

1. OPERATION RESEARCH

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	Optimum Use of Resource means	Using Resource to its maximum capacity	Using Resource to it's least effect	Using Resources to its disadvantage	Unknown use of Resource
2	Mean,Median,Mode are measures of	Central Tendency	Dispersion	Variation	Deviation
3	Who defined Operations Research as scientific approach to problem solving for executive management ?	E.L. Arnoff	P.M.S. Blackett	H.M. Wagner	Alfred Marshall
4	When was the innovative science of Operations Research was discovered ?	Civil War	World War I	World War II	Industrial Revolution
5	Product selection, Product Introduction timing, Advertising strategy etc. are the areas of Application of Operations Research in which Function.?	Production	Purchasing	Marketing	Investment
6	What is Decision making with respect to Operations Research.?	Limitations	Characteristics / Features	Advantages	Important Steps
7	Operations Research (OR), is a very powerful tool for ?	Research	Decision – Making	Operations	Investment
8	The term Operations Research was coined in the year ?	1950	1940	1978	1960
9	Operations Research simply helps in improving the _____ of the solution but does not result in a perfect solution.	Quality	Clarity	Look	Environment
10	Who defined Operations Research as an aid for the executive in marketing his decisions by providing him with the quantitative information based on the scientific method of analysis ?	Kitte	H.M. Wagner	E.L. Arnoff	P.M.S. Blackett
11	Decision Variables in the problem are	Unknown	Known	Can never be determined	Imaginary Number
12	The incoming variable column in the simplex algorithm is?	Incoming column	important column	key column	Variable column
13	This Specifies the objective or goal of solving the LPP	Objective Function	Decision Variables	Constraints	Opportunity Costs
14	In which term is Objective Function expressed?	Numbers	Symbols	Decision Variables	Constraints
15	What are the restrictions or limitations imposed on LPP	Variables	Costs	Profits	Constraints
16	How is the type of constraint which specifies maximum capacity of a resource related to constraint	Less Than Or Equal To constraint	Greater Than or Equal to constraint	Less than or greater than or Equal To Constraint	Purely Equal To Constraint
17	What is the region of Feasible Solution in LPP graphical Method called as?	Infeasible Region	Unbounded Region	Infinite Region	Feasible Region
18	The variable added to the LHS of a less than or equal to constraint to convert it into equality is called as	Surplus variable	Artificial variable	Slack variable	Additional variable
19	In simplex the value of one extra unit of resource	Unit price	Extra price	Retail price	Shadow price
20	In simplex, a maximization problem is optimal when all Delta J, i.e $C_j - Z_j$ values are?	Only positive	Only negative	Either zero or negative	Either zero or positive
21	It refers to the repetition of the steps so as to obtain closer approximation to the solution of a problem	Key Elements	Iteration	Surplus Variable	Index Row
22	It is a process or set of rules to be followed in calculations or other problem solving operations especially by a computer	Simplex	LPP	Logarithm	Algorithm
23	This method is an algebraic procedure that starts at a feasible extreme point of simplex, normally the origin and systematically moves from one feasible extreme point to another	Simplex	LPP	Graphical Method	Big M Method
24	How many loops exists while finding optimal solution using MODI Method	Three	Four	Six	One
25	Full form of VAM	Vogel's Appropriate Method	Variation Approximation Method	Vogel's Approximation Method	Vogel's Appropriate Mechanism
26	What is the alternative term for Regret Matrix	Opportunity Loss Matrix	Profit Loss Matrix	Cost Profit Matrix	Price Loss Matrix
27	A mathematical programming problem is one that seeks to maximize an objective function subject to constraints. If both the objective function and the constraints are linear, the problem is referred to as ?	Linear Programming	Divisibility	Linear constraints	simplex
28	Which of the following is not a characteristic of the LP model?	Alternative courses of action	An objective function of maximization type	Limited amount of resources	Non-negativity condition on the value of decision variables.
29	The word 'Linear' means that the relationships are represented by ?	Diagonal lines	Curved lines	Straight lines	Slanting lines
30	What represents mathematical equation of the limitations imposed by the problem in linear programming?	Objective function	Decision variable	Redundancy	Constraints

