

RESEARCH METHODOLOGY

1. What is research primarily aimed at ?
 - (a) Creating knowledge
 - (b) Gathering opinions
 - (c) Writing reports
 - (d) Publishing articles

2. Which of the following is *not* a characteristic of research ?
 - (a) Systematic
 - (b) Objective
 - (c) Random
 - (d) Empirical

3. What type of research explores new ideas ?
 - (a) Descriptive
 - (b) Causal
 - (c) Exploratory
 - (d) Historical

4. In research, the variables are :
 - (a) Unchanging factors
 - (b) Elements that can change
 - (c) Outcomes of studies
 - (d) None of these

5. What is the purpose of a literature review ?
 - (a) To collect data
 - (b) To write articles
 - (c) To conduct experiments
 - (d) To summarize existing knowledge

6. Which research design describes characteristics of a population ?
- (a) Causal (b) Descriptive
(c) Experimental (d) Exploratory
7. Which sampling method ensures every member has an equal chance of being selected ?
- (a) Random sampling (b) Stratified sampling
(c) Convenience sampling (d) Quota sampling
8. Qualitative research primarily focuses on :
- (a) Numbers (b) Meanings
(c) Experiments (d) Statistical analysis
9. What does intellectual honesty in research involve ?
- (a) Ignoring conflicts of interest
(b) Falsifying data
(c) Accurate reporting of findings
(d) Plagiarism
10. What is plagiarism ?
- (a) Incorrect citation
(b) Using someone else's work without credit
(c) Misreporting data
(d) None of the above

11. Which format is commonly used for referencing in the social sciences ?
- (a) APA (b) MLA
(c) Chicago (d) Harvard
12. What is the impact factor ?
- (a) A measure of research quality
(b) A type of statistical analysis
(c) A research methodology
(d) A publication process
13. Conflicts of interest should be :
- (a) Ignored (b) Disclosed
(c) Celebrated (d) Hidden
14. What is the purpose of ethics in research ?
- (a) To enhance publicity (b) To increase funding
(c) To ensure fair practices (d) None of these
15. Which of the following is a primary data source ?
- (a) Online articles
(b) Surveys conducted by the researcher
(c) Literature reviews
(d) Historical records
16. What does a research proposal outline ?
- (a) The final results (b) The publication strategy
(c) The funding sources (d) The research plan

17. What is the significance of a hypothesis in research ?
- (a) It provides a conclusion
 - (b) It offers a tentative explanation
 - (c) It summarizes the research
 - (d) It defines the methodology
18. Which method is most likely to introduce bias in research ?
- (a) Random sampling
 - (b) Stratified sampling
 - (c) Convenience sampling
 - (d) Systematic sampling
19. In hypothesis testing, a type I error occurs when :
- (a) the null hypothesis is rejected when it is true
 - (b) the null hypothesis is accepted when it is false
 - (c) data is misinterpreted
 - (d) a sample is biased
20. Which type of sampling involves dividing the population into subgroups ?
- (a) Random sampling
 - (b) Stratified sampling
 - (c) Cluster sampling
 - (d) Systematic sampling
21. Which research design involves repeated observations over time ?
- (a) Cross-sectional
 - (b) Experimental
 - (c) Longitudinal
 - (d) Descriptive

22. What is the primary role of concepts in theory development ?
- (a) To provide statistical measures
 - (b) To form the foundation of hypotheses
 - (c) To manipulate variables
 - (d) To summarize findings
23. What is the purpose of peer review ?
- (a) To promote research
 - (b) To validate research quality
 - (c) To increase publication rates
 - (d) None of the above
24. In the context of research, what does FFP stand for ?
- (a) Findings, Framework, Propositions
 - (b) Falsification, Fabrication, Plagiarism
 - (c) Facts, Figures, Proposals
 - (d) None of the above
25. What is the main advantage of using ICT in research ?
- (a) Improved communication
 - (b) Enhanced data collection
 - (c) Greater accessibility to resources
 - (d) All of the above

