

BUNTS SANGHA'S  
S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES  
BACHELORS OF MANAGEMENT STUDIES (BMS)  
TYBMS SEMESTER VI  
SAMPLE QUESTIONS FOR ONLINE SEMESTER VI REGULAR & ATKT  
EXAMINATIONS IN MAY 2021

- All questions are multiple choice questions.
  - Select ONE correct answer from the four options given with each question
  - All questions are compulsory and carry 2 marks each
- 

**FINANCE ELECTIVE SUBJECTS**

**STRATEGIC FINANCIAL MANAGEMENT**

1. When the board of directors wishes to return the capital originally contributed by shareholders as a dividend, it is called a \_\_\_\_\_ dividend, and may be a precursor to shutting down the business.
  - a) Cash Dividend
  - b) Stock Dividend
  - c) Liquidating Dividend
  - d) Scrip Dividend
2. Under Walter Dividend Policy, if  $r < k_e$ , the firm should have \_\_\_\_\_ payout.
  - a) Zero Dividend
  - b) 100% Dividend
  - c) Any Dividend
  - d) 50% Dividend
3. Irrelevance theory stating that dividend policy does not affect the market value of the company is supported by
  - a) Walter
  - b) Pecker
  - c) Gordon
  - d) Modigillani Miller
4. Dividend which is declared before declaration of Final Dividend is called as
  - a) Final Dividend
  - b) Interim Dividend
  - c) Adhoc Dividend
  - d) Temporary Dividend
5. XBRL India is formed as one of the following:

- a) Trust
  - b) Registered Company
  - c) Government Corporation
  - d) Partnership with XBRL International
6. In sensitivity analysis
- a. Most sensitive variable is found out
  - b. Most insensitive variable is found out
  - c. Sensitivity of human factor is identified
  - d. Insensitive of human factor is identifies
7. In probability analysis
- a. Probability is assigned to each year's cash inflow.
  - b. Probability is assigned to cash outflow.
  - c. Probability is assigned to economic situation
  - d. Probability is assigned to last three year's cash inflow.
8. The current yield on government bonds is 5% and the risk is 3 %, risk adjusted discounting rate is.
- A. 8%
  - B. 2%
  - C. 15%
  - D. 1.67%
9. P. Under capital rationing there is no limit on capital investments.  
Q. Under capital rationing there is Minimum limit on capital investments.
- a) (P) is True but (Q) is false
  - b) (P) False but (Q) is True
  - c) Both the statement are wrong
  - d) Both the statement is correct
10. P. In order to maximize shareholder's wealth, the firm has to accept projects minimize total value added.  
Q. In order to maximize shareholder's wealth, the firm has to accept projects minimize total Assets.
- a) (P) is True but (Q) is false
  - b) (P) False but (Q) is True
  - c) Both the statement are wrong
  - d) Both the statement are correct

11. The stakeholder theory is based on the assumption that fundamental responsibility of managers is
- A. Minimize total wealth of the shareholders
  - B. Maximize total wealth of the stakeholders
  - C. Maximize total wealth of the debenture holders
  - D. Minimize total wealth of the debenture holder
12. The % of provisions required on sub-standard asset on secured portion is:
- A. 15%
  - B. 12%
  - C. 10%
  - D. 5%
13. What is the market price per share as per Gordon's Model from the following data :-  
Retention Ratio: 50% Internal rate of return : 20% Cost of Capital : 16% Dividend per share Rs. 4 and Earnings per share Rs. 6.
- a. Rs. 75
  - b. Rs. 100
  - c. Rs. 25
  - d. Rs. 50
14. The initial outlay of Project Yale is Rs. 2,00,00 and its NPV is Rs. 3,03,110 whereas the initial outlay of Project Zale is Rs. 2,00,00 and its NPV is Rs. 2,90,067. Which is a better project and why?
- a. Yale - as it has a higher NPV than Zale
  - b. Zale - as it has lower NPV than Yale
  - c. Zale - as it has the higher capital investment as Yale
  - d. Yale - as it has the lower capital investment as Zale
15. If the NPV of a Project is 30 and the Standard Deviation is 10, what would be the Co-efficient of variation of the project?
- a. 0.33
  - b. 3
  - c. 1
  - d. 20
16. Risk and uncertainty are quite inherent in capital budgeting decisions because\_\_\_\_\_
- a. Investment decisions and capital budgeting are actions of today which bear fruits in future which is unforeseen
  - b. Future is certain and does not involve risk
  - c. Future events occur with un-measurable probability.

- d. Risk always entails loss
17. Project Whey has a Standard Deviation of 0.22 and Project Lhey has a Standard Deviation of 0.29. Which project is riskier and why?
- Project Lhey - as Standard Deviation is higher than project Whey
  - Project Whey - as Standard Deviation is higher than project Lhey
  - Project Lhey - as returns are higher than project Whey
  - Project Whey - as returns are higher than project Lhey
18. Marsh Ltd. has a P/E ratio of 5 times, NPAT Rs. 400 lakhs and number of shares issued are 100 lakhs. What is the Market Price per share?
- Rs. 100
  - Rs. 25
  - Rs. 50
  - Rs. 20
19. ABC ltd intends to acquire PQR ltd. The NPAT of ABC ltd. is Rs. 50,00,000 and the NPAT of PQR ltd. is Rs. 25,00,000. The total number of Shares of ABC Ltd post-merger are 7,50,000 (including shares given to the shareholders of PQR ltd.). What is the Post merger price of ABC ltd. shares?
- Rs. 10
  - Rs. 35
  - Rs. 80
  - Rs. 15.50
20. \_\_\_\_\_ is a situation where an undertaking is separated and transferred to a separated company and decided to run into as an independent unit, distinct from the earlier unit.
- Merger
  - Demerger
  - Conglomerate
  - Buyout
21. Maruti Motors operating in India and Suzuki based in Japan \_\_\_\_\_ to form a new company called Maruti Suzuki (India) Limited.
- Demerged
  - Privatized
  - Amalgamated
  - Joint Ventured
22. The Cost sheet of a company provides the following information about the per unit cost structure of its Product - X. The Raw material: Rs. 60 Direct Labor: Rs. 40

Overheads: Rs. 75 and Selling Price: Rs. 250. The company estimates to produce 1,000 units next year of Product-X. The materials remain in stock for 2 months.

