

Test Booklet No. _____

This booklet consists of 100 questions and 12 printed pages.

RGUPET/2023/16

Series

NIL

**RGUPET 2023
Ph.D. in MANAGEMENT**

Full Marks: 100

Time: 3 Hours

Roll No.

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Day and Date of Examination : _____
Signature of Invigilator(s) : _____
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General Instructions:

PLEASE READ ALL THE INSTRUCTIONS CAREFULLY BEFORE MAKING ANY ENTRY.

1. DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO.
2. Candidate must write his/her Roll Number on the space provided.
3. This Test Booklet contains 100 Multiple Choice Questions (MCQs) from the concerned subject. Each question carries 1 mark.
4. Please check the Test Booklet to verify that the total pages and total number of questions contained in the test booklet are the same as those printed on the top of the first page. Also check whether the questions are in sequential order or not.
5. Candidates are not permitted to enter into the examination hall 15 minutes after the commencement of the entrance test or leave the examination hall before 30 minutes of end of examination.
6. Making any identification mark in the OMR Answer Sheet or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
7. Candidates shall maintain silence inside and outside the examination hall. If candidate(s) is/are found violating the instructions mentioned herein or announced in the examination hall, they will be summarily disqualified from the entrance test.
8. In case of any dispute, the decision of the Entrance Test Committee, RGU shall be final and binding.
9. The OMR Answer Sheet consists of two copies, the Original copy and the Student's copy.
- 10.

1	The one which will always appear in a research proposal is					
	a) Business objective	b) Research	C) Marketing	d) Creative		Research
2	The main advantage of producing a written research proposal is----					
	a) Informs all	b) Helps with	c) Helps the	d) Helps		Informs all
3	The proposal section which intended to describe the purpose with a full statement of the research question is-----					
	a) Literature review	b) References	c) Introduction	d) Proposed Method		Introduction
4	The Method section of the research plan typically specifies-----					
	a) The research	b) The	c) The planned	d) all of the		all of the
5	The word 'Research' means-----					
	a) A lab experiment	b) A report.	c) A	d) A procedure		A systematic
6	Basic research can also be called as-----					
	a) Practical	b)	c) Action	d) Assessment		Fundamental
7	The meaning of a good research does not mean-----					
	a) Purpose clearly defined	b) Research process detailed	c) Research design thoroughly	d)	D	Finding presented ambiguous.
8	Secondary data can almost always be obtained more quickly and at a lower cost than _____ data					
	a) Primary	b) Tertiary	c)	d) Research	A	Primary
9	The opposite of the variables is					
	a) An extraneous	b) A constant	c) A	d) A data set		A constant
10	What is the name of the conceptual framework in which the research					
	a) Research hypothesis	b) Synopsis of Research	c) Research paradigm	d) Research design	D	Research design

11	A research problem is feasible only when				
	a) It has utility and	b) It is new and	c) It is	d)	All of the
12	Which one is called non-probability sampling?				
	a) Quota sampling	b) Cluster	c) Systematic	d) Stratified	Quota
13	A researcher selects a probability sample of 100 out of the total				
	a) a cluster sample	b) a random	c) a systematic	d) a stratified	a random
14	We review the relevant literature to know:				
	a) What is already known about the topic	b) What concepts and	c) Who are the key	d) All of the above	All of the above D
15	Which of the following is not a data-collection method?				
	a) Research questions	b) Unstructured interviewing	c) Postal survey questionnaires	d) Participant observation	Research questions
16	Field study is related to				
	a) real life situations	b)	c) laboratory	d) none of the	real life situations
17	To develop Quantitative Calculations which of the followings is used:				
	a) MS Word	b) MS Powerpoint	c) MS Excel	d) None of the above	MS Excel
18	Plagiarism is.....				
	a) Practice of someone's work/idea/paper as	a) Plug in Plug out	c) Plug in various information	d) None of the above.	Practice of someone's work/idea/pa
19	Which of the following is a database of online journal.....				
	a) SCOPUS	b) SSRN	c) GOOGLE	d) None of the above	SCOPUS
20	The Census carried out by the Govt. of India is an example of				