26. Which research design is best for historical studies ?
- (a) Descriptive
 - (b) Experimental
 - (c) Longitudinal
 - (d) Historical
27. What does the term "impact factor" measure ?
- (a) The quality of research
 - (b) The citation frequency of journals
 - (c) The number of authors
 - (d) The funding received
28. What is a common challenge of secondary data analysis ?
- (a) Lack of data
 - (b) Data relevance and accuracy
 - (c) Data collection methods
 - (d) None of these
29. What does a control variable do in an experiment ?
- (a) Introduces bias
 - (b) Influences the outcome
 - (c) Remains constant to isolate effects
 - (d) Alters the hypothesis
30. Which of the following represents a methodological approach to studying behavior over time ?
- (a) Cross-sectional study
 - (b) Longitudinal study
 - (c) Experimental study
 - (d) Case study

36. What does reliability refer to in research ?
- (a) The accuracy of the results
 - (b) The consistency of measurement
 - (c) The validity of the findings
 - (d) The ethical standards applied
37. Which of the following represents an ethical principle in research involving human subjects ?
- (a) Confidentiality
 - (b) Coercion
 - (c) Misinformation
 - (d) Data fabrication
38. Which of the following is essential for ensuring the validity of research findings ?
- (a) Randomization
 - (b) Sample size
 - (c) Methodological rigor
 - (d) All of these
39. What does a researcher's conflicts of interest typically involve ?
- (a) Personal relationships that could bias results
 - (b) Financial interests related to the research
 - (c) Both (a) and (b)
 - (d) None of the above
40. What does triangulation in research refer to ?
- (a) Using multiple methods or sources to study a phenomenon
 - (b) Relying on a single method for data collection
 - (c) Testing a hypothesis
 - (d) Conducting a meta-analysis

41. In research ethics, informed consent refers to :
- (a) Collecting data without participant knowledge
 - (b) Participants being aware of the study's purpose
 - (c) Ensuring funding is available
 - (d) None of the above
42. Which type of research is best for understanding cultural phenomena ?
- (a) Experimental
 - (b) Quantitative
 - (c) Ethnographic
 - (d) Longitudinal
43. What is the purpose of stratified sampling ?
- (a) To select participants randomly
 - (b) To ensure representation of subgroups
 - (c) To simplify data collection
 - (d) To reduce bias
44. What does a citation database provide ?
- (a) Original research articles
 - (b) References for academic writing
 - (c) Funding sources for research
 - (d) Experimental data
45. What is the main goal of publication ethics ?
- (a) To promote fair practices in publishing
 - (b) To increase the number of publications
 - (c) To reduce the time to publication
 - (d) None of the above

46. Quantitative research is characterized by :
- (a) Subjective analysis
 - (b) Objective measurement
 - (c) Case studies
 - (d) Thematic analysis
47. Which of the following databases is used for indexing research articles ?
- (a) Google Scholar
 - (b) JSTOR
 - (c) PubMed
 - (d) All of these
48. Which of the following is a key component of a reference entry ?
- (a) Author's name
 - (b) Year of publication
 - (c) Title of the work
 - (d) All of these
49. Open-access publishing allows :
- (a) Restricted access to articles
 - (b) Free access to published research
 - (c) Only paid subscriptions
 - (d) Limited distribution
50. In hypothesis testing, a null hypothesis typically states :
- (a) No effect or no difference
 - (b) There is a relationship
 - (c) Data is unreliable
 - (d) The study is biased

COMMERCE

51. According to FEMA, foreign exchange does not include :
- (a) Deposits payable in any foreign currency
 - (b) Bills of exchange drawn in Indian currency but payable in any foreign currency
 - (c) Travelers cheques drawn by institutions outside India but payable in Indian currency
 - (d) Drafts drawn by banks outside India and payable in foreign Currency
52. Companies that are becoming skilled in Customer Relationship Management (CRM) focus on :
- (a) Understanding the perceived performance and buyer's expectations
 - (b) Giving benefits to the customers by reducing cost
 - (c) Developing programs to attract and retain the right customers and meeting the individual needs of valued customers
 - (d) Giving the quality in features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs

53. Which of the following statements are *true* ?

- (i) A simple monopoly firm always earns super normal profit.
- (ii) Sweezy's kinked demand curve model is the best known model explaining relatively more satisfactory behaviour of oligopoly firm for price rigidity.
- (iii) A perfectly competitive firm is price - taker.
- (iv) Firms under monopolistic competition earn only normal profits.

