

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
VADODARA

Ph. D. ENTRANCE TEST (PET) – 13th SEPTEMBER 2015

Signature of Invigilator

FACULTY OF
MANAGEMENT STUDIES
(07)

Roll. No.

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(in figures as in Hall Ticket)

Roll No.

(in words)

Maximum Marks: 100

Time: 12.00 noon to 3.00 P.M. (180 Minutes)

Instruction for the Candidate:

1. Write your Roll Number in the space provided on the top of this page.
2. This paper consists of **Fifty (50)** multiple choice type questions. Each Question carries **two (2)** marks.
3. Each question has four alternative responses marked (A), (B), (C) and (D). The answer should be a capital letter for the selected option. The answer letter should entirely be contained within the corresponding square.

Correct Method



Wrong Method



OR



4. Your responses to the items for this paper are to be indicated on the ICR Answer Sheet only.
5. Read instructions given inside carefully.
6. Extra page is attached at the end of the Booklet for rough work.
7. You should return the ICR Answer Sheet to the Invigilator at the end of examination and should not carry it with you outside the examination hall.
8. There shall be NO NEGATIVE MARKING.
9. Use of programmable calculator is not allowed. Any electronic equipments/ mobile phone etc. are not allowed in the premise of the examination hall. If found, candidate is liable to be expelled from the examination centre.
10. Candidates are allowed to carry Question booklet with them after the examination is over.

Faculty of Management Studies (07)

Note : This paper contains **FIFTY(50)** multiple-choice questions. Each Question carries **two (2)** marks.

- 01) Which of the following statements about secondary data is true?
- A) Secondary data are data collected for some purpose other than the problem at hand.
 - B) Secondary data are an economical and quick source of background information.
 - C) Primary data are an economical and quick source of background information.
 - D) All of the above
- 02) _____ is an unstructured, exploratory research methodology based on small samples intended to provide insight and understanding of the problem setting.
- A) Primary research
 - B) Qualitative research
 - C) Secondary research
 - D) Quantitative research
- 03) _____ is a framework or blueprint for conducting the management research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve management research problems.
- A) Research classification
 - B) Research design
 - C) Design formulation
 - D) None of the above
- 04) _____ is not a qualitative research technique.
- A) Depth interview
 - B) Word association
 - C) Focus group
 - D) Conclusive research
- 05) _____ consists of the factors that have an impact on the definition of the management research problem, including past information and forecasts, resources and constraints of the firm objectives of the decision maker, buyer behavior, legal environment, economic environment, and marketing and technological skills of the firm.
- A) The approach to the problem
 - B) research design
 - C) The environment context of the problem
 - D) Problem definition
- 06) Which statement about hypotheses is not true?
- A) A hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.
 - B) Hypothesis is declarative and can be tested empirically.
 - C) It is possible to formulate hypotheses in all situations.
 - D) An important role of a hypothesis is to suggest variables to be included in the research design.
- 07) _____ is a framework or blueprint for conducting the management research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problems.
- A) Research Classification
 - B) Research Design
 - C) Design information
 - D) None of the above
- 08) Research designs may be broadly classified as _____ or _____.
- A) Exploratory; causal
 - B) Conclusive; causal
 - C) Exploratory; conclusive
 - D) Conclusive; descriptive
- 09) The statement of purpose in a research study should ...
- A) Identify the design of the study
 - B) Identify the intent or objective of the study
 - C) Specify the type of people to be used in the study
 - D) Describe the study
- 10) Cross-sectional and longitudinal designs are types of _____.
- A) Causal research
 - B) Exploratory research
 - C) Descriptive research
 - D) None of the above

- 11) If there were a need to isolate key variables and relationships for further examination, it would be best to perform _____.
- descriptive research
 - casual research
 - exploratory research
 - conclusive research
- 12) Which data collection method is used in causal research?
- experiments
 - surveys
 - expert surveys
 - panels
- 13) Descriptive research is conducted for all of the following reasons except:
- to describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas
 - to determine the degree to which management variables are associated
 - to understand which variables are the cause and which variables are the effect of a phenomenon
 - to determine the perceptions of product characteristics
- 14) _____ designs involve the collection of information from any given sample of population elements only once.
- Exploratory
 - Causal
 - Cross-sectional
 - None of the above
- 15) In contrast to a judgment sample, a probability sample is...
- Arbitrary
 - statistically random in nature
 - pre-selected from the universe
 - one in which the sampling error cannot be measured
- 16) A survey conducted among 100 commercial airline pilots to determine the number of hours flown in a typical year produces a standard deviation of 240 hours. The standard error of the mean is...
- 2.4
 - 4.8
 - 24
 - 48
- 17) A mathematical distribution whose objective is to obtain a count of the number of responses associated with different values of one variable and to express these counts in percentage terms is a (n) _____.
- t distribution
 - frequency distribution
 - chi-square distribution
 - F distribution
- 18) _____ refers to a sample of respondents who have agreed to provide information at specified intervals over an extended period.
- Experiment
 - Survey
 - Panel
 - None of the above
- 19) _____ is the variation between the true mean value in the population of the variable of interest and the observed mean value obtained in the management research project.
- Measurement error
 - Recording error
 - Total error
 - Cheating error
- 20) _____ is the error due to the particular sample selected being an imperfect representation of the population of interest. It may be defined as the variation between the true mean value for the sample and the true mean value of the population.
- Random sampling error
 - Non-response error
 - Non-sampling error
 - Response error