	a) Explorative Research	b) Descriptive Research	c) Causal Research	d) All the above	B	Descriptive Research
21	----- Is the systematic design, collection, analysis and reporting					
	a) marketing research	b) marketing planning	c) data collection	d) none of the above	A	marketing research
22	Process of watching customers in natural environment is called					
	a) experimental research	b) ethnographic research	c) observational research	d) survey research	C	observational research
23 is information that already exist somewhere, having					
	a) External information	b) Experimental information	c) Primary data	d) Secondary data	D	Secondary data
24	Rankings of teams in a tournament constitutes which of the following scales?					
	a) Nominal scale	b) Interval scale	c) Ratio	d) Ordinal scale	D	Ordinal scale
25	Which of the following tool is best for presenting data to a group?					
	a) Excel	b) PowerPoint	c) Word document	d) none of the above	B	PowerPoint
26 has helped researchers all over the world to work together					
	a) Information and	b) World Wide Web	c) Plagiarism	d) All of the above	A	Information and communication
27	An image, perception or concept that is capable of measurement is					
	a) Scale.	b) Hypothesis.	c) Type.	d) Variable	d)	Variable
28	In the process of conducting research ‘Formulation of Hypothesis’ is					
	a) Statement of	b) Analysis of	c) Selection of	d) Collection of	c)	Selection of

29	The longitudinal approach of research deals with _____.					
	a) Short-term	b) Long-term	c) Horizontal	d) Medium Term	b)	Long-term
30	Which of the following is NOT the characteristic of a research?					
	a) Research is systematic	b) Research is not passive	c) Research is not a process	d) Research is problem oriented	c)	Research is not a process
31	Books and records are the primary sources of data in:					
	a) clinical research	b) historical	c) laboratory	d) participatory	b)	historical
32	Bibliography given in a research report:					
	a) has no relevance to research	b) shows vast knowledge of	c) helps those interested in	d) all the above	c)	helps those interested in
33	Formulation of hypothesis may NOT be required in:					
	a) Survey method	b) Historical studies	c) Normative studies	d) Experimental studies	b)	Historical studies
34	A statistical measure based upon the entire population is called					
	a) Inference	b) Statistics	c) Sample parameter	d) Scale	b)	Statistics
35	SPSS is an acronym of the following?					
	a) Statistical	b) Sexual	c) Statistical	d) Sexual	c)	Statistical
36	A comprehensive full Report of the research process is called					
	a) Thesis	b) Summary Report	c) Abstract	d) Article	a)	Thesis
37	Which of the following is not one of the seven major parts to the					
	a) Results	b) Abstract	c) Method	d) Footnotes	d)	Footnotes
38	Which one among the following statement is true in the context of the					

	a) It is only the alternative hypotheses that can	b) It is only the null hypotheses	c) Both the alternative and the null	d) Both the alternative and the null	b)) It is only the null hypotheses that can be
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39	Which of the following is an example of a 'concept'?				(c)	Domestic violence
	a) Height in cm	b) Income in \$	c) Domestic violence	d) Weight in Kg		
40	Weight in kg is a _____ variable?				(b)	Continuous variable
	a) Dichotomous variable	b) Continuous variable	c) Polytomous variable	d) Constant variable		
41	Which aspect of the research process could be responsible for the unintended introduction of error in a study?				(d)	All of these
	a) Flawed sampling method	b) Faulty data collection method	c) Wrong analysis method	d) All of these		
42	The ability of a research instrument to measure what it is designed to measure is called:				(b)	Validity
	a) Reliability	b) Validity	c) Accuracy	d) Collinearity		
43	Random sampling is also called as:				(d)	Probability sampling
	a) Probation sampling	b) Prospect sampling	c) Availability sampling	d) Probability sampling		
44	Which of the following is not a non-random sampling method?				(a)	Cluster sampling
	a) Cluster sampling	b) Convenience sampling	c) Accidental sampling	d) Quota sampling		
45	The well-known statistical data analysis software SPSS is developed by:				(a)	IBM
	a) IBM	b) Adobe	c) TCS	d) Microsoft		
46	Which of the following is an Open Source data analysis software?				(d)	R
	a) SmartPLS	b) NVivo	c) IBM SPSS	d) R		
47	A table that displays information about two variables is called:				(b)	Bivariate

	a)Univariate	b) Bivariate	c)Polyvariate	d) Multivariate		
48	The Harvard referencing system is also known as:				(b)	The author-date system
	a)The reference by number system	b)The author-date system	c)The author-number system	d)The short-title system		
49	Which research is the problem oriented to solve a specific problem that requires a decision?				b	Applied research
	a) Fundamental research	b) Applied research	c) Exploratory research	d) Descriptive research		
50	Which is a systematic method of investigation, evaluation, experimentation, interpretation and theorizing?				c	Scientific method
	a) Survey	b) Experiment	c) Scientific method	d) Meta – analysis		
51	“The Fortune at the Bottom of the Pyramid– Eradicating Poverty through Profits” was written by _____.				c)	C.K. Prahalad
	a) Michael E. Porter	b) Abhijit Vinayak Banerjee	c) C.K. Prahalad	d) Amartya Sen		
52	Edgar Schein divided an organization's culture into three distinct levels. These are _____.				d)	Artifacts, Values, and Assumptions
	a) Values, Communication & Assumptions	b) Behaviour, Communication & Values	c)Assumptions, Behaviour & Artifacts	d)Artifacts, Values, and Assumptions		
53	BCG in BCG matrix stands for _____.				c)	Boston Consulting
	a) British Consulting	b) Boston Calmette Group	c) Boston Consulting	d) Boston Corporate		