What will be the amount of Working Capital locked in Raw Material only?

- a. Rs. 50,000
- b. Rs. 25,000
- c. Rs. 45,000
- d. Rs.10,000

23. The MPBF as per Tandon Committee 2nd Method is Rs. \_\_\_\_\_ if the Current Assets of an entity are Rs. 1,00,000 and Current Liability Rs. 25,000

- a. Rs. 75,000
- b. Rs. 1,00,000
- c. Rs. 25,000
- d. Rs. 50,000

24. P. Gross working capital = Current Assets – Current Liabilities

Q. Gross working capital = Current Assets + Current Liabilities

- a) (P) is True but (Q) is false
- b) (P) False but (Q) is True
- c) Both the statement are wrong
- d) Both the statement are correct

25. Seasonal industries like Sugar and Oil require \_\_\_\_\_ working capital during season and \_\_\_\_\_ working capital during slack seasons.

- A. Less and more
- B. More and less
- C. Less and less
- D. More and more

\*\*\*\*\*

### **INNOVATIVE FINANCIAL SERVICES**

1. NBFC's can offer banking services such as

- a. Loan and Credit Facilities
- b. Saving account
- c. Recurring deposit
- d. Fixed deposit

2. The cost of factoring services primarily comprises of the following \_\_\_\_\_ components

- a. 1

- b. 2
  - c. 3
  - d. 4
3. \_\_\_\_\_ is known as Mezzanine capital
    - a. Development Financing
    - b. Expansion Financing
    - c. Replacement Finance
    - d. working capital financing
  4. Other sources of consumer finance includes \_\_\_\_\_
    - a. Savings and loan association and Mutual savings bank
    - b. Mutual savings bank
    - c. saving
    - d. loan association
  5. Limitations of credit rating
    - a. Reversal of grade, Problem of new companies, Static Study
    - b. Problem of new companies, Static Study
    - c. Static Study, Reversal of grade
    - d. Reversal of grade
  6. NBFC's perform great role for finance in \_\_\_\_\_
    - a. Wholesale sector
    - b. Big scale industries
    - c. Small scale industries & Retail sector
    - d. Small scale industries & Wholesale
  7. The idea of providing factoring services was first thought of in India by \_\_\_\_\_
    - a. Tandem committee
    - b. Malhotra committee
    - c. Vaghul committee
    - d. Management committee
  8. The buyer accepts the invoice and acknowledges \_\_\_\_\_ on the due date
    - a. Seller
    - b. Paying
    - c. Receiving
    - d. Buyer
  9. A clearing member who is also a \_\_\_\_\_ may clear and settle their own proprietary trades
    - a. Trading member
    - b. Board member

- c. Family member
  - d. Business member
10. \_\_\_\_\_ look for opportunities to take on risk in the hope of making returns
- a. Shareholders
  - b. Hedger
  - c. Speculators
  - d. BOD's
11. In hire purchase depreciation can be claimed by the \_\_\_\_\_
- a. Hirer
  - b. Vendor
  - c. Franchisers
  - d. Government
12. Hire purchase Act passed in the year
- a. 1969
  - b. 1982
  - c. 1972
  - d. 1976
13. Purchase of a house in India involves various costs which are referred to as \_\_\_\_\_ costs
- a. Rental
  - b. Acquirement
  - c. Transfer
  - d. Post-Acquisition
14. IDBI, IFCI , ICICI , etc are promoted by \_\_\_\_\_
- a. VCF's of specialized financial institution
  - b. VCF's of commercial banks
  - c. Private VC's
  - d. VCF's of Private banks
15. Bill Discounting is governed by the \_\_\_\_\_.
- a. Negotiable Instruments Act
  - b. The Contract Act
  - c. Sale of Goods Act
  - d. Companies Act
16. The issuing company is expected to pay brokerage within \_\_\_\_\_ months from the date of allotment

- a. two
- b. four
- c. one
- d. three

17. In a \_\_\_\_\_ lease, the lessor does not transfer all the risks and rewards incidental to the ownership of the asset

- a. Finance
- b. Operating
- c. finance and operating
- d. contract

18. The RBI (amendment) Act

- a. 1996
- b. 1997
- c. 1998
- d. 1999

19. SEBI (merchant bankers) regulation \_\_\_\_\_

- a) 1991
- b) 1992
- c) 1993
- d) 1990

20. Leasing activity started in India \_\_\_\_\_

- a) 1971
- b) 1972
- c) 1973
- d) 1970

21. Banking sector comes under which of the following sectors \_\_\_\_\_.

- a. Marketing sector
- b. Service sector
- c. Industrial sector
- d. Finance sector

22. Which of the following is regarded as the fourth element of the financial system?

- a. Financial Institution
- b. Financial Instrument
- c. Financial services
- d. Financial market

23. PIN stands for \_\_\_\_\_

- a. People's identity number
- b. Personal Identification number
- c. Per Transaction identity number
- d. Purchase identification number.