- 21) "Do you like or dislike product X?" must be used with which of the following rating scales?
- Ratio
 - Thematic
 - Ordinal
 - Internal
- 22) Which of the following statements is not true about the currency of secondary data?
- The time lag between data collection and publication may be long.
 - The value of secondary data is diminished as it becomes dated.
 - The data may not be updated frequently enough for the problem at hand.
 - All of the above are correct.
- 23) An overall indication of the dependability of data may be obtained by examining the _____, credibility, reputation, and _____ of the source.
- accuracy; trustworthiness
 - trustworthiness; expertise
 - expertise; accuracy
 - None of the above is correct
- 24) It is possible to locate information on a particular topic in several different publications by using _____.
- directories
 - indexes
 - guides
 - statistical published data
- 25) _____ are databases stored in computers that require a telecommunications network to access.
- Offline databases
 - Bibliographic databases
 - Online databases
 - Internet databases
- 26) _____ are databases composed of citations to articles in journals, magazines, newspapers, management research studies, technical reports, government documents and the like.
- Offline databases
 - Bibliographic databases
 - Online databases
 - Internet databases
- 27) Which of the following is a characteristic of purchase panels?
- household purchases recorded through electronic scanners in supermarkets
 - households provide specific information regularly over an extended period of time; respondents asked to record specific behaviors as they occur
 - verification of product movement by examining physical records or performing inventory analysis
 - data banks on industrial establishment created through direct inquiries of companies, clipping services, and corporate reports
- 28) A data gathering technique that is comprised of sample of respondents whose television viewing behavior is automatically recorded by electronic devices, supplementing the purchase information recorded online or in a diary is referred to as _____.
- scanner diary panels/cable TV
 - scanner panels
 - purchase panels
 - media panels
- 29) The uses of retail and wholesale audit data include all of the following except:
- identifying shelf allocation and inventory problems
 - establishing profiles of specific user groups
 - developing sales potentials and forecasts
 - analyzing distribution problems
- 30) An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a(n) _____.
- depth interview
 - projective techniques
 - association technique
 - focus group
- 31) In a _____, respondents rate the objects by placing a mark at the appropriate position on a line that runs from one extreme of the criterion variable to the other.
- semantic differential scale
 - Likert scale
 - continuous rating scale
 - Stapel scale

- 32) A _____ is an unstructured, direct, personal interview in which a single respondent by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes, and feelings on a topic.
- A) focus group
 - B) qualitative interview
 - C) projective interview
 - D) depth interview
- 33) The primary objective of _____ is to provide insights into, and an understanding of, the problem confronting the researcher.
- A) causal research
 - B) conclusive research
 - C) exploratory research
 - D) descriptive research
- 34) When estimating a population parameter by using a sample statistic, the _____ is the desired size of the estimating interval. This is the maximum permissible difference between the sample statistic and the population parameter.
- A) statistic
 - B) precision level
 - C) finite population correction
 - D) parameter
- 35) A(n) _____ is an unstructured, indirect form of questioning that encourages respondents to project their underlying motivations, beliefs, attitudes, or feelings regarding the issues of concern.
- A) projective technique
 - B) focus group
 - C) association technique
 - D) depth interview
- 36) Categorical independent variables are _____. The independent variables must all be categorical (nonmetric) to use ANOVA.
- A) parameters
 - B) covariates
 - C) factors
 - D) items
- 37) _____ identifies the likelihood that a particular outcome may have occurred by chance.
- A) P value
 - B) F value
 - C) R²Value
 - D) All
- 38) _____ is a projective technique in which the respondent is presented with a verbal or visual situation and asked to relate the beliefs and attitudes of a third person to the situation.
- A) Role playing
 - B) Sentence completion
 - C) Cartoon test
 - D) Third-party technique
- 39) In _____ respondents are asked to play the role or assume the behavior of someone else.
- A) role playing
 - B) sentence completion
 - C) cartoon test
 - D) third-party technique
- 40) A complete enumeration of the elements of a population or study objects is a _____.
- A) Population
 - B) target population.
 - C) element
 - D) census
- 41) _____ interviewing uses a computerized questionnaire administered to respondents over the telephone.
- A) Traditional telephone
 - B) In-home
 - C) Computer-assisted telephone interviews (CATI)
 - D) Internet
- 42) Observational methods may be _____ or _____.
- A) structured; unstructured
 - B) direct; indirect
 - C) conducted in a natural environment; conducted in contrived environment
 - D) all of the above

- 43) One-way mirrors, hidden cameras, or inconspicuous mechanical devices may be used when performing _____.
- A) undisguised observation
 - B) disguised observation
 - C) structure observation
 - D) natural observation
- 44) Chi-square test is not applicable to
- A) Test of fitness
 - B) Tests of Independence
 - C) Tests of association
 - D) Tests of linear relationship
- 45) Which from the following is not parametric test?
- A) Correlation
 - B) t- test
 - C) F test
 - D) Chi-square test
- 46) If the marketing research application involved observing and analyzed the content or message of advertisements, newspaper article, television and radio programs, and the like, then _____ would be the best observation method to use.
- A) trace analysis
 - B) mechanical observation
 - C) personal observation
 - D) content analysis
- 47) The most popular technique for predicting values of one variable from values of another variable is...
- A) analysis of variance
 - B) linear regression
 - C) correlation analysis
 - D) Coefficient of determination
- 48) Which one of these statistics is unaffected by outliers?
- A) Mean
 - B) Inter quartile range
 - C) Standard deviation
 - D) Range
- 49) The _____ is often the only portion of the report that executives read.
- A) title page
 - B) letter of transmittal
 - C) letter of authorization
 - D) executive summary
- 50) A research report should do all of the following except
- A) be written for a specific reader or readers
 - B) take into account the reader's technical sophistication and interest in the project
 - C) use technical jargon
 - D) take into account the circumstances under which the report will be read.
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Rough Work: