

## Entrance Test Ph.D. Commerce (Part-Time) 2023-2024

Time: 01 Hour

M. Marks: 100

Note:

- Each question carries **Two Marks**.
- Mark the sign with pen only.
- Please put (×) sign in the box only for correct answer.
- There will be **No Negative Marking**.

### UNIT-I ACCOUNTING AND FINANCE

1. Highly geared company exposes to which of the following risk:

- (a) Business risk  (b) Inflation risk   
(c) Financial risk  (d) Market risk

2. Return on Investment is also known as:

- (a) Dupont Chart  (b) Activity Ratio   
(c) P/V Ratio  (d) Market Test Ratio

3. The level of EBIT, beyond which the benefits of financial leverage occurs regarding EPS is known as :

- (a) Financial indifference point  (b) Cash break-even point   
(c) Financial break-even point  (d) Optim capital structure

4. Which type of risk cannot be avoided at all?

- (a) Unsystematic risk  (b) Production risk   
(c) Systematic risk  (d) None of the above

5. In India Capital Market is Organized by:

- (a) RBI  (b) SEBI   
(c) NABARD  (d) IRDA

6. Which of the following is the important reason of volatility in Stock Market?

- (a) Changes in Monetary Policy  (b) Inflow/Outflow of foreign fund   
(c) Fluctuations in Capital Markets Abroad  (d) All of the above

7. The Industrial Sickness Prediction Model that Focuses Primarily on EBIT and Operating Cash Flows is given by:

- (a) L.C. Gupta  (b) Henry Fayol   
(c) Peter F. Drucker  (d) None of the above

8. Which of the following aspect is generally highlighted by State of the Art Report?

- (a) Administrative Aspect  (b) Technical Aspect   
(c) General Aspect  (d) All of the above

9. Which of the following is a method of calculating purchase consideration ?

- (a) Share Exchange Method  (b) Net Payment Method   
(c) Net Assets Method  (d) All of the above

10. Merger of different firms in unrelated lines of Business is called:

- (a) Vertical Merger  (b) Conglomerate Merger   
(c) Horizontal merger  (d) None of the above

11. "Bird in Hand" Argument in dividend decisions is given by:

- (a) Walter model  (b) Gordon Model   
(c) MM Model  (d) None of the above

12. The Investors prefer larger to smaller returns from securities according to:

- (a) Modern Theory  (b) Traditional Theory   
(c) Sharpe theory  (d) Markowitz

## UNIT-II

### MARKETING

**Tick mark the alternative that you consider is most appropriate**

13. Which of the following is not a characteristic of international business environment?

- (a) Dynamic  (b) Lower risk   
(c) Multiple business environments  (d) None of these

14. Price skimming strategy relates to which stage of product life cycle:

- (a) Introduction  (b) Growth   
(c) Maturity  (d) Decline

15. Which type of service quality is the most difficult to ascertain for a consumer:

- (a) Search quality  (b) Experience quality   
(c) Credence quality  (d) None of the above

16. Which of the following is an umbrella brand:

- (a) Lipton  (b) Pizza hut   
(c) Limca  (d) Tata

17. The concept of marketing mix can be stated as:

- (a) a composite analysis of all environmental factors inside and outside the firm.   
(b) a series of business decisions that aid in selling a product.   
(c) the relationship between a firm's marketing strengths and its business weaknesses.   
(d) a blending of strategic elements to satisfy specific target markets

18. Which of the following are types of publicity?

- I. Facebook post on a page  
II. Newspaper advertisement  
III. Blog post  
IV. Discussion on TV debate

- (a) I, II & III   
(b) I, III & IV   
(c). II, III & IV   
(d) All of the above

19. What is the correct sequence of new product development?

I Idea screening

II Concept testing

III Idea generation

IV Test marketing

(a) II, I, III, IV

(b) II, I, IV, III

(c) III, I, II, IV

(d) III, I, IV, II

20. In marketing, 'prospect' connotes:

(a) Probability of sales  (b) Expected demand

(c) Forecast  (d) Potential customer

21. In situation of intense price competition, a marketer would compete through building differentiation in \_\_\_\_\_:

(a) Product, price and promotion

(b) Offer, delivery and image

(c). Package and label

(d) Social media campaign

22. Which of the following is an example of convenience consumer product?

(a) Cell phone  (b) Milk

(c) Bike  (d) Shoes

23. A manufacturer designs a product without taking any feedback from the customers. This is an example of:

(a) Product concept  (b) Production concept

(c). Marketing concept  (d) Selling concept

24. Out of the following, which is not a part of the communication mix used by the marketers?

- (a) Public relations  (b) Sales promotion   
(c) Advertising  (d) Telemarketing

### UNIT-III

### HUMAN RESOURCE MANAGEMENT

**Tick mark the alternative that you consider is most appropriate**

25. Human resource Management is a combination of:

- (a) Management and business ethics   
(b) Employers and employees   
(c) Personnel aspect, industrial relations, and welfare aspect   
(d) Human resource planning, selection and performance appraisal

26. Which one of the following statements is true:

- (a) Competent employees will remain competent forever   
(b) Human resource department is primarily a recruitment and compensation department   
(c) Human capital can be managed like products and technologies   
(d) Downsizing is the planned elimination of jobs

27. \_\_\_\_\_ is not an environmental challenge faced by human resources:

- (a) Artificial intelligence   
(b) Global competition   
(c) Changing labour laws   
(d) Competition for scarce inputs

28. Which of the following statements is false:

- (a) Strategy can fail without paying sufficient attention to the HR dimensions   
(b) Many organizations restructure in order to become more competitive   
(c) Competitive forces have no impact on the strategies of a company   
(d) Technological advancements are driving change in human resource management

