

Test Booklet No. \_\_\_\_\_

**This booklet consists of 100 questions and 12 printed pages.**

RGUPET/\_\_\_\_/\_\_\_\_

**Series**

NIL
-----

**RGUPET 2023  
Ph.D. in COMMERCE**

**Full Marks: 100**

**Time: 3 Hours**

Roll No.

--	--	--	--	--	--	--	--

Day and Date of Examination :

\_\_\_\_\_

Signature of Invigilator(s) :

\_\_\_\_\_

Signature of Candidate :

\_\_\_\_\_

*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.

1	Which of the following is an essential of sampling?				a	Homogeneity
	a) Homogeneity	b) Computations	c) Tabulation	d) Method		
2	The Lorenz Curve is applied in _____.				b	Studying variation
	a) Study of series	b) Studying variation	c) Computing moments	d) Studying relations		
3	Who introduced the concept of Inverse Probability?				b	T. Bayes
	a) P. S. Laplace	b) T. Bayes	c) R.A. Fisher	d) V. Mises		
4	Which Theorem of Probability states that if 2 events P & Q are mutually exclusive the probability of the occurrence of either P or Q is the sum of the individual probability of P & Q?				d	None of the above
	a) Substantive Theorem	b) Multiplication Theorem	c) Divisive Theorem	d) None of the above		
5	In regression analysis Researchers try to predict which variable?				c	Dependent variable
	a) Independent variable	b) Sampled variable	c) Dependent variable	d) Negative variable		
6	What vital events are considered in vital statistics?				d	All above
	a) Marriage	b) Birth	c) Mortality	d) All above		
7	Before finalization of printing of questionnaire in research, the questionnaire should be _____.				a	Pre-tested
	a) Pre-tested	b) Given to respondents	c) Recorded	d) None of the above		

8	A listing of all population units is known as ____.				c	Frame
	a) Adequate	b) Validity	c) Frame	d) Experiment		
9	Reasoning by analogy leads to-				B	Predictive conjecture
	A) Definite conclusion	B) Predictive conjecture	C) Certainty	D) Surety		
10	The principles of fundamental research are used in-				D	Applied research
	A) Historical research	B) Action research	C) Philosophical research	D) Applied research		
11	A study to know how many people visit the mall on a weekend is an example of -				A	Descriptive research
	A) Descriptive research	B) Applied research	C) Conclusive research	D) Basic research		
12	The Census carried out by the Government of India is an example of-				C	Descriptive research
	(A) Applied research	(B) Conclusive research	(C) Descriptive research	(D) Basic research		
13	Sampling error decreases with the-				A	Increase in sample size
	(A) Increase in sample size	(B) Decrease in sample size	(C) Process of analysis	(D) Process of randomization		
14	Research involves all of the following except-----				A	Promotion
	(A)Promotion	(B)Validation	(C)Formulation	(D)Compilation		
15	A research that is oriented towards building theories and models in the field of management is called:				D	Basic research
	(A)Theoretical research	(B)Management research	(C)Model testing research	(D)Basic research		
16	A company wants to know what are the problems are faced by employees in the night shift duties. The company is intending to undertake-				A	Applied research
	(A)Applied research	(B)Pure research	(C)Basic research	(D)Causal research		
17	To study the number of people visit the mall on a weekend is an example of -				C	Descriptive research
	(A) Applied research	(B) Basic research	(C)Descriptive research	(D) Conclusive research		
18	The method of selecting a small number of items or people to test an assumption or hypotheses is called:					

	(A) Probability theory	(B) Statistics	(C) Dipstick survey	(D) Sampling	D	Sampling
19	Which of the following are examples of primary data collection methods					
	(A) Company managers interviews	(B) Government policy documents	(C) Census report	(D) Company records	A	Company managers interviews
20	Checking the data collection forms for omissions, legibility, and consistency in classification is referred to as					
	(A) Processing	(B) Auditing	(C) Editing	(D) Coding	C	Editing
21	Environmental analysis is a kind of					
	(A) Cross functional research	(B) Marketing research	(C) Operation research	(D) Functional research	A	Cross functional research
22	Secondary data methods have a lot of advantages except-					
	(A) Applicability advantage	(B) Cost advantage	(C) Accuracy advantage	(D) Time advantage	A	Applicability advantage
23	The most powerful and accurate method of qualitative data collection is					
	(A) Structured interviews	(B) Personal interviews	(C) Observation method	(D) Focus group discussions	A	Structured interviews
24	Cartoon tests are a type of					
	(A) Association technique	(B) Construction technique	(C) Completion technique	(D) Expressive technique	B	Construction technique
25	Before drawing a sample one must					
	(A) Identify a sampling frame	(B) Define the population	(C) Determine the sample size	(D) Select a sampling scheme	B	Define the population
26	Which of the following is not a probability sampling plan?					
	(A) Convenience sampling	(B) Cluster sampling	(C) Stratified sampling	(D) Systematic sampling	A	Convenience sampling
27	Selecting every fifth female entering the mall is an example of					
	(A) Simple	(B) Cluster	(C) Systematic	(D) Quota	C	Systematic

