natural zero.

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

17. A complete list of all the sampling units is called ____.

- A) Sampling design
- B) Sampling frame
- C) Population frame
- D) Cluster

18. What is a sampling unit?

- A) The population.
- B) The basic unit containing the elements of the population to be sampled.
- C) All the individual elements of the final sample, drawn together.
- D) The method used to collect the sample.

19. When one examines the entire population instead of a subgroup of the population, this is called a _____.

- A) Sampling
- B) Census
- C) Population
- D) Bias

20. Random sampling is also called ____.

- A) Availability sampling
- B) Probation sampling
- C) Probability sampling
- D) Prospect sampling

M/P ENT - 01

21. If the population proportion equals p_0 $Z \text{ Test} = (\bar{x} - \mu) / (\sigma / \sqrt{n})$, then is distributed :
- A) As a standard normal variable, if $n > 30$
 - B) As a Poisson variable
 - C) As the t-distribution with $v = n - 1$ degrees of freedom
 - D) As a distribution with v degrees of freedom
22. Which test is the part of the parametric test?
- A) Sign Test
 - B) Run Test for Randomness
 - C) Kruskal-Willis Test
 - D) z-test
23. A comprehensive full Report of the research process is called
- A) Thesis
 - B) Summary Report
 - C) Abstract
 - D) Article
24. The chi-square test is :
- A) A mean
 - B) A multi-question tests
 - C) A statistical mistake
 - D) A statistic
25. Which of the following is not one of the seven major parts to the research report?
- A) Results
 - B) Abstract
 - C) Method
 - D) Footnotes

SECTION - II

(M. Com. Based Subject Matter)

- 26.** Who is regarded as a father of Managerial Economics?
- A) Joel Dean B) Adam Smith
- C) J M Keynes D) Ragnar Frisch
- 27.** Frank and Lillian Gilbreth helped contribute to the principles of _____?
- A) Qualitative management B) Administrative management
- C) Project management D) Scientific management
- 28.** In economics, desire backed by purchasing power is known as _____.
- A) Utility B) Demand
- C) Consumption D) Scarcity
- 29.** Car and petrol are _____.
- A) Complimentary goods B) Substitute goods
- C) Supplementary goods D) Reserve goods
- 30.** Want satisfying power of commodity is called
- A) Demand B) Utility
- C) Satisfaction D) Consumption

- 31.** Functional relationship between input and output known as _____.
A) Conversion
B) Production function
C) Work in progress
D) Output function
- 32.** Who published a now famous book entitled In Search of Excellence, outlining what they saw as the eight attributes of excellent companies?
A) Richard Pascale and Tony Athos
B) Andrew Pettigrew and Richard Whipp
C) Tom Peters and Robert Waterman
D) None of these
- 33.** Who coined the concept of management accounting.
A) Robert Anthony
B) James H Bliss
C) J. Batty
D) Michael Porter
- 34.** Debt equity ratio is an indicator of _____.
A) Liquidity
B) Profitability
C) Solvency
D) Activity
- 35.** An ideal debt equity ratio is _____.
A) 1:1
B) 2:01
C) 3:1
D) 1:2

M/P ENT - 01

- 36.** Comparison of financial statements highlights the trend of the _____ of the business.
- A) Financial position B) Performance
- C) Profitability D) All of the above
- 37.** The current assets minus the current liabilities is termed as _____.
- A) Working Capital B) Circulating Capital
- C) Net Current Assets D) All of above
- 38.** Which of the following is not normally paid from the working capital?
- A) Payment to creditors B) Redemption of debentures
- C) Payment of wages D) Purchases of raw materials
- 39.** Overcapitalisation results in _____.
- A) Huge amount of profit B) High rate of return on equity
- C) Lower return on equity D) Huge capital
- 40.** Capital structure of a company is affected by _____.
- A) Cost B) Risk
- C) Flexibility D) All of the above
- 41.** Underwriting of securities is applicable only in case of _____.
- A) Primary market B) Secondary market
- C) Both ‘A’ and ‘B’ D) Neither ‘A’ nor ‘B’

- 42.** In which of the following methods, cash flow is not considered?
- A) Profitability index
 - B) Net present value
 - C) Payback period
 - D) Accounting rate of return
- 43.** Which of the following statements is not true?
- A) Project with high net present value is accepted
 - B) Project with high profitability index is accepted
 - C) Project with high accounting rate of return is accepted
 - D) Project with high payback period is accepted
- 44.** A trade agreement establishment between three or more countries is known as _____.
- A) Bilateralism
 - B) Multilateralism
 - C) Pluralism
 - D) Dualism
- 45.** A virtual organisation “An organisation that _____”?
- A) uses information and communications technologies (ICT’s) to coordinate
 - B) activities without physical boundaries between different functions
 - C) uses internet technologies to sell products to customers
 - D) manages the supply chain using digital technologies
- 46.** While taking decision whether to make or buy _____ technique is useful.
- A) Standard costing
 - B) Absorption costing
 - C) Marginal costing
 - D) Activity based costing

M/P ENT - 01

47. If profit is Rs. 15,000 and profit volume ratio is 10 %, Margin of safety will be _____.
- A) Rs. 1,500
B) Rs. 15,000
C) Rs. 1,50,000
D) Cannot be calculated from this information
48. _____ variance arises because of change in composition of material of standard mix.
- A) Material cost
B) Material price
C) Material yield
D) Material mix
49. 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'
50. Cash from operative activities will decrease due to _____.
- A) increase in current assets
B) decrease in current assets
C) both 'A' and 'B'
D) neither 'A' nor 'B'



Rough Work