

Seat No.

Total No. of Pages : 14

Ph.D. Entrance Examination 2025
Business Management (M.B.A. Based)
Subject Code: 58736

Day and Date : Wednesday, 10/Sep/2025**Total Marks : 100****Time : 10.00 am to 12.00 noon**

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.
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1. In research methodology, "sampling" refers to
 - A) Collecting data from all possible subjects
 - B) Choosing a subset of individuals from a population
 - C) Analyzing data using software
 - D) Reviewing literature
2. Case study research have following of the limitation
 - A) High external validity
 - B) In-depth understanding of a single case
 - C) Limited generalizability
 - D) Ease of data collection

3. Confounding in research means
- A) The intentional manipulation of data
 - B) The presence of an extraneous variable that correlates with both the independent and dependent variables
 - C) A method of data collection
 - D) A type of qualitative analysis
4. What kind of sampling error can be indicated if a researcher claims to utilise a survey approach but only collects data from willing participants?
- A) Random sampling error
 - B) Non-response bias
 - C) Convenience sampling bias
 - D) Selection bias
5. Which part of research design entails specifying the methodology for data analysis?
- A) Research methodology
 - B) Data collection methods
 - C) Statistical analysis plan
 - D) Sampling strategy
6. Among the following, which one best describes exploratory research?
- A) It tests a specific hypothesis.
 - B) It seeks to quantify relationships between variables.
 - C) It aims to identify patterns and generate new hypotheses.
 - D) It relies solely on statistical analysis.
7. What kind of analysis is commonly employed to understand the information gathered during exploratory research?
- A) Quantitative statistical analysis
 - B) Content analysis
 - C) Regression analysis
 - D) Experimental analysis

8. What kind of data enables both addition and multiplication to yield significant outcomes?
 - A) Nominal data
 - B) Ordinal data
 - C) Interval data
 - D) Ratio data
9. Which of the following situations best illustrates how interval data is used?
 - A) The temperature measured in Fahrenheit or Celsius.
 - B) The number of students in a classroom.
 - C) The types of pets owned by participants.
 - D) The ranking of movies from best to worst.
10. Which of the following best defines the key distinction between qualitative and quantitative data?
 - A) Qualitative data can be measured; quantitative data cannot.
 - B) Qualitative data is categorical, while quantitative data is numerical and can be measured.
 - C) Qualitative data involves averages; quantitative data involves descriptions.
 - D) Qualitative data is derived from experiments; quantitative data is derived from observations.
11. A researcher finds substantial heterogeneity among the included papers while performing a meta-analysis. What is the most effective way to deal with this problem?
 - A) Exclude studies with varying methodologies to focus on homogeneity.
 - B) Conduct a subgroup analysis to explore sources of variability among the studies.
 - C) Pool all effect sizes regardless of their variability to achieve a more robust result.
 - D) Report the findings without addressing heterogeneity, as it does not affect the overall conclusion.

12. In hypothesis testing, a Type I error occurs when:
- A) A true null hypothesis is incorrectly rejected.
 - B) A false null hypothesis is accepted.
 - C) The sample size is too small to draw valid conclusions.
 - D) There is not enough statistical power to detect an effect.
13. Which of these is an illustration of secondary data?
- A) A survey conducted by a researcher on consumer preferences,
 - B) Data collected from government publications or databases.
 - C) Interviews conducted with participants for a study.
 - D) Experimental results generated in a laboratory.
14. In hypothesis testing, the null hypothesis is:
- A) A statement of no effect or no difference
 - B) A statement that the alternative hypothesis is true
 - C) The hypothesis that researchers aim to prove
 - D) A statement that indicates a strong relationship between variables
15. A problem for research is only viable when
- A) It has utility and relevance
 - B) It is researchable
 - C) It is new and adds something to knowledge
 - D) All the above

16. Bibliography given in a research report:

- A) Shows vast knowledge of the researcher
- B) Helps those interested in further research
- C) Has no relevance to research
- D) All the above

17. Research problem is selected from the stand point of:

- A) Researcher's interest
- B) Financial support
- C) Social relevance
- D) Availability of relevant literature