31	The method of formal calculations often termed as Linear Programming was developed later in which year?	1947	1988	1957	1944
32	The word 'programming' means taking decisions as	Systematically	Rapidly	Slowly	Instantly
33	Who developed Linear Programming for the purpose of scheduling the complicated procurement activities of the United States Air Force?	George B. Dantzig	James B. Dantzig	George B. Dante	George V. Dantzig
34	Which of the following statements is true with respect to the optimal solution of an LP problem?	Every LP problem has an optimal solution.	Optimal solution of an LP problem always occurs at an extreme point.	At optimal solution all resources are completely used.	If an optimal solution exists, there will always be at least one at a corner.
35	While solving a LP problem, infeasibility may be removed by	Adding another constraint	Adding another variable	Removing a constraint	Removing a variable
36	An iso-profit line represents	An infinite number of solutions all of which yield the same profit.	An infinite number of solution all of which yield the same cost.	An infinite number of optimal solutions.	A boundary of the feasible region.
37	Which solution is a feasible solution that results in the largest possible objective function value, z , when maximizing or smallest possible z when minimizing.	Alternative optimal	Maximum or optimal	Redundant	Optimal
38	The objective function Z has both a maximum and a minimum value on R and each of these occur at a corner point of R when feasible region R is?	Unbounded	Infeasible	Feasible	Bounded
39	If the feasible region of a LPP is empty, the solution is ?	Infeasible	Unbounded	Alternative	Redundant
40	If two constraints do not intersect in the positive quadrant of the graph, then	The problem is infeasible	The solution is unbounded	One of the constraints is redundant	The solution is non existent
41	If a linear program possesses an optimal solution, then what point will be optimal.	Redundant	Extreme	Unbounded	Independent
42	Which convex is a convex set formed by the intersection of a finite number of closed half planes.	Polygon	Graphical	Optimal	rectangular
43	While plotting constraints on a graph paper, terminal points on both the axes are connected by straight line because	The resources are limited in supply.	The objective function as a linear function.	The constraints are linear equations or inequalities.	The resources are abundant in supply.
44	Non-negativity condition is an important component of LP model because ?	Variables value should remain under the control of the decision-maker	Value of variables make sense & correspond to real-world problems	Variables are interrelated in terms of limited resources	All are Independent Variables
45	The mathematical model of an LP problem is important because ?	It helps in converting the verbal description & numerical data into mathematical expression	Decision-makers prefer to work with formal models	It captures the relevant relationship among decision factors	It enables the use of algebraic technique
46	Which property of linear programming models indicates that the rate of change, or slope, of the objective function or a constraint is constant.	Linear Programming	Divisibility	Proportionality or linearity	Simplex
47	In Linear Programming what represents mathematical equation of the limitations imposed by the problem	Objective Function	Decision Variables	Redundancy	constraints
48	What type of constraint does the problem have when the constraints are a mix of 'less than' and 'greater than'	Multipile constraints	Infinite constraints	Infeasible constraints	mixed constraints
49	This case occurs when it is not possible to find solution in LPP	Unknown solution	Unbounded Solution	Infeasible Solution	Improper Solution
50	What is this case called, when the feasible region is such that value of objective function can extend to infinity	Infeasible Solution	Alternate Optimal	Unbounded solution	Unique solution
51	In this constraint the feasible region is a straight line	Less Than Or Equal To	Greater Than or Equal to	Mixed	Equal To
52	What does Unbounded solution mean in Linear Programming	Infeasible Solution	Degenerate Solution	Infinite Solutions	Unique solution
53	In simplex , a maximisation problem is optimal when all ΔJ i.e. $C_j - Z_j$ values are what	Either zero or positive	Either zero or negative	Only positive	Only negative
54	The outgoing variable column in the simplex algorithm is ?	Outgoing column	Key Column	Basic Column	Interchanging row
55	The intersection value of key column and key row is ?	Vital element	Key element	Basic element	Important element
56	Inventory Management is to study	Logistics	Supply	Economic Lot Size To Be Ordered	Demand
57	$\text{Max } Z = 200 \cdot X_1 + 3200 \cdot X_2 + 1504 \cdot X_3$ is called as	Objective Function	Equation Solution	Constraint	Decision Variable
58	A firm makes two products P1 & P2 and has production capacity of 18 tonnes per day. P1 & P2 require same production capacity. The firm must supply at least 4 tonnes of P1 & 6 tonnes of P2 per day. Each tonne of P1 & P2 requires 60hrs. Of machine work each. Maximum machine hours available are 720. Profit per tonne for P1 is Rs. 160 & for P2 is Rs. 240. Find Optimal Solution by graphical method. Which Type of of LPP constraints this sum depicts	Maximization-Mixed Constraints	Minimization-Mixed Constraint	Only Maximized Constraints	Only Minimized Constraints

59	The line which passes through the point of optimal solution is called as(Maximum Profit)	ISO-Cost Line	Demand Curve	Iso-Profit Line	Supply curve
60	The line which passes through the point of optimal solution is called as(Minimum Cost)	ISO-Cost Line	Supply curve	Iso-Profit Line	Demand Curve
61	Where is Shadow price found	Cj	Zj row under the slack variable	b	In the Key row
62	What is the sequence to Formulation of LPP	Identify Decision Variables-Writing Objective function-Formulate Constraints	Formulate Constraints-Identify Decision Variables-Writing Objective function	Writing Objective function-Formulate Constraints-Identify Decision Variables	Writing Objective function-Identify decision Variables-Formulate Constraints
63	What is the necessity of Linearity in Objective Function and Constraints	It is not Necessary	It is Necessary	It is not a condition	It is free from it
64	What is the objective function in the above sum	Max Z=240 X1+160X2	Min Z=240 X1+160X2	Max Z=160 X1 +240X2	Min Z=240 X1+160X2
65	In Simplex a resource which is completely utilized	Null resource	Scarce resource	Abundant resource	Zero resource
66	In simplex a resource which is partially utilized	Surplus resource	Extra resource	Available resource	Abundant resource
67	What kind of problem it is when demand is equal to supply	Maximization	Minimization	Unbalance	Balance
68	Full form of MODI Method	Modified Deviation Method	Modified Distribution Method	Minimum Distribution Method	Maximum Deviation Method
69	Degeneracy occurs when in a Transportation table, number of allocation are less than (number of rows + number of columns -1).What does the above indicate:	Rim Condition is satisfied	Rim Condition is unknown	Rim condition is not satisfied	Rim condition is known
70	Formula of Delta(Δ) for empty cells	Cost- (u+v)	Cost- (u*v)	Cost + (u+v)	Cost- (u/v)
71	To find the initial feasible solution of a transportation problem, what is the method which starts allocation from the lowest cost	north west corner	least cost	South east	Vogels approximation
72	synonym for Test for Non-degeneracy	Rim condition	Optimality condition	Regret condition	Test Condition
73	Which method's Initial Feasible solution for transportation problem is sometimes an optimal solution itself.	Row minima method	NWCR	LCM	VAM
74	When Total Supply > Total Demand, dummy _____ is included in the cost matrix with zero cost; the excess Supply is entered as a rim requirement for this dummy source (destination).	Cost	Penalty	Column	Destination or Column
75	The solution to a transportation problem with 'm' rows (supplies) & 'n' columns (destination) is feasible if number of positive allocations are	m + n	m*n	m + n - 1	m + n + 1
76	If Total Supply is equal to Total Demand and the Matrix elements are Time elements then the problem is	Balanced and Minimization Transportation Problem	Unbalanced and Minimization Transportation Problem	Balanced and Minimization Assignment Problem	Unbalanced and Minimization Assignment Problem
77	When minimum number of horizontal and vertical lines (N) drawn to cover all zeros in reduced matrix becomes equal to order of matrix (n), then which Solution is obtained.	Minimization	Maximization	Unbalanced	Optimal
78	The method used to obtain optimum solution of Assignment problem is	Reduced matrix	MODI	German	Hungarian
79	The solution of any transportation problem is obtained in how many stages?	Five	Four	Three	Two
80	If $M + N - 1 =$ Number of allocations in transportation, it means ? (Where 'M' is number of rows and 'N' is number of columns)	There is no degeneracy	Problem is unbalanced	Problem is degenerate	Solution is optimal
81	Which of the following considers difference between two least costs for each row and column while finding initial basic feasible solution in transportation?	North west corner rule	Least cost method	Vogel's Approximation method	Row minima method
82	If an opportunity cost value is used for an unused cell to test optimality, it should be	Equal to zero	Most negative number	Most positive number	Any value
83	An optimal solution is which stage of a solution obtained by improving the initial solution	Third	First	Second	Final
84	Any feasible solution to a transportation problem containing m origins and n destinations is said to be .	Independent	Degenerate	Non-degenerate	dependent
85	The extra row or column added to balance an assignment problem is called as	Regret	Epsilon	Dummy	Extra
86	When a particular assignment in the given problem is not possible or restricted as a condition, what kind of a problem it is	Infeasible	Degenerate	Unbalanced	Prohoibited
87	If in an assignment problem, the number of rows is not equal to the number of column then what is it called as?	The problem is unbalanced	The problem is not degenerate	The problem is degenerate	The optimal solution is not possible
88	In transportation, name of the method of penalties	north west corner	least cost	South east	Vogels approximation
89	What solution it is ,when the total of allocations of a transportation problem match with supply and demand values the solution	Degenerate solution	Non degenerate	Feasible	Infeasible

