

Seat No.

Total No. of Pages : 14

Ph.d Entrance Examination March - April, 2026
Business management (M.Com Based)

Sub. Code: 58736

Day and Date : Wednesday, 07-Oct-2026**Total Marks : 100****Time : 01.00 pm to 03.00 pm**

Instructions :

- 1) All questions are compulsory.
 - 2) Each question carries 2 marks.
 - 3) Answers should be marked in the given OMR answer sheet by darkening the appropriate option.
 - 4) Use black ball point 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 shall be done on the sheet provided at the end of question paper.
 - 7) Only non-programmable calculators are allowed.
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1. A pilot study is conducted mainly to.....
 - A) Publish the final research report
 - B) Test the feasibility of the research procedures
 - C) Increase the population size
 - D) Replace the main study
2. Which epistemological position assumes that knowledge is objective and can be measured independently of the researcher?
 - A) Constructivism
 - B) Interpretivism
 - C) Positivism
 - D) Phenomenology

3. A researcher combines survey data with in-depth interviews to study customer satisfaction. This approach is known as
- A) Historical research B) Mixed-method research
- C) Experimental research D) Diagnostic research
4. Which of the following is generally considered the first major step in the research process?
- A) Data analysis
- B) Report writing
- C) Identification of the research problem
- D) Data collection
5. A researcher divides a heterogeneous population into homogeneous subgroups and then draws samples from each subgroup. Which sampling technique is being used?
- A) Cluster sampling B) Stratified sampling
- C) Convenience sampling D) Quota sampling
6. While drawing conclusions from research findings, a researcher should avoid
- A) Providing a clear summary of findings
- B) Ignoring negative or contradictory findings
- C) Relating findings to research objectives
- D) Highlighting significant findings

7. Copying the exact words or substantial portions of another author's work without proper quotation and citation is known as
 - A) Self-plagiarism
 - B) Indirect plagiarism
 - C) Direct plagiarism
 - D) Patchwriting
8. The chi-square test is particularly useful for examining
 - A) Association between categorical variables
 - B) Difference between two numerical means only
 - C) Standard deviation only
 - D) Regression coefficients only
9. Which presentation method is most suitable for showing the composition of total expenditure among different heads?
 - A) Pie chart
 - B) Line graph
 - C) Histogram
 - D) Frequency polygon
10. Which of the following is a diagrammatic representation of data?
 - A) Graph
 - B) Bar diagram
 - C) Pie chart
 - D) All of the above
11. Validity in research primarily refers to
 - A) Consistency of measurement
 - B) The extent to which an instrument measures what it is intended to measure
 - C) Size of the sample
 - D) Cost of the research.

12. Which of the following correctly defines a Type-II error?
- A) Rejecting a true null hypothesis
 - B) Failing to reject a false null hypothesis
 - C) Rejecting a true research hypothesis
 - D) Obtaining a significant result when the null hypothesis is true
13. An in-depth study of a particular unit, such as an individual, group, institution or organisation, is known as
- A) Case study method.
 - B) Historical research
 - C) Analytical method
 - D) Experimental method
14. The primary purpose of formulating research objectives is to
- A) Increase sample size
 - B) Guide the direction and scope of the research process
 - C) Reduce the need for literature review
 - D) Prepare graphs and tables
15. For research involving human participants, ethical approval is generally obtained before
- A) Publishing the results
 - B) Collecting data from participants
 - C) Preparing the final report
 - D) Data analysis

16. A variable that is deliberately manipulated by the researcher in an experiment is called the
- A) Dependent variable B) Independent variable
- C) Extraneous variable D) Control variable
17. Which research reasoning approach moves from specific observations to general conclusions?
- A) Deductive method B) Explanatory method
- C) Inductive method D) Experimental method
18. A table that presents data according to two or more characteristics or variables is generally called a
- A) Simple table B) Complex table
- C) Frequency table D) Source table
19. Recall bias is most likely to occur when respondents are asked to
- A) Report easily observable current behaviour
- B) Remember events or behaviours from the distant past
- C) Select their current age group
- D) State their present occupation
20. Research undertaken to investigate a relatively unfamiliar or insufficiently understood problem is known as
- A) Descriptive research B) Exploratory research
- C) Diagnostic research D) Experimental research

21. Cross-sectional research generally collects data
- A) Over several decades
 - B) At a particular point or period in time
 - C) Only every month
 - D) Only from historical records
22. If participants change their behaviour because they know they are being observed, this phenomenon is known as
- A) Hawthorne effect
 - B) Sampling error
 - C) Recall bias
 - D) Measurement error
23. A researcher presents the distribution of students according to age using continuous class intervals. The most appropriate graphical representation is
- A) Histogram
 - B) Pie chart
 - C) Simple bar diagram
 - D) Pictogram
24. A Likert scale is commonly used to measure
- A) Height
 - B) Attitudes or degree of agreement
 - C) Population size
 - D) Physical distance
25. Which principle ensures that a research study can be repeated by other researchers using similar procedures?
- A) Randomisation
 - B) Replicability
 - C) Generalisation
 - D) Sampling

