

**Paper Code : 2308**

**Ph. D. (Management) Entrance Examination 2023-24**

**Time : 2 Hours**

**Do not open this Test Booklet until you are asked to do so.**

**Maximum Marks : 100**

Immediately fill in the particulars on this page of the Question Booklet and the Answer Sheet with Blue/Black Ball Point Pen. Use of pencil is strictly prohibited.

Name of the candidate (In Capital Letters) : \_\_\_\_\_

Roll Number (In Figure) : 

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(In Words) : \_\_\_\_\_

Name of Examination Centre (in Capital Letters) : \_\_\_\_\_

Candidate's Signature : \_\_\_\_\_ Invigilator's Signature \_\_\_\_\_

**Important Instructions :**

This booklet contains 100 objective type questions. First 50 questions of Research Methodology and Second 50 questions of Subject Specific. Each having four options a, b, c, d.

1. Candidates are not allowed to carry textual material printed or written, bits of papers, pages, mobile phone, electronic device or any other material except the Admit Card inside the Examination Hall/Room.
2. The candidates should fill in the required particulars on the Test Booklet and Answer Sheet with Blue/Black Ball Point Pen.
3. The candidate should not write their Roll Number anywhere else (except in the specified space) on the Test Booklet/Answer Sheet.
4. Out of the four options given for each question, the candidate must mark one correct option as an answer only.
5. There is no negative marking for any wrong answer.
6. Handle the Test Booklet and Answer Sheet with care, as under no circumstances (except for discrepancy in the Test Booklet Code and Answer Sheet Code), will another set be provided.
7. The candidates are not allowed to do any rough work or writing work on the Answer Sheet. All calculations/writing work are to be done in the space available in the Test Booklet itself.
8. Each candidate must show on demand her Admit Card to the Invigilator.
9. No candidate, without special permission of the Superintendent or Invigilator, should leave her seat.
10. The candidate should not leave the Examination Hall without handing over their Answer Sheet and Test Booklet to the invigilator on the duty and signing the Attendance Sheet.
11. No part of the Test Booklet and Answer Sheet shall be detached under circumstances.

**NOTE : THIS BOOKLET SHALL BE RETAINED FOR SIX MONTH ONLY.**

## **RESEARCH METHODOLOGY**

1. What is the name of the conceptual framework in which the research is carried out ?
  - (a) Research hypothesis
  - (b) Synopsis of research
  - (c) Research paradigm
  - (d) Research design
2. What is the major attribute of Correlation Analysis ?
  - (a) Association among variables
  - (b) Difference among variables
  - (c) Regression among variables
  - (d) Variations among variables
3. Which of the following features are considered as critical in qualitative research ?
  - (a) Collecting data with the help of standardized research tools.
  - (b) Design sampling with probability sample techniques.
  - (c) Collecting data with bottom-up empirical evidence.
  - (d) Gathering data with top-down schematic evidence.
4. How is random sampling helpful ?
  - (a) Reasonably accurate
  - (b) An economical method of data collection
  - (c) Free from personal biases
  - (d) All of the above

5. A research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study ?
- (a) Descriptive survey method
  - (b) Historical method
  - (c) Ex-post facto method
  - (d) Experimental method
6. In order to pursue the research, which of the following is priorly required?
- (a) Developing a research design
  - (b) Formulating a research question
  - (c) Deciding about the data analysis procedure
  - (d) Formulating a research hypothesis
7. The format of thesis writing is the same as in :
- (a) Writing of Seminar representation
  - (b) Preparation of research paper/article
  - (c) A research dissertation
  - (d) Presenting a workshop/conference paper
8. Which one among the following statements is false in the context of participatory research ?
- (a) It recognizes knowledge as power
  - (b) It is a collective process of inquiry
  - (c) It emphasizes people as experts
  - (d) Its sole purpose is the production of knowledge

9. Which one among the following statements is *true* in the context of the testing of hypotheses ?
- (a) It is only the alternative hypotheses that can be tested.
  - (b) It is only the null hypotheses that can be tested.
  - (c) Both the alternative and the null hypotheses can be tested.
  - (d) Both the alternative and the null hypotheses cannot be tested.
10. Research and Development become the index of development of the country. Which of the following reasons are true with regards to this statement?
- (a) R&D targets human development
  - (b) R&D can enhance people's standard of living in the country
  - (c) R&D reflects the actual economic and social conditions being prevailed in the country
  - (d) All of the above
11. What does the longitudinal research approach actually deal with ?
- (a) Long-term research
  - (b) Short-term research
  - (c) Horizontal research
  - (d) None of the above
12. What do you understand by the term "Anusandhan" ?
- (a) Goal-oriented
  - (b) Following an aim
  - (c) Attaining an aim
  - (d) Praying to achieve an aim