90	Solution attained when the allocations of a transportation problem satisfy the rim condition	Degenerate solution	Non degenerate	unbounded	Infeasible
91	Imaginary allocation added in the solution when there is a degeneracy in the transportation problem	Dummy	Regret	Epsilon	Penalty
92	If $M+N-1$ = number of allocations in the transportation (where M means number of rows and N means number of columns) it means	There is no degeneracy	problem is unbalanced	Problem is degenerate	Solution is optimal
93	Which of the following considers the difference between two least costs for each rows and columns while finding initial feasible solution in transportation	Vogels Approximation	North west	Least cost	row Minima
94	What type of problem it is if the number of rows and columns in an assignment problem are not equal	Unbounded	Infeasible	Unbalanced	Prohibited
95	The method of solution of assignment problems is called	NWCR Method	Hungarian Method	VAM Method	LCM Method
96	Name of the Matrix when a maximization assignment problem is converted into minimization assignment problem	Cost	Regret	Profit	Dummy
97	Path which the longest path in the network diagram	critical	Sub - critical	Worst	Best
98	The second longest path in the network diagram	critical	Sub - critical	Alternate	feasible
99	The two types of costs involved in a project crashing	direct and indirect	total and partial	Visible and invisible	measurable and non-measurable
100	In project crashing rent and overheads are treated as ?	significant cost	direct cost	Insignificant cost	Indirect cost
101	In project crashing the costs associated with actual activities are ?	Visible cost	Measurable cost	Direct cost	Indirect cost
102	Forward pass calculations are done to find what kind of occurrence times of events	exact	earliest	latest	approximates
103	Backward pass calculations are done to find what kind of occurrence times of events	tentative	earliest	latest	definitive
104	What activity it is whose start and end cannot be delayed without affecting total project completion time	Dummy	non -critical	critical	important
105	Floats for critical activity will be always?	One	Zero	Highest	same as duration of the activity
106	In the time-cost trade off in Project Crashing Graphical Diagram , how is the Direct Cost Curve Located?	Downward Sloping	Upward Sloping	Horizontal	Vertical
107	Minimum possible time in which an activity can be completed	Normal Time	Abnormal Time	Crash Time	Critical time
108	In the time-cost trade off in Project Crashing Graphical Diagram , how is the InDirect Cost curve Located?	Downward Sloping	Upward Sloping	Horizontal	Vertical
109	Direct cost associated with crash time of an activity	Total cost	Normal cost	Indirect cost	Crash Cost
110	In project crashing , what happens to the Total project cost initially and after the optimal point, as we systematically crash the project	Increases - decreases	Decreases- increases	Increases - remains the same	Decreases - remains the same
111	The shortest possible completion time of an activity in PERT	Pessimistic Time	Optimistic Time	Most likely Time	Expected Time
112	Path which the longest path in the network diagram	critical	Sub - critical	Worst	Best
113	The second longest path in the network diagram	critical	Sub - critical	Alternate	feasible
114	The two types of costs involved in a project crashing	direct and indirect	total and partial	Visible and invisible	measurable and non-measurable
115	Formula of Free Float	$L_j - E_j$	$[E_j - E_i] - t_{ij}$	$E_j - L_j$	$(LST - EST)$
116	Formula of Independent Float	$L_j - E_j$	$(LST - EST)$	$[E_j - L_i] - t_{ij}$	$EST - LST$
117	Formula of Interfering Float	$(LST - EST)$	$E_j - L_j$	$[E_j - E_i] - t_{ij}$	$L_j - E_j$
118	Direct Costs includes	Machinery	Rent	Administrative costs	Overheads
119	Full form of PERT	Programme Evaluation and Review Technique	Programme Estimate and Review Technique	Programme Evaluation and Research Technique	Programme Evaluation and Review Technology
120	What is Optimistic time in PERT denoted as	b	to	t_n	t_m
121	What is Pessimistic time in PERT denoted as	b	to	t_n	t_m
122	What is Most Likely Time in PERT denoted as	b	to	t_n	t_m
123	What is 'tm' in PERT	Most Likely Time	Pessimistic Time	Optimistic Time	Unlikely time
124	What is 'b' in PERT	Most Likely Time	Pessimistic Time	Optimistic Time	Unlikely time
125	When an activity is crashed , direct cost	Will decrease	will increase	will remain the same	will multiply exponentially
126	Formula of Cost Slope in Project Crashing	$\Delta C / \Delta t$	$\Delta C * \Delta t$	$\Delta C + \Delta t$	$\Delta C - \Delta t$
127	When project completion time decreases how does indirect cost of project respond	It increases	It multiplies	It decreases	It spreads
128	What is Optimal cost ?	point of minimum total cost	point of maximum total cost	point of maximum profit	point of minimum total selling price
129	What is the formula of Total Normal Cost?	Total Normal Cost = Direct Normal Cost + indirect Normal Cost	Total Normal Cost = Direct Normal Cost - indirect Normal Cost	Total Normal Cost = Direct Normal Cost * indirect Normal Cost	Total Normal Cost = Direct Normal Cost / indirect Normal Cost

