

| BUNTS SANGHA'S | | |
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| S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES, POWAI. | | |
| SYBMS - SEM III - SAMPLE QUESTIONS | | |
| CORE COURSES | | |
| COURSE: BUSINESS PLANNING & ENTREPRENEURIAL MANAGEMENT | | |
| Q. NO | OPTION | QUESTIONS AND OPTIONS |
| 1 | | _____ entrepreneurs are individuals who conceive an idea for a new product or service and then create a business to materialize their idea into reality. They tap both production and marketing resources. |
| | A | Industrial |
| | B | Business |
| | C | Motivated |
| | D | Service |
| 2 | | _____ entrepreneur is an individual who is motivated by psychological and economic rewards. |
| | A | Innovative |
| | B | Induced |
| | C | Spontaneous |
| | D | Pure |
| 3 | | _____ entrepreneur undertakes manufacturing activities. He identifies potential needs of customers and tailors a product or service to meet the marketing needs. |
| | A | Industrial |
| | B | Retail |
| | C | Wholesale |
| | D | First generation |
| 4 | | _____ entrepreneurs are traditionally bounded they neither introduce new changes nor adopt new methods innovated by others. They only adopt new technologies when they realize that failure to adopt will lead to loss or collapse of the enterprise. |
| | A | Fabian |
| | B | Drone |
| | C | Imitative |
| | D | Agricultural |
| 5 | | _____ is not a barrier to Women Entrepreneurs in India. |
| | A | Male dominated society |
| | B | Women as subordinate |
| | C | Time management |
| | D | Discrimination in upbringing |
| 6 | | Entrepreneurship training was more institutionalized by making it a part of curriculum in universities and higher institutions-University Grants Commission (UGC) and Shreemati Nathibai Damodar Thackersey Women's University (SNDT) in the _____ stage of women development. |

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| | A | Pre-independence - before 1947 |
| | B | First stage - 1947 to 1983 |
| | C | Second stage - 1983 to 1990 |
| | D | Third stage - 1991 onwards |
| | | |
| 7 | | NGO's at _____ level, mobilize their own resources, operate at international level and execute developmental activities. |
| | A | Primary |
| | B | Secondary |
| | C | Intermediate |
| | D | Grass root |
| | | |
| 8 | | _____ is defined as an action plan, to create an entrepreneur with achievement motivation, who can develop business, can take strategic decisions, develop business and bear the risk of investment. |
| | A | Non Government Organization |
| | B | Social Entrepreneur |
| | C | Entrepreneurial Development Programme |
| | D | Faculty Development Programme |
| | | |
| 9 | | Units like manufacturing automobiles, diesel engines, textile machines, plastics, other industrial equipment are examples of _____. |
| | A | Product franchising |
| | B | Ancillaries |
| | C | Manufacturing franchising |
| | D | Business franchising |
| | | |
| 10 | | In Franchising, manufacturer or sole distributor of a trademarked product or service, he gives out exclusive right of _____ to independent retailers in return of their payment of royalties. |
| | A | marketing |
| | B | advertising |
| | C | training |
| | D | local distribution |
| | | |
| 11 | | _____ : is a disadvantage of franchising. |
| | A | Reduces chances of failure |
| | B | Goodwill remains the property of franchisor |
| | C | Enables easy start |
| | D | Increases purchasing power |
| | | |
| 12 | | A takeover may be defined as: _____. |
| | | series of transactions whereby a person, individual, group of individuals acquires control over the assets of a company either directly by becoming owner of those assets or indirectly by obtaining the control of the management of the company, usually by buying all or majority shares. |
| | A | |
| | B | an agreement that unites two existing companies into one new company. |

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| | C | one company takes over another and clearly establishes itself as the new owner. It is generally negative in nature. |
| | D | two or more persons come together to form a temporary partnership for the purpose of carrying out a particular project. |
| | | |
| 13 | | As per entrepreneurs classified 'According to chosen path', Copy cats are _____. |
| | A | Innovators |
| | B | Drone |
| | C | Immitators |
| | D | Fabian |
| | | |
| 14 | | _____ creativity deals creations as found among intelligent humans. |
| | A | spontaneous |
| | B | technical |
| | C | inventive |
| | D | innovative |
| | | |
| 15 | | _____ is the seeding stage of a new idea, in the creative process. |
| | A | Recognition |
| | B | Rationalisation |
| | C | Fantasising |
| | D | Validation |
| | | |
| 16 | | _____ is a subconscious assimilation of information, in the creative process. |
| | A | Idea Germination |
| | B | Preparation |
| | C | Incubation |
| | D | Illumination |
| | | |
| 17 | | _____ involves obtaining materials, technology, human resources and capital, in the innovation process. |
| | A | Analytical planning |
| | B | Organising resources |
| | C | Implementation |
| | D | Commercial application |
| | | |
| 18 | | _____ skill is the entrepreneur's ability to generate new ideas, to consciously search for answers, to intensely concentrate on new ideas or to put ideas to his subconscious mind. |
| | A | Creative |
| | B | Analytical |
| | C | Technical |
| | D | Mechanical |
| | | |
| 19 | | In _____, a group is formed and a moderator leads the group through an open, in-depth discussion rather than simply asking question to solicit participant response. |
| | A | Focus Groups |

| | | |
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| | B | Brainstorming |
| | C | Checklist method |
| | D | Gordon Method |
| 20 | | In _____, criticism is allowed while idea generation. |
| | A | Focus Groups |
| | B | Brainstorming |
| | C | Checklist method |
| | D | Reverse Brainstorming |
| 21 | | _____ enables a person to come up with a big idea without any constraints. |
| | A | Gordon Method |
| | B | Delphi Technique |
| | C | Collective Notebook |
| | D | Big Dream Approach |
| 22 | | Which of the following is not a source of idea generation? |
| | A | Our own needs |
| | B | Big Dream Approach |
| | C | Observation |
| | D | Study of project profiles |
| 23 | | Education levels, income levels and religious affiliations are a part of _____. |
| | A | Legal environment |
| | B | Ecological environment |
| | C | Socio-cultural environment |
| | D | Economic environment |
| 24 | | Political instability is a _____ for an organisation. |
| | A | Strength |
| | B | Weakness |
| | C | Opportunity |
| | D | Threat |
| 25 | | _____ is a written summary of an entrepreneur's proposed business venture. |
| | A | Business Idea |
| | B | Business Plan |
| | C | Business opportunity |
| | D | Business decisions |
| 26 | | _____ is to find out needs and problems of the potential customers. |
| | A | Market research |
| | B | Product design |
| | C | Manufacturing |
| | D | Logistics |

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| 27 | | The _____ describes the future direction of the business. |
| | A | Feasibility study |
| | B | Business plan |
| | C | Project report |
| | D | Product development |
| 28 | | SIDBI provides _____ to State Financial Corporations that provide fund to small industries. |
| | A | Finance |
| | B | Debt |
| | C | Equity |
| | D | Refinance |
| 29 | | _____ provides medium term loan to state cooperative banks, commercial banks and regional rural banks for agriculture and rural development. |
| | A | SISI |
| | B | SIDO |
| | C | NABARD |
| | D | SEZ |
| 30 | | _____ are important ingredients for running an enterprise. |
| | A | Raw materials |
| | B | Transportation |
| | C | Employees |
| | D | Warehousing |
| 31 | | A business where an individual is both the owner and conductor of the business affair is called _____ |
| | A | Partnership |
| | B | Sole proprietorship |
| | C | Corporations |
| | D | Cooperatives |
| 32 | | _____ capital is also called as circulating capital. |
| | A | Fixed |
| | B | Working |
| | C | Current |
| | D | General |
| 33 | | _____ can be defined as the set of people, activities and the intermediary organization that play a crucial role in transferring the ownership of the goods from the point of production to the point of consumption. |
| | A | Infrastructure |
| | B | Marketing channels |
| | C | Warehousing |
| | D | Material handling |

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| 34 | | _____ working capital means the difference between current assets and current liabilities. |
| | A | Gross |
| | B | Net |
| | C | Final |
| | D | Total |
| | | |
| 35 | | _____ Marketing is that customers get product information and place orders from their home or office easily. |
| | A | Direct |
| | B | Indirect |
| | C | Strategic |
| | D | Off-line |
| | | |
| 36 | | _____ entrepreneurs are those who necessarily take up a high-growth industry which has substantial growth prospects. |
| | A | Growth |
| | B | Super growth |
| | C | High growth |
| | D | Low growth |
| | | |
| 37 | | _____ is the act of communication that provides consumers with the information about a company's products and services. |
| | A | Promotion |
| | B | Product |
| | C | Place |
| | D | Price |
| | | |
| 38 | | In Franchising, a franchisor does not provide or support _____. |
| | A | training of employees |
| | B | marketing activities. |
| | C | equipment |
| | D | local distribution |
| | | |
| 39 | | Which characteristic of entrepreneurs reflect that entrepreneurs start on their own because they dislike to work for others? |
| | A | Perseverance |
| | B | Flexibility |
| | C | Stress takers |
| | D | Independent |
| | | |
| 40 | | Which characteristic of entrepreneurs reflect that entrepreneurs measure the pros and cons of a decision and tend to change if the situation demands. |
| | A | Perseverance |
| | B | Flexibility |
| | C | Stress takers |
| | D | Independent |
| | | |

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| 41 | | _____ constantly put their efforts in introducing new products, new method of production, opening new markets and reorganizing the enterprise. |
| | A | Innovators |
| | B | Stress takers |
| | C | Risk bearer |
| | D | Decision makers |
| 42 | | Which characteristic of entrepreneurs reflect that entrepreneurs are accountable to their actions? |
| | A | Inquisitive |
| | B | Responsible |
| | C | Creative |
| | D | Persistent |
| 43 | | _____ factors includes political stability, poor governance acts a hindrance and role of industrial and Labour law. |
| | A | Social |
| | B | Cultural |
| | C | Political |
| | D | Economical |
| 44 | | Meaning of need for power is.... |
| | A | A drive to excel, advance and grow |
| | B | A drive for friendly and close inter- personal relationship |
| | C | A drive to dominate or influence others and situations. |
| | D | A drive to prove your capability |
| 45 | | Entrepreneurship is the process of identifying opportunities in the _____. |
| | A | Bank |
| | B | Market place |
| | C | Work place |
| | D | In general |
| 46 | | _____ is generated directly or indirectly through entrepreneurs |
| | A | Employment |
| | B | Income |
| | C | Economy |
| | D | Factory space |
| 47 | | The word 'entrepreneur' is derived from the _____ word 'entprendre'. |
| | A | Latin |
| | B | Greek |
| | C | Sanskrit |
| | D | French |
| 48 | | _____ is the process of identifying opportunities in the market place, arranging resource required to exploit the opportunities for a long term gain. It is the process of planning, organizing, operating and calculating the risk of a business venture. |

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| | A | Enterprise |
| | B | Entrepreneurship |
| | C | Entrepreneur |
| | D | Entreprendre |
| | | |
| 49 | | _____ stated that Economic growth begins with social change. |
| | A | Everett E. Hagen |
| | B | Joseph Scumpeter |
| | C | Peter Drucker |
| | D | FH Knight |
| | | |
| 50 | | _____ is the reward of uncertainty bearing and risk bearing. |
| | A | Motivation |
| | B | Profit |
| | C | Sales |
| | D | Growth |
| | | |

COURSE: STRATEGIC MANAGEMENT

| Q. NO | OPTION | QUESTIONS AND OPTIONS |
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| 1 | | _____ is considered as both art and science. |
| | A | Strategic intent |
| | B | Strategic management |
| | C | Strategic formulation |
| | D | Strategic implementation |
| | | |
| 2 | | _____ describes the preferred the future and what the management aspires for. |
| | A | Vision |
| | B | Mission |
| | C | Objectives |
| | D | Plan |
| | | |
| 3 | | A _____ gives elaborated information about what the business does |
| | A | Mission statement |
| | B | Business policy |
| | C | Strategic intent |
| | D | Vision |
| | | |
| 4 | | Vision is for long term while _____ are for short term |
| | A | Business Policies |
| | B | Strategies |
| | C | Goals |
| | D | Organizational culture |
| | | |
| 5 | | _____ occupies the highest level of strategic decision making. |

