

Reg. No. :

Name :

Ph.D. ENTRANCE EXAMINATION 2023

FACULTY OF COMMERCE

COMMERCE

Time : 3 Hours

Max. Marks : 100

Instructions :

- 1) Answer **any ten** questions each from Section **A** and Section **B**.
- 2) Each question carries **5** marks.
- 3) No additional Answer sheets will be provided.
- 4) Candidates should clearly indicate the section, Question number in the answer booklet.

Section – A

Research Methodology

- I. Answer any **ten** questions. Each question carries **5** marks.
1. Describe the importance of sampling in the field of statistics.
 2. Discuss the ethical considerations in social science research. Identify and explain potential ethical issues that researchers may encounter when conducting studies involving human subjects.
 3. Explain the process and significance of a literature review in academic research.
 4. Explain the process of identifying and defining a research problem. Discuss the significance of a well-defined research problem in the research process.
 5. Discuss the difference between experimental and observational research designs.

6. Explain the importance of hypothesis formulation in the research process. Discuss the characteristics of a well-constructed hypothesis.
7. Discuss the ethical considerations in data collection for research. Identify common ethical issues that researchers may encounter and provide strategies for ensuring the ethical conduct of data collection.
8. Explain the sources of research problems, the criteria for selecting a research problem, and the steps involved in narrowing down a broad area of interest into a well-defined problem statement.
9. Discuss the ethical considerations in data analysis.
10. How do probability sampling and non-probability sampling differ in the context of selecting samples for research purposes?
11. What are the factors taken into account when designing a research design?
12. Discuss the merits and demerits of primary data.
13. How are computers useful in research?
14. What is the purpose of implementing scaling in research?
15. Briefly explain the problems faced by the researchers in India.

(10 × 5 = 50 Marks)

Section – B

Commerce

- II. Answer any **ten** questions. Each question carries **5** marks.
1. Capital structure decision is essentially optimization of risk-return relationship comment.
 2. Elaborate the different methods used for managing risks.

3. What are the methods of international business?
4. Discuss the evolving role of HRM in contemporary organizations and its significance in achieving strategic objectives.
5. Explain the role of foreign exchange markets in international financial management. How can multinational corporations effectively manage currency risk?
6. Explain the concept of brand equity and its significance for businesses.
7. Discuss the challenges and benefits of implementing GST in a country. How has GST impacted the economy, businesses and consumers in your region or country?
8. Explain the role of internal controls in corporate accounting and the auditing process.
9. Explain the role of management accounting in decision-making within organizations. How does it differ from financial accounting?
10. Explain the concept of portfolio diversification and its significance in managing investment risk.
11. Explain the role of central banks in regulating and influencing financial markets.
12. Explain the importance of budgeting and forecasting in management accounting.
13. What are the pricing strategies adopted by companies?
14. What is meant by derivatives and explain the types of derivatives?
15. Discuss various recruitment strategies organizations can employ to attract a diverse pool of qualified candidates.

(10 × 5 = 50 Marks)