- 13.** Which of the following does not correspond to characteristics of research?
- (a) Research is not passive
  - (b) Research is systematic
  - (c) Research is not problem-oriented
  - (d) Research is not a process
- 14.** Which of the following options are the main tasks of research in modern society ?
- (a) To learn new things
  - (b) To keep pace with the advancement in knowledge
  - (c) To systematically examine and critically analyze the investigations/ sources with the objective
  - (d) All of the above
- 15.** What is the main aim of interdisciplinary research ?
- (a) To oversimplify the problem of research
  - (b) To bring out the holistic approach to research
  - (c) To create a new trend in research methodology
  - (d) To reduce the emphasis on a single subject in the research domain
- 16.** The main aim of the scientific method in the research field is to :
- (a) Improve data interpretation
  - (b) Confirm triangulation
  - (c) Eliminate spurious research
  - (d) Introduce new variables

- P.T.O.**

21. Which of the following is *not* the method of Research ?

- (a) Survey
- (b) Historical
- (c) Observation
- (d) Philosophical

22. A research problem is feasible only when :

- (a) It has utility and relevance
- (b) It is new and adds something to knowledge
- (c) It is researchable
- (d) All of the above

23. Circle graphs are used to show :

- (a) How is one part related to other parts ?
- (b) How are various sections share in the whole ?
- (c) How is one whole related to another whole ?
- (d) How are various parts related to the whole ?

24. Authenticity of a research finding is its :

- (a) Validity
- (b) Objectivity
- (c) Originality
- (d) All of these

25. Which one is called non-probability sampling ?

- (a) Quota sampling
- (b) Cluster sampling
- (c) Systematic sampling
- (d) Stratified random sampling

**26.** What does a good thesis involve ?

- (A) Reducing punctuations as well as grammatical errors to minimalist
- (B) Correct reference citations
- (C) Consistency in the way of thesis writing
- (D) Well defined abstract

Select the answers from the codes given below :

- (a) (B), (C) and (D)
- (b) (A), (B), (C) and (D)
- (c) (A), (B) and (C)
- (d) (A), (B) and (D)

**27.** On what basis did Jean Piaget give his theory of cognitive development of humans ?

- (a) Evaluation Research                      (b) Fundamental Research
- (c) Applied Research                        (d) Action Research

**28.** What are the core elements of a dissertation ?

- (a) Introduction; Data Collection; Data Analysis; Conclusions and Recommendations
- (b) Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography
- (c) Research Plan; Research Data; Analysis; References
- (d) Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions



- 29.** "Sampling Cases" can be defined as :
- (a) Sampling using a sampling frame
  - (b) Identifying people who are suitable for research
  - (c) Literally the researcher's brief case
  - (d) A sampling of people, newspapers, television programs etc.
- 30.** Which technique is generally followed when the population is finite ?
- (a) Systematic Sampling Technique
  - (b) Purposive Sampling Technique
  - (c) Area Sampling Technique
  - (d) None of the above
- 31.** Research problem is selected from the standpoint of :
- (a) Social relevance
  - (b) Financial support
  - (c) Researcher's interest
  - (d) Availability of relevant literature
- 32.** Which one among the following is the most comprehensive source of population data ?
- (a) Census
  - (b) National Sample Surveys
  - (c) Demographic Health Surveys
  - (d) National Family Health Surveys

- 33.** The process not needed in experimental research is :
- (a) Controlling
  - (b) Observation
  - (c) Reference collection
  - (d) Manipulation and replication
- 34.** What are those conditions where a research problem is *not* viable ?
- (a) It is new and adds something to knowledge
  - (b) It can be researched
  - (c) It has utility and relevance
  - (d) It contains dependent and independent variables
- 35.** How can we enhance the research objective ?
- (a) By making it more valid
  - (b) By making it more reliable
  - (c) By making it more impartial
  - (d) All of the above
- 36.** Action-research can be understood as :
- (a) A longitudinal research
  - (b) An applied research
  - (c) A kind of research being carried out to solve a specific problem
  - (d) All of the above