Choose the correct option from those below :

- (a) (i) and (iv)
- (b) (ii) and (iv)
- (c) (ii) and (iii)
- (d) (i) and (iii)

54. Which two of the following statements are *true* ?

- (i) The sum of the deviations from mean (ignoring algebraic signs) is greater than the sum of the deviations from median (ignoring algebraic signs).
- (ii) Standard deviation is independent of change of origin and change of scale.
- (iii) In a symmetrical distribution, mean deviation equals $\frac{4}{5}$ of standard deviation.
- (iv) In a symmetrical and bell-shaped distribution, quartile deviation is $\frac{1}{3}$ of standard deviation.

Choose the correct answer from the options given below

- (a) (ii) and (iv)
- (b) (i) and (iii)
- (c) (iii) and (iv)
- (d) (i) and (ii)

55. Under which of the following approaches, the cost of equity is assumed to increase linearly with leverage, i.e, the average cost of capital remains constant with increased use of leverage ?

- (a) Net Operating Income Approach
- (b) Net Income Approach
- (c) Traditional Approach
- (d) Walter Approach

56. In the case consumers equilibrium to be explained through an ordinal approach, when there are two commodities with their prices given and with limited income of the consumer, the following information is required :

- (i) Price line/budget line
- (ii) Indifference map
- (iii) Point of tangency between IC and budget line
- (iv) Equality of the slopes of ic and budget line

Arrange the information required in the correct sequence and choose the right option from those below :

- (a) (ii)-(iv)-(i)-(iii)
- (b) (ii)-(i)-(iv)-(iii)
- (c) (i)-(iv)-(ii)-(iii)
- (d) (i)-(ii)-(iii)-(iv)

57. Which two of the following measures of central tendency are NOT capable of algebraic treatment ?

- (i) Geometric Mean
- (ii) Median
- (iii) Arithmetic Mean
- (iv) Mode
- (v) Harmonic Mean

Choose the correct answer from the options given below :

- (a) (i) and (ii)
- (b) (iv) and (v)
- (c) (ii) and (iv)
- (d) (iii) and (v)

58. Which among the following is a *correct* statement about residential status of a company ?

- (a) A company can be classified as 'not ordinarily resident'.
- (b) A company can never be classified as 'not ordinarily resident'.
- (c) A company can be classified as 'not ordinarily resident' with the permission from Ministry of finance.
- (d) A company can be classified as 'not ordinarily resident' with the permission from Ministry of Commerce.

59. Which of the following laws affect business organizations ?
- (a) Incorporation and Bankruptcy laws
 - (b) Environmental Protection Laws
 - (c) Occupational Health and Safety Laws
 - (d) Competition Laws
60. The informal group's communication system is called :
- (a) Group Dynamics
 - (b) Grapevine
 - (c) Exchange
 - (d) Interaction
61. Which one of the following statements is *true* about estimated costs and standard costs ?
- (a) Standard costs are based on scientific analysis and engineering studies while estimated Costs are based on historical basis.
 - (b) Standard cost emphasis is on what cost will be while estimated cost emphasis is on what cost should be
 - (c) Standard costs are more frequently revised compared to estimated cost.
 - (d) Estimated costs are more stable than standard costs.
62. Which one of the following statements is *not* true ?
- (a) An expenditure intended to benefit current year is revenue expenditure.
 - (b) Amount paid for acquiring goodwill is capital expenditure.
 - (c) Wages paid for installation of a new machine is usually debited to wages account
 - (d) Revenue expenditure is not intended to benefit future period.

63. X Ltd. forfeited 20 shares of Rs. 10 each, Rs. 8 called up, on which John had paid application and allotment money of Rs. 5 per share, of his, 15 shares were reissued to Parker as fully paid up for Rs. 6 per share. What is the balance in the share Forfeiture Account after the relevant amount has been transferred to Capital Reserve Account ?

