

Sample Question Paper I- Entrance exam

CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN
POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ENTRANCE EXAMINATION
M.PHIL (COMMERCE)

2018-19

Marks : 100

Time : 3 Hours

Answer any five choosing not less than 2 questions from each section.

Note: Question number 10 is a compulsory question

Each question carries 20 marks

Section A

1. Discuss the essential requirements for preparation of a research report.
2. Do you think personal selling technique will help in creating awareness and publicity among customers?
3. What do you understand by learning? Discuss the elements which form part of learning process.
4. Discuss briefly various on the job and off the job training and development methods.
5. Discuss the various factors influencing financial decisions.

Section B

6. Why is the study of consumer behavior relevant in present context?- Comment
7. "Management is a change agent"- Discuss. Identify the roles of change agent in organizational change.
8. Explain the various steps involved in a selection process.
9. Explain the factors determining capital structure.
10. Enumerate the research area of your interest.

Sample Question Paper II- Entrance exam
CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN
POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ENTRANCE EXAMINATION
M.PHIL (COMMERCE)
2017-18

Marks : 100

Time : 3 Hours

Answer any five choosing not less than 2 questions from each section.

Note: Question number 10 is a compulsory question

Each question carries 20 marks

Section A

1. What is meant by testing of hypothesis? How do you arrive at a hypothesis? Explain its relevance to research design.
2. Discuss the objectives of marketing research.
3. Explain the significance of pilot study and enumerate the problems faced in collecting samples in the original research process.
4. 'Management is a change agent' – Discuss. Identify the roles of change agent in organizational change.
5. Define recruitment and identify the various factors which affect recruitment policies and programmes.

Section B

6. Explain the significance of report writing.
7. How far "Marketing Information System" is useful in retrieving the information? Justify with the advantages.
8. Identify the role and limitations of organizational behavior.
9. "Human resource development is a system"- explain the process involved in the human resource development system.
10. Enumerate the research area of your interest.

Sample Question Paper III- Entrance exam
CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN
POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
ENTRANCE EXAMINATION
M.PHIL (COMMERCE)
2016-17

Marks : 100

Time : 3 Hours

Answer any five choosing not less than 2 questions from each section.

Note: Question number 10 is a compulsory question

Each question carries 20 marks

Section A

1. What is a research problem? What are the main issues in formulating a research problem? List and describe the important sources for problem selection.
2. Explain the significance of pilot study in finalizing the research design with an imaginary example.
3. “Advertising doesn’t produce anything. It is not necessary”. Comment
4. What are the essential characteristics of a good communication system? Discuss the steps for making communication effective.
5. What are the qualities that a human resource manager should possess in order to perform his job effectively?

Section B

6. Give a brief description of the techniques and steps in the construction of a questionnaire.
7. Existence in the market is a must, especially when severe competition is faced. Narrate the extent to which, the marketer can patiently wait in the market.
8. Discuss the nature of group behaviour that takes place in a committee meeting. What are the prerequisites for successful use of committees?
9. How does job enrichment differ from job enlargement? Discuss the situations under which each of these is affected.
10. Enumerate the research area of your interest.