- 37.** On what basis can one formulate the assumptions ?
- (a) The cultural background of the country
  - (b) Universities
  - (c) Some specific characteristics of castes
  - (d) All of the above
- 38.** Which one among the following falls under the category of research development ?
- (a) Descriptive Research
  - (b) Philosophical Research
  - (c) Action Research
  - (d) All of these
- 39.** What is the use of Factorial Analysis ?
- (a) For setting the hypotheses
  - (b) To understand the difference between two variables
  - (c) To understand the relationship between two variables
  - (d) To understand the difference between various variables
- 40.** What is the best-suited name for a process that doesn't necessitate experimental research ?
- (a) Manipulation
  - (b) Controlling
  - (c) Content analysis
  - (d) Observation
- 41.** Which one among the following variables cannot be expressed in quantitative terms ?
- (a) Numerical Aptitude
  - (b) Marital Status
  - (c) Socio-economic Status
  - (d) Professional Attitude

42. The "Sociogram" technique is used to study :
- (a) Vocational Interest
  - (b) Human Relations
  - (c) Professional Competence
  - (d) Achievement Motivation
43. Which one among the following phrases does not correspond to the meaning of research as a process ?
- (a) Problem Solving
  - (b) Trial and Error
  - (c) Objective Observation
  - (d) Systematic Activity
44. Research can be classified as :
- (a) Basic, Applied and Action Research
  - (b) Quantitative and Qualitative Research
  - (c) Philosophical, Historical, Survey and Experimental Research
  - (d) All of the above
45. The first step of research is :
- (a) Selecting a problem
  - (b) Searching a problem
  - (c) Finding a problem
  - (d) Identifying a problem
46. A research problem is feasible only when :
- (a) It has utility and relevance
  - (b) It is researchable
  - (c) It is new and adds something to knowledge
  - (d) All of the above

**47.** 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 of the above

**48.** Fundamental research reflects the ability to :

- (a) Synthesize new ideals
- (b) Expound new principles
- (c) Evaluate the existing material concerning research
- (d) Study the existing literature regarding various topics

**49.** The experimental study is based on :

- (a) The manipulation of variables
- (b) Conceptual parameters
- (c) Replication of research
- (d) Survey of literature

**50.** The main characteristic of scientific research is :

- (a) empirical
- (b) theoretical
- (c) experimental
- (d) All of these

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- 51.** Which of the following is *not* a property of an indifference curve ?
- (a) IC is convex to the origin.
  - (b) IC is concave to the origin.
  - (c) Higher IC indicates higher satisfaction.
  - (d) Two ICs never intersect each other.
- 52.** Which of the following is the method of measuring national income ?
- (a) Value-added method
  - (b) Income method
  - (c) Expenditure method
  - (d) All of the above
- 53.** Which accounting principle requires that expenses should be recorded when they are incurred and revenue should be recorded when it is earned ?
- (a) Matching Principle
  - (b) Revenue Recognition Principle
  - (c) Consistency Principle
  - (d) Materiality Principle
- 54.** The AFC is :
- (a) U shaped
  - (b) Reverse U-shaped
  - (c) Rectangular hyperbola
  - (d) Reverse S-shaped

- 55.** The Current Ratio is calculated by dividing current assets by current liabilities. What does a high Current Ratio typically indicate ?
- (a) Strong liquidity and the ability to meet short-term obligations
  - (b) Efficient utilization of assets
  - (c) High profitability
  - (d) Low debt levels
- 56.** Which of the following is a variable cost ?
- (a) Rent
  - (b) Direct labour
  - (c) Depreciation
  - (d) Salary of the factory manager
- 57.** The Debt to Equity Ratio measures the company's financial leverage. A high Debt to Equity Ratio indicates :
- (a) Low financial risk
  - (b) High financial risk
  - (c) Efficient use of debt
  - (d) Strong profitability
- 58.** In a matrix organizational structure, employees typically report to :
- (a) Multiple supervisors
  - (b) Single supervisor
  - (c) Team leader
  - (d) The CEO

- 59.** Authority in an organization refers to :
- (a) The number of employees in a department
  - (b) The power and right to make decisions, give orders, and enforce compliance
  - (c) The level of formality in communication
  - (d) The number of levels in the organizational hierarchy
- 60.** When a company issues new shares of common stock to existing shareholders at a predetermined price, it is known as :
- (a) a stock split
  - (b) a private placement
  - (c) an IPO
  - (d) a right issue
- 61.** Cost of debt is typically lower than the cost of equity for a firm because :
- (a) Equity investors expect higher returns
  - (b) Debt involves higher financial risk
  - (c) Debt interest payments are tax deductible
  - (d) Debt does not require periodic interest payments
- 62.** Which organizational theory emphasizes a strict hierarchy and a clear chain of commands ?
- (a) System Theory
  - (b) Contingency Theory
  - (c) Scientific Management
  - (d) Human Relations Theory