- (a) NIL (b) Rs. 5
(c) Rs. 25 (d) Rs. 100

64. X and Y sharing profits in the ratio of 7 : 3, admit Z for $\frac{3}{7}$ share in the new firm in which he takes $\frac{2}{7}$ from X and $\frac{1}{7}$ from Y. The new ratio of X, Y and Z will be :

- (a) 7 : 3 : 3 (b) 4 : 2 : 3
(c) 14 : 6 : 15 (d) 29 : 11 : 30

65. **Assertion (A) :** A high operating ratio indicates a favourable position.

Reasoning (R) : A high operating ratio leaves a high margin to meet non-operating expenses.

Codes :

- (a) (A) and (R) both are correct and (R) correctly explains (A).
(b) Both (A) and (R) are correct but (R) does not explain (A).
(c) Both (A) and (R) are incorrect
(d) (A) is correct but (R) is incorrect.

66. A firm that produces highly substitute goods can adopt which one of the following pricing strategies ?

- (a) Transfer pricing
- (b) Going Rate pricing
- (c) Product bundling
- (d) Full cost pricing

67. In a perfectly. competitive market, a firm in the long run operates at the level of output where :

- (a) $AC = MC$ when MC is lowest
- (b) $MC = AR = MR$ when MC is lowest
- (c) $MR = MC$
- (d) $AR = MR = AC = MC$

68. Assignment of numerals to the objects to represent their attributes is known as :

- (a) Nominal data
- (b) Ordinal data
- (c) Interval data
- (d) Ratio data

69. A graph of a cumulative frequency distribution is called :

- (a) Frequency polygon
- (b) Frequency curve
- (c) Ogive
- (d) Pie diagram

70. In the case of classification of data the class having its upper limit is treated as the lower limit of its next class is called :

- (a) Open ended class
- (b) Close ended class
- (c) Exclusive class
- (d) Inclusive class

71. What are the drivers of globalization ?

- (i) Population mobility especially of labour
- (ii) Financial flows
- (iii) Exporting
- (iv) Assembly operations

Choose the correct answer from the following

- (a) (i) and (iv)
- (b) (ii) and (iv)
- (c) (i) and (ii)
- (d) (iii) and (iv)

72. Which among the following is *not* a correct statement with regard to Corporate Governance in India ?

- (a) Every company must appoint an individual or firm as auditor.
- (b) The independent directors must attend at least three meetings a year.
- (c) One or more women directors are recommended for certain classes of companies.
- (d) The maximum number of permissible directors cannot exceed 15 in a public limited company.

73. The popular statement, - "if all you have is a hammer, everything looks like a nail", is given by :

- (a) A.H. Maslow (Hierarchy of Needs)
- (b) Henry Fayol (Industrial and General Administration)
- (c) F.W. Taylor (Scientific Management)
- (d) Fredrick Herzberg (Hygiene Theory)

74. Functional Leadership Theory is associated with :

- (a) Hackman and Walton and McGrath
- (b) Bernard and Ordway Tead
- (c) Koontz and O'Donnell
- (d) Alford and Beatty

75. The following are the two statements regarding elasticity of demand and its measurement :

Statement I : On every point on the straight line demand curve, the point elasticities are all equal.

Statement II : On every point on the rectangular hyperbola shaped demand curve, the point elasticities are not equal.

Select the correct option for those below :

- (a) Both the statements are correct
- (b) Both the statements are not correct
- (c) Statement I is correct while Statement II is incorrect
- (d) Statement I is incorrect while Statement II is correct

76. The following are the events which generally happen in the life of a public limited company :

- (i) Public issue of shares (IPO)
- (ii) Firm Incorporation
- (iii) Preliminary expenditures
- (iv) Issue of equity shares to promoters of the company

Choose the correct sequence (chronological order) of the events from the options given below :

- (a) (i) → (ii) → (iii) → (iv)
- (b) (ii) → (iii) → (iv) → (i)
- (c) (iii) → (ii) → (i) → (iv)
- (d) (iii) → (ii) → (iv) → (i)

77. On which of the following assumptions, the theory of consumer behaviour on cardinal utility approach is *not* based ?

