

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
UNIVERSITY OF CALICUT

Model Question Paper

Ph.D (Commerce) Entrance Examination 2023

Time: 2 Hours

Maximum : 100 Marks

Part A Objective questions

Answer the following questions by selecting the most appropriate answer from among the options given against each. Each question carries 1 Mark.

1-Which of the following statement is correct?

- (A) Reliability ensures the validity
- (B) Validity ensures reliability
- (C) Reliability and validity are independent of each other
- (D) Reliability does not depend on objectivity

2. Which of the following is not the Method of Research?

- (A) Observation
- (B) Historical
- (C) Experiment
- (D) Case study

3. 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 the above

4. The first step of research is:

- (A) Selecting a problem
- (B) Searching a problem
- (C) Finding a problem
- (D) Identifying a problem

Answer: (D)

5. To test null hypothesis for comparing the difference in the mean in 3 groups, a

researcher uses:

- (A) t test
- (B) ANOVA
- (C) X^2
- (D) factorial analysis

6. 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 the above

7-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 the above

8-Fundamental research focus

- (A) Synthesize new ideals
- (B) Develop new principles
- (C) Evaluate the existing material concerning research
- (D) Study the existing literature regarding various topics

9-The study in which the investigators attempt to make manipulation in the variables

- (A) Survey Research
- (B) Experimental Research
- (C) Historical Research
- (D) Descriptive Research

10. Cluster sampling is an example of

- (A) Simple random sampling
- (B) Restrictive random sampling
- (C) Non random sampling
- (D) None of these

11-The main characteristic of scientific research is:

- (A) empirical
- (B) theoretical
- (C) experimental
- (D) all of the above

12-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

13-Research problem is selected from the stand point of:

- (A) Researcher's interest
- (B) Financial support
- (C) Social relevance
- (D) Availability of relevant literature

14-Which one is called non-probability sampling?

- (A) Cluster sampling
- (B) Quota sampling
- (C) Systematic sampling
- (D) Stratified random sampling

15-Which of the following statistical test is appropriate to study the prevalence of AIDS amongst male and female are independent or not

- (A) ANOVA
- (B) Z test
- (C) Chi-square test
- (D) Paired sample t test

16- The research is always -

- (A) verifying the old knowledge
- (B) exploring new knowledge
- (C) filling the gap between knowledge
- (D) all of these

17-When a research problem is related to heterogeneous population, the most suitable sampling method is:

- (A) Cluster Sampling
- (B) Stratified Sampling
- (C) Convenient Sampling
- (D) Lottery Method

18-The process not needed in experimental research is:

- (A) Observation
- (B) Manipulation and replication
- (C) Controlling
- (D) Reference collection

19. The process of assigning numbers or symbols to the variable are called

- (A) Editing
- (B) Coding
- (C) Tabulation
- (D) Classification

20.- How can the objectivity of the research be enhanced?

- (A) Through its impartiality
- (B) Through its reliability
- (C) Through its validity
- (D) All of these

21-Action-research is:

- (A) An applied research
- (B) A research carried out to solve immediate problems
- (C) A longitudinal research
- (D) All the above

22-A null hypothesis is

- (A) when there is no difference between the variables
- (B) the same as research hypothesis
- (C) subjective in nature
- (D) when there is difference between the variables

23. Which correlation coefficient best explains the relationship between creativity and intelligence?

- (A) 1.00
- (B) 0.6
- (C) 0.5
- (D) 0.3

24. Which of the following is the first step in starting the research process?

- (A) Searching sources of information to locate the problem.
- (B) Survey of related literature
- (C) Identification of the problem
- (D) Searching for solutions to the problem

25. While drawing a Scatter diagram if all points appear to form a straight line going downward from left to right, it is inferred that there is

- (A) Perfect positive correlation
- (B) Perfect negative correlation
- (C) Simple Positive correlation
- (D) No correlation

26. What is market Aggregation?

- (A) Just like segmentation
- (B) Just opposite of segmentation
- (C) Target market
- (D) None of the above

27. Consumers are aware of damages caused by packaging, product process, so they prefer:

- (A) Social marketing concept
- (B) Green marketing concept
- (C) Direct marketing concept
- (D) Organic marketing concept