- 63.** Which of the following is a component of an individual's personality according to the Five-Factor Model ?
- (a) Individualism
  - (b) Conscientiousness
  - (c) Teamwork
  - (d) Perception
- 64.** Organizational culture refers to :
- (a) The physical environment of the work
  - (b) The shared values, beliefs, and norms within an organization
  - (c) The weather conditions in an organization
  - (d) The structure of the organization chart
- 65.** Which of the following is a key outcome of job analysis ?
- (a) Setting performance targets
  - (b) Identifying market trends
  - (c) Creating a company mission statement
  - (d) Developing job descriptions and job specifications
- 66.** What is the focus of Green HRM in HRM practices ?
- (a) Promoting excessive resource consumption
  - (b) Enhancing environmental sustainability through HR policies and practices
  - (c) Maximizing energy consumption
  - (d) Disregarding environmental regulations

- 67.** What is a key challenge in international HRM ?
- (a) Dealing with a single, uniform set of labor laws and regulations
  - (b) Managing a diverse global workforce with different cultures and legal frameworks
  - (c) Ensuring uniform compensation across all countries
  - (d) Minimizing the need for cross-cultural training
- 68.** Collective bargaining in HRM involves :
- (a) Encouraging individual employees to negotiate independently with the employer
  - (b) Negotiating terms and conditions of employment on behalf of a group of employees
  - (c) Eliminating job security for employees
  - (d) Increasing employee turnover
- 69.** Work-life balance programs in HRM are designed to :
- (a) Eliminate employees' personal lives and focus solely on work
  - (b) Enhance employees' productivity by increasing their workload
  - (c) Promote a balance between work and personal life
  - (d) Reduce employee engagement
- 70.** What does talent management primarily focus on in HRM ?
- (a) Employee recruitment
  - (b) Employee retention and development
  - (c) Payroll management
  - (d) Compliance with labour laws

71. Which of the following capital budgeting methods compares the present value of cash inflows to the initial investment ?
- (a) Payback period
  - (b) Net present value
  - (c) Internal rate of return
  - (d) Accounting Rate of Return
72. What is the term used to describe the concept that people prefer to have a certain amount of money today rather than the same amount in the future?
- (a) Present value
  - (b) Time value of money
  - (c) Future value
  - (d) Risk premium
73. Working capital management primarily involves the management of :
- (a) Long-term investments
  - (b) Short-term assets and liabilities
  - (c) Equity financing
  - (d) Capital budgeting decisions
74. In the context of mergers and acquisitions, what does a 'Leveraged Buyout' (LBO) involve ?
- (a) Acquiring a company using a large amount of debt financing
  - (b) A merger between two industry leaders
  - (c) A friendly takeover
  - (d) A government-initiated acquisition

75. In portfolio management, the Capital Asset Pricing Model (CAPM) is used to :
- (a) Predict the exact future prices of individual securities
  - (b) Calculate the expected return of a diversified portfolio
  - (c) Determine the optimal portfolio allocation based on past performance
  - (d) Analyze historical market data
76. Which of the following is a part of the strategic management process ?
- (a) Day-to-day operations
  - (b) Market research
  - (c) Employee training
  - (d) Setting long-term objectives
77. Which framework is used to analyze the competitive forces within an industry ?
- (a) SWOT analysis
  - (b) PEST analysis
  - (c) Porter's Five Forces
  - (d) Value Chain Analysis
78. The McKinsey 7S Framework primarily focuses on what aspect of strategy implementation ?
- (a) Structure, system, and shared values
  - (b) Sales and promotions
  - (c) Profit margins
  - (d) Employee training