- (a) Consumer is rational
- (b) Limited money income of the consumer
- (c) Maximization of total satisfaction
- (d) Diminishing marginal utility of money

78. When two separate companies or two divisions within the same company agree to place both of their respective brands on a particular product or enterprise, this arrangement is termed as :

- (a) Differential Branding
- (b) Cobranding
- (c) Dual Branding
- (d) Both Cobranding and Dual Branding

79. The tangible goods for which a consumer wants to compare quality, price and perhaps style in several stores before making a purchase are called :
- (a) Convenience Goods
 - (b) Shopping Goods
 - (c) Specialty Goods
 - (d) Unsought Goods
80. When a company treats each single customer as a separate segment, this is called :
- (a) Niche Marketing
 - (b) Nano Marketing
 - (c) Single Marketing
 - (d) Micro Marketing
81. Under which of the following conditions, the level of consumer's involvement will *not* be high ?
- (a) The consumer considers the amount of money involved to be large.
 - (b) The product is seen as having low potential for providing significant benefits.
 - (c) The consumer lacks information about alternatives for satisfying the need.
 - (d) The product has considerable social importance.

82. Which two of the following statements are *true* ?

- (i) Skewness studies the flatness or peakedness of the distribution.
- (ii) A positively skewed distribution curve is stretched more to the right than to the left.
- (iii) On the basis of empirical relationship between mean, mode and median for moderately asymmetrical distribution, Karl Pearson's coefficient of skewness can be measured by $3(\text{Mean} - \text{Median})$ divided by Standard Deviation.
- (iv) If $\text{mean} < \text{mode}$, the distribution is positively skewed.

Choose the correct option from those below :

- (a) (i) and (ii)
- (b) (ii) and (iii)
- (c) (iii) and (iv)
- (d) (ii) and (iv)

83. Which one of the following is an exception to the doctrine of Constructive Notice ?

- (a) Doctrine of Subrogation
- (b) Doctrine of Ultra Vires
- (c) Corporate Veil
- (d) None of these

84. Which of the following theories of capital structure articulates that a firm borrows up to the point where the tax benefit from extra debt is exactly equal to the cost that comes from the increased probability of financial distress ?

- (a) The static theory
- (b) Net income approach
- (c) Modigliani-Miller-theory
- (d) Net operating income approach

85. A discrete probability distribution :

- (a) is a listing of all possible values of the random variable
- (b) assigns a probability to each possible value of the random variable
- (c) can assume the value between -1 and $+1$
- (d) is independent of the parameters of the distribution

86. By reducing the sales price from Rs. 80 per unit to Rs. 78 per unit, the sales manager has succeeded in selling 1000 units more of a product.

Which of the following decisive conclusions can be drawn from this ?

- (i) Sales price variance is unfavorable
- (ii) Sales volume variance is favorable
- (iii) Total sales variance is unfavorable
- (iv) Sales activity variance is Rs. 80,000 (favorable)
- (v) Sales price variance is Rs. 2,000 (unfavorable)

Choose the correct answer from the options given below :

- (a) (i), (ii) and (iii) only
- (b) (iii), (iv) and (v) only
- (c) (i), (ii) and (iv) only
- (d) (ii), (iv) and (v) only

87. Which of the following will be clubbed into the income of Mr. Q whose Income from Profession is Rs. 85,000 ?

- (i) Income from Mrs. Q's profession. Rs 45,000
- (ii) Mrs. Q's salary as a clerk Rs 66,000
- (iii) Minor son's earned interest on deposits of money gifted to him by his uncle, Rs. 15,000
- (iv) Minor daughter's earnings from sports. Rs 85,000
- (v) Minor son's winnings from lottery Rs 1,05,000

Choose the correct answer from the options given below :

- (a) (i), (iii), (iv) and (v) only
- (b) (iii), (iv) and (v) only
- (c) (iii) and (iv) only
- (d) (iii) and (v) only

88. Negative net working capital implies that :

- (a) Long term funds have been used for fixed assets.
- (b) Short-term funds have been used for fixed assets.
- (c) Long-term funds have been used for current assets.
- (d) Short-term funds have been used for current assets.

