

Seat No.	
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PD - 13

Total No. of Pages : 12

Accountancy/Business Economics/Commerce
Ph.d Entrance Examination March - April, 2026
Research Methodology + MBA Based Subjects
Subject Code: 58737

Day and Date : Wednesday, 07-10-2026

Total Marks : 100

Time : 10.00 a.m. to 12.00 p.m.

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

1. The research process involves a series of steps of the following is the correct sequence?
 - a) Problem identification, data collection, analysis, interpretation, conclusion
 - b) Problem identification, literature review, hypothesis formulation, data collection, analysis, interpretation, conclusion
 - c) Data collection, problem identification, hypothesis formulation, analysis, interpretation, conclusion
 - d) Hypothesis formulation, problem identification, data collection, analysis, interpretation, conclusion

2. is a way to systematically solve the research problem.
 - a) Questionnaire
 - b) Research Methodology
 - c) Research process
 - d) Library Research
3. Good research is
 - a) Systematic & Logical
 - b) Empirical
 - c) Replicable
 - d) All of the above
4. is the primary objective of research
 - a) To collect data
 - b) To analyze information
 - c) To discover new knowledge
 - d) To write research papers
5. Researcher is required to explain his problem under the study is known as
 - a) Objectives of the problem
 - b) Statement of the problem
 - c) Limitation of the study
 - d) None of above
6. is the main aim of diagnostic research
 - a) To explore new concepts.
 - b) To describe phenomena
 - c) To identify causes of issues
 - d) to apply knowledge
7. Quantitative research relies on
 - a) Numerical data
 - b) Textual data
 - c) Both numerical and textual data
 - d) None of the above
8. A key characteristic of qualitative research is
 - a) Its reliance on numerical data and large sample sizes
 - b) Its focus on subjective interpretation and context
 - c) Its strict use of controlled variables and hypotheses
 - d) Its emphasis on objectivity and measurable outcomes.

9. An example of exploratory research would be
- a) Measuring the number of hours students study per week
 - b) Investigating potential reasons for low employee satisfaction
 - c) Conducting an experiment on memory recall
 - d) Testing the effectiveness of a new drug
10. Pure research is primarily aimed at
- a) Developing solutions for immediate problems
 - b) Enhancing theoretical knowledge without immediate practical application
 - c) Testing new technology in real-world situations
 - d) Improving production processes
11. only.....research is based on observation or experience without due regards to theories.
- a) Diagnostic
 - b) Experimental
 - c) Empirical
 - d) Pure
12. Phenomena which can take on quantitatively different values even in decimal points are called
- a) Extraneous Variable
 - b) Discrete variables
 - c) Continuous variable
 - d) Decimal points
13. The basic purpose of the exploring research studies is
- a) To achieve new insight for formulating research problem
 - b) To develop hypothesis for further research studies
 - c) Both (a) & (b)
 - d) None of above

14. is a type of research design
- a) Statistical research
 - b) Experimental research.
 - c) Interpretative research
 - d) Philosophical research
15. A good research design should be
- a) Flexible and adaptable.
 - b) Rigid and inflexible
 - c) Biased and subjective
 - d) Time-consuming and complex
16. sampling is that sampling procedure which does not referred any basis for estimating the probability that each item in the population has of being included in the sample.
- a) Probability
 - b) Non probability
 - c) Both a & b
 - d) None of above
17. Random sampling is also called
- a) Availability sampling
 - b) Probation sampling
 - c) Probability sampling
 - d) Prospect sampling
18. The are those which are collected a fresh and for the first time and does happen to be original in character.
- a) Secondary data
 - b) Discrete data
 - c) Primary data
 - d) Continuous data
19. Data classification and tabulation are essential for
- a) Reducing data volume
 - b) Improving data analysis
 - c) Both a and b
 - d) None of the above

20. The collected data organised in a logical order and arranging this data in the form of tables is called
- a) Presentation
 - b) Measures of Central Tendency
 - c) Correlation
 - d) Tabulation
21. The research is the final stage to be completed in the process of the research.
- a) Design
 - b) Process
 - c) Report
 - d) Problem
22. The list of published and unpublished sources in the form of books, papers are the main contents of the
- a) Report
 - b) Research Design
 - c) Bibliography
 - d) Research presentation
23. In which of the following citation styles is it common to use footnotes for referencing sources?
- a) APA
 - b) MLA
 - c) Chicago
 - d) Harvard
24. is the purpose of a bibliography in a research report
- a) To outline data analysis methods
 - b) To list all sources used in the research
 - c) To present research findings
 - d) To summarize the research question
25. The act of presenting someone else's work or idea as own is considered as
- a) Plagiarism
 - b) Academic dishonesty
 - c) Wrongly appropriation
 - d) All of these