24. ABC factors advances Rs. 27,00,000 to XYZ enterprises against agreement of providing advance payment of 90% of receivables and for guarantee of payment



after 3 months. The factoring commission charges is 2 % on receivables. What will be the amount of factoring commission?

- a. Rs. 60,000
- b. Rs. 54,000
- c. Rs. 5,400
- d. Rs. 65,000

25. \_\_\_\_\_ is an example of NBFC

- a. SBI
  - b. ICICI
  - c. Reliance capital
  - d. HDFC
- 

### INTERNATIONAL FINANCE

1. IFRS stands for \_\_\_\_\_

- A. International financial recognition standards
- B. International foreign reporting standards
- C. International financial reporting solutions
- D. International financial reporting standards

2. Trade restriction is called as \_\_\_\_\_.

- A. Trade stopper
- B. Trade barrier
- C. Trade damage
- D. Trade booster

3. Mid rate usd/eur 0.7108 and percentage spread = 0.0520%

Calculate spread and usd/eur quotation

- A) spread = 0.0040 and usd/eur 0.7160 – 0.7101
- B) spread = 0.0004 and usd/eur 0.7106 – 0.7110
- C) spread = 0.0400 and usd/eur 0.7016 – 0.7011
- D) spread = 0.4000 and usd/eur 0.7610 – 0.0711

4. Ask is determined by the following formula \_\_\_\_\_

- A. Ask = mid rate - (spread/2)

B. Ask = mid rate x (spread/2)

C. Ask = bid + (spread/2)

D. Ask = mid rate + (spread/2)

5.. Spread is determined by the following formula \_\_\_\_\_

A. Spread = ask - bid

B. Spread = bid - ask

C. Spread = mid rate - bid

D. Spread = ask

6. Nations that have major economic expansion attract \_\_\_\_\_

A. Imports

B. Exports

C. Fdi

D. Privatization

7. In the foreign exchange market, the \_\_\_\_\_ of one country is traded for the \_\_\_\_\_ of another country.

A. Currency; currency

B. Currency; financial instrument

C. Currency; goods

D. Goods; goods

8. Fund based services includes all of the following except

A. Bill discounting

B. Factoring

C. Lease financing

D. M&a services

9. \_\_\_\_\_ deals with the global rules of trade between nations.

A. Wto

- B. Ifc
- C. Ibrd
- D. World bank

10. Fdi stands for \_\_\_\_\_

- A. Foreign direct intermediation
- B. Foreign domestic investment
- C. Foreign direct intervention
- D. Foreign direct investment

11. \_\_\_\_\_ is the smallest unit by which a currency quotation can change.

- A. Pip
- B. Bid
- C. Ask
- D. Spread

12. . Calculate the reciprocal (inverse) quotes for the following:

Eur/sek 7.0005-05

- A) sek/eur 0.1426 – 0.1428
- B) sek/eur 0.1550 – 0.1565
- C) sek/eur 0.1246 – 0.1285
- D) sek/eur 0.1425 – 0.1430

13. Swift stands for\_\_\_\_\_

- A. System of world interbank financial transportation
- B. Society wide interest and financial telecommunications
- C. Society for worldwide interbank financial telecommunications
- D. Society for worldwide interbank financial transportation.

14. \_\_\_\_\_ is a market where foreign currencies are bought and sold.

- A. Stock market
- B. Forex market
- C. Capital market
- D. Debt market

15. Money market instruments include all the following, except \_\_\_\_\_

- A. Commercial papers
- B. T bills
- C. Certificate of deposit
- D. Equity shares

16. \_\_\_\_\_ is a standardized contract to exchange one currency for another at a specified date in the future at a price (exchange rate) that is fixed on the purchase date.

- A. Futures contract
- B. Options contract
- C. Swaps
- D. Forward contract

17. The \_\_\_\_\_ requires that an upfront margin to trade on an exchange.

- A. Currency forwards
- B. Currency options
- C. Currency etf's
- D. Currency futures

18. Which of the following financial instruments is primarily used to transfer risk?

- A. Bonds
- B. Home mortgages
- C. Futures contract
- D. Stocks

19. \_\_\_\_\_ bond is issued in a local market by a foreign borrower denominated in local currency

- A) foreign
- B) euro
- C) domestic
- D) euro credit

20. Types of euro bonds include all the following except \_\_\_\_\_ bonds

- A) zero coupon bonds

- B) convertible bonds
- C) yankee bonds
- D) straight euro bonds

21. \_\_\_\_\_ are the debt instruments with a coupon that changes periodically accordingly to some predetermined interest rate bench mark

- A) floating rate notes
- B) zero coupon bonds
- C) straight euro bonds
- D) none of these

22. Euro currency market is utilised by \_\_\_\_\_

- A) banks
- B) mnc s
- C) mutual fund
- D) all of these

23. Adr's are denominated in \_\_\_\_\_ currency

- A) us \$
- B) euro
- C) gbp
- D) inr

24. Identify the locations where the following quotations are 'direct and calculate the indirect form: 1 gbp = sgd 2.8272 – 82

- A) singapore 0.3536 – 0.3537
- B) singapore 0.3350 – 0.3375
- C) singapore 0.2250 – 0.2275
- D) singapore 0.3251 – 0.3257