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| | A | Functional level |
| | B | Corporate level strategy |
| | C | Operational level |
| | D | Business level |
| | | |
| 6 | | Strategy Implementation process begins with |
| | A | Resource Allocation |
| | B | Structual Implementation |
| | C | Determining Implmentation Plan |
| | D | Evaluation and Control |
| | | |
| 7 | | Competitive strategy is another name for _____ |
| | A | Corporate level strategy |
| | B | Management level strategy |
| | C | Business level strategy |
| | D | operating level strategy |
| | | |
| 8 | | The first phase of strategic management process is |
| | A | Strategy Formulation |
| | B | Strategy Implementation |
| | C | Strategy Evaluation |
| | D | Strategy Control |
| | | |
| 9 | | Which of the following is not a characteristic of Business Objectives? |
| | A | Time bound |
| | B | Intangible |
| | C | Measurable |
| | D | Specific |
| | | |
| 10 | | Which of the following is the element of strategic intent? |
| | A | Mission Statement |
| | B | Implementation Plan |
| | C | Project Implementation |
| | D | Control |
| | | |
| 11 | | _____ is the sequence of activities that transform materials into finished products. |
| | A | Value chain |
| | B | Supply chain |
| | C | Production chain |
| | D | Production line |
| | | |
| 12 | | SBU operates with _____ strategy because each unit is responsible for its performance. |
| | A | dependent |
| | B | Independent |
| | C | Objective |
| | D | Separate |

| | | |
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| 13 | | Strategies framed for each managerial functions like HRM, Finance, Marketing are called |
| | A | Corporate level strategies |
| | B | Business level strategies |
| | C | SBU level strategies |
| | D | Functional level strategies |
| 14 | | Proactive planning deals with _____ |
| | A | Budgets and targets |
| | B | Future risk and challenges |
| | C | Production and marketing |
| | D | Bringing innovative products |
| 15 | | Business Environmental factors are those |
| | A | Which are part of the organisation |
| | B | Which are outside the organisation |
| | C | Which affect the organisational working and are getting affected by it |
| | D | Which are within the organisational premises |
| 16 | | External Environmental factors are the one |
| | A | Which are physically outside the organisation |
| | B | which are not in control of the organisation |
| | C | Which are inside the organisation |
| | D | Which are inside the organisation |
| 17 | | Strengths and weaknesses of the organisation are analysed from |
| | A | Internal Environment |
| | B | external Environment |
| | C | External Micro Environment |
| | D | External Macro Environment |
| 18 | | Strategy formulation process ends with |
| | A | Selecting the most suitable strategy |
| | B | Implementing the most suitable strategy |
| | C | Evaluating the most suitable strategy |
| | D | Controlling the performance |
| 19 | | Which of the following is not a type of corporate level strategy? |
| | A | Growth Strategy |
| | B | Stability Strategy |
| | C | Marketing Strategy |
| | D | Retrenchment Strategy |
| 20 | | Retrenchment strategies are also called as |
| | A | Defensive Strategies |
| | B | Expansion Strategies |

| | | |
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| | C | Intensification Strategies |
| | D | SBU Strategies |
| 21 | | _____ is a type of growth strategy which means to adding some activities on the basis of its value chain |
| | A | Concentration |
| | B | Integration |
| | C | Diversification |
| | D | Stability |
| 22 | | The following are the types of Integration Strategies |
| | A | X Axis and Y Axis |
| | B | Lateral and Longitudinal |
| | C | Horizontal and Vertical |
| | D | Upside and Downside |
| 23 | | When coffee making company start with their own cafeterias, it said to be |
| | A | Retrenchment |
| | B | Horizontal Integration |
| | C | Forward Vertical Integration |
| | D | Backward Vertical Integration |
| 24 | | When a company sells more of the same product in the same market, it is said to be _____ |
| | A | Market Penetration |
| | B | Market Development |
| | C | Product Development |
| | D | Cost Leadership |
| 25 | | The generic business strategies were given by |
| | A | Fredrick Herzberg |
| | B | Michael Porter |
| | C | Peter Drucker |
| | D | Henry Mintzberg |
| 26 | | In _____ type of business strategy, the company increases its market share by lowering the cost of it products. |
| | A | Cost Leadership |
| | B | Differentiation |
| | C | Focus |
| | D | Market Development |
| 27 | | Customers, Competitors, Suppliers etc are components of _____ environment. |
| | A | Internal |
| | B | Micro External |
| | C | Macro External |
| | D | Internal Resources |

| | | |
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| 28 | | Strategies related to price, place, promotion of the product come under _____ |
| | A | Production Strategies |
| | B | Finance Strategies |
| | C | Business Strategies |
| | D | Marketing Strategies |
| | | |
| 29 | | _____ Evaluates different course of action. |
| | A | Strategy |
| | B | strategy implementation |
| | C | strategic analysis |
| | D | strategic choice |
| | | |
| | | |
| 30 | | McKinsey's 7 S Framework includes _____ |
| | A | Systems |
| | B | Stage |
| | C | Signals |
| | D | Shadow |
| | | |
| 31 | | Strategic _____ puts plan into action to reach goals. |
| | A | Formulation |
| | B | Implementation |
| | C | Evaluation |
| | D | Control |
| | | |
| 32 | | strategic choice determines the _____ strategy of firm. |
| | A | Past |
| | B | Present |
| | C | Future |
| | D | Anticipated |
| | | |
| 33 | | Michael Porter established _____ competitive forces. |
| | A | Two |
| | B | Three |
| | C | Four |
| | D | Five |
| | | |
| 34 | | _____ model is characterized by reactive approach. |
| | A | Adaptive |
| | B | Extend |
| | C | Choice |
| | D | Culture |
| | | |
| 35 | | _____ gave the entrepreneurial, adaptive and planning model of strategy making |
| | A | Michael Porter |
| | B | Peter Drucker |

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| | C | Henry Mintzberg |
| | D | McKinsey |
| 36 | | _____ earn huge cash but the rate of growth is slow. |
| | A | Cash cows |
| | B | Stars |
| | C | Dogs |
| | D | Question marks |
| 37 | | The implementation of strategy should essentially begin with |
| | A | Institutionalization of strategy |
| | B | Resource mobilization and allocation |
| | C | Structural changes of organisation |
| | D | Behavioural Implementation |
| 38 | | _____ of strategy is also called activation of strategies. |
| | A | Formulation |
| | B | Implementation |
| | C | Evaluation |
| | D | Control |
| 39 | | _____ structure can be implemented in the organisations who take projects which require high degree of specialization |
| | A | Line |
| | B | SBU |
| | C | Matrix |
| | D | Divisional |
| 40 | | Behaviour Implementation does not include |
| | A | Mobilizing funds |
| | B | Training the employees |
| | C | Motivating employees |
| | D | Setting role models |
| 41 | | _____ includes the process of determining the effectiveness of the strategy and taking corrective actions |
| | A | Strategy Formulation |
| | B | Strategy Evaluation and Control |
| | C | Strategy Intent |
| | D | Strategic Choice |
| 42 | | _____ are taken to minimize the gap between expected and actual performance |
| | A | Strategic Choice |
| | B | Control measures |
| | C | Environmental Analysis |
| | D | Behavioural Implementation |

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| 43 | | Premise control deals with _____ made during formulation |
| | A | Plans |
| | B | Assumptions |
| | C | Objectives |
| | D | Resources |
| 44 | | _____ is the critical situations that occur unexpectedly and threaten the course of a strategy |
| | A | Objectives |
| | B | Plans |
| | C | Crisis |
| | D | Strengths |
| 45 | | _____ is adopted when the environment is stable or the changes are gradual and predictable. |
| | A | Momentum Control |
| | B | Leap Control |
| | C | Comprehensive Control |
| | D | Comparative Control |
| 46 | | _____ are evaluated only on the basis of revenues and not the associated cost. |
| | A | Cost Centres |
| | B | Revenue Centres |
| | C | Profit Centres |
| | D | Investment Centres |
| 47 | | _____ is comparison with industry's best performers |
| | A | Historical Analysis |
| | B | Industry Norms |
| | C | Benchmarking |
| | D | responsibility control centres |
| 48 | | CPM stands for _____ |
| | A | Concentration Port Measures |
| | B | Critical Path Method |
| | C | Crisis Pattern Measurement |
| | D | Cost-Payment methods |
| 49 | | Management by Objective (MBO) was first popularized by |
| | A | Michael Porter |
| | B | Peter Drucker |
| | C | Henry Mintzberg |
| | D | Frederick Herzberg |
| 50 | | Which of the following is not an Operational Control Technique? |
| | A | Internal Analysis |
| | B | Leap Control technique |

| | C | Comparative Analysis |
|---|--------|--|
| | D | Comprehensive Analysis |
| COURSE: INFORMATION TECHNOLOGY FOR BUSINESS MANAGEMENT | | |
| Q. NO | OPTION | QUESTIONS AND OPTIONS |
| 1 | | What does PPC stands for ? |
| | A | Pay per click |
| | B | pay per cost |
| | C | pay per customer |
| | D | pay per concern |
| 2 | | _____ failed in ERP implementation |
| | A | Nike |
| | B | AT&T |
| | C | Microsoft |
| | D | Apple |
| 3 | | Touch screen activities can be performed in this level |
| | A | TPS |
| | B | EIS |
| | C | MIS |
| | D | ECS |
| 4 | | Libreoffice is an example of _____ software |
| | A | open source |
| | B | closed source |
| | C | SaaS |
| | D | PaaS |
| 5 | | Robotic surgery is an application of _____ field in IT |
| | A | science |
| | B | governance |
| | C | medicine |
| | D | education |
| 6 | | A _____ is a collection of schemas , tables , reports ,views and other objects |
| | A | Database |
| | B | MIS |
| | C | DSS |
| | D | KBS |
| 7 | | a book is sold online is an example of _____ |
| | A | e commerce |
| | B | DSS |

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| | C | MIS |
| | D | e business |
| 8 | | _____ based system has subsystems comprising of user interface , knowledge base and inference engine |
| | A | EIS |
| | B | DSS |
| | C | MIS |
| | D | KBS |
| 9 | | _____ software allows open exchange and collaborative participation of projects |
| | A | open source |
| | B | closed source |
| | C | DSS |
| | D | MIS |
| 10 | | The fourth level comprises of _____ from top to bottom in a four level pyramid |
| | A | executives |
| | B | senior managers |
| | C | workers |
| | D | middle managers |
| 11 | | The most recent version for server computers is _____ |
| | A | GUI |
| | B | DOS |
| | C | windows server 2016 |
| | D | windows 10 |
| 12 | | Which key deletes the character to the right of the cursor? |
| | A | End |
| | B | Backspace |
| | C | Home |
| | D | Delete |
| 13 | | How do you magnify your document? |
| | A | View, Zoom |
| | B | Format, Font |
| | C | Tools, Options |
| | D | Tools, Customize |
| 14 | | Which can be used for quick access to commonly used commands and tools? |
| | A | Status bar |
| | B | Tool bar |
| | C | Menu bar |
| | D | Title bar |

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| 15 | | Which of the following is best for quick copy operation? |
| | A | Copy and Paste |
| | B | Windows Clipboard |
| | C | Drag and Drop |
| | D | Auto Text |
| 16 | | Which of the following is not a font style? |
| | A | Bold |
| | B | Italics |
| | C | Regular |
| | D | Superscript |
| 17 | | Which tab is not available on left panel when you open a presentation? |
| | A | Outline |
| | B | Slides |
| | C | Notes |
| | D | Animation |
| 18 | | Which of the following statement is false? |
| | A | If you choose to select from one of the pre-made slide layouts, you can change the positioning |
| | B | If you choose to select from the pre-made slide layouts, you cannot delete the objects in the layout. |
| | C | Blank Slide is at the top of the 'Content Layouts' area in the Slide Layout panel. |
| | D | Blank Slide is at the top |
| 19 | | You can use the formula palette to |
| | A | format cells containing numbers |
| | B | create and edit formula containing functions |
| | C | enter assumptions data |
| | D | copy a range of cells |
| 20 | | Choose the correct syntax of PV () |
| | A | PV (rate, nper, pmt ,fv ,type) |
| | B | PV (nper, pmt ,fv ,type) |
| | C | PV (rate, pmt ,fv ,type) |
| | D | PV (rate, nper, pmt) |
| 21 | | Which Function determines the payment needed each period to repay a loan? |
| | A | FV() |
| | B | PV() |
| | C | PMT() |
| | D | PAY() |
| 22 | | Which short cut key inserts a new slide in current presentation? |
| | A | Ctrl+N |
| | B | Ctrl+M |

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| | C | Ctrl+S |
| | D | Ctrl+Z |
| | | |
| 23 | | What lets you to create new presentation by selecting ready- made font color and graphics effects? |
| | A | Presentation Template |
| | B | Master Slide |
| | C | Design Template |
| | D | Animation Scheme |
| | | |
| 24 | | To start Microsoft PowerPoint application |
| | A | Click on Start >> Programs >> All Programs >> Microsoft PowerPoint |
| | B | Hit Ctrl + R then type ppoint.exe and Enter |
| | C | Click Start >> Run then type PowerPoint then press Enter |
| | D | Start |
| | | |
| 25 | | IP address stands for _____ |
| | A | Interactive Protocol |
| | B | Internet Protocol |
| | C | Intelligent Protocol |
| | D | Information Protocol |
| | | |
| 26 | | _____ websites contain web pages that are generated in real-time which include web scripting code such as PHP or ASP |
| | A | Web server |
| | B | Web client |
| | C | Static |
| | D | Dynamic |
| | | |
| 27 | | _____ is an example of Metasearch engine |
| | A | Google |
| | B | Bing |
| | C | Dogpile |
| | D | yahoo |
| | | |
| 28 | | In _____ topology the systems are connected to some central device |
| | A | Bus |
| | B | Ring |
| | C | Star |
| | D | Mesh |
| | | |
| 29 | | PAN stands for |
| | A | Personal Area Network |
| | B | Professional Area Network |
| | C | Private Area Network |
| | D | PAN Area Network |
| | | |

| | | |
|----|---|--|
| 30 | | _____ involves reverse auctions which empower the consumer to drive transactions |
| | A | B2B |
| | B | B2C |
| | C | C2B |
| | D | C2C |
| 31 | | Bank card is also called as _____ |
| | A | Credit card |
| | B | Debit card |
| | C | Smart card |
| | D | Contactless card |
| 32 | | URL stands for |
| | A | Uniform Resource Locator |
| | B | Universal Resource Locator |
| | C | Uniform Resource Location |
| | D | Universal Resource Location |
| 33 | | Olx is an example of _____ |
| | A | B2B |
| | B | B2C |
| | C | C2C |
| | D | C2B |
| 34 | | _____ revenue model is based on the principle of commission |
| | A | Sales |
| | B | Transaction |
| | C | Affiliate |
| | D | Advertising |
| 35 | | A type of virus that can spread without human interaction. |
| | A | Worm |
| | B | Trojan Horse |
| | C | IP Spoofing |
| | D | Virus |
| 36 | | Attempt to obtain sensitive information, Disguising as a trustworthy entity |
| | A | Phishing |
| | B | Trojan Horse |
| | C | IP Spoofing |
| | D | Virus |
| 37 | | Individuals employed or contracted by companies and governmental entities, working as security specialists looking for vulnerabilities |
| | A | White Hat Hacker |

| | | |
|----|---|---|
| | B | Red Hat Hacker |
| | C | Black Hat Hacker |
| | D | Grey Hat Hacker |
| | | |
| 38 | | Computer software used to prevent, detect and remove malicious software |
| | A | Anti-Virus Software |
| | B | Anti-Viral Software |
| | C | Anti-malicious Software |
| | D | Prevention Software |
| | | |
| 39 | | Process of Executing risk mitigation actions |
| | A | Risk Mitigation Implementation |
| | B | Risk Mitigation process monitoring |
| | C | Risk Mitigation Planning |
| | D | Risk Enhancement |
| | | |
| 40 | | Enforcement, monitoring & Operational tool to facilitate enterprise wide security |
| | A | Technology |
| | B | People |
| | C | Policy |
| | D | Antivirus |
| | | |
| 41 | | Processing must be done within the defined constraints .Late answer is considered wrong |
| | A | Real Time Systems |
| | B | Reel Time Systems |
| | C | Real transaction Systems |
| | D | Reel transaction Systems |
| | | |
| 42 | | EPS Stands for |
| | A | electronic payment standard |
| | B | electronic payment software |
| | C | electronic payment system |
| | D | electronic payment style |
| | | |
| 43 | | Simplicity, Security, Speed, Accuracy are advantages of |
| | A | Electronic Data Interchange |
| | B | Electronic Data Exchange |
| | C | Ecommerce Data Interchange |
| | D | Ecommerce Data Exchange |
| | | |
| 44 | | Transactions take place rapidly after the request is made in which systems |
| | A | Batch Processing Systems |
| | B | Real Time Systems |
| | C | True Time Systems |
| | D | On-Line Processing System |
| | | |

| | | |
|----------------------------------|--------|--|
| 45 | | _____ is a framework for generating financial income |
| | A | revenue model |
| | B | Finance model |
| | C | revenue generation |
| | D | Finance generation |
| | | |
| 46 | | _____ is concerned with the buying and selling information, products and services over computer communication networks |
| | A | Commerce |
| | B | E-commerce |
| | C | E-business |
| | D | business |
| | | |
| 47 | | In mesh topology, every device has a dedicated topology of _____ linking |
| | A | Multipoint |
| | B | point to point |
| | C | cable |
| | D | wireless |
| | | |
| 48 | | In Word, the mailing list is known as the _____. |
| | A | Data sheet |
| | B | Source |
| | C | Data source |
| | D | Sheet |
| | | |
| 49 | | Which of the following refers to unsolicited electronic messages? |
| | A | Opt-in email. |
| | B | Consent marketing. |
| | C | Spam |
| | D | Opt-out email. |
| | | |
| | | |
| 50 | | ATMS are example for which type of systems |
| | A | Batch Processing Systems |
| | B | Real Time Systems |
| | C | True Time Systems |
| | D | DSS Systems |
| | | |
| COURSE: FOUNDATION COURSE | | |
| Q. NO | OPTION | QUESTIONS AND OPTIONS |
| 1 | | _____ is the resource that is directly or indirectly derived from photosynthetic activity of plants |
| | A | biotic resources |
| | B | renewable resources |
| | C | abiotic resources |
| | D | non renewable resources |

| | | |
|---|---|---|
| 2 | | Mineral material, fresh water, rocks, salt, etc are termed as _____ |
| | A | biotic resources |
| | B | renewable resources |
| | C | abiotic resources |
| | D | non renewable resources |
| 3 | | flow resources are also known as _____ |
| | A | biotic resources |
| | B | renewable resources |
| | C | abiotic resources |
| | D | non renewable resources |
| 4 | | During Photosynthesis plants use _____ gas |
| | A | oxygen |
| | B | nitrogen |
| | C | hydrogen |
| | D | carbon dioxide |
| 5 | | Earth's four major surface components, or reservoirs, are known as: |
| | A | Atmosphere, crust, mantle, core |
| | B | Continents, oceans, clouds, forest |
| | C | Lithosphere, hydrosphere, atmosphere, and biosphere |
| | D | Lithosphere, asthenosphere, magnetosphere, ferrosphere |
| 6 | | The meaning of _____ is surrounding. |
| | A | environment |
| | B | lithosphere |
| | C | hydrosphere |
| | D | atmosphere |
| 7 | | _____ is the solid, rocky crust covering outer part of the Earth. |
| | A | biosphere |
| | B | lithosphere |
| | C | hydrosphere |
| | D | atmosphere |
| 8 | | Atmosphere majorly comprises of _____ gas |
| | A | carbon dioxide |
| | B | nitrogen |
| | C | helium |
| | D | oxygen |
| 9 | | Some part of the rainwater seeps into ground called as _____. |
| | A | evaporation |
| | B | infiltration |

| | | |
|----|---|--|
| | C | precipitation |
| | D | condensation |
| | | |
| 10 | | _____ - is the study of interactions that organisms have with each other, other organisms, and with abiotic components of their environment |
| | A | ecosystem |
| | B | hydrology |
| | C | oceanology |
| | D | ecology |
| | | |
| 11 | | In the year 1935, the term ecosystem was first used by |
| | A | Eugene Odum |
| | B | Michael Adanson |
| | C | A.G Tansley |
| | D | G.L Stebbins |
| | | |
| 12 | | _____ is not a cause of Environmental degradation. |
| | A | Excessive growth of population |
| | B | Deforestation |
| | C | Afforestation |
| | D | Technology |
| | | |
| 13 | | In terms of air pollution, CFCs stand for _____. |
| | A | Carbon fluorides |
| | B | Chloro-fluoro Carbons |
| | C | Chlorophyll carbons |
| | D | Chromium-fluoro carbons |
| | | |
| 14 | | The phenomena of toxins proceeding through food chain which result in concentrated toxic deposition at the higher trophic level is called as _____ |
| | A | Biomagnification |
| | B | Eutrophication |
| | C | Amplification |
| | D | anthropocination |
| | | |
| 15 | | Pest attacks are a _____ type of disaster. |
| | A | Geological |
| | B | Biological |
| | C | Hydrological |
| | D | Accidental |
| | | |
| 16 | | The concept of disaster management cycle was introduced since the Yokohama conference of _____. |
| | A | 1991 |
| | B | 1992 |
| | C | 1993 |
| | D | 1994 |

| | | |
|----|---|--|
| 17 | | Under _____, electronic goods manufacturers take back their products at the end of their life cycle. |
| | A | Recycling |
| | B | Segregation |
| | C | Buy-back policy |
| | D | Composting |
| 18 | | _____ is a cause of degradation of Agricultural land |
| | A | Growing monoculture |
| | B | Rotating crops |
| | C | Planting cover crops |
| | D | Reducing tillage |
| 19 | | _____ is one of the cause for degradation of land |
| | A | controlled grazing |
| | B | Afforestation |
| | C | construction of dams |
| | D | shifting cultivation without adequate fallow periods |
| 20 | | one of the major source for release of methane (greenhouse gas) is _____. |
| | A | Manufacturing of foams |
| | B | aerosols propellant |
| | C | Landfills |
| | D | refrigerators |
| 21 | | snow avalanche is a _____ type of disaster. |
| | A | Geological |
| | B | climatic |
| | C | Biological |
| | D | chemical |
| 22 | | what is the major reason for melting of ice sheets? |
| | A | increase in oxygen content |
| | B | global warming |
| | C | decrease in carbon dioxide content |
| | D | noise pollution |
| 23 | | The Taj Mahal has suffered damage caused by _____. |
| | A | air pollution |
| | B | water pollution |
| | C | noise pollution |
| | D | soil pollution |
| 24 | | selective cutting' is a specific remedial practice for the conservation of _____. |
| | A | land |

| | | |
|----|---|---|
| | B | water |
| | C | forest |
| | D | energy resources |
| 25 | | oil spills cause major _____. |
| | A | water pollution |
| | B | air pollution |
| | C | soil pollution |
| | D | noise pollution |
| 26 | | noise was identified as a pollutant by the United Nations in the year _____. |
| | A | 1972 |
| | B | 1975 |
| | C | 1980 |
| | D | 1968 |
| 27 | | which one of the following statement is incorrect? |
| | A | contour ploughing is a measure to conserve our land. |
| | B | improper crop rotation deteriorate the quality of land |
| | C | over pumping of groundwater is a remedy for degradation of land |
| | D | unbalanced fertilizer use has a negative impact on land |
| 28 | | Sustainable development can be thought of in terms of three spheres i.e. |
| | A | environment, economy and society |
| | B | environment, economy and equity |
| | C | environment, ecology and society |
| | D | environment, economy and ecology |
| 29 | | Which one of the following gases is not included in the category 'greenhouse gases'? |
| | A | Methane |
| | B | Hydrogen |
| | C | Carbon dioxide |
| | D | Nitrous oxide |
| 30 | | ISO 14001 is: |
| | A | A particularly harmful global warming gas |
| | B | A European Union regulation on pollution abatement |
| | C | A water quality regulation set out under the UK 1996 Environment Act |
| | D | An international standard setting out best practice for carrying out audits by companies of their environmental management systems and policies |
| 31 | | The primary reason for Environmental Impact Assessment is to |
| | A | mitigate existing environmental impacts of development |
| | B | predict the size of impacts of developments |
| | C | describe proposed developments |