18. Match the following

Type of Research

- | | |
|--------------------------|---|
| 1. Applied research | a) Research carried on several time periods |
| 2. Fundamental research | b) Research based on data |
| 3. Longitudinal research | c) Finding solution of an immediate problem |
| 4. Descriptive research | d) Gathering knowledge skill |
| 5. Qualitative research | e) Fact finding enquiry of social events and system |

- | | |
|------------------------|------------------------|
| A) 1-a,2-c,3-b,4-d | B) 1-b,2-c,3-d,4-a |
| C) 1-d,2-e,3-c,4-b,5-a | D) 1-d,2-e,3-b,4-a,5-c |

19. A short summary of technical report is called

- A) Article
- B) Research Abstract
- C) Publication
- D) Guide

20. Using a questionnaire has the following benefits:
- A) Probe questions can be asked
 - B) Respondents can be put at ease
 - C) Interview bias can be avoided
 - D) Response rates are always high
21. The measure of the extent to which responses vary from the mean is called:
- A) The mode
 - B) The normal distribution
 - C) The standard deviation
 - D) All of the above
22. When conducting research online, ethical issues may come up because
- A) Everyone has access to digital media
 - B) Respondents may fake their identities
 - C) Researchers may fake their identities
 - D) Internet research has to be covert
23. What type of data is produced by a Likert scale when attitudes or opinions are measured
- A) Nominal data
 - B) Ordinal data
 - C) Interval data
 - D) Ratio data
24. helps in comparison of two or more variables
- A) Classification
 - B) Tabulation
 - C) Research
 - D) Survey
25. What kind of research method is a bottom-up approach?
- A) Deductive method
 - B) Explanatory method
 - C) Inductive method
 - D) Exploratory method

26. Which form of Intellectual Property Right (IPR) protects original artistic and literary works?
 - A) Copyright
 - B) Trademark
 - C) Patent
 - D) Industrial Design
27. Which of the following is a growth indicator?
 - A) Human Development Index (HDI)
 - B) Gross national income (GNI)
 - C) Life expectancy at birth
 - D) Purchasing power parity (PPP)
28. A low-cost leadership strategy is associated with
 - A) Decentralized authority
 - B) Centralized authority
 - C) No control
 - D) No standardization
29. An e-commerce platform is analyzing its customer retention strategies. It found that customers who receive personalized offers have a higher retention rate.

What should the platform invest in to enhance customer retention?

 - A) Generic marketing campaigns
 - B) Data analytics to create targeted marketing strategies
 - C) Reducing product prices
 - D) Increasing delivery times for cost savings

30. Which are the big five traits of personality?
- A) Extroversion, openness to experience, agreeableness, emotional stability, and conscientious
 - B) Agreeableness, courage, openness to experience, friendly, and emotional stability
 - C) Extroversion, agreeableness, emotional stability, friendly, and openness to experience
 - D) Agreeableness, emotional stability, easygoing, friendly, and courage
31. is an elaborated version of an idea expressed in meaningful customer terms.
- A) Product test
 - B) Brand positioning
 - C) Product concept
 - D) Product development
32. 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
33. Which of the following is not the part of logistics decision?
- A) Order processing
 - B) Warehousing
 - C) Production
 - D) Transportation
34. The primary focus of Talent Management is to create
- A) A support for organisation strategy
 - B) Satisfied Work force
 - C) Motivated Work Force
 - D) Matching model for organisation strategy

35. is a statement of human qualifications necessary to do the job
A) Job Description
B) Job analysis
C) Job specification
D) None of the above
36. helps the organization maintain or improve a competitive advantage by comparing its practices with those of companies identified as having exceptional HR practices.
A) Compliance HR Audit
B) Comparative HR Audit
C) Bench Mark Audit
D) Best Practices Audit
37. PERT
A) Provides an approach for keeping planning up-to-date
B) Provides a way for management to require that planning be done on a uniform and logical basis
C) Permits management to foresee quickly the impact of variations from the plan
D) All of the above
38. CAD/CAM is the relationship between
A) science and engineering
B) manufacturing and marketing
C) design and manufacturing
D) design and marketing
39. The correct sequence of operations in the Production Planning and Control process is
A) Routing Scheduling - Follow up Dispatching
B) Scheduling - Follow up Dispatching Routing
C) Routing Scheduling - Dispatching - Follow up
D) Dispatching - Routing - Scheduling - Follow up