25. As per FEMA no person, other than \_\_\_\_\_ would enter in any

Transact ion of the foreign currency

- A) offshore banks
- B) parliament

C) government

D) authorized dealer

\*\*\*\*\*

### PROJECT MANAGEMENT

1. \_\_\_\_\_ (1861 to 1919) designed a bar chart for planning and controlling his shipbuilding project.
  - (a) Henry Fayol
  - (b) Henry Gantt
  - (c) Henry Cavill
  - (d) Herman Hermits
2. \_\_\_\_\_ defines how tasks are divided, grouped, and coordinated in organizations.
  - (a) Organization
  - (b) Project management
  - (c) Project
  - (d) Organizational structure
3. In a \_\_\_\_\_ Organizational structure, you can see two command structures: vertical and horizontal.
  - (a) Functional
  - (b) Matrix
  - (c) Projectised
  - (d) Network
4. Cost of machine is Rs. 48,000 Residual value is Rs.0, Annual net cash inflow Rs.13,000 Estimated life is 5 years, The ARR is?
  - (a) 0.0708
  - (b) 0.07
  - (c) 0.0835
  - (d) 0.0325
5. PV of cash inflow of a project is Rs2,38,000 and investment is Rs2,00,000 the PI is
  - (a) 1.19
  - (b) 1.2
  - (c) 1.21
  - (d) 1.4
6. Critical path method is developed by
  - (a) Remington Rand Univac
  - (b) Henry Ford
  - (c) Terry
  - (d) Henry Gantt
7. \_\_\_\_\_ describe the positive attributes, tangible and intangible internal to your organization
  - (a) Strengths
  - (b) Weaknesses
  - (c) Opportunities
  - (d) Threats
8. Feasibility is the ability to utilize, support and perform the necessary tasks of a system or program
  - (a) Marketing feasibility
  - (b) Financial feasibility
  - (c) Operational feasibility
  - (d) Economic feasibility

9. The Strengths and weaknesses usually arise from \_\_\_\_\_ sources.
- (a) Internal
  - (b) External
  - (c) Both Internal and external
  - (d) Neither Internal nor external
10. \_\_\_\_\_ refers to the total number of product lines that a company offers to its customers.
- (a) Product mix
  - (b) Demand mix
  - (c) Price mix
  - (d) Customer mix
11. \_\_\_\_\_ Originated from the Toyota production system, one of the most successful automotive manufacturers.
- (a) Time study
  - (b) Motion study
  - (c) Work study
  - (d) Lean manufacturing
12. A study is used to determine the viability of an idea.
- (a) Depth Study
  - (b) Feasibility Study
  - (c) Overall Study
  - (d) Market Study
13. Tool or technique of management involving the analytical study of job or operation.
- (a) Work Study
  - (b) Method study
  - (c) CPM
  - (d) PERT
14. Investment in which an investor loans money to an equity (corporate or government) that borrows the funds for a defined period of time at a fixed interest rate.
- (a) Equity shares
  - (b) Preference shares
  - (c) Venture capital
  - (d) Bond
15. Combined leverage= Operating leverage x \_\_\_\_\_.
- (a) Operating leverage
  - (b) Financial leverage
  - (c) Combined leverage
  - (d) Working leverage
16. \_\_\_\_\_ is the process of identifying, assessing and controlling threats to an organizations capital and earnings.
- (a) Risk management
  - (b) Risk analysis
  - (c) Risk identification
  - (d) Work breakdown structure
17. Public deposits are \_\_\_\_\_ deposits.
- (a) Secured
  - (b) Unsecured
  - (c) Collateral
  - (d) Mortgaged

18. 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 financial leverage.
- (a)1.06
  - (b)1.04
  - (c)1.1
  - (d)1.01
19. \_\_\_\_\_ helps to examine the relationship between EBIT and EPS.
- (a)Operating leverage
  - (b)Financial leverage
  - (c)Combined leverage
  - (d)Working leverage
20. \_\_\_\_\_ is the process of identifying, assessing and controlling threats to an organizations capital and earnings.
- (a)Risk management
  - (b)Risk analysis
  - (c)Risk identification
  - (d)Work breakdown structure
21. \_\_\_\_\_ projects are those that are owned by the government and the by private entrepreneurs.
- (a)Public
  - (b)Private
  - (c)Joint sector
  - (d)Normal
22. During \_\_\_\_\_ phase people involved are acknowledged for their achieved goals and the work is considered complete.
- (a)Project termination
  - (b)Project analyzing
  - (c)Monitor and control project
  - (d)Project auditing
23. The \_\_\_\_\_ is a tool that can help the project team to plan, schedule, monitor and report on a project.
- (a)Project management maturity model
  - (b)Monitor and control project work
  - (c)Project management information system
  - (d)Project auditing
24. \_\_\_\_\_ improvement is a lean improvement technique that helps to streamline workflows.
- (a)Rapid
  - (b)Slow
  - (c)Moderate
  - (d)Waste
25. \_\_\_\_\_ project involves changing some of the old machinery with new machinery of the same capacity.
- (a)Expansion
  - (b)Joint sector
  - (c)Replacement
  - (d)Private
-



# MARKETING ELECTIVE SUBJECTS

## BRAND MANAGEMENT

1 ..... are the personal value and meaning that consumers attach to the product and service attributes.

- A. Brand incentives
- B. Brand benefits
- C. Brand attributes
- D. Brand associations

2 Brand awareness consists of brand recognition and brand\_\_\_\_\_

- A. Growth
- B. Recall
- C. Equity
- D. Presence

3 ..... is consumer's ability to retrieve the brand from memory when given the product category.