| | | |
|----|---|---|
| | D | identify the environmental consequences of development in advance |
| 32 | | Which one of the following is not within the purview of ISO 14000 family of standards? |
| | A | Environmental management system |
| | B | Environment auditing |
| | C | Life-cycle assessment |
| | D | Quality management system |
| 33 | | The Wildlife protection Act |
| | A | 1986 |
| | B | 1974 |
| | C | 1972 |
| | D | 1980 |
| 34 | | When did the Kyoto Protocol entered into force? |
| | A | 1997 |
| | B | 2000 |
| | C | 2005 |
| | D | 2009 |
| 35 | | The Kyoto Protocol was adopted at the — |
| | A | Convention on Biological Diversity |
| | B | Convention on the Trans-boundary Effects of Industrial Accidents |
| | C | Third Conference of the UNFCCC in 1997 |
| | D | United Nations Framework Convention on Climate Change (UNFCCC) in 1992 |
| 36 | | A waste audit means that: |
| | A | . The amount of waste (or inefficiency) that is created in the production process is checked. |
| | B | An assessment of how much solid waste a product will generate is performed. |
| | C | An assessment of how much unnecessary waste a product will generate when its lifecycle is to be completed is estimated. |
| | D | Collection of waste from urban areas |
| 37 | | Which is not an feature of Wildlife Protection Act 1972 |
| | A | No person shall hunt any wild animal |
| | B | The killing of wounding in good faith of wild animal in defence of oneself or of any other person shall not be an offence |
| | C | trade and commerce in wild animal articles and trophies is strictly prohibited |
| | D | Any animal killed or wounded in defence of any person shall be personal property |
| 38 | | Which factors below should be addressed by EIA? |
| | A | Types of ethnic wear used by indigenous people. |
| | B | Eating habits |
| | C | Nearby Visiting place |
| | D | Environment and Air quality. |

| | | |
|----|---|---|
| 39 | | _____ is an audit carried out by a client to test the environmental compliance of a contractor or supplier. |
| | A | Environment Management Audit |
| | B | Supplier Audit |
| | C | Environmental Assessment Audit |
| | D | Waste Audit |
| 40 | | Energy is released from fossil fuels when they are _____ |
| | A | Pumped |
| | B | Cooled |
| | C | Burned |
| | D | Pressurized |
| 41 | | Energy in the form of heat and light is obtained by _____ |
| | A | Biomass |
| | B | Fossil fuels |
| | C | Sun |
| | D | Wind |
| 42 | | Trapped heat inside the earth is known as _____ |
| | A | Heat energy |
| | B | Kinetic energy |
| | C | Geothermal energy |
| | D | Thermal energy |
| 43 | | Which of the following energy has the greatest potential among all the sources of renewable energy? |
| | A | Solar energy |
| | B | Wind energy |
| | C | Thermal energy |
| | D | Hydro-electrical energy |
| 44 | | The group of organisms which convert light into food are called-----. |
| | A | Autotrophs |
| | B | Heterotrops. |
| | C | Decomposers |
| | D | Omnivores. |
| 45 | | The predominant source of energy on earth is _____. |
| | A | electricity |
| | B | Sun |
| | C | Natural gas |
| | D | Plants |
| 46 | | which of the following energy is not a form of non-conventional energy? |
| | A | Tidal |
| | B | Wind |

| | | |
|----|---|---|
| | C | Geothermal |
| | D | Thermal |
| 47 | | _____ refers to those energy sources that last for a relatively longer period of time, rely on naturally existing energy flows. |
| | A | non-conventional resources |
| | B | non-renewable resources |
| | C | exhaustible resources |
| | D | localized resources |
| 48 | | Use of organic inputs, minimum external inputs, crop rotation is done in _____. |
| | A | Conventional farming |
| | B | Organic farming |
| | C | Bio-centration |
| | D | Inorganic farming |
| 49 | | _____ is not associated with Eco-friendly packaging. |
| | A | light weight |
| | B | recycled materials |
| | C | non-degradable plastic |
| | D | natural packaging |
| 50 | | A superficial or insincere display of concern for the environment that is shown by an organisation is known as |
| | A | green washing |
| | B | green marketing |
| | C | green technology |
| | D | green packaging |

COURSE :- ACCOUNTING FOR MANAGERIAL DECISIONS

| Q. NO | OPTION | QUESTIONS AND OPTIONS |
|-------|--------|--|
| 1 | | If Current assets are Rs. 5,00,000 and Working Capital is Rs. 3,00,000, what is the Current ratio? |
| | a) | 2:01 |
| | b) | 2.5:1 |
| | c) | 1:1 |
| | d) | 1.5:1 |

| | | |
|---|----|---|
| 2 | | Calculate Proprietary ratio if Total Assets are Rs. 8,00,000 and Total Proprietor's funds are Rs. 5,00,000. |
| | a) | 0.63 |
| | b) | 0.54 |
| | c) | 1.75 |
| | d) | 2.49 |

| | | |
|---|--|------------|
| 3 | If Stock Working Capital ratio is 71% and the value of Working Capital is Rs. 70,000, how much is the closing stock? | |
| | a) | Rs. 50,000 |
| | b) | Rs. 70,000 |
| | c) | Rs. 10,000 |
| | d) | Rs. 65,000 |

| | | |
|---|---|-----|
| 4 | If Own funds are Rs. 5,00,000 (including Preference share Capital Rs. 1,00,000) and Loan's are Rs. 2,00,000 what is the value of Capital Gearing ratio? | |
| | a) | 3:1 |
| | b) | 1:4 |
| | c) | 3:4 |
| | d) | 1:1 |

| | | |
|---|--|------|
| 5 | If Net Sales are Rs. 5,00,000 Cost of Goods Sold are Rs. 2,20,000 and Gross Profit is Rs. 2,80,000 what is the Gross Profit ratio? | |
| | a) | 0.44 |
| | b) | 0.65 |
| | c) | 0.56 |
| | d) | 0.64 |

| | | |
|---|---|--------|
| 6 | Calculate Net Profit ratio if Net Profit is Rs. 2,50,000 and Net Sales are Rs. 8,00,000 | |
| | a) | 0.1265 |
| | b) | 0.3125 |
| | c) | 0.1648 |
| | d) | 0.2497 |

| | | |
|---|---|--------------------|
| 7 | In calculating Stock Turnover Ratio _____ is divided by average stock | |
| | a) | Net sales |
| | b) | Cost of Goods Sold |
| | c) | Gross Profit |
| | d) | Net Profit |

| | | |
|---|--|--------------|
| 8 | If Current Ratio is 1.78 : 1 and the amount of Current Assets is Rs. 87,000 what is the amount of Current Liabilities? | |
| | a) | Rs. 90,000 |
| | b) | Rs. 1,35,000 |
| | c) | Rs. 59,000 |
| | d) | Rs. 49,000 |

| | | |
|---|--|--------|
| 9 | Return on Capital employed is _____ if Net Profit before interest and tax is Rs. 2,60,000 and Capital employed is Rs. 10,50,000. | |
| | a) | 0.1267 |
| | b) | 0.2476 |
| | c) | 0.3548 |
| | d) | 0.2016 |

| | | |
|----|--|--------|
| 10 | Calculate return on Proprietor's Funds if NPAT is Rs. 5,00,000 Preference Dividend is Rs. 1,20,000 and Proprietor's Funds is Rs. 7,00,000. | |
| | a) | 0.1259 |
| | b) | 0.3125 |
| | c) | 0.7143 |
| | d) | 0.5428 |

| | | |
|----|--|-----|
| 11 | Calculate Return on Equity Share Capital if NPAT is Rs. 50,000 Preference Dividend Rs.5,000 and Equity Share Capital is Rs. 4,50,000 | |
| | a) | 0.4 |
| | b) | 0.3 |
| | c) | 0.2 |
| | d) | 0.1 |

| | | |
|----|---|------------------------|
| 12 | Dividend Payout ratio = Dividend per share divided by _____ | |
| | a) | Earning Per Share |
| | b) | Return on Equity |
| | c) | Net profit |
| | d) | Market Price Per Share |

| | | |
|----|--|-----|
| 13 | Calculate Dividend payout ratio if Dividend per share is Rs. 0.40 and Earning per share is Rs. 1 | |
| | a) | 0 |
| | b) | 0.4 |
| | c) | 1 |
| | d) | 0.6 |

| | | |
|----|--|----------------------|
| 14 | Creditors turnover ratio = _____ divided by Average Creditor | |
| | a) | Net Credit Sales |
| | b) | Net Credit Purchases |
| | c) | Fixed Assets |
| | d) | Average Stock |

| | | |
|----|--|--------------------------|
| 15 | Cash paid to suppliers of raw materials will be shown in the Cash flow statement as _____. | |
| | a | Operating cash flow |
| | b | Investing cash flow |
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|--|--------------------------|
| 16 | Cash proceeds from issuing shares at a premium will be shown in the Cash flow statement as _____ | |
| | a | Operating cash flow |
| | b | Investing cash flow |
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|---|---------------------|
| 17 | Interest received on investments will be shown in the Cash flow statement as _____. | |
| | a | Operating cash flow |
| | b | Investing cash flow |

| | | |
|--|---|--------------------------|
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|---|--------------------------|
| 18 | Purchase of Machinery by paying cash will be shown in the Cash flow statement as _____. | |
| | a | Operating cash flow |
| | b | Investing cash flow |
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|--|--------------------------|
| 19 | Bank Loan taken will be shown in the Cash flow statement as _____. | |
| | a | Operating cash flow |
| | b | Investing cash flow |
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|--|--------------------------|
| 20 | Purchase of government securities will be shown in the Cash flow statement as _____. | |
| | a | Operating cash flow |
| | b | Investing cash flow |
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|---|--------------------------|
| 21 | Sale of Trade Mark will be shown in the Cash flow statement as _____. | |
| | a | Operating cash flow |
| | b | Investing cash flow |
| | c | Financing cash flow |
| | d | Cash or cash equivalents |

| | | |
|----|---------------------------------|--------------------------------------|
| 22 | Interest paid on loan is _____. | |
| | a | Cash inflow from operating activity |
| | b | Cash outflow from investing activity |
| | c | Cash outflow from financing activity |
| | d | Cash inflow from financing activity |

| | | |
|----|---|--------------------------------------|
| 23 | Office and administrative expenses paid is _____. | |
| | a | Cash inflow from operating activity |
| | b | Cash outflow from investing activity |
| | c | Cash outflow from financing activity |
| | d | Cash outflow from operating activity |

| | | |
|----|-------------------------------|--------------------------------------|
| 24 | Sale of investments is _____. | |
| | a | Cash inflow from operating activity |
| | b | Cash outflow from investing activity |
| | c | Cash inflow from investing activity |
| | d | Cash outflow from financing activity |

| | | |
|----|------------------------|--|
| 25 | Sale of Land is _____. | |
|----|------------------------|--|

| | | |
|--|---|--------------------------------------|
| | a | Cash inflow from operating activity |
| | b | Cash outflow from investing activity |
| | c | Cash inflow from investing activity |
| | d | Cash outflow from financing activity |

| | | |
|----|---|--------------------------------------|
| 26 | Redemption of preference shares is _____. | |
| | a | Cash outflow from financing activity |
| | b | Cash inflow from operating activity |
| | c | Cash outflow from investing activity |
| | d | Cash inflow from financing activity |

| | | |
|----|--|-----------------------------------|
| 27 | Increase in Creditors is _____ in Cash flow statement. | |
| | a | ignored |
| | b | shown as changes in cash balances |
| | c | considered as cash saved |
| | d | considered as cash blocked |

| | | |
|----|--|-----------------------------------|
| 28 | Increase in Stock is _____ in Cash flow statement. | |
| | a | ignored |
| | b | shown as changes in cash balances |
| | c | considered as cash saved |
| | d | considered as cash blocked |

| | | |
|----|---|-----------------------------|
| 29 | _____ refers to idle funds which earns no return. | |
| | A | shortage of working capital |
| | B | excess working capital |
| | C | variable working capital |
| | D | fixed working capital |

| | | |
|----|--|----------------------|
| 30 | Shortage of working capital may result in _____. | |
| | A | poor credit standing |
| | B | more cash discount |
| | C | more trade discount |
| | D | More income |

| | | |
|----|---|--|
| 31 | Net Operating cycle can be delayed by _____ | |
| | A | Increase in WIP period |
| | B | Decrease in raw materials storage period |
| | C | Increase in credit payment period |
| | D | Increase in fixed Assets |

| | | |
|----|--|---|
| 32 | If the conversion period is arrived at as 10, it means _____ | |
| | A | It takes 10 days to convert the raw materials to finished goods |
| | B | 20 days cost of production is held on an average as WIP |
| | C | Raw materials which can be consumed in 10 days are held in WIP |
| | D | 30 days |

| | | |
|----|---|------------------------------|
| 33 | Which of the following is not a factor that affects the composition of the working capital? | |
| | A | Nature of business |
| | B | Nature of raw materials used |
| | C | Tax structure of the company |
| | D | Process technology used |

