CODE: 49

Booklet Serial No.

Signature Invigilator

Maulana Azad National Urdu University
PhD (Commerce)
Entrance Test 2026
Question Paper cum Answer Script

Hall Ticket No.

OMR Serial No.

Time: 2hrs **Maximum Marks: 70**

INSTRUCTIONS FOR CANDIDATES

1. Candidate should write their Hall Ticket number and OMR number on the space provided above. Candidate should not write their Hall Ticket and OMR number at any other place.
2. This question booklet contains (**32**) pages. The Candidate should check the booklet before taking the Test. In case of any discrepancy, a new booklet may be provided by the Invigilator.
3. The question booklet consists of Part A and Part B. Part A contains 50 multiple-choice questions, each with four options. The candidate must select the correct answer and mark the corresponding circle on the OMR sheet using a blue or black ballpoint pen. Each question carries one mark. No marks will be awarded if the correct answer is not properly marked against the corresponding question number in the OMR sheet. Further, if more than one option is marked for any question, no marks will be awarded for that question.
4. Part B consists of four descriptive questions, each carrying 5 marks. The answers must be written only in the 8-page answer booklet provided. No additional answer booklet will be issued.
5. There are no Negative marks.
6. At the end of Entrance Test, candidates are allowed to take their question booklet and handover the OMR Sheet and answer booklet to the Invigilator.

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CODE: 49

Part A
Section 1 – Research Methodology

1. Qualitative research primarily focuses on
   - (A) Numerical data
   - (B) Statistical analysis
   - (C) Understanding meanings and experiences
   - (D) Hypothesis testing

2. Which of the following is a primary data collection method?
   - (A) Journals
   - (B) Government reports
   - (C) Interviews
   - (D) Textbooks

3. The alternative hypothesis (H_1) represents –
   - (A) No relationship between variables
   - (B) The expected relationship or difference
   - (C) Random chance only
   - (D) A biased sample outcome

4. A Type II error occurs when
   - (A) A false null hypothesis is accepted
   - (B) A true null hypothesis is rejected
   - (C) The p-value is less than 0.05
   - (D) The sample is not random

5. Which of the following is a key feature of applied business research?
   - (A) Focus on theory development only
   - (B) Practical problem-solving for organizations
   - (C) Ignoring data collection
   - (D) Reliance solely on secondary sources

6. Descriptive research in business focuses on which of the following-
   - (A) Explaining why events occur
   - (B) Providing detailed profiles of events, people, or situations
   - (C) Establishing causal relationships
   - (D) Ignoring statistical analysis

7. Correlational research is generally used to
   - (A) Establish cause-and-effect relationships
   - (B) Measure the strength and direction of relationships between variables
   - (C) Provide descriptive profiles of populations
   - (D) Explore philosophical questions

8. In simple random sampling, each unit of the population is having
   - (A) Equal chance of being selected
   - (B) No chance of being selected
   - (C) Different probabilities of selection
   - (D) Chance based on researcher's judgment

9. Hypothesis testing in business research helps to –
   - (A) Avoid data collection
   - (B) Confirm or reject assumptions about business phenomena
   - (C) Replace managerial judgment
   - (D) Eliminate sampling errors completely

10. Historical research involves
    - (A) Collecting data through experiments
    - (B) Studying past records and documents to understand trends and events
    - (C) Conducting surveys on current populations
    - (D) Using regression analysis

11. Which of the following is a key feature of good research?
    - (A) Based on personal opinions
    - (B) Systematic and well-structured
    - (C) Conducted without a clear plan
    - (D) Ignoring previous studies

12. Which sampling technique involves selecting every k^{th} element from a list?
    - (A) Cluster sampling
    - (B) Systematic sampling
    - (C) Stratified sampling
    - (D) Judgment sampling

13. Which of the following is an example of a secondary data source?
    (A) Surveys conducted by the researcher
    (B) Interviews with employees
    (C) Government reports and published statistics
    (D) Focus group discussions

14. Which one of the following statements is not correct
    (A) Research should be free from Researcher bias
    (B) Verifiability means that research findings can be replicated by other researcher
    (C) Research process is perfect when objectives are not defined
    (D) Falsifiability means a hypothesis is testable and can be disproven through observation or experiment.

