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**Ph. D Entrance Test – 2023-24**

April 14, 2024 | Sunday

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**Management**

## Section – I (Research Methodology)

**Maximum Marks: 50**

**Note:**

- Write only Option a/b/c/d in the given space against the question.
- Use Blue/ Black pen only.
- DO NOT write any thing on the question paper.

Attempt the following:

1.	Identifying causes of a problem and possible solution to a problem is			
	a.	Field Study	b.	Diagnostic study
	c.	Action study	d.	Pilot study
2.	Which of the following is not the method of Research?			
	a.	Survey	b.	Historical
	c.	Observation	d.	Philosophical
3.	In order to pursue the research, which of the following is priorly required?			
	a.	Developing a research design	b.	Formulating a research question
	c.	Deciding about the data analysis procedure	d.	Formulating a research hypothesis
4.	The first step of research is			
	a.	Selecting a problem	b.	Searching a problem
	c.	Finding a problem	d.	Identifying a problem
5.	Research can be classified as:			
	a.	Basic, Applied and Action Research	b.	Philosophical, Historical, Survey and Experimental Research
	c.	Quantitative and Qualitative Research	d.	All the above
6.	Fundamental research reflects the ability to:			
	a.	Synthesize new ideals	b.	Expound new principles
	c.	Evaluate the existing material concerning research	d.	Study the existing literature regarding various topics
7.	Authenticity of a research finding is its:			
	a.	Originality	b.	Validity
	c.	Objectivity	d.	All of the above
8.	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
9.	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
10.	Field-work-based research is classified as			
	a.	Empirical	b.	Historical
	c.	Experimental	d.	Biographical

11.	What is the first step in the research process?			
	a.	Data analysis	b.	Literature review
	c.	Hypothesis testing	d.	Research design
12.	Qualitative research is associated with			
	a.	Emphasis on greater sample size	b.	Measurement of variables
	c.	Unstructured, flexible and open methodology	d.	A structured, rigid methodology
13.	What differentiates qualitative and quantitative research methodology?			
	a.	Sampling methods	b.	Data collection methods
	c.	Analysis methods	d.	All of the above
14.	Which number is wrong in the series 2, 6, 15, 31, 56, 93?			
	a.	6	b.	31
	c.	56	d.	93
15.	Which of the following is the odd one from the given alternatives?			
	a.	Driving	b.	Diving
	c.	Swimming	d.	Sailing
16.	Sampling is advantageous as it _____			
	a.	Saves time	b.	Helps in capital-saving
	c.	Increases accuracy	d.	Both (a) and (b)
17.	Random sampling is helpful as it is _____.			
	a.	Reasonably accurate	b.	Free from personal biases
	c.	An economical method of data collection	d.	All the above
18.	Type-I Error occurs if _____			
	a.	the null hypothesis is rejected even though it is true	b.	the null hypothesis is accepted even though it is false
	c.	both the null hypothesis as well as alternative hypothesis are rejected	d.	None of the above
19.	The data of research is _____			
	a.	Qualitative only	b.	Quantitative only
	c.	Both (a) and (b)	d.	Neither (a) nor (b)
20.	Dramaturgical interviewing is carried out through _____			
	a.	Debating	b.	Sampling
	c.	Case study	d.	Role playing
21.	A college wants to give training in use of Statistical Package for Social Sciences (SPSS) to researchers. For this the college should organize:			
	a.	Lecture	b.	Seminar
	c.	Workshop	d.	Conference
22.	Books and records are the primary sources of data in:			
	a.	clinical research	b.	historical research
	c.	laboratory research	d.	participatory research