- 79.** What is the main objective of the penetration pricing strategy ?
- (a) Maximizing profit by setting a high price
  - (b) Quickly gaining a large market share by setting a low initial price
  - (c) Targeting premium customers with high prices
  - (d) Maintaining consistent pricing regardless of market condition
- 80.** What does IMC stand for in marketing ?
- (a) Integrated Market Competency
  - (b) International Marketing Center
  - (c) Interactive Media Campaign
  - (d) Integrated Marketing Communications
- 81.** According to the AIDA model, what does the 'I' stand for ?
- (a) Interest
  - (b) Identification
  - (c) Investment
  - (d) Influence
- 82.** What is brand equity ?
- (a) The physical assets of a brand
  - (b) The financial value of a brand
  - (c) The perception and value that consumers associate with a brand
  - (d) The number of products a brand offers

- 83.** What is a common tool used in service marketing to measure customer satisfaction and service quality ?
- (a) SWOT analysis                      (b) SERVQUAL  
(c) PEST analysis                      (d) Four Ps
- 84.** What is the key objective of CRM software and systems ?
- (a) Reducing customer interactions  
(b) Automating all customer interactions  
(c) Enhancing customer interactions and data management  
(d) Eliminating the need of customer service terms
- 85.** What does the acronym “PPC” stand for in digital advertising ?
- (a) Pay-Per-Click  
(b) People-Per-Conversion  
(c) Product Placement Commission  
(d) Public Profile Creation
- 86.** Which of the following is a type of non-probability sampling method ?
- (a) Random sampling  
(b) Stratified random sampling  
(c) Quota sampling  
(d) Cluster sampling

**87.** What is the range of values for a correlation coefficient ?

- (a)  $-1$  to  $1$
- (b)  $0$  to  $1$
- (c)  $0$  to  $100$
- (d)  $0$  to  $-100$

**88.** Which of the following is an ethical consideration in data collection ?

- (a) Collect as much data as possible
- (b) Ensure the privacy and consent of participants
- (c) Share data with anyone who requests it
- (d) Discard data that doesn't support your hypothesis

**89.** The mode is the value that :

- (a) Divides the data into two equal parts
- (b) Appears most frequently in the data set
- (c) Represents the middle value in the data
- (d) Is the arithmetic average of the data

**90.** The alternative hypothesis ( $H_a$ ) is often expressed as :

- (a) A statement of no effect
- (b) A statement of equality
- (c) A statement of difference or effect
- (d) A statement of the null hypothesis

- 91.** What is the primary advantage of FDI for the host country ?
- (a) Increased capital inflow
  - (b) Enhanced control over foreign investments
  - (c) Lower trade barriers
  - (d) Protection of domestic industries
- 92.** What does IMF stand for ?
- (a) International Financial Organization
  - (b) International Monetary Fund
  - (c) International Trade Union
  - (d) International Market Force
- 93.** What is the primary purpose of an MIS in an organization ?
- (a) To manage financial resources
  - (b) To control employee behavior
  - (c) To support decision-making through the use of information
  - (d) To create marketing strategies
- 94.** What is a Data Warehouse ?
- (a) A physical storage space for data
  - (b) A database used for transaction processing
  - (c) A centralized repository for storing and managing data from various sources
  - (d) A system for real-time data processing



- 95.** Which government agency is typically responsible for formulating and implementing EXIM policies in most countries ?
- (a) Ministry of Finance
  - (b) Ministry of Agriculture
  - (c) Ministry of Foreign Affairs
  - (d) Ministry of Commerce or Trade
- 96.** Which theory of entrepreneurship emphasizes the importance of the entrepreneurial ecosystem, including the influence of the external environment on entrepreneurship ?
- (a) Resource-Based View (RBV)
  - (b) Environmental Theory
  - (c) Opportunity Theory
  - (d) Institutional Theory
- 97.** Why is women entrepreneurship important for economic development ?
- (a) It ensures that women have hobbies and interests outside the home.
  - (b) It contributes to economic growth, job creation, and poverty reduction.
  - (c) It primarily focuses on non-profit activities.
  - (d) It has no significant impact on the economy.

**98.** What is Intrapreneurship ?

- (a) Entrepreneurship within a family business
- (b) Entrepreneurship that focuses on non-profit activities
- (c) Entrepreneurship within an existing organization
- (d) Entrepreneurship exclusively for women

**99.** Which type of innovation aims to create entirely new markets or industries?

- (a) Sustaining innovation
- (b) Incremental innovation
- (c) Disruptive innovation
- (d) Process innovation

**100.** Inadequate marketing and promotion can result in the sickness of small industries. What is the consequence of poor marketing efforts ?

- (a) Increased brand recognition
- (b) Improved customer loyalty
- (c) Low market visibility and reduced sales
- (d) High customer satisfaction