28. Who was said that “ A customer is the most important visitor on own premises”

- (A) J.L. Nehru
- (B) Indira Gandhi
- (C) Mahatma Gandhi
- (D) Rajeev Gandhi

29. The concept of marketing myopia is propounded by

- (A) Philip Kotler
 - (B) C.K. Prahlada
 - (C) Peter Drucker
 - (D) Theodore Levitt
30. Product mix refers to
- (A) The ingredients used for making a product
 - (B) Features of a product
 - (C) Marketing mix elements
 - (D) A group of products
31. F.W. Taylor's important writing includes
- (A) Shop management
 - (B) Principles of scientific management
 - (C) Both A and B
 - (D) None of the Above
32. Who is the developer of two factor theory?
- (A) Herzberg
 - (B) Lawless, David.J.
 - (C) A.H. Maslow
 - (D) Porter, Layman W. and Hackman
33. Job design include
- (A) Job Enrichment
 - (B) Job rotation
 - (C) Job enlargement
 - (D) All of these
34. Which of the following is not an advantage of MBO?
- (A) Success without planning
 - (B) Employee commitment
 - (C) Better appraisal
 - (D) Self control
35. The main objective of functional organization is
- (A) Specialization
 - (B) Simplicity
 - (C) Expert advice
 - (D) Experience
36. Who wrote the book 'General and Industrial Management'?
- (A) Oliver Sheldon
 - (B) Henri Fayol
 - (C) Elton Mayo
 - (D) Maslow
37. CAPM accounts for
- (A) systematic risk
 - (B) unsystematic risk
 - (C) both

- (D) none
38. A bond can be issued at premium if
(A) Coupon rate > Required returns
(B) Coupon rate < Required returns
(C) Coupon rate = Required returns
(D) None
39. The break even point is 10,000 units, sales are 12,000 units. The margin of safety expressed in percentage is
(A) 16.67%
(B) 80%
(C) c.120%
(D) d.20%
40. The traditional view of financial management looks at:
(A) arrangement of short term and long term funds from financial institutions.
(B) mobilisation of funds through financial instruments
(C) orientation of Finance function with Accounting function
(D) all of the above
41. A very high current ratio will:
(A) increase the profitability
(B) b.adverse impact on profitability
(C) not affect the profitability
(D) none of the above
42. High proportion of gearing will increase:
(A) financial risk
(B) business risk
(C) cost of funds
(D) shareholders equity
43. In a company form of business, the wealth created is reflected in -----
(A) dividend declared
(B) b.dividend growth
(C) c.market value
(D) assets value
44. The accepted measure of general inflation based on the assumed expenditure pattern of an average family is:
(A) general price index
(B) retail price index
(C) consumer price index
(D) stock market index
45. The minimum number of directors required for a Public Company
(A) 3
(B) 2
(C) 50
(D) 7
46. IBRD is also known as
(A) World bank
(B) IMF
(C) Asian Bank
(D) Exim bank
47. Ultimately _____ was replaced by the _____ on 1st Jan 1995

- (A) GATS, WTO
- (B) WTO, GATT
- (C) GATT, WTO
- (D) IMF, GATT

48. _____ is an exemption to Law of Demand

- (A) Complimentary goods
- (B) Substitute goods
- (C) Giffen goods
- (D) None of these

49. Who is the father of Accounting

- (A) John Keynes
- (B) Luca Pacioli
- (C) Henry Fayol
- (D) F.W. Taylor

50. Difference between sales and break even sales is known as

- (A) Cost Volume Profit
- (B) Angle of incidence
- (C) Margin of Safety
- (D) Break even point

(50x1=50 Marks)

Part B
Descriptive Questions
Answer any five questions. Each question carries 10 Marks

51.a) Explain the process of problem formulation in research

OR

b) Explain the terms “ Sampling distribution” and “ Standard error” of a Statistic.

52. a) Explain the features of 1) Monopoly 2) Oligopoly 3) Perfect market competition

OR

b) Explain different pricing strategies

53. a) Explain discounted investment appraisal techniques in financial management

OR

b) “Marketing research in India is purely quantitative and not qualitative”-Evaluate.