23.	What do you consider as the main aim of inter disciplinary research?			
a.	To over simplify the problem of research	b.	To bring out holistic approach to research	
c.	To create a new trend in research methodology	d.	To reduce the emphasis of single subject in research domain	
24.	To test null hypothesis, a researcher uses:			
a.	X	b.	t test	
c.	ANOVA	d.	factorial analysis	
25.	Second step in problem formulation is			
a.	Statement of the problem	b.	Understanding the nature of the problem	
c.	Survey	d.	Discussions	
26.	Which one is called non-probability sampling?			
a.	Quota sampling	b.	Cluster sampling	
c.	Systematic sampling	d.	Stratified random sampling	
27.	Which type of graph is best suited for displaying categorical data?			
a.	Line graph	b.	Scatter plot	
c.	Histogram	d.	Pie chart	
28.	What is the purpose of a line graph?			
a.	To display the distribution of a continuous variable	b.	To represent proportions or percentages	
c.	To compare multiple groups or categories	d.	To show relationships between two continuous variables	
29.	What does the X-axis represent in a line graph?			
a.	Independent variable	b.	Frequency or count	
c.	Dependent variable	d.	Categories or groups	
30.	Which of the following is a commonly used software program for qualitative data analysis?			
a.	SPSS	b.	Excel	
c.	NVivo	d.	SAS	
31.	Data Analysis is a process of?			
a.	inspecting data	b.	cleaning data	
c.	transforming data	d.	All of the above	
32.	The process of reviewing data is called _____.			
a.	Data Analysis	b.	Data Breaching	
c.	Data Interpretation	d.	None	
33.	Amongst which of the following is / are the true about regression analysis?			
a.	Describes associations within the data	b.	Modeling relationships within the data	
c.	Answering yes/no questions about the data	d.	All of the mentioned above	
34.	The process of quantifying data is referred to as ____.			
a.	Decoding	b.	Structure	
c.	Enumeration	d.	Coding	

35.	CUP : LIP :: BIRD : ?			
a.	BUSH	b.	GRASS	
c.	FOREST	d.	BEAK	
36.	The reasoning which would be helpful in finding new knowledge of fact about the world is			
a.	Speculative	b.	Inductive	
c.	Deductive	d.	Analogical	
37.	Suppose you reason as follows: If I spend 15 hours per week studying research methods, I will earn an A in the course. I will study research methods at least 15 hours per week. Therefore, I will earn an A in the course. What type(s) of reasoning is this?			
a.	inductive reasoning	b.	deductive reasoning	
c.	neither inductive nor deductive reasoning	d.	both inductive and deductive reasoning	
38.	All trucks are polluting vehicles” is given as false, then which of the following statements can be immediately inferred to be true ?			
a.	Some trucks are polluting vehicles	b.	Some trucks are not polluting vehicles	
c.	No truck are polluting vehicles	d.	No polluting vehicles are truck	
39.	What is the major attribute of Correlation Analysis?			
a.	Association among variables	b.	Difference among variables	
c.	Regression among variables	d.	Variations among variables	
40.	The format of thesis writing is the same as in			
a.	Writing of Seminar representation	b.	Preparation of research paper/article	
c.	A research dissertation	d.	Presenting a workshop/conference paper	
41.	The main aim of the scientific method in the research field is to _____			
a.	Improve data interpretation	b.	Confirm triangulation	
c.	Introduce new variables	d.	Eliminate spurious relations	
42.	A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study?			
a.	Rating Scale	b.	Interview	
c.	Questionnaire	d.	Schedule	
43.	What are the core elements of a dissertation?			
a.	Introduction; Data Collection; Data Analysis; Conclusions and Recommendations	b.	Executive Summary; Literature Review; Data Gathered; Conclusions; Bibliography	
c.	Research Plan; Research Data; Analysis; References	d.	Introduction; Literature Review; Research Methodology; Results; Discussions and Conclusions	
44.	How can we enhance the research objective?			
a.	By making it more valid	b.	By making it more reliable	
c.	By making it more impartial	d.	All of the above	
45.	What is the best-suited name for a process that doesn't necessitate experimental research?			
a.	Manipulation	b.	Controlling	
c.	Content analysis	d.	Observation	