130	It is one of the Principles of Crashing	Only Critical Activities are not crashed	Crashing can happen for any activity of your choice	Critical Path should always remain short	Only Critical Activities are crashed
131	How many time estimates exists in PERT	5	4	3	2
132	It is an activity that must be completed prior to the start of another activity	Sequential Activities	Preceding Activity	Succeeding Activity	Concurrent Activity
133	In project crashing rent and overheads are treated as ?	significant cost	direct cost	Insignificant cost	Indirect cost
134	In project crashing the costs associated with actual activities are ?	Visible cost	Measurable cost	Direct cost	Indirect cost
135	In project crashing , what happens to the Total project cost initially and after the optimal point, as we systematically crash the project	Increases - decreases	Decreases- increases	Increases - remains the same	Decreases - remains the same
136	The shortest possible completion time of an activity in PERT	Pessimistic Time	Optimistic Time	Most likely Time	Expected Time
137	The longest possible completion time of an activity in PERT	Pessimistic Time	Optimistic Time	Most likely Time	Expected Time
138	In PERT what is the time estimate calculated by using the formula $[(a + 4m + b)/ 6]$ called as?	Pessimistic Time	Optimistic Time	Most likely Time	Expected Time
139	In PERT the alternative name for expected completion time	Average project completion time	Normal project completion time	Mean project completion time	Critical project completion time
140	The maximum time in which an activity will be completed assuming all possible delays and postponements is termed as?	optimistic time	most likely time	pessimistic time	expected time
141	What are Concurrent Activites	Are Pending Activities	Activities which can be accomplished or performed simultaneously	Activities which are lagging	Activities done in advance
142	Full form of CPM	Critical Parameter Method	Conceptual Pathway Method	Critical Path Method	Critical Progress Method
143	What step should be taken if we want an early completion of the project	Shorten or Reduce the Critical Path	Increase the Critical Path	Keep the Critical Path Neutral	Choose Alternative Critical Path
144	Which calculation gives the Latest occurrence time of each event in the network	Forward Pass	Sidwards Pass	Backward Pass	No Pass
145	Is a type of Float	Interfering	Dependent	Critical	Backward
146	Formula of Total Float	$[E_j - E_i] - t_{ij}$	$L_j - E_j$	$(LST - EST)$	$E_j - L_j$
147	What is 'a' in PERT	Most Likely Time	Pessimistic Time	Optimistic Time	Unlikely time
148	What does Pessimistic time not include	Natural Calamity	Manmade calamity	Development	Politics
149	In the time direct cost relationship graph what does C_c denote?	Direct cost associated with crash time	Normal completion time of activity	Direct cost associated with normal time	Crash time-cost point
150	what type of solution it is, if the number of occupied cells is equal to $m+n-1$ i.e. number of independent constraint equations	Basic Feasible Solution	Degenerate	Non-Degenerate	Initial Basic Feasible Solution
151	Name the solution if the number of occupied cells is less than $m+n-1$	Basic Feasible Solution	Degenerate	Non-Degenerate	Initial Basic Feasible Solution
152	Which of these statements regarding time - cost trade - offs in CPM networks is true?.	Crashing is not possible unless there are multiple critical paths.	Crashing a project often reduces the duration of non-critical, activities.	Activities not on the critical path can never be on the critical path, even after crashing.	Crashing shortens the project duration by assigning more resources to one or more of the critical tasks.
153	Which of the following is not a concept associated with CPM	Normal Time	Probability	Normal Cost	Crash Cost
154	The maximum time in which an activity will be completed assuming all possible delays and postponements is termed as	Optimistic time	Most likely time	Pessimistic time	Expected time
155	A dummy activity is required when	Two or more activities have the same starting events.	Two or more activities have different ending events.	Two or more activities have the same ending events.	The network contains two or more activities that have identical starting and ending events.
156	PERT analysis computes the variance of the total project completion time as	The sum of the variances of all activities in the project.	The sum of the variances of all activities not on the critical path.	The variance of the final activity of the project.	The sum of the variances of all activities on the critical path.
157	Choose the correct condition of the following :	Crash Direct Cost > Normal Direct Cost, Crash time > Normal time	Crash Direct Cost < Normal Direct Cost, Crash time > Normal time	Crash Direct Cost < Normal Direct Cost, Crash time < Normal time	Crash Direct Cost > Normal Direct Cost, Crash time < Normal time
158	In a PERT network, the earliest (activity) start time is the	Earliest time that an activity can be finished without delaying the entire project.	Latest time that an activity can be started without delaying the entire project.	Earliest time that an activity can start without violation of precedence requirements.	Latest time that an activity can be finished without delaying the entire project