- A. Brand recognition
- B. Brand equity
- C. Brand recall
- D. Brand tracking

4 The four steps of brand building are Meaning, Response, Relationships and .....

- A. Equity
- B. Identity
- C. Information
- D. Branding

5 With ....., small businesses sell multiple products for a lower rate than the usual price for an individual product.

- A. Psychological Pricing
- B. Price Skimming
- C. Bundle Pricing
- D. Economy Pricing

6..... is the use of established brand name in new product categories.

- A. Brand Association
- B. Line Extension
- C. Co- branding
- D. Brand Extension

7..... is a combination of everything that a customer goes through while purchasing and using the brand.

- A. Brand Experience
- B. Brand Equity
- C. Brand Position
- D. Brand Image

8..... is a special symbol, either animated or real life entity.

- A. Characters
- B. Slogan
- C. Jingles
- D. Logo

9 The brand value creation process begins when the firm invests in a..... targeting actual and potential customers.

- A. Advertising program
- B. Brand
- C. Marketing program
- D. Brand equity

10 The investment community considering the marketing performance is based on other factors like replacement cost, purchase price etc is known as the ..... of the brand value creation process.

- A. Stage 1
- B. Stage 2
- C. Stage 5
- D. Stage 4

11 Price premiums, price elasticity, market share etc are a part under .....

- A. Brand performance
- B. Brand value
- C. Brand equity
- D. Brand awareness

12..... tries to examine consumer's response to identical marketing response to different brand in the same product category.

- A. Brand asset valuator
- B. Brand based comparative method
- C. Marketing based method
- D. Conjoint comparative method

13..... criteria guarantees that a given product or service is for use and will have reduced environmental impact throughout its life cycle.

- A. Ecology
- B. Eco-label
- C. Green marketing
- D. Sustainability

14 Revitalizing brands is done for the brands which are a \_\_\_\_\_ in the market

- A. success
- B. popular
- C. leader
- D. failure

15 \_\_\_\_\_ model plots brands on a “power grid” reflecting each brand’s strength and stature.

- A. BVC
- B. CBBE
- C. The Big Five Model
- D. BAV

16 Jennifer Aaker created a scale that is reflected on the \_\_\_\_\_ of brand personality model

- A. Four factors
- B. Five factors
- C. Six factors
- D. Seven factors

17.....brands involves ensuring innovation in product design, manufacturing and merchandising and ensuring relevance in user and usage imagery.

- A. Revitalising
- B. Reinforcing
- C. Retiring
- D. Rearranging

18 Number and nature of different brands marketed in the product class sold by a firm are called \_\_\_\_\_ of branding strategy

- A. Depth
- B. Breadth
- C. Height
- D. Weight

19 Fighter brands must \_\_\_\_\_ that they take the sales away from their higher priced comparison brands

- A. be attractive
- B. be of poor quality

- C. be of so expensive
- D. not be so attractive

20. An existing brand that gives birth to a brand extension is the \_\_\_\_\_

- A. Parent brand.
- B. Hybrid Brand
- C. Competing Brand
- D. Industrial Brand

21. Brand \_\_\_\_\_ refers to the current and future growth potential that a brand holds in it.

- A. Strength
- B. Relevance
- C. Esteem
- D. Stature

22. Brand Feelings usually comes under the ..... step in Resonance model

- A. 1st
- B. 2nd
- C. 3rd
- D. 4th

23 A good positioning is something that must be ..... to the customer.

- A. Knowledgeable
- B. Visible
- C. Believable
- D. Reasonable

24. A brand is considered as a \_\_\_\_\_ asset for the company

- A. Liquid
- B. Fixed
- C Tangible
- D Intangible

25. Purpose of brands is to create \_\_\_\_\_ based relationship with the customers.

- A. promotional
- B. short term
- C. trust
- D. profit earning

## INTERNATIONAL MARKETING SAMPLE MCQs SEM VI

Sr.No	Questions
1	<p>_____ is needed to bridge the gap between developed and developing nations.</p> <p>A. Local Trade B. National Trade C. International Marketing D. Regional trade</p>
2	<p>International Marketing _____ the price of goods and services, all over the world, due to specialization.</p> <p>A. Decrease B. Increase C. Constant D. partial changes</p>
3	<p>Which of the following is a Tariff Barrier?</p> <p>A. State Trading B. Customs regulations C. Quota system D. Export duties</p>
4	<p>International marketing is dominated by _____ countries.</p> <p>A. Under developed B. Developing C. Developed D. NAFTA</p>
5	<p>Franchising is a form of _____</p> <p>A. Exporting B. Licensing C. Merger D. Strategic Alliance</p>
6	<p>The headquarters of EU is at _____</p> <p>A. London B. Paris C. Brussels</p>

	D. Berlin
7	<p>_____ Rate refers to future product sales within a given market</p> <p>A. Current Market Size</p> <p>B. Projected Market Growth</p> <p>C. Number of Competitors</p> <p>D. Requirement of technological skills</p>
8	<p>_____ refer to the hindrances that make it difficult for an organisation to enter in a particular market</p> <p>A. Insufficient funds</p> <p>B. Barriers to Exit</p> <p>C. Barriers to enter</p> <p>D. Political Involvement</p>
9	<p>_____ is the extent to which the less powerful members of organizations and institutions accept and expect the power is distributed unequally.</p> <p>A. Power Distance Index</p> <p>B. Uncertainty Avoidance index</p> <p>C. Masculinity Index</p> <p>D. Orientation Index</p>
10	<p>To resolve differences between countries, all member nations of the WTO have established a _____.</p> <p>A. Dispute Settlement Body</p> <p>B. Monetary Body</p> <p>C. Anti-Dumping Body</p> <p>D. Cultural Integrity Body</p>
11	<p>The _____ is based on traditions, Past practices and legal precedents set by the courts through interpretation of statutes, legal legislations and past rulings. It depends less on 'written statutes' and codes.</p> <p>A. Islamic Law</p> <p>B. International Common Law</p> <p>C. International Civil law</p> <p>D. Hindu Law</p>
12	<p>_____ refers to transfer of control of foreign investment to national ownership to bring the firm's activities more in line with national interests.</p> <p>A. Domestication</p> <p>B. Nationalization.</p>