46.	What does the term 'longitudinal design' mean?			
	a.	A study completed far away from where the researcher lives.	b.	A study completed over a distinct period of time to map changes in social phenomena.
	c.	A study which is very long to read	d.	A study with two contrasting cases
47.	Which of the following should be included in a research proposal?			
	a.	Your choice of research methods and reasons for choosing them.	b.	Your choice of research methods and reasons for choosing them.
	c.	Your academic status and experience.	d.	All of the above.
48.	Which of the following should you think about when preparing your research?			
	a.	Your sample frame and sampling strategy.	b.	The ethical issues that might arise.
	c.	Negotiating access to the setting.	d.	All of the above.
49.	A review of the literature prior to formulating research questions allows the researcher to :			
	a.	Provide an up-to-date understanding of the subject, its significance, and structure	b.	Guide the development of research questions
	c.	Present the kinds of research methodologies used in previous studies	d.	All of the above
50.	Adopting ethical principles in research means:			
	a.	Avoiding harm to participants	b.	The researcher is anonymous
	c.	Deception is only used when necessary	d.	Selected informants give their consent

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## Section – II (Management)

Maximum Marks: 50

Attempt the following:

1.	Which of the following states that the business is treated as a separate entity from its owners or other businesses?			
	a.	Going Concern Concept	b.	Cost Concept
	c.	Money Measurement Concept	d.	Entity Concept
2.	In which of the following, expenses should be recognized in the same period as the revenues they helped generate, regardless of when the cash is paid?			
	a.	Revenue Recognition Principle	b.	Matching Principle
	c.	Conservatism Principle	d.	Consistency Principle
3.	Which of the following is the primary accounting record that contains all the accounts used by a company?			
	a.	General Ledger	b.	Journals
	c.	Charts of accounts	d.	Trial Balance
4.	Which of the correct head for inventory turnover and accounts receivable turnover to measure the efficiency of the company's operations and management of its assets?			
	a.	Financial Leverage Ratio	b.	Profitability Ratio
	c.	Activity Ratio	d.	Liquidity Ratio
5.	In which of the following costs that vary directly with the level of production or sales?			
	a.	Contribution Margin	b.	Variable Cost
	c.	Fixed Cost	d.	Break-Even Analysis
6.	Which of the following represents ownership in a corporation and typically entitles the shareholder to voting rights and dividends?			
	a.	Proffered Stock	b.	Treasury Securities
	c.	Common Stock	d.	Corporate Bonds
7.	MNCs must manage which of the following to arising from international trade and crossborder transactions.			
	a.	Currency Risk Management	b.	Global Expansion
	c.	Cos of Capital	d.	Transaction Exposure
8.	Which of the following encompasses the technological and physical infrastructure supporting financial transactions and operations?			
	a.	Regulatory Framework	b.	Payment and Settlement System
	c.	Financial Infrastructure	d.	Financial Intermediation
9.	Which of the following is NOT the example of Direct Tax?			
	a.	Sales Tax	b.	Income Tax
	c.	Corporate Tax	d.	Property Tax
10.	Accounts that allow customers to deposit money and earn interest on their savings is which of the following?			
	a.	Checking Account	b.	Saving Account
	c.	Personal Loan Account	d.	Auto Loan Account

11.	Which of the following is a flagship skill development program that provides short-term training courses to unemployed youth to improve their employability and placement opportunities?			
	a.	Skill India Mission	b.	Pradhan Mantri Kaushal Vikas Yojana
	c.	National Apprenticeship Promotion Scheme	d.	Startup Ecosystem
12.	In which of the following estimate the organization's future demand for labor based on factors such as business growth projections, expansion plans, changes in production levels, market demand for products or services, and workforce turnover rates?			
	a.	Environmental Analysis	b.	Supply Forecasting
	c.	Demand Forecasting	d.	Skill Gap Analysis
13.	Who among the following often experts in their respective fields, possessing in-depth knowledge, skills, and practical experience in the subject matter they teach?			
	a.	Subject Matter Expert	b.	Certified Professional
	c.	Facilitator	d.	Coach and Mentor
14.	Which of the following is measure the effectiveness of HR strategies and initiatives in contributing to business outcomes.			
	a.	Succession Planning	b.	Data Driven Decision Making
	c.	Employee Engagement	d.	Change Management
15.	Which of the following is not Part of S.M.A.R.T.?			
	a.	Simple	b.	Measurable
	c.	Relevant	d.	Time Bound
16.	Leaders are motivated by which of the following factors such as personal fulfillment, satisfaction, and a sense of accomplishment derived from leading and guiding others.			
	a.	Personal Ambition and Recognition	b.	Passion for Cause or Mission
	c.	Sence of Responsibility and Duty	d.	Intrinsic Satisfaction and Fulfillment:
17.	Which of the following change involves transforming the values, norms, beliefs, attitudes, and behaviors?			
	a.	Cultural Change	b.	Process Change
	c.	Technological Change	d.	Structural Change
18.	Which of the following is/are the key features and provisions of the Trade Union Act, 1926?			
	a.	Definition	b.	Registration
	c.	Both a and b	d.	Neither a nor b
19.	Which of the following is not the steps of Performance Evaluation?			
	a.	Goal Setting	b.	Performance Monitoring
	c.	Data Analysis	d.	Performance Rating
20.	Behavioral performance management is a continuous process that involves which of the following?			
	a.	Feedback	b.	Assessment
	c.	Adjustment	d.	All of the above



