

Seat No.
-------------

Total No. of Pages : 10

**Ph.D. Entrance Examination 2025**  
**ACCOUNTANCY / BUSINESS ECONOMIES / COMMERCE**  
**RESEARCH METHODOLOGY + MBA BASED**  
**Subject Code : 58737**

---

**Day and Date : Tuesday, 09/09/2025****Total Marks : 100****Time : 04.00 pm to 06.00 pm**

---

**Instructions:**

- 1) All questions are compulsory.
  - 2) Each question carries 2 mark.
  - 3) Answers should be marked in the given OMR answer sheet by darkening the appropriate option.
  - 4) Follow the instructions given on OMR sheet.
  - 5) Rough work shall be done on the sheet provided at the end of question paper.
  - 6) Only non-programmable calculator are allowed in the Exam Hall.
- 

**Choose the most appropriate as an answer from the given alternatives: MCQS**

1. In order to pursue the research, which of the following is priorly required?
  - a) Developing a research design
  - b) Formulating a research question
  - c) Deciding about the data analysis procedure
  - d) Formulating a research hypothesis
2. The ..... consists of series of various actions which are necessary to effective research work.
  - a) Research problem
  - c) Research process
  - b) Research statement.
  - d) Research study

3. .... is scientific and systematic investigation in relation to specific aspects.
- a) Research
  - b) Research Problem
  - c) Research Process.
  - d) None of above
4. A good research should be. ....
- a) Cost-effective
  - b) Unethical
  - c) Rigid
  - d) Time-bound
5. The primary objective of research is.....
- a) To collect data
  - b) To analyze information
  - c) To discover new knowledge
  - d) To write research papers
6. Following is an example of qualitative research
- a) A survey to measure student satisfaction
  - b) An experiment to test the effectiveness of a new drug
  - c) A case study of a specific organization
  - d) A meta-analysis of previous research studies
7. .... 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
8. A common tool used in quantitative research to collect data is:
- a) Case studies
  - b) Observational notes
  - c) Surveys and questionnaires
  - d) Personal interview

9. Descriptive research is primarily focused on .....
- a) Testing cause-and-effect relationships
  - b) Providing in-depth descriptions of a phenomenon or population.
  - c) Investigating potential new hypotheses
  - d) Developing new theoretical models
10. A Concept which can take on different ..... values is called a variable
- a) quantitative
  - b) qualitative
  - c) Both A & B
  - d) None of above
11. .... research is carried out when any real life problem or social problem request immediate solution which can be helpful in policy formulation by the concern agency.
- a) Descriptive
  - b) Pure
  - c) Applied
  - d) Case
12. The ..... is prepared by the researcher after the formulation of research problem reviewing of literature and developing of hypothesis.
- a) Research Design
  - b) Research Problem
  - c) Research statement
  - d) None of above
13. .... is the first step in Research design.
- a) Title of the research
  - b) Statement of the problem
  - c) Review of literature
  - d) Sources of information.

14. A research design helps in determining .....
- a) The statistical tools to use based on the research problem
  - b) The personal opinion of the researcher
  - c) The irrelevant details that can be ignored
  - d) The subjective interpretation of the data only
15. ....is the primary function of a research design
- a) To collect data
  - b) To analyze data
  - c) To structure the research
  - d) To ensure bias
16. The size of the sample means number of the items to be selected from the universe as a .....
- a) Sample
  - b) Sampling error
  - c) Population
  - d) Hypothesis
17. .... sampling method involves dividing the population into subgroups and then randomly selecting from those subgroups.
- a) Cluster sampling
  - b) Stratified sampling
  - c) Convenience sampling
  - d) Systematic sampling
18. Which one is called non-probability sampling?
- a) Quota sampling
  - b) Cluster sampling
  - c) Systematic sampling
  - d) Stratified random sampling
- 19 A ..... is a subset of a .....
- a) Sample, population
  - b) Population, sample
  - c) Statistic, parameter
  - d) Parameter, statistic

20. Data classification and ..... are essential for Reducing data volume and Improving data analysis
- a) information
  - b) analysis
  - c) tabulation
  - d) None of the above
21. APA and MLA are the ..... styles in presentation of research.
- a) Reporting
  - b)Text
  - c)Reference
  - d) Citation
22. Which of the following factors make the compliance of research ethics difficult?
- a) Societal norms.
  - b) Respect for confidentiality
  - c) Lack of checks.
  - d) Self-check
23. Ensuring the confidentiality of participants is a fundamental principle of .....
- a) research attributes
  - b) research ethics
  - c) research report
  - d) research design.
24. Editing and Proofreading step comes last in the .....writing process
- a) Data Collection
  - b) Research Report
  - c) Citation
  - d) Research Design
25. Plagiarism is.....
- a) Citing sources correctly
  - b) Using someone else's work without proper attribution
  - c) Conducting original research
  - d) Summarizing information from multiple sources

