

Seat No.

Total No. of Pages : 14

Ph.D. Entrance Examination 2025**Business Management****Subject Code : 58736**

Day and Date : Tuesday, 09/09/2025**Total Marks : 100****Time : 01.00 pm to 03.00 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.
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1. The most effective research design for determining cause-and-effect relationship
 - A) Descriptive study
 - B) Experimental study
 - C) Correlational study
 - D) Case study
2. What does the term "thematic analysis" refer to in qualitative research,
 - A) A statistical method for analysing themes
 - B) A technique for identifying, analysing, and reporting patterns within data
 - C) A way to test hypotheses through thematic frameworks
 - D) An experimental design to assess thematic variations
3. Statistical test would use to compare the means of two independent groups
 - A) Paired t-test
 - B) ANOVA
 - C) Chi-square test
 - D) Independent t-test

4. In which of the following situations is the idea of "applied research" illustrated?
- A) A study investigating the theoretical underpinnings of gravity.
 - B) A researcher testing a new drug's efficacy on a specific disease.
 - C) A historian analyzing ancient texts to understand cultural practices.
 - D) An artist conducting interviews to explore themes in modern art.
5. Who is not aware of the treatment allocation in a double-blind study?
- A) Only the participants
 - B) Only the researchers conducting the study
 - C) Both the participants and the researchers
 - D) Only the data analysts
6. Data which is produced by a Likert scale when attitudes or opinions are measured is.
- A) Nominal data
 - B) Ordinal data
 - C) Interval data
 - D) Ratio data
7. A researcher conducting a randomized controlled trial notices that participants in the treatment group report higher outcomes than those in the control group, but the difference is statistically non-significant. Which of the following best describes the implications of this finding?
- A) The treatment is ineffective, as no significant difference was found.
 - B) There may be a Type II error; the treatment could be effective, but the sample size was too small.
 - C) The control group may have been improperly defined, leading to poor measurement of the treatment effect.
 - D) The study design is flawed due to the lack of blinding.

8. 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.
9. Formulation of hypothesis may NOT be required in:
- A) Survey method
 - B) Historical studies
 - C) Experimental studies.
 - D) Normative studies
10. The word research is derived from the French word
- A) Reserch
 - B) Recerch
 - C) Resourch
 - D) Riserch
11. helps in comparison of two or more variables.
- A) Classification
 - B) Tabulation
 - C) Research
 - D) Survey
12. What kind of research method is a bottom-up approach?
- A) Deductive method
 - B) Explanatory method
 - C) Inductive method
 - D) Exploratory method
13. Research that uses qualitative methods for one phase and quantitative methods for the next phase is known as:
- A) Action research
 - B) Mixed-method research
 - C) Quantitative research
 - D) Pragmatic research

14. A positive correlation occurs when:
- A) Two variables remain constant
 - B) Two variables move in the same direction
 - C) One variable goes up and the other goes down
 - D) Two variables move in opposite directions
15. Which of the following describes unethical with human subjects in research practices?
- A) Maintaining participants' anonymity
 - B) Gaining informed consent
 - C) Informing participants that they are free to withdraw at any time
 - D) Requiring participants to continue until the study has been completed
16. A graph that uses vertical bars to represent data is called:
- A) A bar chart
 - B) A pie chart
 - C) A line graph
 - D) A vertical graph
17. In conducting secondary data analysis, researchers should ask themselves all of the following EXCEPT:
- A) Who produced the document?
 - B) Is the material genuine?
 - C) How can respondents be re-interviewed?
 - D) Why was the document produced?

18. Typically, tests make assumptions about the parent population's characteristics from which we take samples.

A) Non Parametric

B) Parametric

C) hypothesis

D) All of these
19. is a way to systematically solve the research problem.

A) Research

B) Research Methodology

C) Research Process

D) Field Research
20. In qualitative research, case lets are often used to:

A) Test hypotheses

B) Provide statistical evidence

C) Illustrate complex concepts or theories

D) Confirm prior findings
21. A team is conducting a case study on a new teaching method. Halfway through, they realize their initial hypothesis may be incorrect. What should they do?

A) Ignore the data and stick to the original hypothesis

B) Adapt their hypothesis based on emerging findings

C) Stop the study and start over

D) Only report data that supports the original hypothesis
22. While reviewing literature for a research project, a researcher finds conflicting studies. How should they address this in their own work?

A) Only cite the studies that support their viewpoint

B) Acknowledge the conflict and discuss possible reasons

C) Dismiss the conflicting studies as irrelevant

D) Focus only on the most recent studies

23. Descriptive statistics purpose is to

- A) Summarize the characteristics of a data set
- B) Draw conclusions from the data
- C) None of the above
- D) All of the above

24. 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

25. Match the following

Type of Research

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

26. Which accounting principle states that expenses should be recognized in the same period as the revenues they help to generate?
- A) Revenue Recognition Principle B) Full Disclosure Principle
C) Cost Principle D) Matching Principle
27. According to which theory, employees are driven by their wants in a hierarchical manner?
- A) Herzberg's Two-Factor Theory B) McGregor's Theory X and Y
C) Maslow's Hierarchy of Needs D) Alderfer's ERG Theory
28. Which of the following is a key advantage of just-in-time (JIT) inventory management?
- A) Increased storage costs B) Reduced lead times
C) Higher inventory levels D) Greater product variety
29. What is the purpose of SWOT analysis?
- A) To assess market trends
B) To determine pricing strategies
C) To forecast sales
D) To evaluate internal and external factors affecting an organization
30. What is meant by "multicollinearity" in regression analysis?
- A) A situation where the dependent variable is influenced by multiple independent variables
B) The error term is correlated with the independent variable
C) The absence of a linear relationship
D) High correlation between two or more independent variables