21.	Which of the following are basic human requirements, such as food, shelter, and clothing, that are essential for survival.			
	a.	Needs	b.	Wants
	c.	Demand	d.	Supply
22.	Which of the following involves selecting one or more market segments to focus on and directing marketing efforts toward those segments?			
	a.	Market Segment	b.	Target Marketing
	c.	Positioning Market	d.	Marketing Orientation
23.	Which of the following is not objective of Marketing Communication?			
	a.	Building Brand Awareness	b.	Generating Interest and Desire
	c.	Earning Profits	d.	Stimulating Demand
24.	Which of the following is not steps involved in creating advertising strategies?			
	a.	Set Advertising Objective	b.	Understand the Target Audience
	c.	Define Key Message	d.	Set Profit from Advertising
25.	Rural consumers have distinct which of the following characteristics?			
	a.	Socio-Economic	b.	Cultural
	c.	Demographic	d.	All of the Above
26.	Which of the following is not goal of sales management?			
	a.	Revenue Targets	b.	Market Share Growth
	c.	Customer Satisfaction	d.	Customer Acquisition
27.	In a rapidly changing market with disruptive technologies or shifting consumer preferences, the Product Manager must be which of the following?			
	a.	Agile	b.	Adaptable
	c.	Responsive	d.	All of the above
28.	Consumer behavior focuses on how individual consumers and families make decision to spend which of the following resources?			
	a.	Time	b.	Money
	c.	Both a and b	d.	Neither a nor b
29.	Which of the following concept focuses on sell more of what the manufacturing department was able to produce?			
	a.	The Production Concept	b.	The Sales Concept
	c.	The Marketing Concept	d.	The Social Marketing Concept
30.	In which of the following People resolve frustration by inventing plausible reasons for being unable to attain their goals?			
	a.	Aggression	b.	Rationalization
	c.	Regression	d.	Withdrawal
31.	Which of the following include risks related to currency fluctuations, interest rate changes, credit risk, liquidity risk, and market volatility?			
	a.	Operational Risk	b.	Financial Risk
	c.	Strategic Risk	d.	Reputational Risk

32.	Which of the following study is a structured and systematic process used to identify potential hazards, deviations, and operability issues in a process or system?			
	a.	Hazard and Operability Study	b.	Event Tree Analysis
	c.	Both a and b	d.	Neither a nor b
33.	Which of the following is not step of Risk Process?			
	a.	Risk Identification	b.	Risk Evaluation
	c.	Risk Avoidance	d.	Risk Prioritization
34.	When individuals or entities open accounts with banks, they enter into in which of the following?			
	a.	Loan Contract	b.	Deposit Contract
	c.	Payment Contract	d.	Interest Contract
35.	In which of the following Insurance contracts involve the transfer of risk from the policyholder to the insurer in exchange for payment of premiums?			
	a.	Insurance Policy	b.	Risk Transfer Contract
	c.	Claim Settlement Contract	d.	All of the Above
36.	Which of the following is not part of Service Triangle?			
	a.	Government	b.	Company
	c.	Employee	d.	Customer
37.	Which of the following covers farmers and ranchers against losses of livestock due to disease outbreaks, accidents, theft, natural disasters, or other causes?			
	a.	Agricultural Insurance	b.	Crop Insurance
	c.	Property Insurance	d.	Livestock Insurance
38.	Which of the following is not C of Micro Credit?			
	a.	Company	b.	Character
	c.	Collateral	d.	Capacity
39.	Which of the following is not part of investment banking?			
	a.	Capital Market Services	b.	Project Financing
	c.	Merger and Acquisition	d.	Corporate Restructuring
40.	Retail banks offer insurance products and services, include/s which of the following?			
	a.	Life Insurance	b.	Health Insurance
	c.	Property Insurance	d.	All of the Above
41.	In which of the following Individualized production, high-skilled workers, limited competition?			
	a.	Pre-Industrial Era	b.	Mass Production
	c.	Lean Production	d.	Digitalization
42.	Which of the following involved defining the sequence of activities and resources necessary to convert raw materials or information into the desired product or service. It includes layout planning, capacity analysis, and job scheduling?			
	a.	Product Design	b.	Process Design
	c.	Collaboration	d.	Integration