	random sampling	sampling	sampling	sampling		sampling
28	Which of the following sampling methods could be used to make an estimate of the sampling error?					
	(A) Snow-ball sampling	(B) Convenience sampling	(C) Quota sampling	(D) Probability sampling	D	Probability sampling
29	Non-probability sampling design is used in -					
	(A) Causal research	(B) Descriptive research	(C) Exploratory research	(D) Both (a) and (b) are correct	C	Exploratory research
30	In simple random sampling design each element of the population has the following chance of being selected in the sample.					
	(A) Known	(B) Equal	(C) Equal and known	(D) Unequal	C	Equal and known
31	A numerical value used to describe the summary measure for a sample is known as _____.				c	<b>Sample Statistic</b>
	a) Population Parameter	b) Sample Parameter	c) Sample Statistic	d) Population Mean		
32	The summation of the percent frequencies for all classes in a series is equal to _____.				d	<b>100</b>
	a) 0	b) 10	c) 50	d) 100		
33	2 <sup>nd</sup> quartile is also known as _____.				d	<b>mean</b>
	a) lower quartile	b) upper quartile	c) median	d) mean		
34	Sampling error will increase as we _____ the sampling size.				a	<b>decrease</b>
	a) decrease	b) increase	c) no change	d) none of the above		
35	Which distribution is Continuous?				d	<b>F-Distribution</b>
	a) Binomial Distribution	b) Hyper-geometric Distribution	c) Poisson Distribution	d) F-Distribution		

36	What is the Skewness of Normal distribution?				a	0
	a) 0	b) +1.0	c) - 1.0	d) None of the above		
37	Which of the following affects the shape of the normal curve?				a	Standard deviation
	a) Standard deviation	b) Mean deviation	c) Quartile deviation	d) None of the above		
38	What is the highest and lowest range of Level of Significance?				d	0 and 1
	a) $-\infty$ and 0	b) -1 and +1	c) 0 and $\infty$	d) 0 and 1		
39	If the sample size decreases then the value of Level of Significance of each sample $\alpha$ _____.				c	decreases
	a) no changes	b) increases	c) decreases	d) None of the above		
40	What is the number of degrees of freedom when the T-test consists of n pairs of observations?				a	n-1
	a) n-1	b) n	c) 2n-1	d) 2n		
41	In a test of hypothesis, the number of individual samples is called as _____.				b	Degrees of Freedom
	a) Level of Confidence	b) Degrees of Freedom	c) Level of significance	d) None of the above		
42	_____ is a subset of the population.				d	sample
	a)	b) distribution	c) data	d) sample		
43	Which selection method is used to select members of the football team for FIFA World Cup?				a	purposive sampling
	a) purposive sampling	b) cluster sampling	c) random sampling	d) systematic sampling		
44	A bag contains 10 items and a sample containing 5 items has been drawn from it. Find the finite population correction factor.				c	$(5/9)^{1/2}$
	a) $(5/8)^{1/2}$	b) $(5/7)^{1/2}$	c) $(5/9)^{1/2}$	d) $(5/6)^{1/2}$		

45	The scale which imparts a difference of magnitude and proportions is known as _____.				c	Ratio Scale
	a) Exponential Scale	b) Goodness Scale	c) Ratio Scale	d) Satisfactory Scale		
46	For a binomial distribution, which statement is true?				b	Mean > Variance
	A) Mean = Variance	B) Mean > Variance	C) Mean < Variance	D) Mean $\leq$ Variance		
47	A statement or supposition about a test population developed by the researcher is known as _____.				a	Hypothesis
	a) Hypothesis	b) Statistical scale	c) Level of Significance	d) None of the above		
48	The test hypothesis which is denoted by $\mu \leq 10$ is a _____.				c	Composite hypothesis
	a) Alternative hypothesis	b) Simple hypothesis	c) Composite hypothesis	d) Null Hypothesis		
49	Test of null hypothesis $H_0: \mu = 100$ against the alternative hypothesis $H_1: \mu > 100$ is known as _____ test.				b	Right tailed
	a) Two tailed	b) Right tailed	c) Left tailed	d) None of the above		
50	Area of the rejection region depends on _____.				a	Size of $\alpha$
	a) Size of $\alpha$	b) Size of $\beta$	c) Population	d) None of the above		