159	The time by which activity completion time can be delayed without affecting the start of succeeding activities, is known as:	Interfering float	Total float	Duration	Free float
160	Who developed the technique of PERT for the 'Polaris' Missile Program	Airlines	Coco Cola Company	US navy	Retail Manufacturer
161	What is the path called which is the longest path in terms of project completion time by which the project is completed	Uncritical Path	Critical Path	Activity	Network Analysis
162	It is a task scheduled to be completed within a specific / expected duration of time	Uncritical Path	Critical Path	An-Activity	Network Analysis
163	The artificial activity which indicates that an activity following it, cannot be started unless the preceding activity is complete, is known as :	Free float	Event	Dummy	Constant
164	The CPM was developed by Rand and Walker in which year?	1957	1958	1959	1960
165	What action should be taken when we want to complete the project in a shorter period than critical path	Take a Loan	Employ more resources	Skip project steps	Halt the Project
166	It is the minimum total Cost	Normal Cost	Abnormal Cost	Optimal cost	Indirect Cost
167	The following is a requirement in The table that is prepared for showing each activity in project Crashing	Rank in descending order of cost slope	Rank in ascending order of cost slope	Price Slope	Minimum delayed Limit
168	The participants in a game are called	clients	members	Customers	Players
169	A game with more than two players	Multi person	N person	Many person	unknown person
170	The outcome of the interaction of selected strategies of opponents in a game	Income	Profit	Payoff	Gains
171	In a game, the alternative courses of action available to each player	Options	Choices	Strategies	Actions
172	A situation in a game where, in the pay off matrix, maximin of row is equal to minimax of column is called as what?	Centre point	Main Point	Saddle point	Equal Point
173	What are the various alternatives of courses of actions available to each player in a game called as?	Saddle points	Strategies	Payoff	N player game
174	Optimal sequence of jobs	Regression Model	Sequencing Model	Linear Model	Dimension Model
175	Processing Time	Lag Time	Time required by each job on no machine	Time required by each job in one machine	Time required by each job at each machine
176	The time during which the machine remains waiting in sequencing problem is which time?	Processing	Waiting	Idle	Free
177	The order of completion of jobs in sequencing problems	Completion sequence	job sequence	processing order	job order
178	The total time required to complete all the jobs in a job sequencing problem is known as what?	Idle time	Processing time	Elapsed time	Processing order
179	What time is the time interval between starting the first job and completing the last job	Total elapsed	Total slack	Total Time	Total Cost
180	It signifies Mixed strategy	Select one or more action	Two person game	Value of game	Select any one game
181	In a Game, there are finite numbers of competitors called as	Saddle point	Strategies	Dominance Principles	Players
182	The expected pay off when all the players of the game follow their optimal strategies is known as	Saddle point	Minimum	Strategies	Value
183	Who developed the Game Theory.	J. R. Hicks	William J. Baumol	Neumann Morgenstern	Samuelson P. T.
184	What is a saddle point?	Equilibrium Point	Balanced Growth Point	Imbalanced Growth Point	Unstable Equilibrium Point
185	In a constant sum game, what is true?	Both player get equal gains	Both players adopt the same strategy	Mixed strategies are adopted by players	What one player gains, the other loses
186	In game theory, a choice that is optimal for a firm no matter what its competitors do is referred to as	the dominant strategy.	the game-winning choice.	super optimal.	a gonzo selection.
187	Which of the following describes a Nash equilibrium?	A firm chooses its dominant strategy, if one exists	Every competing firm in an industry chooses a strategy that is optimal given the choices of every other firm.	Market price results in neither a surplus nor a shortage	All firms in an industry are earning zero economic profits
188	Game theory is concerned with	predicting the results of bets placed on games like roulette	the choice of an optimal strategy in conflict situations	utility maximization by firms in perfectly competitive markets	the migration patterns of caribou in Alaska
189	A common assumption about the players in a game is that	neither player knows the payoff matrix.	the players have different information about the payoff matrix.	only one of the players pursues a rational strategy.	the specific identity of the players is irrelevant to the play of the game.
190	In a zero-sum game	what one player wins, the other loses.	the sum of each player's winnings if the game is played many times must be zero.	the game is fair—each person has an equal chance of winning.	long-run profits must be zero.

191	Which time is the time required by each job on each machine.	Elapsed	Working	Idle	Processing
192	An approach that minimizes the total time for sequencing a group of jobs through two work centers while minimizing total idle time in the work centers.	Gross Materials Requirement Plan	Load Report	Lot – for – Lot	Johnson’s Rule
193	When a set of jobs must pass through two workstations whose sequence is fixed, which is the rule most commonly applied	Johnson’s Rule	Earliest Due Date Rule	First Come, First Serve Rule	Slack Time Remaining
194	If there are n jobs to be performed, one at a time, on each of m machines, the possible sequences would be	$(n!)^m$	$(n)^m$	$(m!)^n$	$(m)^n$
195	The minimum processing time on machine M_1 and M_2 are related as	$\text{Min } t_{1j} = \text{Max } t_{2j}$	$\text{Min } t_{1j} \geq \text{Max } t_{2j}$	$\text{Min } t_{1j} \leq \text{Max } t_{2j}$	$\text{Min } t_{2j} \geq \text{Max } t_{1j}$
196	The total time required to complete all the jobs in a job sequencing problem is known as	Idle time	Processing time	Elapsed time	Processing order
197	This is the process of determining which job to start first and in what order other jobs should be processed on the machine or in work centre.	Batch production	Priority rules	Job Sequencing	Job Processing
198	S.M. Johnson’s algorithm derives the minimum completion times for all “no passing” cases. “No passing” means :	the order of processing jobs through the first facility must be preserved at the last facility.	the order of processing jobs through the first facility must be preserved for the next facility.	the order of processing jobs through the first facility must be preserved for all subsequent facilities.	the order of processing jobs through the first facility must be preserved for the no facility.
199	Processing time M_{ij} ’s are _____ of order of processing the jobs.	dependent	negligible	independent	infinite
200	What is the process of determining which job to start first and in what order other jobs should be processed on the machine or in work centre	Job sequencing	Priority rules	Batch production	Job Processing

2. INTERNATIONAL FINANCE

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	_____ is concerned with subjects such as exchange rate of currencies, monetary systems of the world etc	Strategic management	International finance	portfolio management	loan syndication
2	IFRS stands for _____	International financial reporting standards	Indian finance report statement	International foreign repatriation section	Inter - Forex regulatory system
3	Which among these occurs when assets or money rapidly flow out of a country?	transition	capital flight	income	taxation
4	_____ is concerned with cause and effect of financial flows among nations - its one of scope of international finance	International financial economics	International event marketing	Cross border terrorism	Hedging techniques
5	Which of these is a state or a country where taxes are levied at low rate or there are no taxes at all?	tax haven	nation	territory	span
6	Selling a product at higher price in home currency and at low price in host country is called as _____	Spamming	Phishing	Dumping	Evading
7	When the exchange rates are entirely market defined it is known as which among these?	independently floating	fixed	pegging	span
8	Which of these does a fixed exchange rate avoid?	gold reserves	budgeting	Currency fluctuations	government expenditure
9	The two multilateral institutions that were formed during Bretton woods conference were World Bank and _____	SEBI	RBI	IMF	UNESCO
10	Goods account or visibles account is reflected in which account in BOP?	capital	current	reserves	sdr
11	Autonomous transactions are viewed as what type of transactions?	above the line	below the line	beyond the line	between the line
12	Accommodating transactions are viewed as what type of transactions?	above the line	below the line	beyond the line	between the line
13	What type of transaction is carried out with a specific intention to adjust the imbalance in BOP?	Autonomous	Accommodating	peaceful	silent
14	The two multilateral institutions that were formed during Bretton woods conference were IMF and which other?	SEBI	RBI	World bank (IBRD)	UNESCO
15	"Our account with you" is an example of which type of account?	Savings	Current	Fixed	Nostro
16	In _____ market, contracts are traded for a specified date in the future at a specified price	Spot	Currency	Futures	Primary market
17	Which is the market for trading one currency against the other wherein settlement takes place within two days of execution of trade?	Spot	Cash	Credit	Eurobond
18	Which among these is one of the factors affecting exchange rates?	number of bank branches	Inflation rates	number of financial instruments	better co-operation
19	_____ markets helps to transfer payment between exporters and importers?	Primary	Secondary	Call money	Foreign exchange