	Group		Group	Group		Group
54	The value chain is subdivided into two main headings. These are primary activities and _____.				b)	Support activities
	a) Peripheral activities	b) Support activities	c) Secondary activities	d) Outsourced activities		
55	Which of the following is the best measure of central tendency when the dataset has possible outliers?				(b)	Median
	a) Mean	b) Median	c) Mode	d) Weighted mean		
56	Which of the following is most suited to plot continuous data recorded on an interval scale?				(d)	Histogram
	a) Bar chart	b) Scatter Plot	c) Pie-chart	d) Histogram		
57	If square root of variance is taken, we get:				(c)	Standard deviation
	a) Correlation	b) Partial correlation	c) Standard deviation	d) Coefficient of regression		
58	For a normally distributed data, nearly what percentage of data lies within ± 2 Standard Deviation (SD) of all values?				(c)	95.5%
	a) 50%	b) 68.2%	c) 95.5%	d) 99.7%		
59	Which of the following is NOT a location planning method?				(b)	BCG matrix
	a) Location factor rating	b) BCG matrix	c) Centre-of-gravity method	d) Transportation model		
60	Which of the following plant layouts is the most suited for manufacturing a helicopter?				(c)	Fixed layout
	a) Product layout	b) Process layout	c) Fixed layout	d) Group technology layout		
61	Who among the following is considered to be the father of the Japanese quality management systems?				(b)	W. E. Deming
	a) Joseph M. Juran	b) W. E. Deming	c) Genichi Taguchi	d) Karou Ishikawa		
62	Whenever a business unit decides to increase the inventory size:				(d)	both 'a' & 'c'
	a) its carrying cost	b) its ordering cost	c) both carrying cost and ordering	d) both 'a' & 'c'		

	increases	decreases	cost decrease			
63	Factors influencing personality are				A	Heredity, Environment, Situation
	a) Heredity, Environment, Situation	b) Heredity, Environment, Brain	c) Heredity, Environment, Object	d) Heredity, Environment, Perception		
64	Which one is NOT a source of power				D	Wealth Power
	a) Referent Power	b) Legitimate Power	c) Coercive Power	d) Wealth Power		
65	Attitude consist of following components in order				A	Cognitive, Affective, Behavioural
	a) Cognitive, affective, behavioural	b) Affective, cognitive, behavioural	c) Behavioural, Affective, Cognitive	d) Cognitive, affective, Thinking		
66	Factors influencing perception are				A	Perceiver, Target, Situation
	a) Perceiver, Target, Situation	b) Target, Situation, Process	c) Process, Situation, Function	d) Function, Process, Signal		
67	_____ is the best illustration of a subculture.				b)	Religion
	a) Family & Friends	b) Religion	c) Occupation	d) Income		
68	Any paid form of non personal communication about an organization, good, service or idea by an identified sponsor is called					

	_____.					
	a) Sales Promotion	b) Public Relations	c) Advertising	d) . Publicity	c)	Advertising
69	If a company wants to build a good "corporate image," it will probably use which of the following marketing communication-mix elements?					
	a) Direct marketing	b) Public relations	c) Sales promotion	d) Advertising	b)	Public relations
70	Intermediaries make the flow of products from producers to buyers possible by performing three basic functions:_____					
	a) buying, sorting and financing	b) assorting, storing and sorting	c) production, transmission and display	d) transactional, logistical and facilitation	d)	transactional, logistical and facilitation
71	The full form of 'IoT' is –					
	a) Information on Time	b) Internet of Things	c) Internet on Time	d) Information of Things	(b)	Internet of Things
72	In the context of TV screens and computer monitors, what does IPS stand for?					
	a) Inward plane switching	b) Inside position screen	c) In-panel screen	d) In-plane switching	(d)	In-panel switching
73	The coveted payments platform UPI is developed by –					
	a) National Payments Corporation of India	b) Samsung	c) Nokia	d) Microsoft	(a)	National Payments Corporation of India
74	Which of the following is an example of an open source software (OSS)?					
	a) OBS Studio	b) Mac OS	c) Microsoft Windows	d) Adobe Acrobat Reader	(a)	OBS Studio