26. A correlation coefficient of -1 indicates
- A) No relationship
 - B) Perfect positive correlation
 - C) Perfect negative correlation
 - D) Moderate negative correlation
27. Ontology deals with
- A) Research ethics
 - B) Nature of reality and existence.
 - C) Data collection
 - D) Sampling methods
28. Entrepreneurship is best described as the process of
- A) Avoiding all business risks
 - B) Identifying opportunities and organising resources to create value
 - C) Working only for government organisations
 - D) Managing existing resources without change
29. A business wants to introduce AI into customer service. Which approach is most appropriate for responsible implementation?
- A) Deploy AI without monitoring
 - B) Combine AI efficiency with human oversight, data protection and performance evaluation
 - C) Remove all human involvement immediately
 - D) Allow AI to make every decision without accountability

30. A major advantage of digital marketing is that it
- A) Allows targeted communication and measurable customer engagement
 - B) Eliminates competition
 - C) Guarantees sales
 - D) Requires no planning
31. ESG stands for
- A) Economic, Social and Growth
 - B) Environmental, Social and Governance
 - C) Enterprise, Sales and Growth
 - D) Environmental, Securities and Goods
32. Blockchain technology is primarily associated with
- A) Distributed and tamper-resistant digital records
 - B) Traditional bookkeeping only
 - C) Physical transportation.
 - D) Manual inventory management only
33. SEBI primarily regulates
- A) Insurance companies
 - B) Securities markets in India
 - C) Commercial banks' deposit accounts
 - D) Agricultural production

34. Which institution is the apex development financial institution for agriculture and rural development in India?
- A) NABARD
B) SEBI
C) IRDAI
D) PFRDA
35. If a project requires an investment of 5 lakh and generates an annual cash inflow of 1 lakh, ignoring other factors, its simple payback period is
- A) 2 years
B) 3 years
C) 5 years
D) 10 years
36. The quick ratio excludes which of the following from current assets?
- A) Cash
B) Bank balance
C) Inventory
D) Receivables
37. Decentralisation is particularly useful when
- A) Quick decisions are required at lower organisational levels
B) All decisions must be made by the CEO
C) Employees have no authority
D) The organisation has no departments
38. Relativism suggests that
- A) There is one objective reality.
B) Reality varies according to individual perceptions.
C) Reality is measurable.
D) Reality is independent of culture.

39. If a business earns high profits but causes significant environmental damage, which approach best reflects the modern concept of responsible business?
- A) Profit maximisation alone
 - B) Sustainable development and responsible business practices
 - C) Elimination of stakeholders
 - D) Avoidance of environmental regulations
40. Which of the following is NOT a characteristic generally associated with globalisation?
- A) Cross-border trade
 - B) International investment
 - C) Complete restriction on international technology transfer
 - D) Increased international economic integration
41. Under Indian income-tax law, the Alternate Minimum Tax (AMT) is primarily applicable to
- A) All salaried individuals
 - B) Certain non-corporate taxpayers subject to specified provisions
 - C) Domestic companies only
 - D) Government organisations

42. The primary objective of corporate governance is to
- A) Maximise sales only
 - B) Ensure accountability, transparency and protection of stakeholders' interests
 - C) Increase government control over companies
 - D) Minimise employee participation
43. Under the Indian income-tax framework, agricultural income as defined under the Income-tax Act is generally
- A) Fully taxable under all circumstances
 - B) Completely ignored for every tax purpose
 - C) Exempt from central income tax, although it may be considered for rate purposes in certain cases
 - D) Taxable under the head "Income from Other Sources"
44. Consider the following statements:
- Statement I: Independent directors are intended to strengthen objective oversight of management.
- Statement II: The presence of independent directors completely eliminates agency problems.
- A) Both Statement I and Statement II are correct
 - B) Both Statement I and Statement II are incorrect
 - C) Statement I is correct, but Statement II is incorrect
 - D) Statement I is incorrect, but Statement II is correct

45. A retailer uses generative AI to analyse customer reviews, identify emerging preferences and generate personalised product recommendations. This primarily represents
- A) Descriptive analytics only
 - B) Prescriptive taxation
 - C) AI-driven predictive analytics and personalisation
 - D) Traditional accounting analysis
46. The fundamental idea underlying Open Banking is that
- A) Banks should disclose all customer information publicly
 - B) Customers can authorise regulated third parties to access specified financial data through secure interfaces
 - C) Banks should discontinue digital services
 - D) Only central banks can access customer transaction data
47. The distinctive commercial proposition of quick commerce (q-commerce) is primarily based on
- A) Large-scale international shipping
 - B) Ultra-fast delivery of frequently purchased goods through localised fulfilment networks
 - C) Elimination of inventory
 - D) Long-term wholesale contracts

48. A digital platform that connects buyers and sellers without necessarily owning the underlying inventory is best described as a
- A) Vertically integrated business model
 - B) Two-sided platform business model
 - C) Traditional manufacturing model
 - D) Cost-plus pricing model
49. Which business practice most closely represents the principles of a circular economy?
- A) Produce-use-dispose
 - B) Continuous extraction of virgin resources
 - C) Designing products for reuse, repair, refurbishment and recycling
 - D) Maximising single-use consumption
50. A major concern associated with the gig economy is
- A) Complete absence of technological intermediation
 - B) Flexibility accompanied by concerns regarding income security, benefits and employment protection
 - C) Guaranteed permanent employment
 - D) Elimination of platform dependence

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ROUGH WORK