15. The Literature Review section of a thesis
    (A) Presents raw data
    (B) Summarizes and analyzes previous research related to the topic
    (C) Provides recommendations
    (D) Outlines the research objectives

16. Cluster sampling is most useful when -
    (A) The population is homogeneous
    (B) The population is geographically dispersed
    (C) The sample size is very small
    (D) The researcher wants expert opinions

17. A proper reference list should include
    (A) Only the author's name
    (B) Complete details of all sources cited in the text
    (C) Random websites visited by the researcher
    (D) Only unpublished notes

18. A bibliography differs from a reference list because:
    (A) A bibliography may include sources consulted but not directly cited
    (B) A bibliography only lists in-text citations
    (C) A bibliography excludes books
    (D) A bibliography is optional in all research

19. Which one of the following is the limitation of secondary research?
    (A) Data may not be specific to the researcher's needs
    (B) It always requires large sample sizes
    (C) It cannot be combined with primary research
    (D) It is more expensive than primary research

20. Which referencing style is most commonly used in social sciences, commerce and management research?
    (A) APA (American Psychological Association)
    (B) IEEE
    (C) Vancouver
    (D) Chicago

21. Which of the following is a parametric test?
    (A) Chi-square test (B) Mann-Whitney U test
    (C) t-test (D) Kruskal-Wallis test

22. A poor research proposal may fail due to the following reason -
    (A) It ignores existing literature and previous studies
    (B) It provides a strong rationale for the study
    (C) It outlines feasible data collection methods
    (D) It demonstrates originality

23. Which section of a thesis provides the background, rationale, and objectives of the study?
    (A) Literature Review (B) Introduction
    (C) Methodology (D) Conclusion

24. Triangulation in research means:
    (A) Using three hypotheses
    (B) Combining multiple methods or data sources
    (C) Dividing population into three groups
    (D) Using three statistical tests

25. Which of the following is the first step in the research process?
    (A) Data collection
    (B) Defining the problem
    (C) Hypothesis testing
    (D) Literature review

Section 2 – Commerce

26. Which of the following frameworks is considered as the Open International Standard for Digital Business Reporting?
    (A) CSR reporting
    (B) TBL reporting
    (C) XBRL reporting
    (D) PPP reporting

27. Identify the source of oligopoly which is also applicable to monopoly firms:
    (A) Economies of scale may operate over a small range of outputs
    (B) Huge capital investments and specialized inputs are required to enter the market
    (C) Large firms may own a patent for the exclusive right to produce a commodity
    (D) New firms have chances to win customer loyalty

28. The earnings per share for Avanti corporation is Rs. 4.0. The rate of return on investments is 16 per cent and the return required by its shareholders is 12 percent. What will be the price per share as per the Walter model, if the payout ratio is 40 per cent?
    (A) Rs 24
    (B) Rs 36
    (C) Rs 40
    (D) Rs 72

29. The price earnings ratio for firms in a certain industry follows the normal distribution. A firm's price-earnings ratio has a standardized value (Z) = 1.0 and it is included in the highest of firms in the industry.

(A) 99.73% (B) 68.27%
(C) 15.87% (D) 34.13%

30. Which one of the following beliefs and behaviors does not characterize 'collectivism'?

(A) Relations are moral not contractual
(B) Relations take precedence over tasks
(C) Individual opinions are independent of collective opinions
(D) Maintaining harmony is highly valued

31. Companies use ______ when they lack financial resources to carry out direct marketing and when they can earn more by doing so.

(A) Intermediaries (B) Internationalization
(C) Influencers (D) Innovation

32. ______takes into account a host of inputs, such as buyer's image of the product performance, the channel deliverables, the warranty quality, customer support and softer attributes such as the suppliers reputation, trust worthiness and esteem.