43.	Which of the following material processing used for Shaping materials using pressure, heat, or other techniques?			
	a.	Casting	b.	Forming
	c.	Machining	d.	Joining
44.	Which of the following is not advantage of Process Layout?			
	a.	Highly adaptable to changes in product design or volume.	b.	Efficient for low-volume, highvariety production
	c.	Allows for specialization of skills and knowledge within each department	d.	Increased material handling costs due to non-linear workflow
45.	Which of the following designed for uninterrupted production of bulk materials or fluids, often running 24/7			
	a.	Job Shop	b.	Flow Shop
	c.	Project Process	d.	Continuous Process
46.	Which of the following is not merit/s of product design?			
	a.	Increased customer satisfaction	b.	High development costs
	c.	Enhanced brand image	d.	Competitive advantage
47.	Which of the following is correct for high-volume production of standardized products with dedicated assembly lines and minimal customization?			
	a.	Repetitive Manufacturing	b.	Job Shop Manufacturing
	c.	Batch Process Manufacturing	d.	Continuous Process Manufacturing
48.	The critical path is determined by calculating which of the following?			
	a.	The Earliest Start Time	b.	The Earliest Finish Time
	c.	Both a and b	d.	Neither a nor b
49.	Which of the following project management techniques accounts for uncertainty in activity durations by using three estimates for each task: optimistic, most likely, and pessimistic?			
	a.	Critical Path Method	b.	Program Evaluation and Review Technique
	c.	Earned Value Management	d.	Agile Project Management
50.	Which of the following is a key objective of Aggregate Production Planning?			
	a.	Detailed scheduling of individual production tasks	b.	Minimization of production costs
	c.	Long-term capacity planning for facilities	d.	Real-time monitoring of production processes

**Answer Key (Section I)**

Que No.	Answer	Que No.	Answer	Que No.	Answer	Que No.	Answer	Que No.	Answer
1.	B	11.	B	21.	C	31.	D	41.	D
2.	C	12.	C	22.	B	32.	C	42.	C
3.	B	13.	D	23.	B	33.	B	43.	D
4.	D	14.	D	24.	C	34.	C	44.	D
5.	D	15.	A	25.	B	35.	D	45.	A
6.	B	16.	D	26.	A	36.	B	46.	B
7.	C	17.	D	27.	D	37.	B	47.	A
8.	A	18.	A	28.	D	38.	B	48.	D
9.	B	19.	C	29.	A	39.	A	49.	D
10.	A	20.	D	30.	C	40.	C	50.	A

**Section II**

Que No.	Answer	Que No.	Answer	Que No.	Answer	Que No.	Answer	Que No.	Answer
1.	d	11.	b	21.	a	31.	b	41.	a
2.	b	12.	c	22.	b	32.	a	42.	b
3.	a	13.	a	23.	c	33.	c	43.	b
4.	c	14.	b	24.	d	34.	b	44.	d
5.	b	15.	a	25.	d	35.	b	45.	d
6.	c	16.	d	26.	c	36.	a	46.	b
7.	d	17.	a	27.	d	37.	d	47.	a
8.	c	18.	c	28.	c	38.	a	48.	c
9.	a	19.	c	29.	b	39.	b	49.	b
10.	b	20.	d	30.	b	40.	d	50.	b