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75	_____ is concerned with the duties of the financial					
	a) Financial Management	b) Accounting Management	c) Marketing Management	d) Human resource management	A	Financial Management
76	What does investment stand for?					
	a) approximate increase in the	b) the application of funds for the	c) use of funds for the assets	d) applying money to buy a flat or a house	C	Use of funds for the assets with
77	The _____ approach of financial management provides					
	a) Classical	b) Traditional	c) Modern	d) Empirical	C	Modern
78	_____ is the main goal of financial management					
	a) profit maximization	b) fund transfer	c) maximum returns	d) wealth maximization	D	wealth maximization
79	The full form of GST is					
	a) Good & Simple Tax	b) Goods & Sales Tax	c) Goods & Services Tax	d) Goods & Salary	C	Goods & Services Tax
80	What type of balance do asset accounts have?					
	a) Contra	b) Credit	c) Debit	d) All of the above	c)	Debit
81	The Expenses, Profit & Loss of an organisation are recorded in which account?					
	a) Current Account	b) Personal Account	c) Nominal Account	d) None of the above	c)	Nominal Account

82	Security Analysis is a process of estimating individual securities.					
	a) Return and risk	b) Risk and correlation	c) Correlation and co-efficient	d) Return and co-efficient	b)	Return and risk
83	Which of the following is on the horizontal axis of the Security Market Line?					
	a) Standard deviation	b) Beta	c) Expected return	d) Required return	b)	Beta
84	The advocates of the Efficient-market hypothesis (EMH) theory contend that securities markets are –					
	a) Perfect	b) Imperfect	c) Monopolistic	d) Perfect or at least not too imperfect.	d)	Perfect or at least not too imperfect.
85	Process of selling of shares that is not owned by a person is termed as					
	a) Hedging	b) Short-selling	c) Broking	d) Quoting	b)	Short-selling
86	Hedging is used by companies to:					
	a) Decrease the variability of tax paid	b) Decrease the variability of expected cash flows	c) Increase the variability of expected cash flows	d) Decrease the spread between spot and forward market quotes	b)	Decrease the variability of expected cash flows

87	The certificate which evidences an unsecured corporate debt of short term maturity					
	a) Certificate of Deposit	b) Commercial paper	c) Secured Premium Notes	d) Interbank participation Certificate	b)	Commercial paper
88	An order for the purchase of securities at a fixed price is known as					
	a) limit order	b) open order	c) discretionary order	d) stop loss order	a)	limit order
89	The oldest approach to common stock selection is					
	a) Fundamental Analysis	b) Technical Analysis	c) Random walk Analysis	d) Value Analysis	b)	Technical Analysis

90	Innovation can best defined as				A	The generation of new ideas
	a)the generation of new ideas	b)the evolution of new ideas	c)the opposite of creativity	d)the successful exploitation of new ideas		
91	The application for registration of a small scale unit should be submitted to the.....				A	General Manager, DIC
	a)General Manager, DIC	b)Director, DIC	c)General Manager, NSIC	d)Director, NSIC		
92	A provisional SSI registration certificate is valid for a period of				D	One Year
	a)Four years	b)Three years	c) Two Years	d) One year		

93	Which one is not used for new idea generation				C	Pilot Study
	a) Perceptual Map	b) Reverse Engineering	c) Pilot Study	d) Benchmarking		
94	Business model canvas consist of all these elements except				D	Technology Detail
	a) Value creation	b) Marketing Channel	c) Cost Structure	d) Technology Detail		
95	The study of Body language is known as				A	Kinesics
	A) Kinesics	B) Non verbal communication	C) Sign Language	D) Proximics		
96	The study of the amount of space that people feel is necessary to be there between themselves and others is known as				C	Proximics
	A) Kinesics	B) Non verbal communication	C) Proximics	D) Sign Language		
97	First page of Website is termed as _____?				A	Homepage
	a) Homepage	b) Basepage	c) Webpage	d) Basicpage		
98	The basic goal of computer process is to convert data into _____?				C	Information
	A) numbers	b) statistics	c) Information	d) Interpretation		

99	Business environment is the sum total of all the factors and forces _____ to a business					
	a) Internal	b) Specific	c) External	d) All of these	C	External

100	Investors, customers, competitors and suppliers come under.....forces.					
	a) General	b) Specific	c) General and	d) Normal	B	Specific

SPACE FOR ROUGH WORK