(A) Target rate-of-return pricing
(B) Auction-type pricing
(C) Economic-value-to-customer pricing
(D) Competitive pricing

33. The present value of future profits, the individual or segment will generate over a lifetime relationship with a brand or firm, is known as

(A) Lifelong Value (B) Lifetime Value
(C) Longlife Value (D) Longterm value

34. Which one of the following is an exception to the doctrine of Constructive Notice?

(A) Doctrine of Subrogation (B) Doctrine of Ultra Vires
(C) Corporate Veil (D) Turquand Rule

35. For Forigen Direct Investment, it is argued that a location in question attracts FDI because it combines the unique advantage of which of the following conditions?

A. Internalisation Advantage
B. First Mover Advantage
C. Knowledge Advantage
D. Ownership Advantage
E. Location Advantage

Choose the correct answer from the options given below:

(A) E, A and C Only
(B) E, A and D Only
(C) C, B and D Only
(D) C, E and D Only

36. Which of the following are relevant in deciding among different courses of action, the manager needs to consider the differential revenue and costs of alternatives?

A. Opportunity costs and economic profits
B. Fixed and Sunk Costs
C. Marginal Revenue and Marginal Cost
D. Incremental and marginal costs
E. Economies and dis-economies of scale

Choose the correct answer from the options given below:

(A) A and D Only
(B) B and C Only
(C) D and E Only
(D) A and B Only

37. Which of the following are functions of the Reserve Bank of India?

A. Bank of issue
B. Banker's bank and lender of the last resort
C. Regulator of fiscal policy
D. Controller of credit
E. Custodian of foreign exchange reserves

Choose the most appropriate answer from the option given below:

(A) A, B, C and D Only
(B) A, B, D and E Only
(C) B, C, D and E Only
(D) A, B and D Only

38. Match List I with List II

List I	List II
Bond rates and risk	**Description**
A. Coupon rate	I. The interest rate required in the market on a bond
B. Yield to maturity	II. It is obtained by dividing annual coupon (stated interest payment) by the bond price
C. Interest rate risk	III. It germinates and originates from fluctuating interest rates
D. Current (bond) yield	IV. The annual coupon (stated interest payment) divided by the face value of a bond

(A) A-IV, B-I, C- III, D-II
(B) A-II, B-III, C-I, D- IV
(C) A-III, B-II, C- IV, D-I
(D) A-I, B-III, C-II, D- IV

39. Match List I with List II

List I	List II
Asset classes	**Type of Investments**
A. Asset Class A	I. Equity shares of companies traded in futures and options segments
B. Asset Class C	II. Government securities and state development loans
C. Asset Class E	III. Alternate Assets
D. Asset Class G	IV. Corporate bonds/debentures which are listed and rated not below A

(A) B-IV, A-I, B- IV, C-II, D-III
(B) A-III, B- II, C-IV, D-I
(C) A-III, B- IV, C-I, D-II
(D) A-I, B-III, C-II, D- IV

40. Given below are two statements:

Statement I: The ordinary treasury bills that are marketable and have a secondary market are issued to the public and financial institutions.

Statement II: Ad hoc treasury bills are issued only in favour of the Reserve Bank of India which is authorized to issue currency notes against them.

In the light of the above statements, choose the most appropriate answer from the options given below:

(A) Both Statement I and Statement II are true
(B) Both Statement I and Statement II are false
(C) Statement I is true but Statement II is false
(D) Statement I is false but Statement II is true

41. In WTO terminology, subsidies in general are identified by "boxes". Domestic support measure considered to distort production and trade, which is defined in Article 6 of the Agriculture Agreement falls into which box?

(A) Amber Box
(B) Jumbo Box
(C) Greeenfield Box
(D) Black Box

42. Which one of the following is NOT true about the relationship between Average Cost (AC) and Marginal Cost (MC)?

(A) When MC is falling, the rate of fall in MC is greater than that of AC
(B) When MC increases, AC also increase but at a lower rate. However, there is a range of output where MC begins to increase while AC continue to decrease
(C) When AC is constant, AC<MC
(D) MC curve intersects AC curve at its minimum

43. Which one of the following selection tests answers the question "Does this test measure what it's supposed to measure"?