89. Which of the following is an implicit cost of increasing proportion of debt of a company ?

- (a) P.E. Ratio of the company would increase.
- (b) Rate of return of the company would decrease.
- (c) Tax-shield would not be available on new debts.
- (d) Equity shareholders would demand higher return.

90. Profitability Index of a Project is the ratio of present value of cash inflows to :
- (a) Total cash inflows
 - (b) Total cash outflows
 - (c) Present value of cash outflows
 - (d) Initial cost minus depreciation
91. Which one of the following statements is *false* ?
- (a) Effective dividend policy is an important tool to achieve the goal of wealth maximization.
 - (b) According to Walter, the optimal payout ratio for a growth firm is 100%.
 - (c) MM model asserts that the value of the firm is not affected whether the firm pays dividend or not.
 - (d) Bird-in-the hand theory in reference of dividend decision has been developed by Myron Gordon.
92. What is “n” for the binominal distribution for which mean is 10 and variance is 5 ?
- (a) 10
 - (b) 20
 - (c) 30
 - (d) 40
93. Which one of the following are disposed to promote financial inclusion ?
- (a) Poor quality of services rendered
 - (b) High transaction costs
 - (c) Universal access to financial services
 - (d) Lack of trust in the system

94. Which of the following ratios are critically significant for an investor ?

- (i) Debt-equity ratio
- (ii) Price-earnings ratio
- (iii) Dividend yield
- (iv) Asset turnover ratio
- (v) Debtor turnover ratio

Choose the correct answer from the options given below :

- (a) (i), (ii) and (iii) only
- (b) (iv) and (v) only
- (c) (ii), (iii) and (iv) only
- (d) (i), (iv) and (v) only

95. Which of the following is *not* a factor contributing to MBO program failure ?

- (a) Altering goals to meet changes in circumstances
- (b) Easy goals
- (c) Lack of management support
- (d) Setting of unrealistically difficult goals

96. 'Maximization of firm's growth rate subject to managerial and financial constraints' as one of the important alternative objectives of especially large business corporation was pleaded by :

- (a) Milton Friedman
- (b) Robin Marris
- (c) Cyert and March
- (d) H. A. Simon

97. Michael Porter proposed generic strategies that provide good starting points for strategic thinking. Identify them from the below mentioned strategies :

- (i) Overall cost leadership
- (ii) Innovation
- (iii) Focus
- (iv) Differentiation

Choose the correct answer from the options given below :

- (a) (i) and (ii) only
- (b) (i), (iii) and (iv) only
- (c) (i), (ii) and (iv) only
- (d) All of these

98. Match the following methods of capital budgeting with their respective formula :

Method	Formula
(A) ARR method	(I) Present Value of Cash Inflows – Present Value of Cash Outflows
(B) Payback Period	(II) Present Value of Cash Inflows ÷ Present Value of Cash Outflows
(C) NPV method	(III) Average Income ÷ Average investment
(D) Probability Index	(IV) Investment ÷ Annual Cash Inflows

Choose the correct option from those given below :

- (a) (A) - (II); (B) - (I) : (C) - (IV); (D) - (III)
- (b) (A) - (III); (B) - (IV); (C) - (II) : (D) - (I)
- (c) (A) - (II); (B) - (III); (C) - (I); (D) - (IV)
- (d) (A) - (III); (B) - (IV); (C) - (I); (D) - (II)

99. Assertion (A) : Compensation has two vital domains economic concept and psychological Concept.

Reasoning (R) : Compensation basically represents an employment contract.

Code :

- (a) (A) is correct and (R) is correct explanation of (A).
- (b) (A) is correct but (R) is not the correct explanation of (A).
- (c) (A) is correct but (R) is incorrect.
- (d) (A) is incorrect but (R) is correct.

100. Assertion (A) : In real terms, workers participation in management has failed in India.

Reasoning (R) : There is lack of attitudinal change, multiplicity of unions and absence of a procedure to determine a sole bargaining agent in an organization.

Code :

- (a) (A) is correct and (R) is correct explanation of (A).
- (b) (A) is correct but (R) is not the correct explanation of (A).
- (c) (A) is Correct but (R) is incorrect.
- (d) (A) is incorrect but (R) is correct.