29. The Delphi technique uses:

- (a) Top down approach
- (b) A panel of experts making a series of independent decisions
- (c) Mathematical model as input to the decision making process
- (d) None of the above

30. Human resource planning aims at:

- (a) Coping with changes
- (b) Forecasting manpower requirement
- (c) Using existing manpower productively
- (d) All of the above

31. Which of the following statements are correct:

- (a) Career planning and succession planning are synonyms
- (b) Succession planning is needed for key positions at senior level
- (c) Replacement charts are used in career planning
- (d) None of the above

32. Which of the following is not the reason for Layoff:

- (a) Shortage of raw materials
- (b) Seasonal demand fluctuations
- (c) Union activities of an employee
- (d) Huge inventory built up

33. Which of the following is not linked with employee separation:

- (a) Retrenchment
- (b) Discharge
- (c) Layoff
- (d) Transfer

34. Which of the following statements is false:

- (a) Without top management support, empowerment is bound to fail
- (b) The basic focus of quality of work life efforts is on higher compensation
- (c) Quality of work life lays emphasis on equitable pay
- (d) Empowerment allows the employees to make independent decisions concerning their work

35. Which of the following indicates constructive stress:

- (a) Distress  (b) Eustress
- (c) Burnout  (d) None of the above

36. Human relations approach was propounded by:

- (a) Max Weber  (b) Elton Mayo
- (c) Peter F. Drucker  (d) Henry Fayol

#### UNIT-IV

#### RESEARCH METHODOLOGY

37. The conceptual framework within which the research is carried out is known as:

- (a) Research hypothesis  (b) Synopsis of Research
- (c) Research paradigm  (d) Research design

38. Arrange the following in correct sequence:

- I. Developing a research design
- II. Formulating a research question
- III. Deciding about the data analysis procedure
- IV. Formulating a research hypothesis

- (a) IV, II, III, I
- (b) II, IV, I, III
- (c) II, I, IV, III
- (d) None of the above

39. In the testing of hypothesis, which of the following statement is true?

- (a) Only the alternative hypotheses that can be tested.
- (b) 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.

40. Which of the following statements is true?

- I. Cluster sampling is a non-probability sampling method
- II. Snowball sampling is a probability sampling method
- III. Quota is non-probability sampling method
- IV. Croudsourcing is a non-probability sampling method

- (a) I and II
- (b) II and III
- (c) III and IV
- (d) I and IV

41. Which of the following are the purposes of literature review?

- I. Synthesize knowledge
- II. Define research problem
- III. Data analysis
- IV. Understand findings

- (a) I, II, III
- (b) I, II, IV
- (c) II, III, IV
- (d) All of the above

42. Social media can be a good source of:

- (a) Qualitative data
- (b) Observation
- (c) Understanding consumers
- (d) All of the above

43. Which technique is generally followed when the population is finite?

- (a) Area Sampling Technique
- (b) Purposive Sampling Technique
- (c) Systematic Sampling Technique
- (d) None of the above



44. Which the following statements is false?

- I. Bibliography is the list of all the sources used to generate ideas for writing a research paper.
- II. Citation is same as reference
- III. Bibliography and references are synonyms
- IV. A blog can be included in the bibliography.

(a) I & II

(b) I & IV

(c) II & III

(d) II & IV

45. Which of the following is not based on nominal scale?

(a) Yes/No responses

(b) Classification of population on the basis of age

(c) Attitude towards new model of cell phone

(d) Segments based on the usage of coffee

46. A research paper written through AI based tools like Chat GPT will be:

(a) Original research article

(b) Empirical research article

(c) Primary research article

(d) None of the above

47. Which of the following statements is false?

I t-test is used to study the differences

II Relationship between household income and spending will be measured with Spearman correlation

III Relation between education and happiness can be studied with the help of Karl Pearson correlation

IV Relationship between size of home and number of inhabitants can be studied with chi square test

(a) I & III

(b) II & III

(c) III & IV

(d) None of these

48. Which of the following is true? (AM is arithmetic mean, GM is geometric mean and HM is harmonic mean)

- (a)  $AM \geq GM \geq HM$        (b)  $AM \geq HM \geq GM$    
(c)  $GM \geq HM \geq AM$        (d)  $GM \geq AM \geq HM$

49. Which of the following are measures of dispersion?

- I. Variance
- II. Quartile
- III. Range
- IV. Standard deviation

- (a) I, II & IV       (b) I, III & IV   
(c) II, III & IV       (d) All of the above

50. Which of the following is a parametric test?

- (a) z-test       (b) Sign test   
(c) Run for randomness       (d) Krusal-Willis test

ANSWER KEY  
PH.D. COMMERCE (PART-TIME)  
DECEMBER, 2023

<b>UNIT-I ACCOUNTING AND FINANCE</b>	<b>UNIT-III HRM</b>
1. C	25. C
2. A	26. D
3. C	27. D
4. C	28. C
5. B	29. B
6. D	30. D
7. A	31. B
8. B	32. C
9. D	33. D
10. B	34. B
11. B	35. B
12. A	36. B
<b>UNIT-II MARKETING</b>	<b>UNIT-IV RESEARCH METHODOLOGY</b>
13. B	37. D
14. A	38. B
15. C	39. B
16. D	40. C
17. D	41. B
18. B	42. D
19. C	43. C
20. D	44. C
21. B	45. C
22. B	46. D
23. A	47. B
24. D	48. A
	49. B
	<b>50. A</b>