	<p>C. Expropriation</p> <p>D. Confiscation</p>
13	<p>_____ means introducing the product in the market without any change.</p> <p>A. Product introduction</p> <p>B. Product adaptation</p> <p>C. Product innovation</p> <p>D. Product standardization</p>
14	<p>Segmentation of the market within a country is known as _____ Segmentation.</p> <p>A. International</p> <p>B. Global</p> <p>C. Micro</p> <p>D. Macro</p>
15	<p>_____ is called a market in which the products are sold outside the authorized distribution channel.</p> <p>A. Black market</p> <p>B. Illegal market</p> <p>C. Grey market</p> <p>D. Unlicensed market</p>
16	<p>_____ defines the need for a unique identity for a product.</p> <p>A. Image Differentiation</p> <p>B. Product Differentiation</p> <p>C. Personnel Differentiation</p> <p>D. Service Differentiation</p>
17	<p>_____ refers to pricing in which the price of a product is finalized according to its demand.</p> <p>A. Market-based pricing</p> <p>B. Demand-based pricing</p> <p>C. Mark-up pricing</p> <p>D. Competition based pricing</p>
18	<p>_____ includes newspapers, magazines, billboards, and pamphlets.</p> <p>A. Print medium</p> <p>B. Broadcast medium</p> <p>C. Interactive medium</p>

	D. Social medium
19	_____ refers to a process where an international advertising agency encodes the message into words and images. A. Encoding B. Decoding C. Advertising D. Promotion
20	_____ segmentation has become highly popular. A. Geographic B. Psychographic C. Gender D. None of the above
21	Treating the global market as the domestic market is an important aspect of _____ marketing strategy. A. Global B. International C. Service D. Domestic
22	Treating the global market as the domestic market is an important aspect of _____ marketing strategy. A. Global B. International C. Service D. Domestic
23	_____ helps in using the talent of specialists in the required areas. A. Matrix Structure B. Product Division Structure C. International Division Structure D. Worldwide Regional Structure
24	_____ turns upset customers into loyal advocates and team members into true believers. A. Service Benchmarking B. Service Vision C. Service Recovery



	D. Service Language
25	_____ aims at strengthening a business in the changing environment. A. Leadership strategy B. Focus strategy C. Differentiation strategy D. International strategy

---

## MEDIA PLANNING AND MANAGEMENT

1. Which of these is a psychographic characteristic of the target audience.
  - A. Religion
  - B. Age
  - C. Personality
  - D. Education
  
2. It indicates the sales potential of a particular brand in a specific market area.
  - A. CDI
  - B. TRP
  - C. BDI
  - D. NRS
  
3. The combination of media types is known as.
  - A. Cost Efficiency
  - B. Scheduling
  - C. Media Mix
  - D. Media Strategy
  
4. It indicates a percentage of target audience who is exposed atleast once in a given period to a particular media vehicle.
  - A. Reach
  - B. Frequency
  - C. Impression
  - D. Interest
  
5. A crucial aspect without which Media Planning will not be possible is.
  - A. Timing
  - B. Continuity
  - C. Reach
  - D. Budget
  
6. It is used to compare costs of different media.
  - A. CDI
  - B. TRP
  - C. CPM
  - D. NRS
  
7. It indicates the maximum sales from all buyers of the product.
  - A. Market Potential
  - B. Market Growth
  - C. Sales Potential
  - D. Sales Growth
  
8. Doordharshan code is involved in \_\_\_\_\_.
  - A. Self - Projection
  - B. Self - Admiration

C. Self - Regulation

D. Self - Presentation

9. \_\_\_\_\_ is the exact number of people a company wants to advertise for.

A. Reach

B. Frequency

C. Coverage

D. TRP

10. \_\_\_\_\_ can be tailored according to the traveller's destination.

A. In-flight ads

B. Display ads

C. Email ads

D. In-game ads

11. \_\_\_\_\_ works based on keywords.

A. Search engine marketing

B. Email advertising

C. Remarketing

D. In-game advertising

12. \_\_\_\_\_ is a process of measuring a businesses' performance against competitors and industry standards?