40. What do Flexible Manufacturing Systems (FMS) do?
- A) Moves and manipulates products, parts or tools
 - B) Moves materials between operations
 - C) Co-ordinates the whole process of manufacturing and manufactures a part, component or product
 - D) Completely manufactures a range of components without significant human intervention during the processing
41. A multinational corporation is facing high employee turnover rates in its marketing department. Exit interviews reveal that employees feel undervalued and lack opportunities for advancement.
- What HR strategy should the company implement to reduce turnover?
- A) Increase salary for all employees
 - B) Implement a robust employee development program
 - C) Introduce more stringent hiring processes
 - D) Decrease the number of performance reviews
42. A company enters into a contract with a supplier for the delivery of raw materials. The supplier fails to deliver the materials on time, causing production delays.
- What legal remedy does the company have against the supplier?
- A) Rescind the contract
 - B) Seek damages for lost profits
 - C) Demand specific performance
 - D) Terminate the contract without consequences

43. A manufacturing firm is facing production delays due to equipment breakdowns and inefficiencies in workflow.

What approach should the firm consider to enhance operational efficiency?

- A) Increase production volume
- B) Implement Total Quality Management (TQM)
- C) Hire additional staff
- D) Outsource production

44. A luxury brand is planning to launch a new line of eco-friendly products. Market research indicates that while there is a growing trend towards sustainability, the target audience is also highly sensitive to price.

What pricing strategy should the brand adopt for this new line to balance sustainability and price sensitivity?

- A) Premium Pricing
- B) Penetration Pricing
- C) Price Skimming
- D) Competitive Pricing

45. JKL Corporation is facing allegations of unethical business practices, including bribery and corruption, in one of its international operations.

What should be the first step taken by the company to address these allegations?

- A) Deny all allegations publicly
- B) Conduct an internal investigation
- C) Suspend all operations in the affected country
- D) Issue a press release detailing their compliance policies

46. XYZ Corp. is facing disruptions in its supply chain due to global logistics issues. The company relies heavily on just-in-time (JIT) inventory management, which is becoming increasingly risky.

What strategy should XYZ Corp. consider to mitigate supply chain risks?

- A) Increase inventory levels B) Reduce the number of suppliers
C) Outsource all logistics operations D) Eliminate JIT inventory practices

47. Pharmaceutical company discovers that one of its best-selling drugs has serious side effects that were not disclosed during the clinical trials. The company must decide how to respond.

What should the company prioritize in its response to this situation?

- A) Protecting its market share
B) Transparency and public safety
C) Legal defenses against lawsuits
D) Retaining its reputation at all costs

48. A family-owned restaurant is considering expanding its operations by opening a franchise model. The owners are uncertain about the feasibility and potential risks involved.

What should the owners conduct to better understand the implications of franchising?

- A) Competitive analysis of local franchises
B) Market research on customer preferences
C) Feasibility study of the franchise model
D) Financial analysis of existing operations

- 49 JKL Corp. is analyzing its capital structure. Currently, it relies heavily on debt financing, and interest rates are expected to rise.

What should JKL Corp. consider to optimize its capital structure?

- A) Increase debt financing to leverage tax benefits
- B) Issue more equity to reduce financial risk
- C) Maintain the current capital structure due to rising interest rates
- D) Focus solely on short-term financing

- 50 A manufacturing company is facing delays due to inefficient production processes. The management is considering the implementation of Lean principles.

What should be the primary focus of implementing Lean principles?

- A) Increasing the production output
- B) Reducing waste and improving efficiency
- C) Expanding the product line
- D) Automating all processes.

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-- ROUGH WORK --