| | | |
|----|---|---|
| 34 | If the net working capital is negative then it indicates that _____ | |
| | A | Long-term funds have been used for financing short-term assets |
| | B | Long-term funds have been used for financing long-term assets |
| | C | Short-term funds have been used for financing long-term assets |
| | D | Short-term funds have been used for financing short-term assets |

| | | |
|----|--------------------------------------|---|
| 35 | Net operating cycle period is _____. | |
| | A | The period from raw material procurement to sale of finished goods |
| | B | The length of time taken for a rupee invested in current assets to come back with profit to the company |
| | C | The time taken to convert raw materials into finished goods |
| | D | The time between payment of raw material purchases and the collection of cash for sales |

| | | |
|----|---|---|
| 36 | The duration of the net operating cycle can be reduced by _____ | |
| | A | Increasing the time available for payments to creditors |
| | B | Decreasing the raw material storage period |
| | C | Decreasing the work-in-progress period |
| | D | Increasing working capital |

| | | |
|----|-----------------------------------|-----------------------------------|
| 37 | Gross working capital means _____ | |
| | A | Total assets |
| | B | Total current assets |
| | C | Total current liabilities |
| | D | Fixed assets minus current assets |

| | | |
|----|---------------------------------------|--------------------------------------|
| 38 | Net working capital is equal to _____ | |
| | A | Current assets - Current liabilities |
| | B | Fixed assets - Current assets |
| | C | Current Assets - Cash |
| | D | Long term loans - Short term loans |

| | | |
|----|---|-------------------------|
| 39 | Which of the following is not an item of current liabilities? | |
| | A | Advances from customers |
| | B | Hire purchase dues |
| | C | Unclaimed dividends |
| | D | Debentures |

| | | |
|----|---|---|
| 40 | Which of the following equations describes the net operating cash cycle ? | |
| | A | Average stock turnover period + Average creditor payment period – Average debt collection period creditor |

| | | |
|--|---|---|
| | B | Average stock turnover period + Average debt collection period – Average period |
| | C | Average cash balance + Average debt collection period - Average creditor payment period |
| | D | Average cash balance - Average debt collection period + Average creditor payment period |

| | | |
|----|--|---|
| 41 | Which of the following will increase the duration of the net operating cycle ? | |
| | A | Increase in the raw material storage period |
| | B | Decrease in the average collection period |
| | C | Increase in the average payment period |
| | D | Decrease in the conversion period |

| | | |
|----|--|----------------------|
| 42 | _____ is the liability which may or may not occur on the date of the balance sheet it is definitely not a liability. | |
| | a) | current liability |
| | b) | Quick liability |
| | c) | Contingent liability |
| | d) | Borrowed funds |

| | | |
|----|----------------------------------|-------------------------------|
| 43 | _____ are short term investments | |
| | a) | Cash |
| | b) | Bank balance |
| | c) | Investment more than one year |
| | d) | Investment less than one year |

| | | |
|----|--|-----------------------------------|
| 44 | Internal analysis of financial statements is done by _____ | |
| | a) | Potential investors |
| | b) | owners or managers of the concern |
| | c) | Creditors and Lenders |
| | d) | Government |

| | | |
|----|---------------------------|--|
| 45 | Total assets are equal to | |
| | a) | Fixed assets + investments + current assets |
| | b) | Fixed assets + investments + working capital |
| | c) | Own funds + loan funds + current liabilities |
| | d) | Fixed assets + investments + current liabilities |

| | | |
|----|--|----------------------------|
| 46 | Short term investments are shown in the vertical financial statements as | |
| | a) | Part of investments |
| | b) | Part of loans and advances |
| | c) | Part of current assets |
| | d) | Part of current liability |

| | | |
|----|--|-----------|
| 47 | The total of application of funds of R Ltd, amounted to Rs 35,00,000 and its loan funds amounted to Rs 25,00,000. The shareholders funds of R ltd were | |
| | a) | 60,00,000 |
| | b) | 5,00,000 |
| | c) | 10,00,000 |
| | d) | 30,00,000 |

| | | |
|----|--|----------------|
| 48 | In common size analysis the items in the income statement are expressed as percentage of | |
| | a) | Total assets |
| | b) | Net sales |
| | c) | Total expenses |
| | d) | Gross sales |

| | | |
|----|------------------------------|------------------------------------|
| 49 | Capital employed is equal to | |
| | a) | Fixed assets + current assets |
| | b) | Shareholders funds |
| | c) | net worth + borrowed funds |
| | d) | current assets + current liability |

| | | |
|----|---|-------------|
| 50 | H. LTD, presented the following information : General reserves 45,00,000, Sinking fund 66,00,000, Unpaid dividend 7,50,000, Securities premium 90,00,000, Capital redemption reserve 58,00,000, Capital redemption reserve 58,00,000, The total reserves & surplus of H ltd was | |
| | a) | 2,59,00,000 |
| | b) | 1,69,00,000 |
| | c) | 79,00,000 |
| | d) | 20,10,000 |

MARKETING ELECTIVES

COURSE: CONSUMER BEHAVIOUR

| Q. NO | OPTION | QUESTIONS AND OPTIONS |
|-------|--------|--|
| 1 | | Any individual who purchases goods and services from the market for his end use is called _____. |
| | A | Marketer |
| | B | Purchaser |
| | C | Consumer |
| | D | Wholesaler |
| 2 | | Consumer behaviour involves individual aspect as well as _____ aspect. |
| | A | Social |
| | B | External |
| | C | Sentimental |
| | D | Internal |
| 3 | | Consumer buying behaviour is _____ and ever flexible. |
| | A | Easy |
| | B | Complex |
| | C | Challenging |
| | D | Sentimental |
| 4 | | A clear understanding of consumer behaviour is essential in _____. |
| | A | Marketing planning |

| | | |
|----|---|--|
| | B | Marketing mix |
| | C | Marketers |
| | D | Wholesaler |
| | | |
| 5 | | Consumer involvement is _____ and related to product information. |
| | A | Direct |
| | B | Indirect |
| | C | Subjective |
| | D | Ethical |
| | | |
| 6 | | _____ to a brand is dependent upon the users level of involvement. |
| | A | Price |
| | B | Loyalty |
| | C | Interest |
| | D | Importance |
| | | |
| 7 | | _____ is a major area where consumer behaviour analysis can be used effectively. |
| | A | Marketing mix |
| | B | Product planning |
| | C | Product positioning |
| | D | Marketing planning |
| | | |
| 8 | | Consumer behaviour has now become and integral part of _____ Planning. |
| | A | Product |
| | B | Marketing mix |
| | C | Marketing |
| | D | Strategic market |
| | | |
| 9 | | _____ means when a consumer is highly involved while purchasing a product. |
| | A | high involvement |
| | B | low involvement |
| | C | No involvement |
| | D | moderate involvement |
| | | |
| 10 | | The last stage in the consumer decision making process is _____. |
| | A | identifying the problem |
| | B | evaluation of alternatives |
| | C | post purchase behaviour |
| | D | information search |
| | | |
| 11 | | _____ factors include an individual's age, family, gender, life cycle, education and occupation. |
| | A | Personal |
| | B | Cultural |
| | C | Social |
| | D | Psychological |
| | | |

| | | |
|----|---|---|
| 12 | | _____ helps the marketer to understand what is important to them. |
| | A | Influencer |
| | B | Consumer Profiling |
| | C | Employee Profiling |
| | D | Perception |
| 13 | | Motivation is |
| | A | A) a component of ability, personal traits and desire. |
| | B | B) an individual's intensity, direction and persistence. |
| | C | C) an effort toward creating goals. |
| | D | D) a constant intensity. |
| 14 | | The needs for achievement, power, and affiliation are part of whose theory? |
| | A | A) Frederick Herzberg's |
| | B | B) David McClelland's |
| | C | C) Victor Vroom's |
| | D | D) Abraham Maslow's |
| 15 | | When a salesperson is paid a commission based on some aggregate of sales, this is evidence of |
| | A | A) gain sharing. |
| | B | B) an individual performance award. |
| | C | C) objective goal setting. |
| | D | D) management discretion. |
| 16 | | Consumer purchases are influenced strongly by cultural, social, personal, and |
| | A | A. Psychographic characteristics. |
| | B | B. Psychological characteristics. . |
| | C | C. Psychometric characteristics. |
| | D | Supply and demand characteristics. |
| 17 | | Who has given the hierarchy of needs hierarchy theory of motivation? |
| | A | A. Abraham Maslow |
| | B | B. David McClelland |
| | C | C. Victor Vroom |
| | D | D. Frederick Herzberg |
| 18 | | How many levels are there in Needs Hierarchy theory of motivation? |
| | A | A. 6 |
| | B | B. 5 |
| | C | C. 4 |
| | D | D. 3 |
| 19 | | _____ represents how one lives, including the products one buys, how one uses them, what one thinks about them, and how one feels about them. |
| | A | A. Lifestyle |
| | B | B. Self-concept |

| | | |
|----|---|--|
| | C | C. Position |
| | D | D. Status |
| | | |
| 20 | | _____ is the view or impression , which an individual has about certain objects , events and behaviour of people in the environment. |
| | A | A. Lifestyle |
| | B | B. Self-concept |
| | C | C. Position |
| | D | D. Perception |
| | | |
| 21 | | _____ involves changes in an individual's behaviour arising out of experience. |
| | A | A. Lifestyle |
| | B | B. Self-concept |
| | C | C. Learning |
| | D | D. Perception |
| | | |
| 22 | | The Classical Conditioning theory was proposed by _____ |
| | A | A. Ivan Pavlov |
| | B | B. Carl Jung |
| | C | C. Abraham Maslow |
| | D | D. Raymond Cattell's |
| | | |
| 23 | | _____ is tendency to like or dislike a product or service and accordingly behave. |
| | A | A. Consumer Attitude |
| | B | B. Self-concept |
| | C | C. Learning |
| | D | D. Perception |
| | | |
| 24 | | _____ refers to the set of human traits assigned to a product. |
| | A | A. Product Personality |
| | B | B. Perception |
| | C | C. Attitude |
| | D | D. Self Concept |
| | | |
| 25 | | Brand Image is a _____ concept. |
| | A | A. Broader |
| | B | B. Narrow |
| | C | C. Cognitive |
| | D | D. Psychomotor |
| | | |
| 26 | | _____ is a Universal Group. |
| | A | A. Family |
| | B | B. Friends |
| | C | C. Organisation |
| | D | D. Neighbour |
| | | |

| | | |
|----|---|--|
| 27 | | It is very important for a marketer to know various aspects of a family such as family size, consumption pattern, _____, etc |
| | A | Socio -Economic status |
| | B | Political status |
| | C | Legal status |
| | D | Technological status |
| 28 | | A _____ is a common way of doing things |
| | A | Custom |
| | B | Value system |
| | C | society |
| | D | Tradition |
| 29 | | Couple with youngest child below SIX years will come under _____ |
| | A | Full Nest I |
| | B | Full Nest II |
| | C | Full Nest III |
| | D | Full Nest IV |
| 30 | | The _____ is a set of beliefs and attitudes , which guides the behaviour of people of a particular society. |
| | A | Custom |
| | B | Value system |
| | C | society |
| | D | Tradition |
| 31 | | _____ are the standards of a particular group or society. |
| | A | Custom |
| | B | Value system |
| | C | Norms |
| | D | Tradition |
| 32 | | _____ means the spread of information about the new product. |
| | A | Diffusion |
| | B | Marketing |
| | C | Norms |
| | D | Advertising |
| 33 | | The _____ is a set of beliefs and attitudes , which guides the behaviour of people of a particular society. |
| | A | Custom |
| | B | Value system |
| | C | society |
| | D | Tradition |
| 34 | | A _____ is a way of behaving ,thinking or doing something that has been followed by people in a particular community or society. |

| | | |
|----|---|--|
| | A | Custom |
| | B | Value system |
| | C | society |
| | D | Tradition |
| | | |
| 35 | | When a new product is launched in the market , it goes through the _____ process. |
| | A | Diffusion |
| | B | Adoption |
| | C | Innovation |
| | D | Decision Making |
| | | |
| 36 | | _____ are influential members of a community ,group or society who others turn to for advice , opinions and views. |
| | A | Family |
| | B | Reference group |
| | C | Opinion Leaders |
| | D | Marketers |
| | | |
| 37 | | Social Class can be broadly divided into three groups , Except |
| | A | Upper Class |
| | B | Lower class |
| | C | Market Class |
| | D | Middle class |
| | | |
| 38 | | _____ are the standards of a particular group or society. |
| | A | Custom |
| | B | Value system |
| | C | Norms |
| | D | Tradition |
| | | |
| 39 | | Howard Sheth Model is a _____ theory |
| | A | Classical |
| | B | Unified |
| | C | modern |
| | D | progressive |
| | | |
| 40 | | EBM Model explains the _____ process of consumers |
| | A | Assessment |
| | B | mental |
| | C | decision making |
| | D | evaluation |
| | | |
| 41 | | Nicosia Model established a relationship between marketing firm and _____ |
| | A | Distributors |
| | B | sellers |
| | C | competitors |

