

### Answer key SET I

Accountancy/Business Economics/Commerce  
Ph.D Entrance (Faculty of Commerce & Management) Examination  
Research Methodology + MBA Based Subjects

Total Marks: 100

Choose the most appropriate as an answer from the given alternatives: MCQs

|    |  |    |  |
|----|--|----|--|
| 1  | b) Formulating a research question                               | 26 | c. Developing long-term strategies   |
| 2  | c) Research process  | 27 | Peter. F.Drucker (a)   |
| 3  | a) Research  | 28 | d).Management  |
| 4  | d) Time-bound  | 29 | c) Decision-making   |
| 5  | c) To discover new knowledge                                     | 30 | c) Market price  |
| 6  | c) A case study of a specific organization                       | 31 | b)362  |
| 7  | c) Diagnostic  | 32 | b) 1 <sup>st</sup> September, 1872   |
| 8  | c) Surveys and questionnaires                                    | 33 | a)Transferable property  |
| 9  | b) Providing in-depth descriptions of a phenomenon or population | 34 | c)NPV = Cash Inflows – Cash Outflows   |
| 10 | a. Quantitative  | 35 | b. To provide information about a company's cash receipts and cash payments  |
| 11 | c)Applied  | 36 | a)Selling  |
| 12 | a) Research Design   | 37 | b) Employee satisfaction   |
| 13 | a) Title of the research   | 38 | b) Selection   |
| 14 | a) The statistical tools to use based on the research problem    | 39 | a) Segmentation  |
| 15 | c) To structure the research                                     | 40 | a)Quality Control  |
| 16 | a) Sample  | 41 | d)Queuing Theory   |
| 17 | b) Stratified sampling   | 42 | c)Gap analysis   |
| 18 | a) Quota sampling  | 43 | Evaluate effectiveness of strategy to achieve organisational objectives. (a) |
| 19 | a) Sample, population  | 44 | c) To provide insights for informed decision-making                          |
| 20 | c) tabulation  | 45 | a) ITC Ltd   |
| 21 | d) Citation  | 46 | 16 January, 2016 (a)   |
| 22 | c)Lack of checks   | 47 | a) Identifying the longest sequence of dependent activities                  |
| 23 | b) research ethics   | 48 | c). Total Quality Management (TQM)   |
| 24 | b) Research Report   | 49 | a) Abraham Maslow  |
| 25 | b) Using someone else's work                                     | 50 | c).Database Management System (DBMS)   |