



**Ph.D. COMMON ENTRANCE TEST
SUBJECT – COMMERCE**

Roll No:

PART B

Duration: 60 minutes

Maximum Marks: 50

Instructions:

1. This entrance test question paper is not to be taken out of the examination hall
2. Question paper consists of Section A and Section B
3. Section A consists of 30 MCQs carrying 1 Mark each. Write the Alphabet of the correct answer in the space given.
4. Section B consists of Descriptive questions carrying 5 marks each. Restrict your answer to 500 words. Additional plain sheets have been attached to the question paper to answer Section B

SECTION – A

Answer the following questions by writing the Alphabet of the correct answer in the

Box given:

30 X 1 = 30

- 1) “Marketing is a human activity directed at satisfying needs and wants through exchange processes” who said?
A. Philp Kotler
B. Hansi L.V
C. Peter F Drucker
D. D.S. Pauler

- 2) The marketing concerns requires both fixed capital and
A. Long term capital
B. Working capital
C. Share capital
D. Flexible capital

- 3) The marketing plan provides both
A. The vision and the cost
B. The vision and the direction
C. The vision and control
D. The vision and the post

- 4) The market process involves, which functions?
A. Buying
B. Transporting
C. Storing
D. Selling
E. Grading
F. Financing
G. Risk-bearing
H. Diving

Codes:

- A. 1, 3 and 4
- B. 1, 2, 3, 6 and 7
- C. Only 3
- D. All of these.

5) Match the following:

List I (Authors)	List II (Ideas)
a) Bill Bishop	1. Strategic Marketing for the Digital Age
b) D. Bird	2. Commonsense Direct Marketing
c) Danil S Jonal	3. On-line Marketing
d) Jeffery F Rayport	4. Managing is the Market Space
	5. E-Commerce

Codes:

	a)	b)	c)	d)
(A)	2	1	3	4
(B)	1	2	3	4
(C)	3	2	4	1
(D)	5	1	4	3

- 6) Micro marketing environment includes
- i. Suppliers
 - ii. Consumer
 - iii. Service provider
 - iv. Local share holders

Codes

- A. i and ii
- B. i, ii and iii
- C. i, ii and v
- D. ii iii and iv

- 7) Which of the following is NOT a typical software quality metric
- A. Defect density
 - B. Cyclomatic complexity
 - C. Code readability
 - D. Mean time to failure (MTTF)

- 8) Which type of testing involves validating the software against the specified requirements using a structured approach?
- A. Unit testing
 - B. Integration testing
 - C. System testing
 - D. Acceptance testing

- 9) What principle of web design ensures that a website is accessible and functions well on a variety of devices and screen sizes
- A. Progressive enhancement
 - B. User-centered design
 - C. Minimalist design
 - D. Responsive design

- 10) In an e-commerce application, which security protocol is widely used to ensure secure transactions over the internet?
- A. HTTP
 - B. FTP
 - C. SSL/TLS
 - D. SMTP

- 11) Choose the correct statement:
- A. According to AS – 6, depreciation is to be provided on land
 - B. According to AS- 6, depreciation is not to be provided on land under any situations.
 - C. According to AS-6, depreciation is not to be provided on land unless it has a limited useful life for the enterprise.
 - D. AS-6 is silent on the question of providing depreciation on land

- 12) Which of the following cannot be treated as revenue expenditure?
- A. Cost of goods purchased for resale
 - B. Wages paid for the erection of plant and machinery
 - C. Obsolescence cost
 - D. Expenses incurred by way of repairs of existing assets which do not in any way add to their earning capacity.

- 13) Match List I with List II and select the correct answer using the codes given below the lists

List I	List II
A. Balance of debenture redemption fund account	I. Realization account
B. Balance of sinking fund account for the replacement of an asset	II. Funds flow statement
C. On dissolution of a firm the provisions made for doubtful debts appearing in balance sheet	III. General Reserve
D. Financial consequences of business operations	IV. Asset account

Codes:

	(a)	(b)	(c)	(d)
(A)	I	II	III	IV
(B)	III	IV	I	II
(C)	I	II	IV	III
(D)	III	IV	II	I

- 14) Assertion (A) under diminishing balance method of depreciation, the charge for depreciation, keeps on diminishing year after year in all subsequent years.

Reason (R) Under diminishing balance method, the rate per cent at which depreciation is written off goes on diminishing from year to year

- A. Both A and R are true and R is the correct explanation of A
- B. Both A and R are true but R is not a correct explanation of A
- C. A is true but R is false
- D. A is false but R is true

15) Identify the transaction that has no effect on the current ratio

- A. Preference shares redeemed
- B. Bills receivables collected
- C. Motor car sold for cash
- D. Machinery bought for cash

16) A company has reported currency profit is Rs. 70,000 after incorporating the following: Loss on sale of investments Rs.10000, premiums redemption of debentures Rs. 1500; depreciation on machinery and plant Rs. 20000, goodwill and preliminary expenses written off Rs. 30,000; gain from sale of no current assets Rs.40, 000.