| | | |
|----|---|--|
| | D | consumers |
| 42 | | Diffusion is a _____ process |
| | A | Micro |
| | B | macro |
| | C | physical |
| | D | buying |
| 43 | | Risk and uncertainty in the product slows down _____ |
| | A | adoption |
| | B | innovation |
| | C | rejection |
| | D | sale |
| 44 | | Resistance to _____ is a normal consumer behaviour |
| | A | advertising |
| | B | internet |
| | C | change |
| | D | motivation |
| 45 | | _____ majority go with the crowd |
| | A | Information |
| | B | four |
| | C | late |
| | D | constant |
| 46 | | In trial consumer uses production on _____ basis |
| | A | Constant |
| | B | limited |
| | C | problems |
| | D | agents |
| 47 | | _____ is a crucial stage to adopt the product but has certain fear |
| | A | Product Adoption |
| | B | Product Trail |
| | C | Innovation |
| | D | Feedback |
| 48 | | _____ is an early stage of decision making in which the buyer has little information about brand |
| | A | Limited problem solving |
| | B | Extensive problem solving |
| | C | Input variable |
| | D | Significant Stimuli |
| 49 | | Which of the following describes e-commerce |

| | | |
|-----------------------------|--------|--|
| | A | Doing business electronically |
| | B | Doing business Tradionaly |
| | C | sales of goods |
| | D | Goodwill |
| | | |
| 50 | | _____ donot rely on group norms and values, their past heavily influences their current decision process |
| | A | Laggard |
| | B | Late Majority |
| | C | Adopter Categories |
| | D | Complexity |
| | | |
| COURSE - ADVERTISING | | |
| Q. NO | OPTION | QUESTIONS AND OPTIONS |
| 1 | | Use of words like help, probably, refreshes, fights, strengthens, virtually in the advertisements are the example of |
| | A | Puffery |
| | B | Shock advertising |
| | C | Subliminal advertising |
| | D | Weasel claim |
| | | |
| 2 | | Which of the following statement is true in the case of Corporate Advertising? |
| | A | Prevalent in NPOs |
| | B | Promotes brand name over a point of view |
| | C | Broadcast for societal improvements and collective wellbeing |
| | D | Agenda is not to earn money but cover social agenda |
| | | |
| 3 | | Influence public opinion on political, economic, social issues is the purpose of |
| | A | Generic Advertising |
| | B | Corporate Advertising |
| | C | Advocacy Advertising |
| | D | Public Service Advertising |
| | | |
| 4 | | Which Regulatory Body is active in UK |
| | A | FTC |
| | B | ASA |
| | C | ASCI |
| | D | CCC |
| | | |
| 5 | | Which of the following statement is correct regarding ASCI ? |
| | A | Established in 1958- Self Regulatory organization |
| | B | Define codes for fair advertisements which are made mandatory by the government |
| | C | Investigates complaints only from the consumers of the products |
| | D | Complaints are evaluated by an independent Consumer Complaints Council |

| | | |
|----|---|---|
| 6 | | Which of the following is not true in case of Code of Ethics in Advertising |
| | A | Advertisement should conform to international Advertising law even if it does not conform with country's law |
| | B | Advertisement should not be directed towards political or religious ends |
| | C | Advertisement should not infer miraculous or supernatural properties of product |
| | D | Advertisement should not have loud noise |
| 7 | | Which of the following is not a feature of Advertising |
| | A | One or more mediums of promotion |
| | B | Free form of Communication |
| | C | Non-personal form of information |
| | D | Identified sponsor |
| 8 | | Which of the following is not included in the Five M's of Advertising: |
| | A | Mission |
| | B | Money |
| | C | Message |
| | D | Medium |
| 9 | | AIDA Stands for: |
| | A | Attraction, Interest, Desire, Attention |
| | B | Attention, Interest, Desire, Action |
| | C | Attraction, Interest, Development, Action |
| | D | Attention, Interest, Development, Attention |
| 10 | | As per AIDA Model, the number of prospects or viewers keep _____ with each (next) stage of the model |
| | A | on increasing |
| | B | on decreasing |
| | C | constant |
| | D | multiplying |
| 11 | | Hierarchy of Effects Model includes _____ stages and _____ steps |
| | A | 6 and 3 |
| | B | 3 and 6 |
| | C | 5 and 3 |
| | D | 3 and 5 |
| 12 | | _____ is proposed by Robert J. Lavidge and Gary A. Steiner |
| | A | Stimulus Response Theory |
| | B | AIDA Model |
| | C | Hierarchy Of Effects Model |
| | D | Means-End Theory |
| 13 | | Potraying women as objects of attraction, promoting fair skinned women or depicting them in the role of housewife' represents _____ |

| | | |
|----|---|---|
| | A | Positive social impact of advertisements |
| | B | Negative social impact of advertisements |
| | C | Positive economic impact of advertisements |
| | D | Negative economic impact of advertisements |
| | | |
| 14 | | Under Message Strategy, Ideas, USP, appeals are included in _____ |
| | A | Message content |
| | B | Message Format |
| | C | Message source |
| | D | Message structure |
| | | |
| 15 | | Big organization prefers _____ which are inbuilt and work only for them. These agencies work as per the requirements of the organizations. |
| | A | The full service agencies |
| | B | The specialist agencies |
| | C | In house agencies |
| | D | Global agencies |
| | | |
| 16 | | _____ are small sized agencies with their own copywriters, directors, and creative people. No other function is performed by them other than creating actual ads. |
| | A | The creative boutique |
| | B | Media Buying Agencies |
| | C | The specialist agencies |
| | D | In house agencies |
| | | |
| 17 | | While maintaining the agency-client relationship, guidelines for the "client" includes all except: |
| | A | Provide information about the product |
| | B | Should quickly approve the advertising plan |
| | C | Must compensate the agency as per the terms |
| | D | Bring new and innovative ideas and suggestions for creating ads |
| | | |
| 18 | | Motorbikes Ads emphasizing on fuel economy, power, looks and durability use _____ approach to positioning |
| | A | Customer benefit approach |
| | B | Price quality approach |
| | C | Use and application approach |
| | D | Product user approach |
| | | |
| 19 | | Under the growth stage of the Product life cycle, the intensity of Advertising is |
| | A | High |
| | B | Medium |
| | C | Low |
| | D | Almost Nil |
| | | |

| | | |
|----|---|---|
| 20 | | (i) Under the "Performance-based compensation method," an agency's ultimate compensation level will depend on how well it meets predetermined performance goals like sales or market shares. (ii) Under the "Cost plus system" of Agency compensation, the agency receives a fixed commission from the media agency for the time or space it purchases for its client. Read the above statements carefully and pick the correct answer. |
| | A | (i) is true, (ii) is false |
| | B | (ii) is true, (i) is false |
| | C | Both (i) and (ii) are true |
| | D | Both (i) and (ii) are false |
| 21 | | Which of the following services/activity is not included under the structure of an advertising agency? |
| | A | Creative Service |
| | B | Marketing Service |
| | C | Media Buying service |
| | D | Product Research and Development Service |
| 22 | | Under _____ method. the agency charges a basic fixed or monthly amount for all of its services and credits to the client any media commissions earned |
| | A | Commission method |
| | B | Fee payment method |
| | C | Mark-up charges method |
| | D | Cost plus system |
| 23 | | Under the decline stage of the Product life cycle, the Advertising budget _____ |
| | A | increases as profit has been gathered by the company from past many years |
| | B | doubles as the marketers is trying to induce customers to buy product |
| | C | is slightly reduced as marketers is investing more in sales promotion activities and less in advertising |
| | D | declines considerable as company is suffering from losses and see no point in investing more in advertising |
| 24 | | Under the maturity stage of the Product life cycle, the goal of Advertising is: |
| | A | to build brand awareness |
| | B | to build brand preferences |
| | C | to build or retain customer loyalty |
| | D | to improve company image |
| 25 | | The role of advertising in _____ is to create a pull effect in the market and to motivate channel members to stock goods |
| | A | Price Strategy |
| | B | Distribution Strategy |
| | C | Product Strategy |
| | D | Packaging Strategy |
| 26 | | Under essential criteria for media execution plan, "reach" of the advertising ensures |
| | A | maximum market coverage at minimum cost |
| | B | the correct frequency of the Advertisements |

| | | |
|----|---|--|
| | C | the audience is exposed to atleast one of the advertising media |
| | D | the proper scheduling and timings of the Advertisements |
| 27 | | Consumer durables of high value are often bought on the basis of _____ appeal |
| | A | Advertising theme |
| | B | Positioning |
| | C | Moral |
| | D | Rational |
| 28 | | _____ is a picture or photograph used to convey advertising maessage |
| | A | Advertising theme |
| | B | Positioning |
| | C | Slogan |
| | D | Illustration |
| 29 | | _____ is at the heart of everything we do. Its our ability to transform strategic thinking into ideas enables us to develop creative communication |
| | A | Creativity |
| | B | Create |
| | C | Creation |
| | D | Creative |
| 30 | | Preparation or gathering of background information is the _____ in the creative process |
| | A | First Step |
| | B | Second Step |
| | C | Third Step |
| | D | Fourth Step |
| 31 | | People from the _____ are the group assigned to the account including creative personnel as well as representatives from media and research inputs |
| | A | Creative team |
| | B | Agency team |
| | C | Production team |
| | D | Editing team |
| 32 | | _____ strategy emphasizes on price of the brand in a market |
| | A | Positioning by quality |
| | B | Positioning by price |
| | C | Positioning by product |
| | D | Positioning by class |
| 33 | | Copywriting is an _____ |
| | A | Habitual |
| | B | Duty |
| | C | Art |
| | D | Research |

| | | |
|----|---|--|
| 34 | | _____ are musical messages written around the brand |
| | A | Jingles |
| | B | Tagline |
| | C | Slogan |
| | D | Signature |
| 35 | | _____ - is a planning convention used in television, film cartoons and even advertising |
| | A | Storyboarding |
| | B | Slogan |
| | C | Company Signature |
| | D | Logo |
| 36 | | When endorsers promotes a company or its product or services the message is not necessarily based on their _____ |
| | A | Reputation |
| | B | Personal experience |
| | C | Company Experience |
| | D | Slice-of-life |
| 37 | | The _____ that are related to the ethics and norms of the society. |
| | A | Comparison |
| | B | Moral appeal |
| | C | Product user |
| | D | Global marketer |
| 38 | | _____ avoid confusing the listener with too many copy point |
| | A | Comparison |
| | B | Simplicity |
| | C | Jargon |
| | D | Negativity |
| 39 | | Percentage of sales method is not _____. |
| | A | acceptable |
| | B | scientific |
| | C | practical |
| | D | workable |
| 40 | | _____ testing is related to big product ideas. |
| | A | pre |
| | B | post |
| | C | copy |
| | D | concept |
| 41 | | _____ is the recent trend in advertising which is paid generally for. |
| | A | internet marketing |

| | | |
|----|---|--|
| | B | publicity |
| | C | public relations |
| | D | advertorial |
| 42 | | Pre – testing is conducted by the _____. |
| | A | Consumer |
| | B | advertising agency |
| | C | Government |
| | D | Doctors |
| 43 | | Attitude and option test is an _____ method. |
| | A | Economical |
| | B | Expensive |
| | C | Comparative in nature. |
| | D | Simple |
| 44 | | Sales experiments and test markets method is |
| | A | time consuming |
| | B | takes no long time |
| | C | economical |
| | D | simple |
| 45 | | _____ is the evaluation of the effectiveness and impact of an advertising campaign either during or after the campaign's run. |
| | A | Pretesting |
| | B | Sample testing |
| | C | Post Testing |
| | D | Pilot Testing |
| 46 | | _____ marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. |
| | A | Content marketing |
| | B | Production |
| | C | Media |
| | D | IMC |
| 47 | | _____ is an estimate of a company's promotional expenditures over a certain time period. |
| | A | Promotion finance |
| | B | Finance budget |
| | C | Advertising budget |
| | D | Advertising finance |
| 48 | | USP stands for |
| | A | unified selling proposition |
| | B | unique selling proposition |
| | C | unique standard process |

| | | |
|----|---|---|
| | D | unique selling promise |
| 49 | | _____ is the component of marketing that utilizes internet and online based digital technologies. |
| | A | Digital marketing |
| | B | Viral marketing |
| | C | Online marketing |
| | D | Media marketing |
| 50 | | Global advertiser's assume the entire world is a _____ entity |
| | A | Single |
| | B | Virtual |
| | C | Dual |
| | D | Partial |