26. What is the primary responsibility of top-level managers in an organization?
- a) Setting operational goals
  - b) Making day-to-day decisions.
  - c) Developing long-term strategies
  - d) Implementing policies
27. Concept of MBO was introduced by:
- a) Peter. F. Drucker
  - b) Mary Parker
  - c) Henry Fayol
  - d) Philip Kotler
28. ....accounting borrows the tools of budgeting, standard costing and marginal costing from cost accounting for cost and profit planning and control.
- a) Financial
  - b) Cost
  - c) Both (a) & (b)
  - d) Management
29. .... is the main function of Managerial Economics.
- a) Market analysis
  - b) Resource allocation
  - c) Decision-making
  - d) Financial planning
30. Under perfect competition. .... in a perfectly competitive market is a determined by the market forces viz. Demand and Supply
- a) Actual Price
  - b) Monopolistic Price
  - c) Market price
  - d) Wholesale Price
31. RTGS system works ..... days in a year.
- a) 365
  - b) 362
  - c) 300
  - d) 305

- 32 The Indian Contract Act came into force on .....
- a) 15<sup>th</sup> September, 1872
  - b) 1<sup>st</sup> September, 1872
  - c) 15<sup>th</sup> October, 1872
  - d) 1<sup>st</sup> October, 1872
33. Patent is a .....
- a) Transferable property
  - b) Real Property
  - b) Negotiable property
  - d) Non-Transferable property
34. What is the formula for calculating the Net Present Value (NPV) of a project?
- a)  $NPV = \text{Initial Investment} / \text{Discount Rate}$
  - b)  $NPV = \text{Future Value} - \text{Present Value}$
  - c)  $NPV = \text{Cash Inflows} - \text{Cash Outflows}$
  - d)  $NPV = \text{Cash Inflows} / \text{Cash Outflows}$
35. What is the purpose of the Cash Flow Statement in financial management?
- a) To show a company's profitability over a specific period
  - b) To provide information about a company's cash receipts and cash payments
  - c) To calculate the Return on Investment (ROI)
  - d) To report changes in shareholders' equity
36. .... is the process of finding out customer needs and serving those needs profitably.
- a) Selling
  - b) Buying
  - c) Marketing
  - d) Consuming

37. What is the primary goal of Human Resource Management (HRM)?
- a) Maximizing profits
  - b) Employee satisfaction
  - c) Cost reduction
  - d) Maximizing shareholder wealth
38. What is the term for the process of evaluating the potential candidates for a job based on their skills, knowledge, and suitability?
- a) Recruitment
  - b) Selection
  - c) Onboarding
  - d) Training and development
39. Dividing the market into homogeneous groups is called?
- a) Segmentation
  - b) Classification
  - c) Analysis
  - d) Grouping
40. .... helps in manufacturing the desired product than finding the errors in the production process and rectifying it.
- a) Quality Control
  - b) Quality Assurance
  - c) Quality Audit
  - d) Quality Circle
41. .... is the mathematical study of waiting lines.
- a) Game Theory
  - b) PERT
  - c) CPM
  - d) Queuing Theory
42. The most important step of ERP implementation is ..... phase.
- a) Installing
  - b) Training
  - c) Gap analysis
  - d) Testing



43. What is the central purpose of strategic evaluation?
- a) Evaluate effectiveness of strategy to achieve organisational objectives.
  - b) Evaluate effectiveness of control system to measure achievements.
  - c) Evaluate effectiveness of strategies to be implemented efficiently.
  - d) Evaluate effectiveness of the strategy implementation process.
44. What is the primary goal of Business Intelligence (BI)?
- a) To minimize data collection efforts
  - b) To maximize data storage capacity
  - c) To provide insights for informed decision-making
  - d) To ignore data analysis
45. E-Choupal is a web based initiative by ..... that connects farmers in rural India to agriculture resources, market and knowledge.
- a) ITC Ltd
  - b) Reliance Ltd
  - c) Adani Ltd
  - d) TATA Ltd
46. The Startup India Scheme was launched on .....
- a) 16 January, 2016
  - b) 26, January, 2016
  - c) 15 August, 2015
  - d) 15 August, 2016
47. What is the purpose of the Critical Path Method (CPM) in project management?
- a) Identifying the longest sequence of dependent activities
  - b) Calculating manufacturing lead times.
  - c) Allocating resources to tasks
  - d) Evaluating employee performance

48. In operations management, what is the term for the process of ensuring that goods and services meet or exceed customer expectations?
  - a) Quality control
  - b) Six Sigma
  - c) Total Quality Management (TQM)
  - d) Lean production
49. According to ..... Hierarchy of needs self- actualization need is the highest level of need.
  - a) Abraham Maslow
  - b) Douglas McGreor
  - c) Frederick Herzberg
  - d) Lyndall Urwick
50. What is the term for a set of software tools and technologies that allow organizations to manage, store, organize, and analyze large volumes of structured and unstructured data?
  - a) Customer Relationship Management (CRM)
  - b) Enterprise Resource Planning (ERP)
  - c) Database Management System (DBMS)
  - d) Ignoring data storage