20	Which among these are participants in foreign exchange market?	Registrar	Central banks	IRDA	SIDCO
21	Wholesale forex market is also called as which type of market?	Primary	Commodity	Over the counter	Inter - bank market
22	Which among these connects interest, spot exchange and foreign exchange rates?	NEFT	Interest rate parity	Balance of payments	Initial margin
23	Which among the following is a limitation of purchasing power parity theory?	It corrects trade imbalances	It is based on unrealistic assumptions	It is very popular	Its government friendly
24	Which among these is one of the methods used for forecasting exchange rates?	technical forecasting	sample survey	delphi method	naïve method
25	Under _____ arrangement, the currency is adjusted periodically in small amounts at a fixed rate	Crawling pegs	sample survey	Demand forecasting	Trend analysis
26	In which type of forecasting, spot and forward rates are used as indicators?	survey based forecasting	market based forecasting	long term forecasting	sales forecasting
27	Under forecasting techniques, EMH stands for _____	Efficient market hypothesis	E-market holding	E-mail hacking	Electronic magnetic high motor
28	A country's exchange rate regime under which the government ties the official exchange to another country's exchange rate is called as _____ exchange rate system	Fixed	floating	managed	trendy
29	Among the three economic indicators, interest rates and GDP are two of them, which is the third?	sales	demand	inflation	recession
30	The equivalent of money market rate on cash deposits made in euro currency are called as which among these?	Euro-deposits	SDR	reserves	balance of payments
31	Which is a derivative financial instrument which gives the right but not the obligation to exchange foreign currency?	syndication	LIBOR	Currency options	cheque
32	Currency which is held on deposit outside its home market is called as which of these?	Euro - currency	Currency options	SDR	FRN
33	A loan whose denominated currency is not the lending bank's national currency is called as _____	Euro-credit	Commercial paper	Treasury bill	Letter of credit
34	Legal tender in the form of bank notes in euro currency are called _____	Euro-notes	Commercial paper	Treasury bill	Letter of credit
35	An unsecured short term loan issued by a bank or a corporation in international money market in eurocurrency is called _____	Bill receivable	Euro -Commercial paper	Treasury bill	Letter of credit
36	SPOT in foreign exchange market stands for _____	Single payment options trading	Standard pay out tariff	Subsidised payment on trade	Superannuation pension option tariff
37	What does LIBOR stand for in terms of eurocurrency markets?	London Inter bank offered rate	London international bureau of radiology	London inter body of religion	London international board of regulation
38	Currency futures contracts are _____ futures contracts	transferable	voidable	cutailable	illegal
39	Which was primarily one of the reasons for rise of eurocurrency markets?	Cold war between USA and USSR	Dissolution of British raj	Death of Abraham Lincoln	Depression in Japan
40	One of the main characteristics of eurocurrency off shore markets is _____	No business deals	Absense of regulation	Increased inflation	Increased conflicts
41	Borrowing in the US for financing international projects was called as the _____ program	US League	American rule	Voluntary restraint	Anglo saxon community
42	Eurobonds which have a fixed coupon and maturity date are called which among these?	Nostro	Retail dealers	FDR's	Conventional or straight eurobonds
43	Bonds which could be exchanged for another instrument like shares of issuing organisation were known as _____ bonds	Convertible	Usable	Dividendless	Category
44	Bonds which have no interest payments and are sold at discount to face value are known as which among these?	Zero coupon bonds	SDR	Eurocommercial paper	Euro loans
45	Market which deals in issue of new securities and is part of capital market is known as which among these?	Derivative market	Commodity market	Eurocommercial paper market	Primary market
46	Market which deals in reissue of previously issued securities and is part of capital market is known as which among these?	Derivative market	Commodity market	Eurocommercial paper market	Secondary market
47	A _____ is a derivative instrument in which two counterparties exchange cash flows between financial instruments	Swap	Futures	Options	Forwards
48	CAT stands for which of this with respect to bonds?	Fixed interest bonds	Catastrophe bonds	Cover after time bonds	Currency After Tax bonds
49	Which among these is a derivative instrument denominated in US dollars issued to residents in US which represent ownership of shares in a foreign company?	Eurobond	American depository receipt	FDR's	SDR's
50	ADR/s are denominated in _____	GBP	USD	YEN	SEK
51	The two types of ADR are _____	sponsored and unsponsored	fixed and floating	mixed and hybrid	debt and equity