31. Which of the following biases is characterized by investors' tendency to hold losing investments too long while selling winners too quickly?
- A) Overconfidence Bias B) Loss Aversion
C) Disposition Effect D) Herd Behavior
32. The price elasticity of demand measures:
- A) The responsiveness of quantity demanded to a change in consumer income
B) The responsiveness of quantity demanded to a change in price
C) The responsiveness of supply to a change in price
D) The change in total revenue due to a price change
33. Which of the following is a method for estimating market size?
- A) Bottom-up approach B) SWOT analysis
C) PEST analysis D) Value chain analysis
34. Which of the following factors influences consumer behavior the least?
- A) Cultural factors B) Social factors
C) Personal factors D) Geographic location
35. A company is evaluating two projects: Project X and Project Y. Project X has a lower initial investment but a lower rate of return, while Project Y requires a higher investment but promises higher returns over time.
- Which financial metric would be most useful for comparing the two projects?
- A) Net Present Value (NPV)
B) Payback Period
C) Return on Investment (ROI)
D) Internal Rate of Return (IRR)

36. A local bakery has raised prices on its most popular items. Customer traffic has decreased, but overall revenue has remained stable.

What can be inferred about the bakery's demand elasticity?

- A) Demand is elastic
- B) Demand is inelastic
- C) Demand is unitary
- D) Demand is perfectly elastic

37. A tech startup is facing fierce competition from larger companies with more resources. To sustain its market position, the startup is considering either a strategic alliance with another company or pursuing a differentiated product strategy.

Which strategy is likely to provide a quicker route to market presence and resource sharing?

- A) Differentiated Product Strategy
- B) Market Penetration
- C) Strategic Alliance
- D) Cost Leadership Strategy

38. GHI Industries is analyzing its financial ratios and finds that its current ratio has decreased from 2.5 to 1.2 over the past year. The management is concerned about liquidity.

What could be a potential reason for this decline in the current ratio?

- A) Increased short-term liabilities
- B) Increased long-term investments
- C) Decreased sales revenue
- D) Increased cash reserves

39. A clothing manufacturer is experiencing high levels of inventory waste due to overproduction and demand forecasting errors.

What operational strategy should the manufacturer implement to minimize waste?

- A) Just-In-Time (JIT) Inventory Management
 - B) Increase production volume
 - C) Expand the product range
 - D) Hire more sales personnel
40. PQR Ltd. is evaluating two investment options: a government bond with a guaranteed return of 4% and a high-risk stock that has historically returned 10%, but with significant volatility. The company's policy emphasizes conservative investment.

What should PQR Ltd. primarily consider when making its investment decision?

- A) Historical performance of the stock
 - B) Risk tolerance and investment policy
 - C) Current market trends
 - D) Recommendations from financial advisors
41. ABC Ltd. is considering investing in renewable energy technology to benefit from government tax incentives. The management is unsure about the long-term benefits versus the initial investment cost.

What should be the primary focus of ABC Ltd. in evaluating this investment?

- A) Short-term tax savings
- B) Long-term return on investment (ROI)
- C) Immediate cash flow
- D) Competitor actions

42. An investor is considering purchasing shares of a company that recently reported strong earnings but has a high price-to-earnings (P/E) ratio compared to industry peers.

What should the investor investigate further before making a decision?

- A) The company's market share
- B) The reasons for the high P/E ratio
- C) The overall market conditions
- D) Recommendations from analysts

43. A company is considering a merger with another firm. Financial analysis shows that while the merger could lead to cost synergies, there is also a risk of cultural clash,

What should the company do before proceeding with the merger?

- A) Focus solely on financial synergies
- B) Immediately announce the merger to the public
- C) Hire external consultants to manage the merger process
- D) Conduct a thorough cultural assessment of both organizations

44. DEF Inc. has a capital structure consisting of 40% equity and 60% debt. The cost of equity is 12%, and the after-tax cost of debt is 4%.

What is the WACC for DEF Inc.?

- | | |
|---------|----------|
| A) 6.4% | B) 8.0% |
| C) 9.6% | D) 10.4% |

45. JKL Industries is considered a high-risk company due to its volatile earnings. As a result, investors require a higher return on equity, raising the cost of equity to 15%. The company plans to maintain a constant debt-to-equity ratio.

How will an increase in perceived risk affect JKL Industries' WACC?

- A) It will remain unchanged
 - B) It will decrease
 - C) It will increase
 - D) It will fluctuate unpredictably
46. "Might is right" is the motto of
- A) Autocratic Model
 - B) Custodial Model
 - C) Supportive Model
 - D) Collegial Model
47. The Lease period is equal to or greater than of the estimated economic life an asset.
- A) 25%
 - B) 50%
 - C) 75%
 - D) 60%
48. is a systematic way of putting the effects of all surrounding in a scientific way to judge their positive or negative impact and draw conclusion.
- A) Social Accounting
 - B) H. R. Accounting
 - C) Environmental Accounting
 - D) None of these

49. One Liquidation and No formation of new company takes place in case of
- A) Amalgamation B) Absorption
- C) External Reconstruction D) Internal Reconstruction
50. Which of the following is a statutory document that contains the rules and regulations for the internal management of a company?
- A) Memorandum of Association
- B) Articles of Association
- C) Partnership Deed
- D) Power of Attorney

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-- ROUGH WORK --