The net inflow of funds from the operation would be

- A. Rs. 91,500
- B. Rs. 80,000
- C. Rs. 70,000
- D. Rs. 59,500

17) According to the guidelines issued by SEBI, a company has to create Debenture Redemption reserve equivalent to _____ of the amount of debentures issue before redemption of debentures commences.

- A. 25%
- B. 50%
- C. 60%
- D. 75%

18) Which of the following statements is not correct?

- A. Law creates a company and law only can dissolve it
- B. Company's existence is altogether independent of the life of its members.
- C. A company can buy its shares under certain conditions
- D. A shareholder can incur any debt so as to bind the company

19) Which of the following is an example of indirect compensation

- A. Salary
- B. Bonuses
- C. Health Insurance
- D. Commission

20) Which one of the following may not necessarily be an advantage of coordination?

- A. Effective supervision
- B. Unity of direction

- C. Creative force
- D. Summarization of all management functions

- 21) Organization theory deals with
- A. Forms of business organization
 - B. Structure of an organization
 - C. Industrial relations and other forms of structuring
 - D. Working on incentives and wage policy
- 22) Assertion (A) Break-even chart nearly depicts the relationship between sales and expenses in such a way to show what volume revenue exactly cover expenses.
Reason (R) The break-even chart shows that at any lesser volume of sales the company would suffer a loss and at a great volume of sales it enjoys profits.
Codes:
- A. Both (A) and (R) are true and (R) is correct explanation of A
 - B. Both (A) and (R) are true and (R) is not a correct explanation of A
 - C. A is true but R is false
 - D. A is false but R is false
- 23) The potential disadvantage of MBO is
- A. Its inability to control progress of work and achievement of results
 - B. Its over emphasis on production and productivity
 - C. The additional commitment to the organization
 - D. The absence of short-term and long term planning
- 24) An environment which is increasingly complex and turbulent displays
- A. More orderly competition
 - B. More predictable demand
 - C. A reduced risk of product obsolescence
 - D. Increased speed of innovation
- 25) Which one is not the main objective fiscal policy in India
- A. To increase liquidity in the economy
 - B. To promote price stability
 - C. To minimize the inequalities of income and wealth
 - D. To promote employment opportunities.
- 26) To force the pace of indigenization in manufacturing government implement
- A. Phased manufacturing programme
 - B. mandatory convertibility clause
 - C. Industrial location policy
 - D. Minimum economic capacities
- 27) What is the 'Fundamental promise of Economics'
- A. Individuals are capable of establishing goals and acting in a manner consistent and achievement of those goals
 - B. Natural resources will always be scare

- C. Individuals choose the alternative for which they believed the net gains to be greatest
- D. No matter what the circumstances individual choice always involve a tradeoff.
- 28) Assertion (A), A ship with heavy fuel is stable equilibrium and egg lying on its side is a natural equilibrium and egg posted on one of its end is unstable equilibrium
Reason (R) Stable equilibrium is that in which economic condition after some change come back in the original state.
- A. (A) is true and (R) is correct explanation of (A)
- B. (A) is true and (R) is not a correct explanation of (A)
- C. A is true but R is false
- D. A is false but R is true
- 29) In the case of monopolistic competition
- A. MR curve cannot be defined
- B. AR curve cannot be defined
- C. The short run supply curve cannot be defined
- D. None of the above
- 30) The law of diminishing returns is applied to all fields of production was stated by
- A. A.C. Pigou
- B. Alfred Marshal
- C. Walras
- D. David Ricardo

Section – B

Answer any four questions (Each question carry 5 marks)

4*5 = 20

1. Imagine as an Entrepreneur and set example of your company where you have successfully implemented market segmentation strategies. How did segmentation help company to achieve their marketing objectives?
2. Enumerate two examples of industries where personal selling is particularly important. How do companies in these industries use personal selling to achieve their marketing objectives?
3. Analyse in-depth the portfolio management strategies. How can investors construct and manage a portfolio to achieve their financial objectives?
4. Considering the security, scalability, and user experience in your analysis. What are the key challenges and opportunities associated with developing and maintaining web applications in today's digital economy?
5. Imagine yourself among the executives and managers of a large, urban hospital. Your hospital is a private, non-profit hospital that serves a number of low-income neighbourhoods. The long-standing mission of the hospital has been to provide quality service to the community, regardless of an individual's ability to pay. However, changes and turmoil in the healthcare industry have raised concerns about your hospital's ability to remain viable and financially solvent. As a top management team, you have decided to



maintain your commitment to your existing clients. However, you also wish to attract more clients with the means (or insurance packages) to pay for your services. Add to this situation the fact that you are about to move into a new facility, which includes a new computer system designed to improve the overall efficiency of your hospital. The question has come up about the advisability of offering a management-training program. You might address the various changes and challenges in your external environment,

Questions: If you are part of this top management team, do you think it is a good idea to offer management training at this time? If so, where would you start? What would be your focus? What particular challenges would you expect to face as you moved into this new facility?

6. Maslow's Hierarchy of Needs theory is often considered an "evergreen model" please justify from your views and opinion.