FINANCE ELECTIVES

COURSE: BASICS OF FINANCIAL SERVICES

| Q. NO | OPTION | QUESTIONS AND OPTIONS |
|-------|--------|--|
| 1 | | _____ is a set of complex and closely connected or intermixed institutions, agents, practices, markets, transactions, claims and liabilities in the economy |
| | A | Financial System |
| | B | Financial Business |
| | C | Financial Discussion |
| | D | Financial Broker |
| 2 | | Financial system is a mechanism by which savings are transformed into _____ |
| | A | Business |
| | B | Investments |
| | C | Transactions |
| | D | Market |
| 3 | | The arrangements that provide facilities for buying and selling of financial claims and services are known as _____ |
| | A | Financial Bouquet |
| | B | Financial Business |
| | C | Financial Markets |
| | D | Financial Contribution |
| 4 | | The _____ market of financial market deals om new financial claims comprising of Initial Public offering, follow up public offering, initial coin offering and New fund offer as well. |
| | A | Secondary market |
| | B | Primary Market |
| | C | Fruit Market |
| | D | Tertiary Market |

| | | |
|----|---|---|
| 5 | | _____ in India includes Investment trust, Nidhi's, Mutual Funds, Merchant Bankers, Hire Purchase & Leasing companies |
| | A | Financial Banks |
| | B | Strategic Business Units |
| | C | Non Banking Financial Intermediaries |
| | D | Financial Loans |
| 6 | | _____ can be classified as primary and secondary instruments which deals with financial services and claims. |
| | A | Financial Borrowing |
| | B | Financial Lending |
| | C | Financial Banks |
| | D | Financial Instruments |
| 7 | | _____ is a way of reducing your potential financial loss or hardship. It can help cover the cost of unexpected events such as theft, illness or property damage |
| | A | Risk |
| | B | Insurance |
| | C | Venture |
| | D | Bank |
| 8 | | A _____ is an investment vehicle that allows several investors to pool their resources in order to purchase stocks, bonds and other securities |
| | A | Mutual Funds |
| | B | Banks |
| | C | Insurance |
| | D | Loans |
| 9 | | _____ collects taxes and makes payments on behalf of the government and also it provides short term loans to the government. |
| | A | SBI |
| | B | RBI |
| | C | ICICI |
| | D | IDBI |
| 10 | | Central bank acts as the _____ of the cash reserve of the commercial banks and also acts as bankers bank |
| | A | Supporter |
| | B | Marketer |
| | C | Custodian |
| | D | Broker |
| 11 | | Central bank acts as the _____ of the cash reserve of the commercial banks and also acts as bankers bank |
| | A | Supporter |
| | B | Marketer |
| | C | Custodian |
| | D | Broker |

| | | |
|----|---|---|
| 12 | | _____ has been given powers to supervise and control over commercial and cooperative banks related to licensing and establishment, branch expansion, liquidity of their assets, management and methods of working, amalgamation, reconstruction and liquidation |
| | A | RBI |
| | B | AMFI |
| | C | SEBI |
| | D | IRDA |
| 13 | | _____ capital is the maximum capital up to which the bank is empowered to raise capital by the Memorandum of Association |
| | A | Authorized Capital |
| | B | Subscribed Capital |
| | C | Issued Capital |
| | D | Paid Up Capital |
| 14 | | _____ comprise of those liabilities which are not known in advance and are unforeseeable. Every bank makes some provision for the same. |
| | A | Current Liabilities |
| | B | Business Liabilities |
| | C | Contingent Liabilities |
| | D | Bank Liabilities |
| 15 | | _____ include building, furniture and other property owned by the bank which includes the total volume of the movable and immovable property of the bank. |
| | A | Fixed Assets |
| | B | Current Assets |
| | C | Loans and Advances |
| | D | Miscellaneous Expenses |
| 16 | | _____ are those assets which have remained NPA's whereby interest or principal installments remains overdue for more than 90 days for a period upto 12 months |
| | A | Gross Assets |
| | B | Sub Standard Assets |
| | C | Net Assets |
| | D | Generic Assets |
| 17 | | The function of financial system is _____ |
| | A | The operations of a payment system |
| | B | Providing the means of portfolio adjustment |
| | C | Helping to reduce unemployment |
| | D | Channeling funds between lenders and borrowers |
| 18 | | The BSE Sensex consists of a basket of _____ stocks |
| | A | 50 |
| | B | 100 |
| | C | 30 |
| | D | 66 |

| | | |
|----|---|---|
| 19 | | _____ deals with short term claims with a maturity of less than one year |
| | A | Money Market |
| | B | Primary Market |
| | C | Secondary Market |
| | D | Capital Market |
| 20 | | RBI was nationalized in the _____ |
| | A | 1935 |
| | B | 1945 |
| | C | 1947 |
| | D | 1949 |
| 21 | | _____ is an unsecured instrument issued in the form of promissory note |
| | A | Treasury Bills |
| | B | Commerical Banks |
| | C | Commercial Papers |
| | D | Regional Rural Banks (RRB's) |
| 22 | | RBI has been given the statutory function of _____ on a monopoly basis |
| | A | Treasury Task |
| | B | Promotional Task |
| | C | Generic Task |
| | D | Note Issue |
| 23 | | In the _____, there are no standardized rules and regulations governing their financial dealings |
| | A | Organized Market |
| | B | Unorganized Market |
| | C | Indigeneous Market |
| | D | Orthodox Market |
| 24 | | _____ provides a degree of protection to the investors and safeguard their rights |
| | A | Securities Exchange Board of India (SEBI) |
| | B | Reserve Bank of India (RBI) |
| | C | Organization Economic Cooperative Development (OECD) |
| | D | Unit Trust of India (UTI) |
| 25 | | _____ are those banks which performs all kinds of banking functions such as acceptong deposits, advancing loans, credit creation and agency functions. |
| | A | Commercial Banks |
| | B | Development Banks |
| | C | Reserve Bank of India |
| | D | Co-operative banks |
| 26 | | A _____ deposit accounts are generally opened by business organizations. The main advantage of this account is that the accountholder can withdraw more money than the balance in his account |

| | | |
|----|---|---|
| | A | Savings |
| | B | Current |
| | C | Fixed |
| | D | Recurring |
| | | |
| 27 | | If Mr. Amey insures his shop worth Rs. 50 crores for Rs. 10 crore and if the entire shop is destroyed by fire, then how much amount can Mr. Amey claim? |
| | A | Rs. 10 crore |
| | B | Rs. 50 crore |
| | C | Rs. 40 crore |
| | D | Rs. 60 crore |
| | | |
| 28 | | Under insurance, as per _____, once the insurer pays full compensation, he gets all the rights to take damaged property from insured. |
| | A | Principle of insurable interest |
| | B | Principle of subrogation |
| | C | Principle of causa proxima |
| | D | Principle of utmost good faith |
| | | |
| 29 | | Which of the following is not a principle of insurance? |
| | A | Principle of loss minimisation |
| | B | Principle of contribution |
| | C | Principle of division |
| | D | Principle of causa proxima |
| | | |
| | | |
| 30 | | Which one of the following statements is incorrect? |
| | A | In case of insurance, the value of risk is not important. |
| | B | Insurance is co-operative device. |
| | C | Insurance provides safety against risk |
| | D | Insurance is a contract. |
| | | |
| | | |
| 31 | | Insurance industry in India is governed by _____. |
| | A | IRDA |
| | B | SEBI |
| | C | RBI |
| | D | HDFC |
| | | |
| | | |
| 32 | | _____ is a demand made by the insured on the insurer to compensate for the loss on happening of an event. |
| | A | Premium |
| | B | Claims |
| | C | Policy |
| | D | Proposal |
| | | |
| | | |
| 33 | | As per _____, insured must have interest in the subject matter of insurance. |
| | A | Principle of utmost good faith |

| | | |
|----|---|--|
| | B | Principle of subrogation |
| | C | Principle of indemnity |
| | D | Principle of insurable interest |
| | | |
| 34 | | _____ is a policy which covers the loss of the assured up to a certain amount which is less than the real value of the property. |
| | A | Specific policy |
| | B | Comprehensive policy |
| | C | Valued policy |
| | D | Floating policy |
| | | |
| 35 | | _____ is a type of marine insurance policy which is for one trip only. |
| | A | Time policy |
| | B | Mixed policy |
| | C | Voyage policy |
| | D | Valued policy |
| | | |
| 36 | | In India, the first life insurance company was _____. |
| | A | Life insurance corporation of India |
| | B | Oriental life insurance company |
| | C | Bajaj life insurance company |
| | D | Bharti Axa life insurance company |
| | | |
| 37 | | _____ is a person to whom policy money will be paid if the insured dies |
| | A | Actuary |
| | B | Surveyor |
| | C | Nominee |
| | D | agent |
| | | |
| 38 | | Under fire insurance, it is the duty of _____ to find the exact cause of fire and the exact amount of loss |
| | A | Actuary |
| | B | Surveyor |
| | C | Nominee |
| | D | Survivor |
| | | |
| 39 | | _____ policy covers losses against risks like fire, theft, burglary, third party risk, etc. |
| | A | Specific |
| | B | Comprehensive |
| | C | Valued |
| | D | Floating |
| | | |
| 40 | | Fire insurance originated in _____. |
| | A | Indian |
| | B | America |
| | C | Germany |
| | D | France |

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| 41 | | _____ are Tax saving schemes which offer tax rebates to investors under specific provisions of the Income Tax Act, 1961. |
| | A | Sector- specific funds |
| | B | Money market mutual fund |
| | C | ELSS |
| | D | Index |
| | | |
| 42 | | _____ is the first tier which thinks of starting a mutual fund. |
| | A | Custodian |
| | B | Sponsor |
| | C | Trustee |
| | D | AMC |
| | | |
| 43 | | Managing investor's money is the role of _____. |
| | A | Custodian |
| | B | Sponsor |
| | C | Trustee |
| | D | AMC |
| | | |
| 44 | | Unit Trust of India was established in _____. |
| | A | 1962 |
| | B | 1963 |
| | C | 1964 |
| | D | 1965 |
| | | |
| 45 | | In the history of mutual funds in India, the phase in which public sector funds entered the market was _____. |
| | A | 1964-1986 |
| | B | 1987-1993 |
| | C | 1994-2003 |
| | D | Since February 2003 |
| | | |
| 46 | | _____ was the first non-UTI mutual fund in India. |
| | A | Can Bank Mutual fund |
| | B | SBI mutual fund |
| | C | Punjab National Bank mutual fund |
| | D | Indian Bank Mutual fund |
| | | |
| 47 | | _____ formulates policies and regulates the mutual funds to protect the interest of investors |
| | A | RBI |
| | B | IRDA |
| | C | SEBI |
| | D | AMC |
| | | |
| 48 | | Which one of the following statements is correct? |
| | A | Mutual funds are very rigid in nature. |

| | | |
|----|---|--|
| | B | Mutual funds are regulated by RBI |
| | C | Mutual funds do not offer any liquidity. |
| | D | Mutual funds are available in a variety of schemes. |
| 49 | | _____ is an open ended mutual fund that invests in short term debt securities. |
| | A | Money market mutual fund |
| | B | Short market mutual fund |
| | C | Balanced funds |
| | D | Gilt funds |
| 50 | | Under Mutual funds, the full form of AMC is _____ |
| | A | Asset management corporation |
| | B | Assured mutual fund company |
| | C | Asset management company |
| | D | Asset mutual fund company. |