26. Which management level is most concerned with ensuring that employees have the necessary resources and support to perform their tasks?
- a) Top-level management
 - b) Middle-level management
 - c) Front-line management
 - d) Operational management
27. Planning is a activity requiring the process of ascertaining objectives and deciding on activities to attend this objectives.
- a) decision making
 - b) Controlling
 - c) Supervising
 - d) Coordinating
28. In cost accounting, stock is valued at
- a) Market price
 - b) Cost price
 - c) Selling price
 - d) Standard price
29. The Law of Demand shows a..... type of relationship between price and demand.
- a) Direct
 - b) Inverse
 - c) Proportional
 - d) Constant
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. Expansion of NEFT
- a) National Electronic Fund Transfer
 - b) Neutral Electronic Fund Transfer.
 - c) Nominal Electronic Fund Transfer
 - d) Natural Electronic Fund Transfer.

32. Copyright protects
- a) Ideal
 - b) Expression
 - c) An idea with expression
 - d) None of the above
33. The Indian Contract Act came into force on
- a) 15th September, 1872
 - b) 1st September, 1872
 - c) 15th October, 1872
 - d) 1st October, 1872
34. The objective of is an appropriate and operationally feasible criteria to choose among the alternative financial actions.
- a) Profit maximisation
 - b) Wealth Maximization
 - c) Both (a) & (b)
 - d) None of above
35. In financial management, what is the formula for calculating the Earnings Before Interest and Taxes (EBIT)?
- a) $EBIT = \text{Net Income} + \text{Taxes}$
 - b) $EBIT = \text{Gross Profit} - \text{Operating Expenses}$
 - c) $EBIT = \text{Sales} - \text{Cost of Goods Sold (COGS)}$
 - d) $EBIT = \text{Net Income} + \text{Interest}$
36. What is the purpose of a job analysis in HRM?
- a) To evaluate employee performance
 - b) To determine compensation and benefits.
 - c) To identify the skills and qualifications needed for a job
 - d) To assess employee engagement

37. In HRM, what is the term for a planned and systematic effort to modify or maintain behavior in an organizational context?
- a) Employee engagement
 - b) Performance management
 - c) Change management
 - d) Employee development
38. The term "Marketing" refers to?
- a) Promotion of the product
 - b) Focusing on sales and profit
 - c) Strategizing and implementing the organization process
 - d) Set of activities to deliver customer value and satisfaction
39. Logistics management is mainly concerned about?
- a) Promotion
 - b) Production
 - c) Supply chain management.
 - d) Sales
40. is the mathematical study of waiting lines.
- a) Game Theory
 - b) PERT
 - c) CPM
 - d) Queuing Theory
41. 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
42. External assessment is performed in which of the strategic management phase?
- a) Strategy formulation stage
 - b) Strategy implementation stage
 - c) Strategy evaluation stage
 - d) All of the given options

43. How does business intelligence impact organizational performance?
- a) By hindering data-driven decision-making
 - b) By enabling better-informed strategic and operational decisions
 - c) By minimizing data accessibility
 - d) By ignoring data insights
44. process shows of creating something new.
- a) Creative flexibility
 - b) Modeling
 - c) Business model
 - d) Innovation
45. 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
46. What is the goal of Total Quality Management (TQM) in operations management?
- a) Maximizing production speed
 - b) Reducing labor costs
 - c) Ensuring every product meets customer requirements
 - d) Minimizing lead time
47. Works cost includes
- a) Direct Material + Direct Labour + Direct Expenses
 - b) Direct Material + Direct Labour + Office Overheads
 - c) Direct Material + Direct Labour + Direct Expenses + Works Overheads
 - d) Direct Material + Indirect Labour + Indirect Expenses

48. The Startup India Scheme was launched on
- a) 16 January, 2016
 - b) 26 January, 2016
 - c) 15 August, 2015
 - d) 15 August, 2016
49. 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
50. has proposed theory Z on human behaviour.
- a) Abraham Maslow
 - b) Douglas McGreor
 - c) Frederick Herzberg
 - d) Lyndall Urwick



- Rough Work -

- Rough Work -