54. a) Explain the components of Balance of Payment

OR

b) Explain Maslow’s need hierarchy theory and compare it with other motivational theories

55. a) Explain different performance appraisal techniques in HRM

OR

b) Explain the factors coming under the micro environment of business

(5x10= 50 Marks)

SYLLABUS

RESEARCH METHODOLOGY

Unit 1 Introduction to Research:

Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem- **Research Design** –Developing a Research Plan – Exploration, Description, Diagnosis, Experimentation, types of experimental design -Research Methods: Scientific method vs Arbitrary Method, Logical Scientific Methods: Deductive, Inductive, pattern of Deductive – Inductive logical process-Analysis of Literature Review – Primary and Secondary Sources, Web sources - Systematic Literature Review- Bibliometric Analysis- **Hypothesis** – Different Types – Significance – Development of Working Hypothesis and Null hypothesis.

Unit 2 Data Collection:

Sources of Data – Primary and Secondary-Types of Data – Categorical (nominal and ordinal), Numerical (discrete, continuous, ratio and interval)Methods of Data Collection: Survey, Interviews (in-depth or Focus Group Discussion) , Observation, Projective techniques- Experimental-Sampling methods -Random and Non-random sampling methods

Unit 3 Data Processing and Analysis strategies- Graphical representation – Descriptive Analysis – Inferential analysis- Correlation analysis – Least square method – Data Analysis using statistical package – Hypothesis – testing – Generalization and Interpretation – Modelling.

Unit 4 Data Processing and Analysis: Data Processing, editing-coding,classification,tabulation-Statistical Graphics – Histograms, Frequency Polygon, Ogive, Dotplots, Stemplots, Bar Graphs, Pareto Charts, Pie Charts, Scatterplots, Boxplots- Descriptive Analysis – Frequency Distributions, Measures of Central Tendency, Measures of Variation/Dispersion, Skewness and Kurtosis, -Testing of hypothesis-Parametric and non-parametric test

Unit 5 Research report and scientific writing: Structure and components of Scientific Reports – types of Report – Technical Reports and popular report – Significance – Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables – Bibliography, Referencing and foot notes - Common documentation styles, Citation of sources in the text, Reference management softwares,

Unit 6 Research Ethics: Research Ethics Committees/Institutional Review Board – Roles and Importance, Intellectual Property rights – Commercialization, Royalty Reproduction of Published Material – Citation and Acknowledgement, Plagiarism.

Reference

1. William G. Zikmund.(2013). *Business Research Methods: A South Asian Perspective*. Cengage Learning.New Delhi.
2. Donald ,R. Cooper.(2014).*Business Research methods.* McGraw hill education. New Delhi.
3. T. Raju & R. Prabhu. (2011). *Business Research methods*.MJP Publishers. Chennai.
4. Naval Bajpai.(2013). *Business Research Methods*. Pearson. Delhi.
5. O, R. Krishnaswami.(2000).*Methodology of Research in Social Sciences*. Himalaya Publishing House. Mumbai.
6. J. K. Sachdeva.(2017).*Business Research Methodology*. Himalaya. Mumbai.
7. Dipak Kumar Bhattacharyya.(2003).*Research Methodology*. Excel Books. New Delhi.

Syllabus

Commerce

Unit 1: Business Environment-Meaning and Elements of Business Environment -Macro and micro environment. Policy Environment: Liberalization, Privatization and globalisation. industrial policy and implementation, Competition policy, Consumer protection, Environment protection, Industrial growth and structural changes.

Unit - II :Financial and Management Accounting: Basic Accounting concepts, Capital and Revenue, Financial statements Partnership Accounts : Admission, Retirement, Death, Dissolution- Company Accounts : Issue, forfeiture, Purchase of Business- Liquidation, Valuation of shares,Amalgamation, Absorption Reconstruction, Holding Company Accounts- Cost and Management Accounting : Ratio Analysis, Fund Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, Budgetary control, Costing for decision-making, Responsibility accounting.

Unit - III : Business Economics : Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Utility Analysis and Law of diminishing marginal utility, Law of variable proportion -Cost, Revenue and Price determination in different market situation : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing Strategies.