52	Which among these is a derivative instrument denominated in freely convertible currencies which are traded globally?	Eurobond	Global depository receipt	FDR's	SDR's
53	Which among these is world wide stock market index?	Yardley's 50	UCLA	BBC Global 30	National board of trade
54	Which among these is a standard against which a performance of security, mutual fund or investment manager is measured?	Logistics	Index	benchmark	deviation
55	The risk of investments declining in value because of economic developments or other events is known as which type of risk?	Market risk	Benchmarking risk	Sales risk	Asset risk
56	The risk of not being able to sell one's investment at a fair price when need arises is called as which type of risk?	Benchmarking risk	Liquidity risk	Sales risk	Asset risk
57	The risk that counterparty will not be able to repay obligations of principal and interest at maturity is called as which type of risk?	Benchmarking risk	Credit risk	Sales risk	Asset risk
58	The risk of loss due to concentration of money in one instrument or one type of investment is known as _____ risk	Benchmarking risk	Credit risk	Sales risk	Concentration risk
59	The risk of loss due to reinvesting principal or interest at lower interest rate is called _____	Benchmarking risk	Credit risk	Reinvestment risk	Concentration risk
60	Which is an instrument for foreign companies to raise equity financing in Indian markets with help of Indian depository/	Eurobond	Indian depository receipt	FDR's	SDR's
61	FERA 1973 consisted of how many sections?	81	108	351	10
62	FEMA 1999 consists of how many sections?	49	108	351	10
63	Which among these refers to an international investment in which the investor obtains a lasting interest in the enterprise in another country?	syndication	Depository receipt	SDR	Foreign direct investment
64	Which among these refers to a passive holding of securities in financial assets which can be easily pulled off at any point of time?	syndication	Depository receipt	SDR	Foreign portfolio investment
65	Which among these is a process for allocating resources for major capital or investment expenditures?	Capital budgeting	loan syndication	underwriting	corporate counselling
66	Which among these is the process of converting foreign currency into the currency of one's own country?	participatory notes	Eurobonds	issue management	Repatriation of profits
67	Which are the major factors affecting foreign exchange risk among these?	Inflation and interest rates	arbitrage	mergers	gold prices
68	Risk of exchange rate changing between transaction date and subsequent settlement date is called which among these?	Political risk	Solvency risk	Stability risk	Transaction risk
69	Which service guides the investor a method of selecting best available securities which will provide best return and minimise risk?	Portfolio management	Bill discounting	Option trading	Eurobonds
70	Which among these involves the simultaneous buying and selling of an asset in order to profit from small differences in price?	counselling	merchant banking	mergers	Arbitrage
71	Which among these involves undertaking significant amount of risk by forecasting rising and falling prices?	counselling	merchant banking	mergers	Speculation
72	Which among these is a study of tax on a person or business subject to the tax laws of different countries?	International taxation	loan syndication	issue management	share broking
73	Which among these is a direct tax paid directly by the taxpayer on whom it is levied?	GST	Income tax	Capitalisation tax	Brokerage tax
74	Which among these is a passive tax earned by individual within tax jurisdiction of another country?	GST	With-holding tax	Capitalisation tax	Brokerage tax
75	Which is a country which offers foreign individuals and businesses a minimal tax liability in politically stable environment?	Developed country	Tax Haven	SAARC	IMF
76	Cayman islands, Bahamas, Bermuda are examples of which among these as they offer minimal tax liability	Developed country	Tax Haven	SAARC	IMF
77	What is the approach towards finding present value of investment's expected cash inflows minus cost of acquiring the investment called?	Pay back method	Net Present value approach	Income before Interest and tax approach	Statutory approach
78	Option to expand comes under which of these option categories?	Options relating to project size	Options relating to project life and timing	Option relating to project operations	Call option
79	Input mix options comes under which of these option categories?	Options relating to project size	Options relating to project life and timing	Option relating to project operations	Call option
80	Sequencing option comes under which of these option categories?	Options relating to project size	Options relating to project life and timing	Option relating to project operations	Call option
81	_____ is one of major challenges of International finance?	tariff and non-tariff barriers	increased trade	job creation	better co-operation
82	What is a systematic record of all transactions taking place between residents and non-residents of a country called?	balance of payments	balance sheet	pass book	bank statement

83	Balance of payments follows _____ method of entry system of book keeping?	single	double	multiple	invoice
84	There are two types of transactions in balance of payments. One is autonomous transaction. Which is the other?	revenue	tangible	accomodating	disclosed
85	Balance of payments is made up of accomodating and _____ transactions	revenue	tangible	autonomous	disclosed
86	Which is a summary statement of transactions in foreign exchange in a year?	balance of payments	pass book	bank statement	invoice
87	Long term loans, amortisation are represented in which account in BOP?	capital	current	reserves	sdr
88	Travel and insurance are part of _____ account in BOP	capital	current	reserves	sdr
89	When inflows of foreign currency are greater than outflows the BOP is said to be in which state?	single	double	surplus	passive
90	_____ transaction is undertaken in normal course of business in response to price levels, exchange rates etc?	autonomous	accomodating	reserves	deficit
91	Which is the branch of economics that studies the dynamics of exchange rates, foreign investments etc?	International finance	E commerce	Strategic management	Talent management
92	Difference of exports and imports of goods is called as balance of which among these?	surplus	deficit	trade	income
93	The IMF and SDR and gold account are reflected in which account in BOP?	capital	current	reserves	deficit
94	When both debits and credits are equal in balance of payments it is said to be in which state?	balance	surplus	deficit	equilibrium
95	Among the exchange rate regimes, which was the first?	Gold standard	Bretton woods system	flexible exchange rate	GATT system
96	During Bretton woods system the accepted univereal reserve asset was _____	GBP	INR	USD	CAD
97	During Bretton woods system USD was accepted as _____	European dollar	Universal reserve asset	Price discovery mechanism	SDR
98	The Bretton woods system failed because there was non-availability of which among these?	Gold	copper	cotton	lead
99	Fixing rate of domestic currency to an international currency is called as?	phishing	spamming	dumping	pegging
100	"Your account with us" is an example of which type of account?	Savings	Current	Vostro	Nostro