(A) Content validity
(B) Criterion validity
(C) Contruct validity
(D) Test validity

44. Under the Income-Tax-Act, 1961, the value of perquisite in respect of movable assets (other than the assets already specified in Rule 3 of the Income tax Rules, 1962) owned by the employer is calculated at the rate of:

(A) 10% per annum of the actual cost
(B) 20% per annum of the actual cost
(C) 10% per month of the actual cost
(D) 20% per month of the actual cost

45. Arrange the following steps of decision making process in application of Economics in Business decision making from starting to end -

A. Selection and Implementation of the Decision
B. Inventing, developing possible Course of Action
C. Collection and Analysis of Relevant Data
D. Identifying Business Related Issues
E. Determining and defining objective

Choose the correct answer from the options given below:

(A) D, C, E, B, A
(B) C, D, B, E, A
(C) B, C, D, E, A
(D) E, D, C, B, A

46. Arrange the given component tasks to be handled in positioning in the logical sequence -

A. Developing the value proposition
B. Analysing competitors' positioning: Is there a gap somewhere?
C. Communicating the value proposition to target consumers
D. Deciding the locus in consumers' mind: Where to lodge the product/brand?
E. Ensuring the infrastructure/competitive advantage for delivering the premise

Choose the correct answer from the options given below:

(A) D, B, A, E, C
(B) D, B, E, A, C
(C) B, D, A, E, C
(D) B, D, C, A, E

47. Which of the following antecedent conditions explain intergroup conflict?

A. Personal differences
B. Competition for resources
C. Role incompatibility
D. Task independence
E. Jurisdictional ambiguity

Choose the correct answer from the options given below:

(A) A, B & C Only (B) A, B, D & E only
(C) A, C & D Only (D) B, D & E Only

48. Match the List-l with List-ll

List I	**List II**
Ind AS	**Related**
A.Ind AS-12	I. Leases
B. Ind AS-17	II. Borrowing Costs
C. Ind AS-19	III. Employee Benefits
D. Ind AS-23	IV. Income Taxes

(A) A- IV, B- I, C- III, D-II (B) A- III, B-II, C-IV, D-I
(C) A- I, B-IV, C- III, D-II (D) A- IV, B-III, C- I, D-II

49. Match the List-I with List-II

List I	**List II**
Concept	**Meaning**
A. Profitability Index	I. Rate that equates the investment outlay with the present value of cash inflow received after one period
B. Accounting Rate of Return (ARR)	II. Compound average annual rate that is calculated with a reinvestment rate different than the project's IRR
C. Internal Rate of Return (IRR)	III. Rate that is computed by dividing the average profit after tax with the average investment
D. Modified Internal Rate of Return (MIRR)	IV. Ratio of the present value of cash inflows, at the required rate of return, to the initial cash outflow of the investment

(A) A- IV, B-III, C-I, D-II (B) A-I, B-IV, C-II, D-III
(C) A- II, B-I, C-III, D-IV (D) A-III, B-II, C-IV, D-I

50. Match the List-I with List-II

List I	List II
Classification of goods as per the Sales of Goods Act, 1932	**Their Definition**
A. Specific Goods	I. The goods which are to be manufactured or produced or acquired by the seller after making the contract of sale
B. Ascertained Goods	II. The goods, which are not identified and agreed upon at the time of formation of contract of sale
C. Unascertained Goods	III. The goods, which are identified and agreed upon subsequent to the formation of contract of sale
D. Future Goods	IV. The goods, which are identified and agreed upon at the time of making the contract of sale

(A) A-IV, B-III, C-II, D-I
(B) A-I, B-II, C-III, D-IV
(C) A-IV, B-II, C-III, D-I
(D) A-I, B-III, C-II, D-IV

Part B (Descriptive Questions)

Answer all four questions **20 Marks**

Research Methodology

1. Explain the significance of sampling techniques used in research of Commerce and Management.
2. Elaborate Research Design steps in detail.

Commerce

3. Define Business Environment. Explain various Macro Environmental Factors affecting the business decisions.
4. What do you mean by marginal costing? Explain in detail, how do you determine Break- Even Point t(BEP)?

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Rough Work