COURSE: CORPORATE FINANCE

| Q. NO | OPTION | QUESTIONS AND OPTIONS |
|-------|--------|---|
| 1 | | When it is earning exceptionally higher profits as compared to other companies or the value of its assets is |
| | A | over capitalization |
| | B | under capitalization |
| | C | gross capitalization |
| | D | watered capitalization |
| 2 | | The actual profits of the company are not sufficient to pay interest on debentures and borrowings and a fair |
| | A | over capitalization |
| | B | under capitalization |
| | C | gross capitalization |
| | D | watered capitalization |
| 3 | | Capital includes the assets and capital investments that are needed to start up and conduct business, even at |
| | A | Fixed Capital |
| | B | Current capital |
| | C | Working capital |
| | D | Temporary Capital |
| 4 | | Working capital which signifies only current assets. |
| | A | Gross Working capital |
| | B | Net Working capital |
| | C | Temporary Working capital |
| | D | Fixed Working capital |
| 5 | | _____ Holders are the creditors of the company carrying a fixed rate of interest. |

| | | |
|----|---|--|
| | A | Equity shares |
| | B | Preference Shares |
| | C | Debenture |
| | D | ESOPS |
| | | |
| 6 | | is the life blood for all types of business, profitable as well as non-profitable. |
| | A | Finance |
| | B | Manager |
| | C | Employee |
| | D | Materials |
| | | |
| 7 | | The ability of the firm in employing long term funds having fixed cost to enhance returns to the owners |
| | A | Leverage |
| | B | Working capital |
| | C | Receivable Management |
| | D | Cost of capital |
| | | |
| 8 | | Indicator of responsiveness of firm's EBIT to the changes in its EPS |
| | A | Combined Leverage |
| | B | Operating Leverage |
| | C | Financial Leverage |
| | D | Dual Leverage |
| | | |
| 9 | | Level of EBIT where EPS of both plans are same |
| | A | Indifference point |
| | B | Financial BEP |
| | C | Margin of Safety |
| | D | Contribution |
| | | |
| 10 | | The rate of return the company has to pay to various suppliers of funds in the company. |
| | A | Capital budgeting |
| | B | Working capital |
| | C | Capital Structure |
| | D | Cost of capital |
| | | |
| 11 | | Which of the following is a traditional method of project selection |
| | A | Net Present Value |
| | B | Internal Rate of Return |
| | C | Pay-back period |
| | D | Profitability Index |
| | | |
| 12 | | Sales of a firm is Rs.9,00,000, variable cost is Rs.3,00,000, earnings before interest and tax is Rs. 5,64,000 and interest is Rs.20,000, find operating leverage. |
| | A | 1.06 |
| | B | 1.04 |
| | C | 1.1 |

| | | |
|----|---|---|
| . | D | 1.01 |
| 13 | | Risk arises from the use of high debt financing in the capital structure. |
| | A | Financial risk |
| | B | Systematic Risk |
| | C | Unsystematic Risk |
| | D | Purchasing power risk |
| 14 | | The risk of a security is the variation of real returns on the security caused by inflation |
| | A | Financial risk |
| | B | Systematic Risk |
| | C | Unsystematic Risk |
| | D | Purchasing power risk |
| 15 | | Measures the length of time required to recover the initial outlay in the project. |
| | A | ARR |
| | B | Payback period |
| | C | NPV |
| | D | IRR |
| 16 | | If $\Sigma PVCIF$ is Rs. 3,45,600 and initial investment is Rs.2,75,000 find NPV |
| | A | 60700 |
| | B | 67000 |
| | C | 76000 |
| | D | 70600 |
| 17 | | If annual cash inflows from a project is Rs.75,000 for 10 years and the initial investment in that project is Rs.4,50,000, find the payback period |
| | A | 1.33 years |
| | B | 2.67 years |
| | C | 1.67 years |
| | D | 2.33 years |
| 18 | | Method Employs the normal accounting technique by expressing the net accounting profit arising from the investment as a % of the capital investment |
| | A | Payback period |
| | B | NPV |
| | C | IRR |
| | D | ARR |
| 19 | | Foreign currency denominated derivative instrument in the form of depository receipt created outside India and issued to non-resident investors entitling them to the benefits of specific number of ordinary equity shares or fully convertible bonds of domestic company. |
| | A | GDR |
| | B | FDI |
| | C | FPI |
| | D | IDR |

| | | |
|----|---|---|
| | | |
| 20 | | Investment transaction in which an investor from one country seeks to obtain managerial interest in equity in another country for controlling and operating physical assets created through such investments. |
| | A | GDR |
| | B | FDI |
| | C | FPI |
| | D | IDR |
| | | |
| 21 | | Company can accept public deposits up to _____ of the total of payable capital and free reserves. |
| | A | 0.35 |
| | B | 0.25 |
| | C | 0.1 |
| | D | 0.2 |
| | | |
| 22 | | Company has to accept deposits from public deposit for maximum period of _____ years |
| | A | 3 |
| | B | 4 |
| | C | 5 |
| | D | 6 |
| | | |
| 23 | | Agreement under which amounts receivable are generally sold to a financial institution |
| | A | Public deposit |
| | B | Factoring |
| | C | GDR |
| | D | NBFC |
| | | |
| 24 | | Is an unsecured money market instrument issued in form of a promissory note. |
| | A | Call money and notice money |
| | B | commercial paper |
| | C | Treasury bill |
| | D | Debenture |
| | | |
| 25 | | Document from a bank guaranteeing that a seller will receive payment in full as long as certain delivery conditions have been met |
| | A | bill discounting |
| | B | letter of credit |
| | C | factoring |
| | D | forfeiting |
| | | |
| 26 | | _____ is concerned with the acquisition, financing and managing of assets |
| | A | Financial management |
| | B | profit maximization |
| | C | agency theory |
| | D | social responsibility |
| | | |
| 27 | | _____ debentures are non transferable |

| | | |
|----|---|--|
| | A | registered |
| | B | bearer |
| | C | partial |
| | D | convertible |
| | | |
| 28 | | Equity holders are _____ of the company |
| | A | creditors |
| | B | debtors |
| | C | partners |
| | D | owners |
| | | |
| 29 | | _____ debentures are repaid only at the time of Liquidation of the company |
| | A | redeemable |
| | B | secured |
| | C | irredeemable |
| | D | registered |
| | | |
| 30 | | debenture is a _____ |
| | A | loan |
| | B | personal fund |
| | C | capital |
| | D | Owned |
| | | |
| 31 | | _____ capital is a situation where the capital employed is not represented by the assets of an equal value |
| | A | undercapital |
| | B | overcapital |
| | C | balanced capital |
| | D | watered capital |
| | | |
| 32 | | Which of the following is not a generally accepted approach for calculating of Cost of Equity? |
| | A | CAPM |
| | B | Dividend Discount Model |
| | C | Rate of Preference Dividend plus Risk |
| | D | Earnings Price Ratio |
| | | |
| 33 | | Formula for cost of Preference Shares is |
| | A | $(D1 / MPS) + g$ |
| | B | $I(1 - t)$ |
| | C | D/NP |
| | D | I/MPS |
| | | |
| 34 | | Indifference level of EBT is one at which EPS is |
| | A | Zero |
| | B | Minimum |
| | C | Highest |

| | | |
|----|---|---|
| | D | Equal |
| 35 | | refers to Cost of Capital |
| | A | Flotation cost |
| | B | Dividend |
| | C | Required rate of return |
| | D | Brokerage cost |
| 36 | | Contribution is Rs.4,000, Fixed cost is Rs.1,000, Interest is Rs.600, Tax is 40%, No. of Equity Shares is 500 shares. Find EBIT |
| | A | 4000 |
| | B | 3000 |
| | C | 2400 |
| | D | 1400 |
| 37 | | A company raised preference share capital of Rs.2,00,000 by issue of 10% preference shares of Rs.20 each. Calculate the cost of preference capital when they are issued at par. |
| | A | 10% |
| | B | 9.90% |
| | C | 11.11% |
| | D | 12.12% |
| 38 | | A company issues 20%, 1000 irredeemable preference shares of the face value of Rs.100 each. Flotation cost are estimated about 5% of the expected sale price. Calculate the cost of preference capital when issued at 10% discount. |
| | A | 21.05% |
| | B | 20.02% |
| | C | 23.40% |
| | D | 24.50% |
| 39 | | In case the firm is all equity financed, WACC would be equal to |
| | A | cost of debt |
| | B | Cost of equity |
| | C | Cost of Preference shares |
| | D | Flotation cost |
| 40 | | The risk arising out of the use of debt financing is called |
| | A | price risk |
| | B | market risk |
| | C | trading risk |
| | D | financial risk |
| 41 | | Which of the following is an example of systematic risk? |
| | A | risk of non availability of a major raw material to a company |
| | B | death of the finance manager of a company providing financial service |
| | C | unexpected entry of a multinational company in the industry |
| | D | reduction of tax rate by the government |

| | | |
|----|---|---|
| 42 | | Variance as a measure of a risk is |
| | A | the same as standard deviations |
| | B | the square of standard deviations |
| | C | the square root of standard deviations |
| | D | square root |
| 43 | | The beta coefficient of a stock is an indicator of the |
| | A | systematic risk |
| | B | unsystematic risk |
| | C | total risk |
| | D | financial risk |
| 44 | | what is the effective annual percentage rate (EAR) of 12 percent compounded monthly? |
| | A | 12% |
| | B | 12.55% |
| | C | 12.68% |
| | D | 12.75% |
| 45 | | Company has to accept deposits from public deposit for maximum period of ____ years |
| | A | 3 |
| | B | 4 |
| | C | 5 |
| | D | 6 |
| 46 | | Is an unsecured money market instrument issued in form of a promissory note? |
| | A | Call money and notice money |
| | B | commercial paper |
| | C | Treasury bill |
| | D | Debenture |
| 47 | | FDI cannot be made only into the capital of the following entities, subject to certain conditions |
| | A | Indian Company |
| | B | Venture Capital Fund |
| | C | Limited Liability Partnership |
| | D | Sole Trading Venture |
| 48 | | Which of the following is not a spontaneous source of short-term funds? |
| | A | Trade Credit |
| | B | Accrued Expenses |
| | C | Provision for Dividend |
| | D | Overdraft |
| 49 | | The type of collateral (security) used for short-term loan is |
| | A | Real estate |
| | B | Plant and Machinery |

| | | |
|----|---|--|
| | C | Stock of good |
| | D | Equity share capital |
| | | |
| 50 | | Which of the following statements is true with regard to public deposit to a company? |
| | A | The procedure involved in raising public deposit is fairly complex |
| | B | A public deposit with maturity period of less than 1 year is also treated as long term liability |
| | C | After-tax cost of public deposits will be much less than the after-tax cost of bank borrowing |
| | D | Security is offered in the case of public deposit |















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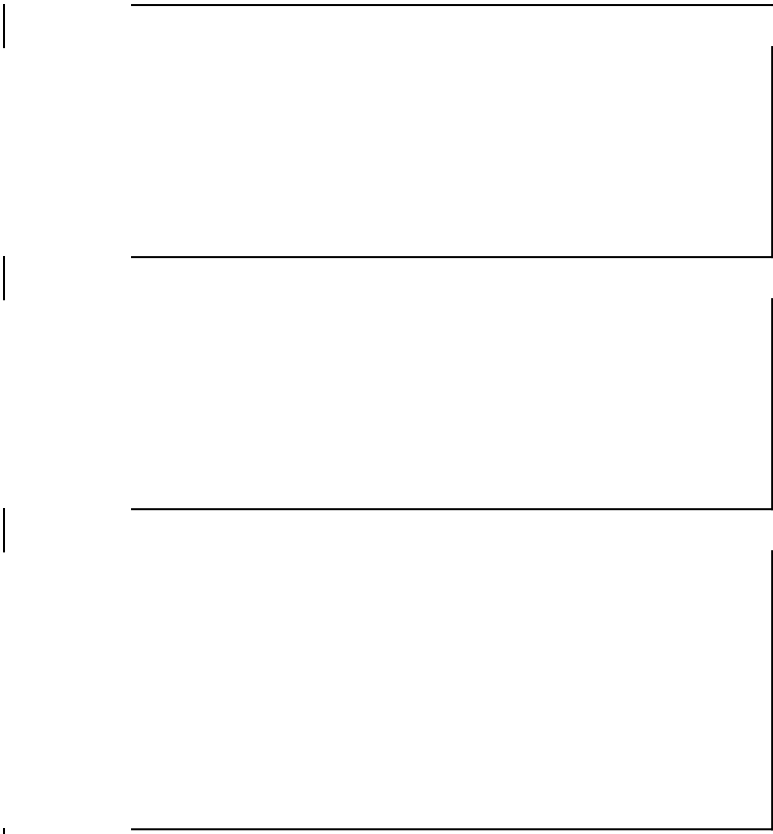
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