Unit –IV: Business Management:Principles of Management -Planning - Objectives, Strategies, Planning Process, Decision-making Organising, Organisational structure, Formal and informal organisations, Organisational culture -Staffing: Leading : Motivation,

Leadership, theories of leadership, Communication- Corporate Governance and Business Ethics.

Unit - VI : Marketing Management: The evolution of marketing, Concept of marketing, Marketing mix, Marketing environment-Elements of consumer behaviour, Market segmentation, Product decisions Pricing decisions Distribution decisions Promotion decisions Marketing planning, Marketing Control.

Unit - VII : Financial Management: - Capital Structure, Financial and Operating leverage Cost of capital, Capital budgeting, Working capital management and Dividend Policy.

Unit - VIII : Human Resources Management: Concepts, Role and Functions of Human Resource management, Human Resource Planning, Recruitment and Selection Training and Development, Succession Planning Compensation : Wage and Salary Administration, Incentive and Fringe benefits. Morale and Productivity Performance Appraisal Industrial Relations in India, Health, Safety, Welfare and Social security, Workers' Participation in Management.

Unit - IX : Banking and Financial Institution: Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking, Banking Sector Reforms in India, NPA, Capital adequacy norms E-banking Development, Role of IDBI, IFCI, SFCs, UTI, SIDBI

Unit - X : International Business: Theoretical foundations of international business, Balance of payments International liquidity, International Economic Institutions - IMF, World Bank, IFC, IDA, ADB World Trade Organisation-its functions and policies- Structure of India's foreign trade : Composition and direction. EXIM Bank- EXIM Policy of India, Regulation and Promotion of Foreign Trade.

1. Francis Cherunilam. (2015). *Business Environment*, Himalaya Publishing House. Mumbai.
2. Shaikh Saleem.(2022). *Business Environment*. Pearson. Uttar Pradesh
3. K. Aswathappa.(2009). *Essentials of Business Environment*. Himalaya Publishing House.Mumbai.
4. Pandey ,I, M.(2021). *Financial management*. Pearson.
5. Prasanna Chandra (2015). *Financial Management: Theory and Practice*. McGraw-Hill.
6. Ravi M Kishore (2010). *Financial Management: Problems and Solutions*.Taxmann publications.
7. Khan &Jain.(1981). *Financial Management*.Tata-McGraw hill
8. VSP Rao.(2006). *Human Resource Management- Text and Cases*,NewDelhi: Excel Books
9. Dessler, Gary &Varkkey, Biju.(2018) *Human Resource Management*. Noida : Pearson.
10. SheenuRaj.(2002). *Human Resource Management*. New Delhi : IVY Publishing House.

11. Rajib Lochan Dhar.(2012). *Fundamentals of Human Resources Management*.NewDelhi : Macmillan.
12. George J Neelankavil.(1991). *Human Resources Management: A Corporate Action Perspectives*. New York : ISTD.
13. Pravin Durai.(2019).*Human Resources Management*.Noida : Pearson.
14. Sundaran K Anant & Black J. Stewart.(2016).*The international Business environment*. Noida : Pearson.
15. Rakesh Mohan Joshi. (2009).*InternationalBusiness*.New Delhi ; New York : Oxford University Press
16. Aswathappa, K.(2020).*International business*. McGraw Hill Education. Chennai.
17. Francis, Cherunilam.(2020). International business: texts and cases. Prentice Hall of India.Delhi.
18. Subba Rao, P. (2017).International business : texts and cases. Himalaya Publications, Mumbai.
19. Philip Kotler.(2003). *Marketing Management*, Pearson Education, New Delhi.
20. Philip Kotler,& Gary Armstrong.(2008). *Principles of Marketing*. Pearson Education. New Delhi.
21. RajanSaxena.(2009). *Marketing Management*.Tata McGraw Hill. New Delhi.
22. Ramaswamy, V.S. &Namakumari,S.(2003). *Marketing Management*.Macmillan. New Delhi, 2003.
23. Neelamegham, S.(1988). *Marketing in India; Cases and Readings*. Vikas New Delhi.