A. Comparing

B. Benchmarking

C. Scaling.

D. Segregating

13. The process of purchasing media placement to advertise on television, in publication on the radio, websites or with digital signage is known as media \_\_\_\_\_

A. Buying g

B. Planning

C. Research h

D. Design

14. \_\_\_\_\_ implies the number of times within a specific time period an average person is exposed to the message by a specific medium

- A. Frequency
  - B. Continuity
  - C. Reach
  - D. Peplemeter
15. In \_\_\_\_\_ the ad is carried out 2+ times?
- A. Day or day part
  - B. Teaser
  - C. Multiple spotting
  - D. Road blocks
16. A leader brand has to spend \_\_\_\_\_ on advertising compared to a new brand
- A. More
  - B. less
  - C. None
  - D. No need for advertising
18. \_\_\_\_\_ is usually a document which ensures the knowledge of all critical elements of media strategy
- A. Memorandum
  - B. Agreement copy
  - C. Buying brief
  - D. Diary
19. When one or more creative units are aired before the main campaign without the brand actually being mentioned is called a \_\_\_\_\_ ad.
- A. Teaser
  - B. Road block
  - C. Multiple spotting
  - D. None of the above
20. \_\_\_\_ is each advertiser's GRP expressed as a percentage of the total GRPs of all the advertisers belonging to a specific product/service category
- A. Metrics
  - B. GRP
  - C. SOV
  - D. SOM

21. \_\_\_\_ shows the number of people who saw the ad exactly once or twice or thrice etc.
- A. Cumulative distribution
  - B. Discrete distribution
  - C. Frequency
  - D. Reach
22. \_\_\_\_ measures how the audience actually consumes the media communication.
- A. Media measurement
  - B. Diary system
  - C. Circulation
  - D. Share
23. A \_\_\_\_ is a document provided by a newspaper or other print publication featuring the organization's rate for advertising
- A. Rate card
  - B. TRP
  - C. Data Card
  - D. CPT
24. \_\_\_\_ quantify impressions of a campaign as a percentage of population reached
- A. GRP
  - B. TRP
  - C. WAP
  - D. SMS
25. \_\_\_\_ measures the accumulation of audience overtime
- A. Frequency
  - B. Reach
  - C. Peplemeter
  - D. Stickiness Index
-

## RETAIL MANAGEMENT

1. A/An \_\_\_\_\_ is a system used by retailers to display product price and information on the shelves electronically.
  - a. Electronic Article Surveillance
  - b. Electronic Shelf Label
  - c. Electronic Data Interchange
  - d. Foreign Direct Investment
  
2. \_\_\_\_\_ identifies the items using a tag, which is made up of a microchip with a coiled antenna and a reader with an antenna.
  - a. Electronic Article Surveillance
  - b. Radio Frequency Identification
  - c. Electronic Data Interchange
  - d. Foreign Direct Investment
  
3. The process of buying decision starts with \_\_\_\_\_ step.
  - a. Recognition of needs
  - b. Purchase decision
  - c. Evaluation of alternatives
  - d. Post purchase decision
  
4. McDonalds is an example of \_\_\_\_\_ Franchise.
  - a. product
  - b. manufacturing
  - c. business format
  - d. retailer
  
5. In \_\_\_\_\_ stores, items ranging from groceries, hardware, and sports equipment to furniture and appliance to computer and electronics are sold.
  - a. kirana
  - b. hypermarket
  - c. supermarket
  - d. local
  
6. The \_\_\_\_\_ has been developed and managed on an international basis enabling compatibility for import and export goods.
  - a. Electronic Data Interchange
  - b. European Article Number
  - c. Barcode
  - d. Foreign Direct Investment
  
7. \_\_\_\_\_ can be defined as "a clear and definite plan that the retailers outline to tap the market and build long-term relationship with the customers"
  - a. Business strategy
  - b. Retail strategy
  - c. Functional strategy
  - d. Operational strategy

8. \_\_\_\_\_ is the process of critically evaluating operation, duties and responsibilities of a specific job.
- Job analysis
  - Job searching
  - Job Creating
  - Job application
9. "A group of retail and other commercial establishment that is planned, developed, owned and managed as a single property" is known as \_\_\_\_\_.
- Store Location
  - Business District
  - Store Management
  - Shopping Center
10. In 7 S Framework, structure follows \_\_\_\_\_, because organizational structures are built to achieve objectives by implementing the strategies.
- Strategy
  - staff
  - skills
  - style
11. The \_\_\_\_\_ offers the customer an opportunity to exchange information using bulletin boards and develop more personal relationships with each other and the retailer through the internet channel.
- personalization
  - community approach
  - Frequent Shopper Programmes
  - special customer service
12. \_\_\_\_\_ type of shoppers are easily influenced by staff interaction.
- Focused Fulfillers
  - Time killers
  - Pleasure seeker
  - Product Groupies
13. Merchandise that trends and have high demand for a relatively short period of time is referred to as \_\_\_\_\_
- Staple merchandise
  - Fad merchandise
  - Fashion merchandise
  - Category
14. \_\_\_\_\_ is the combination of all products made available in a store and a set of products offered within a product category
- Merchandise
  - Stock keeping unit
  - Assortment
  - Category

15. Retailers using \_\_\_\_\_ strive for low prices, they are not always the lowest prices in the market.
- Every day low prices (EDLP)
  - Vertical Price Fixing
  - Predatory Pricing
  - Horizontal Price fixing
16. \_\_\_\_\_ is a pricing strategy in which a retailer sets a relatively high price for a product or service at first and then lower the price over time
- Price skimming
  - Odd pricing
  - Discount Pricing
  - Competitive Pricing
17. \_\_\_\_\_ process involves developing a plan to get the merchandise carefully into the store and place it on the shelves for sale.
- Material handling
  - Merchandise handling
  - Store management
  - Warehousing and assorting
18. The vendor known as the category \_\_\_\_\_ works with the retailer to develop a better understanding of shopping behavior, create assortment that satisfy consumer needs and improve the profitability
- Captain
  - Leader
  - Alpha
  - Pioneer
19. A \_\_\_\_\_ is the person ultimately responsible for the day to day operations or management of a retail store.
- Store manager
  - Inventory manager
  - Sales manager
  - Wholesaler
20. \_\_\_\_\_ refers to the processes and procedures that the retailer has in place for ensuring a smooth functioning of the retail store.
- Staff
  - Stock
  - System
  - Space
21. \_\_\_\_\_ is not a part of interiors of store design.
- Fixture
  - Lighting
  - Signage
  - Location