### DOMAIN

51	Pfizer Inc. has decided to expand into manufacturing medical equipment in South Africa. At what level, this decision will likely be taken?				b	Corporate
	a) Business	b) Corporate	c) Functional	d) International		
52	How many cells are there in a SWOT matrix?				c	9

	a) 5	b) 7	c) 9	d) 11		
53	_____ means selling of all assets of a company for a tangible worth.				c	<b>Liquidation</b>
	a) Divestiture	b) Unrelated integration	c) Liquidation	d) Concentric Diversification		
54	The question Mark (?) in a BCG growth-share matrix symbolizes _____.				b	<b>Remain Diversified</b>
	a) Invest	b) Remain Diversified	c) Liquidate	d) Stable		
55	Which environment plays a major role in creating new market and new business segments				d	<b>Technological environment</b>
	a) Political environment	b) Economic environment	c) Socio cultural environment	d) Technological environment		
56	Internal Audit is done _____.				c	<b>Parallel to external audit</b>
	a) Before external audit	b) After external audit	c) Parallel to external audit	d) Vertical to external audit		
57	_____ is not one of the Porter's five competitive forces.				c	<b>Threats of technological advances</b>
	a) Bargaining power of suppliers	b) Threats of new entrants and barriers to entry	c)	d) Threats of substitutes		
58	Which strategy requires a firm to redefine its business and involves divestment of a major product line or an SBU, abandon some markets or reduce its functions?				b	<b>Retrenchment Strategy</b>
	a) Expansion Strategy	b) Retrenchment Strategy	c) Combination Strategy	d) Stability Strategy		
59	_____ strategies are of particular importance to multinational companies.				d	<b>Corporate and competitive</b>
	a) Corporate	b) Functional	c) Competitive	d) Corporate and competitive		
60	Two reasons for mergers and acquisitions are _____.				c	<b>to provide improved</b>
	a) to increase	b) to reduce tax	c) to provide	d) to create		



	production and to minimize economies of scale	obligations and increase managerial staff	improved capacity utilization and to gain new technology	seasonal trends in sales and to make better use of a new sales force		<b>capacity utilization and to gain new technology</b>
61	Who have advocated the view that the management should and can be taught?				<b>b</b>	<b>Henri Fayol</b>
	a) Harold Koontz	b) Henri Fayol	c) F W Taylor	d) Louis Allan		
62	_____ is the formal line of authority which moves from highest to lowest rank in a straight line.				<b>d</b>	<b>Scalar chain</b>
	a) Unity of Command	b) Unity of direction	c) Centralization	d) Scalar chain		
63	Contingency plan by a corporate to meet environmental pressures is a _____.				<b>b</b>	<b>Strategy</b>
	a) Objective	b) Strategy	c) Policy	d) Rule		
64	The decision to deal with novel and non-repetitive problems is an example of _____.				<b>b</b>	<b>Non-programmed decision</b>
	a) Programmed decision	b) Non-programmed decision	c) Individual decision	d) Non-economic decision		
65	Crisis decision-making (CDM) is also known as _____.				<b>d</b>	<b>Spot decision-making</b>
	a) Group decision-making	b) Major decision-making	c) Minor decision-making	d) Spot decision-making		
66	Increase sales by 20% is an example of _____.				<b>a</b>	<b>Objective</b>
	a) Objective	b) Schedules	c) Procedures	d) Budgets		
67	_____ Expectancy theory assumes that behaviour results from conscious choices among alternatives whose purpose it is to maximize pleasure and to minimize pain.				<b>b</b>	<b>Vroom's</b>
	a) Maslow's	b) Vroom's	c) Herzberg's	d) Mc Gregor's		
68	Who have introduced the concepts of Management by Objectives?				<b>c</b>	<b>Peter Drucker</b>
	a) F W Taylor	b) Elton Mayo	c) Peter Drucker	d) Abraham Maslow		

69	Who has said “The sum of the powers and rights entrusted to make possible the performance of the work delegated”?				d	Louis Allen
	a) Barnard	b) Fayol	c) Strong	d) Louis Allen		
70	_____ refers to behaviour that is driven by internal rewards.				d	Intrinsic motivation
	a) Negative motivation	b) Positive motivation	c) Extrinsic motivation	d) Intrinsic motivation		
71	The most important retail marketing decision a retailer has to make is to-				C	Identify its target market
	a) Develop an effective store atmosphere	b) Select the product assortment	c) Identify its target market	d) Choose the desired service level		
72	Which element of the promotion mix do wholesalers primarily use?				D	Personal selling
	a) Public relations	b) Advertising	c) Trade show	d) Personal selling		
73	The price-setting method which most closely corresponds to the concept of product positioning is				B	Perceived value pricing
	a) Cost-plus pricing	b) Perceived value pricing	c) Going-rate pricing	d) Psychological pricing		
74	Which of the stages of new product development process can be skipped?				A	Test marketing
	a) Test marketing	b) Business analysis	c) Idea screening	d) Product testing		
75	Which promotional tool is most cost effective when a product is in the decline stage of its product life cycle?				D	Sales promotion
	a) Advertising	b) Personal selling	c) Public relations	d) Sales promotion		
76	The third stage in the consumer buying decision process is-				C	
	a) Purchase decision	b) Information search	c) Evaluation of alternatives	d) None of the above		
77	In which one of the following market situations the practice of price rigidity is found?				A	Oligopoly market

