



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

Ph.D Entrance Test – November – 2025

Faculty of Arts & Science / Commerce

Instructions / Note:

1. Answer all the questions. Each question carries one mark.
2. No negative marks for wrong answers.
3. Read each question carefully and answer in the OMR sheet provided for each question with only blue/ black pen to fill the circles in the OMR Sheet.
4. Question number 1 - 35 questions belong to Research Methodology component and Question number 36-70 questions belong to the subject at PG level
5. Return the question paper along with the OMR sheet.

36. Which of the following is not a component of the business environment?

- A. Economic
- B. Political
- C. Technological
- D. Arithmetic

37. Which policy initiated liberalization in India?

- A. Industrial Policy 1956
- B. Industrial Policy 1977
- C. Industrial Policy 1991
- D. Industrial Policy 2005

38. WTO came into existence in _____

- A. 1985
- B. 1991
- C. 1995
- D. 2001

39. Corporate governance primarily deals with _____

- A. Share market operations
- B. Managing employee welfare
- C. Relationship between management and shareholders
- D. Industrial policy



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

40. Which of the following is not a branch of accounting?
- A. Financial Accounting
 - B. Cost Accounting
 - C. Management Accounting
 - D. Social Accounting
41. The double-entry system was introduced by _____
- A. Adam Smith
 - B. Luca Pacioli
 - C. Karl Marx
 - D. Henry Fayol
42. Which statement shows the financial position of a business at a specific date?
- A. Income Statement
 - B. Balance Sheet
 - C. Cash Flow Statement
 - D. Profit & Loss Account
43. Cost of Capital means _____
- A. Total cost of production
 - B. Minimum return expected by investors
 - C. Interest paid on loans
 - D. Total working capital
44. Budgetary control helps in _____
- A. Increasing fixed assets
 - B. Controlling costs and improving efficiency
 - C. Raising share capital
 - D. Tax computation
45. The law of demand states that, other things being equal _____
- A. Price and demand move in the same direction
 - B. Price and demand move in opposite directions
 - C. Price has no effect on demand
 - D. Demand always remains constant



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

46. Which of the following is a microeconomic concept?
- A. National Income
 - B. Unemployment
 - C. Inflation
 - D. Law of Diminishing Marginal Utility
47. GDP at market price equals _____
- A. GDP at factor cost + indirect taxes – subsidies
 - B. GDP at factor cost – indirect taxes + subsidies
 - C. GNP + imports
 - D. GNP – exports
48. Monetary policy is mainly concerned with _____
- A. Government expenditure and taxation
 - B. Control of money supply and interest rates
 - C. Public debt management
 - D. Balance of payments
49. The balance of payments includes _____
- A. Only exports
 - B. Only imports
 - C. All economic transactions with the rest of the world
 - D. Only capital account
50. The process of dividing a market into distinct groups of buyers is called _____
- A. Targeting
 - B. Positioning
 - C. Segmentation
 - D. Branding
51. The 4Ps of marketing include Product, Price, Place, and _____
- A. Purchase
 - B. Planning
 - C. Promotion
 - D. Packaging



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

52. Which of the following is a psychological factor affecting consumer behavior?
- A. Income
 - B. Culture
 - C. Perception
 - D. Occupation
53. The process of creating and maintaining a distinctive image in the consumer's mind is _____
- A. Marketing Mix
 - B. Positioning
 - C. Product Planning
 - D. Sales Promotion
54. The process of forecasting an organization's future demand for and supply of employees is called _____
- A. Recruitment
 - B. Selection
 - C. HR Planning
 - D. Job Analysis
55. The process of choosing the best candidate from a pool of applicants is known as _____
- A. Recruitment
 - B. Selection
 - C. Training
 - D. Induction
56. Which of the following is an on-the-job training method?
- A. Role play
 - B. Case study
 - C. Apprenticeship
 - D. Seminar
57. Performance appraisal is used to _____
- A. Fire employees
 - B. Evaluate employee performance
 - C. Reduce wages
 - D. Promote only top management



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

58. The central bank of India is _____
- A. State Bank of India
 - B. Reserve Bank of India
 - C. NABARD
 - D. EXIM Bank
59. Which of the following is a primary function of commercial banks?
- A. Issuing currency
 - B. Accepting deposits and lending loans
 - C. Managing fiscal policy
 - D. Controlling inflation
60. NBFCs are regulated by _____
- A. SEBI
 - B. RBI
 - C. IRDAI
 - D. Ministry of Finance
61. Which of the following institutions regulates the Indian capital market?
- A. NABARD
 - B. SEBI
 - C. RBI
 - D. SIDBI
62. Income tax in India is governed by which Act?
- A. Companies Act, 2013
 - B. Income Tax Act, 1961
 - C. Finance Act, 1991
 - D. GST Act, 2017
63. Which of the following is an indirect tax?
- A. Income tax
 - B. Wealth tax
 - C. GST
 - D. Corporate tax



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

64. The person who is liable to pay tax under the Income Tax Act is known as _____
- A. Assessee
 - B. Agent
 - C. Officer
 - D. Dealer
65. Tax planning refers to _____
- A. Tax evasion
 - B. Legal minimization of tax liability
 - C. Concealing income
 - D. Avoiding payment of tax
66. E-commerce primarily refers to _____
- A. Buying and selling goods through physical stores
 - B. Buying and selling goods over electronic networks
 - C. Import and export trade only
 - D. Marketing through television
67. Which of the following is a FinTech innovation?
- A. Credit card billing
 - B. Mobile wallet payments (like Google Pay, PhonePe)
 - C. Manual accounting
 - D. Paper-based invoicing
68. CSR stands for _____
- A. Corporate Service Responsibility
 - B. Corporate Social Responsibility
 - C. Customer Sales Report
 - D. Corporate Sales Regulation
69. The main objective of CSR is to _____
- A. Increase company profit
 - B. Fulfil social and environmental responsibilities
 - C. Improve employee performance
 - D. Reduce taxation



VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University under section 3 of the UGC Act 1956)

70. Sustainability in business focuses on _____
- A. Short-term profit
 - B. Environmental, social, and economic balance
 - C. Tax evasion strategies
 - D. Export incentives