22. \_\_\_\_\_ layout is most commonly used in supermarkets and discount stores.
- Grid
  - Race track
  - Free form
  - Planogram
23. A \_\_\_\_\_ is a tool used by the retailer that helps determine the location of merchandise within a department
- Planogram
  - Pictogram
  - Pie chart
  - Histogram
24. Preventing shop lifting and theft is another purpose of store \_\_\_\_\_.
- Location
  - Atmosphere
  - Layout
  - Aesthetics
25. Zoning, promotions and marketing, financing and facility management are components of \_\_\_\_\_ management.
- Store
  - Show room
  - Mall
  - Warehouse
-

**CORE SUBJECT**

**OPERATIONS RESEARCH**

- 1) From the solution of the LPP the values of \_\_\_\_\_ are determined
  - A. Objective Function
  - B. Decision Variables
  - C. Constraints
  - D. Opportunity costs
  
- 2) \_\_\_\_\_ specifies the goal of solving the LPP
  - A. Objective Function
  - B. Decision Variables
  - C. Constraints
  - D. Opportunity costs
  
- 3) Objective function is expressed in terms of the \_\_\_\_\_
  - A. Numbers
  - B. Symbols
  - C. Constraints
  - D. Decision Variables
  
- 4) \_\_\_\_\_ are the restrictions or limitations imposed on the LPP
  - A. Variables
  - B. Constraints
  - C. Costs
  - D. Profits
  
- 5) Which of the following is not an advantage of Linear Programming?
  - A. Efficient use of factors of production
  - B. Scientific decision making
  - C. Streamlined resource allocation
  - D. Defining constraints
  
- 6) For an LPP, the type of constraint which specifies the maximum capacity of a resource is \_\_\_\_\_ or equal to constraint.
  - A. Less than equal to
  - B. Greater than equal to
  - C. Less than or greater than
  - D. Equal to
  
- 7) In respect of LPP, \_\_\_\_\_ represents mathematical equation of limitations imposed by the problem
  - A. Objective function
  - B. Decision variable

- C. Constraints
- D. Redundancy

8) For an LPP, which of the following is a type of constraint?

- A. Less than or equal to
- B. Greater than or equal to
- C. Equal to
- D. Lesser than equal to and greater than equal to

9) The region of solution for an LPP graphical method is known as \_\_\_\_\_

- A. Infeasible region
- B. Unbounded region
- C. Feasible region
- D. Infinite region

10) When it is not possible to find the solution to an LPP, it is a case of \_\_\_\_\_

- A. Unknown solution
- B. Infeasible solution
- C. Unbounded solution
- D. Improper solution

11) For an LPP if the feasible region is such that the value of the objective function can extend to infinity, it is a case of \_\_\_\_\_

- A. Unbounded solution
- B. Alternate optimal
- C. Infeasible solution
- D. Unique solution

12) Which of the following is a method for solving a LPP?

- A. Only graphical method
- B. Only simplex method
- C. Both graphical method and simplex method
- D. Neither graphical method nor simplex method

13) For a LPP when the constraints are a mix of 'less than' and 'greater than', it is a problem has \_\_\_\_\_

- A. Multiple constraints
- B. Mixed constraints
- C. Infinite constraints
- D. Infeasible constraints

14) For an LPP, in case of a \_\_\_\_\_ constraint, the feasible region is a straight line

- A. Less than or equal to
- B. Greater than or equal to
- C. Mixed
- D. Equal to

15) For an LPP, an unbounded solution means \_\_\_\_\_

- A. Infinite solution
- B. Degenerate solution
- C. Infeasible solution
- D. Unique solution

16) The objective function of a LPP is Max Z if \_\_\_\_\_ is given for each decision variable

- A. Cost
- B. Profit
- C. Time
- D. Price

17) The objective function of a LPP is Min Z if \_\_\_\_\_ is given for each decision variable

- A. Cost
- B. Profit
- C. Returns
- D. Price

18) The incoming variable column in the simplex algorithm is called \_\_\_\_\_

- A. Key column
- B. Key row
- C. Variable column
- D. Important column

19) The outgoing variable row in the simplex algorithm is called \_\_\_\_\_

- A. Outgoing row
- B. Key row
- C. Interchanging row
- D. Basic row

20) In simplex algorithm, the intersection value of key column and key row is called \_\_\_\_\_.

- A. Row element
- B. Common element
- C. Key element
- D. Basic element

21) In simplex algorithm, the intersection value of key column and key row is called \_\_\_\_\_

- A. Pivot
- B. Unknown element
- C. Basic element
- D. None of these

22) In simplex algorithm, the variable added to the LHS of a less than equal to constraint to convert into equality is called \_\_\_\_\_

- A. Surplus variable
- B. Artificial variable
- C. Slack variable
- D. Additional variable

23) With regards to the simplex algorithm, a resource which is completely utilized is called as \_\_\_\_\_

- A. Null resource
- B. Scarce resource
- C. Zero resource
- D. Abundant resource

24) With regards to the simplex algorithm, a resource which is partially utilized is called as \_\_\_\_\_

- A. Surplus resource
- B. Extra resource
- C. Available resource
- D. Abundant resource

25) With regards to the simplex algorithm, the value of one extra unit of resource is called \_\_\_\_\_

- A. Unit price
- B. Extra price
- C. Retail price
- D. Shadow price