	a) Oligopoly market	b) Perfectly competitive market	c) Monopolistic competitive market	d) Discriminating monopoly Market		
78	False and misleading claims and vulgarity in advertisements do not match with				A	Ethics in advertisement
	a) Ethics in advertisement	b) Aggressive advertisement	c) Mass advertisement	d) Regional advertisement		
79	A commodity is used for multiple purposes, then the demand for it is known as:				B	Composite demand
	a) Direct demand	b) Composite demand	c) Joint demand	d) Autonomous demand		
80	Who do buy more, complain less, spread positive word of mouth, ensure a large customer base and repeat business?				A	Delighted customers
	a) Delighted customers	b) Satisfied customers	c) Industrial customers	d) Retail customer		
81	Under which concept of marketing do you find greater emphasis on customer?				D	Marketing concept
	a) Societal concept	b) Selling concept	c) Product concept	d) Marketing concept		
82	The most important retail marketing decision a retailer has to make is to				C	Identify its target market
	a) Choose the desired service level	b) Select the product assortment	c) Identify its target market	d) Develop an effective store atmosphere		
83	The price-setting method which most closely corresponds to the concept of product positioning is				A	Perceived value pricing
	a) Perceived value pricing	b) Cost-plus pricing	c) Psychological pricing	d) Going-rate pricing		
84	Segmentation on basis of values and attitudes and behavioural patterns is an example of				C	Cultural factors

	a) Economic factors	b) Geographic location	c) Cultural factors	d) Political and legal factors		
85	In connection with HRD, what is incorrect?				C	It is an integrated system
	a) It develops total organisation	b) It is a reactive function.	c) It is an integrated system	d) It focuses on autonomous work groups.		
86	In which method of training, job conditions are duplicated with equipments and machines which are identical with those used at the work place?				D	Vestibule training
	a) On the job training	b) Apprenticeship training	c) Internship training	d) Vestibule training		
87	HRM does not include-				B	Sales promotion
	a) Job evaluation	b) Sales promotion	c) Performance appraisal	d) Job enrichment		
88	Who propounded the concept of hierarchy of needs?				C	A.H. Maslow
	a) Victor Vroom	b) Fredrick Herzberg	c) A.H. Maslow	d) Douglas Mcgregor		
89	Who is not associated with HRM?				A	K.K. Devit
	a) K.K. Devit	b) Edvoim B. Flipppo	c) Dale Yodar	d) Michael J Jucius		
90	HRM is a _____.				B	Staff function
	a) Line function	b) Staff function	c) Line & Staff functions	d) Human function		
91	Finding ways to reduce.....is the key responsibility of Management.				B	Uncertainty
	a) Dissatisfaction	b) Uncertainty	c) Stress	d) Conflict		
92	The .....and control system should be altered to support the strategic human resource functions.				C	Reward
	a) Appointment	b) Punishment	c) Reward	d) Job allotment		
93	All aspects of merger need.....				A	Managing
	a) Managing	b) Controlling	c) Staffing	d) Delegating		
94	Competitive edge comes from the .....of people.				C	Quality

	a) Hard work	b) Competency	c) Quality	d) Efforts		
95	Under which of the following methods, common factors related to all jobs are identified?				B	Point
	a) Ranking	b) Point	c) Factor comparison	d) Merit		
96	Which of the following is involved in the in-basket training?				B	Simulation
	a) On-the-job training	b) Simulation	c) Coaching	d) Vestibule training		
97	What is included in the content of the job description?				B	Job title and work environment
	a) Skills and educational qualification	b) Job title and work environment	c) Job analysis	d) Job distribution		
98	An entrepreneur who is the owner of more than one business is called as-				C	Portfolio Entrepreneur
	a) Intrapreneur	b) Multiple entrepreneur	c) Portfolio Entrepreneur	d) Corporate Entrepreneur		
99	Which sector of business promotes small scale business and entrepreneurship and has low barriers in market entry?				D	Service
	a) Manufacturing	b) Distribution	c) Agriculture	d) Service		
100	A business arrangement where one party allows another party to use a business name and sell its product and services is known as-				B	A Franchise
	a) A Joint company	b) A Franchise	c) A Limited company	d) A Cooperative		

**SPACE FOR ROUGH WORK**