3. INNOVATIVE FINANCIAL SERVICES

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	A _____ is an agreement under which a firm acquires a right to make use of capital asset for payment of rentals	lease	consumer credit	factoring	merger
2	_____ is a care taker of public property or securities	Registrar	Insurer	Custodian	Manager
3	Loan _____ is an arrangement where a group of banks participate to provide funds for a single loan	Syndication	merger	Custodian	venture
4	_____ formation is the basis for economic growth	Capital	merger	Bad debts	Liability
5	_____ originates from french word 'forfait ' which means to surrender	factoring	forfeiting	securitisation	discounting
6	Financial services are _____ and hence both origination and supply have to be performed simultaneously	Consistent	Inseperable	reliable	illiquid
7	Letter of credit is required in _____	factoring	forfeiting	project advisory	portfolio management
8	_____ market facilitates the trading of foreign exchange	Forex	Primary	OTC	Bullion
9	In _____ factoring, the loss due to non-payment by debtor is borne by the seller/client	Recourse	Pure	International	credit
10	In _____ factoring, the name of the factor is not made known to the debtor	Recourse	Undisclosed	Pure	credit
11	The three parties in a factoring agreement are the buyer, the seller and the _____	Factor	Registrar	Custodian	IEM
12	The main factoring costs are _____ and interest	Commission	Brokerage	Rentals	EMI
13	_____ is a fund based service in which an exporter surrenders his right on promissory notes and bills of exchange for cash	Forfeiting	Venture capital	Loan syndication	Consumer credit
14	_____ is an arrangement whereby the seller recovers amount of sales bills from banks or financial institutions before it is due	Syndication	Bill discounting	venture capital	Consumer credit
15	For bill discounting bills should have maximum maturity period of _____ days	90	30	180	120
16	Financial services are _____	intangible	tangible	life cycle oriented	produced
17	Bill discounting is governed by _____ Act	Negotiable instruments	SEBI	Contract act	IRDA

18	_____ is a process in which funds can be raised by trading bills receivables with commercial banks	Syndication	Bill discounting	venture capital	Consumer credit
19	Bill market schemes were introduced in November 1970 by _____	RBI	SEBI	IRDA	FMC
20	In _____ factoring the factor does not make any advance payment to the client	Maturity	Advance	consumer credit	loan
21	_____ factoring offers full range of services including administering sales ledger	Maturity	Full	recourse	Domestic
22	The bills for bill discounting must be _____ bills	genuine trade bills	accommodation bills	notarised	stamped
23	Under bill discounting, possession of bill after discount is kept with the _____	buyer	seller	bank	treasurer
24	_____ is a fund based service which provides means of finance by selling book receivables of a firm to a third party	Factoring	merger	Acquisition	Loan
25	_____ is defined as a process of transformation of an illiquid asset into security which may be later traded in the market	Syndication	Securitisation	Merger	credit
26	The _____ market deals with those securities which are issued to the public for the first time	Forex	Primary	OTC	Bullion
27	_____ market facilitates the trading of long term securities	Capital	Money	Treasury	OTC
28	_____ market facilitates the trading of short term securities	Capital	Money	Treasury	OTC
29	Banks and NBFC's are examples of financial _____	markets	regulators	institutions	instruments
30	Any person involved in the business of issue management by selling, subscribing or underwriting of securities is called as a _____	Broker	Custodian	Registrar	Merchant banker
31	A _____ is defined as "any person who is engaged in the business of issue management"	factor	manager	merchant banker	treasurer
32	_____ are in charge of issue process	factor	manager	merchant banker	treasurer
33	Underwriting services are provided by _____	Underwriter	treasurers	Custodian	traders
34	Stock brokers are _____ underwriters	non-institutional	multiple	group	good
35	Any scheduled bank which receives application monies for IPO issue are called _____	Commercial banks	banker to an issue	treasurer	custodian
36	A member of the stock exchange is called a _____	custodian	stock broker	Registrar	capitalist
37	The NSE trading online system is called _____	NEAT	BOLT	linux	dos
38	A _____ is a contract which derives its value from an underlying asset	life insurance	Derivative	securitization	Consumer credit
39	A forward contract is traded _____	Over the counter	On stock exchange	On NYSE	On bank system
40	An option gives the buyer the right but not the _____ to buy/sell a contract	ownership	obligation	possession	promise
41	Futures contracts are _____ contracts	standardised	customized	void	invalid
42	Futures price = Spot price + _____	Cost of carry	time value	money	gold
43	A _____ option gives the holder the right to buy an asset at a specified date for a specific price	right	put	call	forward
44	A _____ option gives the holder the right to sell an asset at a specified date for a specific price	right	put	call	forward
45	The person who acquires the right to buy/sell an option contract is called option _____	holder	carrier	writer	poet
46	The person who has no right to buy or sell - he has to fulfil the contract if option is exercised, such a person is called an option _____	holder	carrier	writer	poet
47	Where in an order the client places a limit of price of security it is called a _____	Limit order	stop loss order	best rate order	immediate or cancel order
48	A _____ is an agreement between two counter parties to exchange cash flows in the future	Swap	treaty	trade	pact
49	_____ is the process of turning assets into securities	Securitization	treaty	trade	pact
50	SPV in securitisation stands for _____	Special purpose vehicle	Standard pact vehicle	Solid party vehicle	Standard party vehicle
51	_____ are also responsible for preparing the prospectus and marketing the issue	Treasurer	Registrar	Custodian	Merchant banker
52	Securitisation is a process of converting _____ assets into marketable securities	liquid	illiquid	current	intangible
53	In recourse factoring, credit risk is with the _____	seller	buyer	bank	NBFC'S
54	The _____ also offer other specialised services such as advisory on matters of mergers/acquisitions	Underwriter	Registrar	merchant banker	broker
55	_____ are also responsible for preparing prospectus and marketing an issue	Underwriter	Registrar	merchant banker	broker
56	_____ make a commitment to get issue subscribed either by others or by themselves	Underwriter	Registrar	merchant banker	broker
57	_____ management refers to sale of securities by any company to public through merchant banker	Issue	Portfolio	Client	Service
58	A derivative is a contract which derives its value from an _____	underlying asset	contract	treaty	bill of exchange
59	_____ are exposed to risk of under subscription	Underwriter	brokers	traders	customers

60	A ____ means any member who is not a member of stock exchange who acts on behalf of stock broker	Underwriter	sub-broker	Registrar	custodian
61	____ are contracts that represent an agreement to buy or sell a set of assets at a specified future date for specified amount	Treaty	Warrants	Futures	Bills
62	____ is the entity which would buy assets for securitisation from originator	Factor	Forefeitor	Special purpose vehicle	Banker
63	The exchange traded derivatives are futures and ____	forwards	swaps	options	bills
64	Underwriters agree to take up secutites which are not fully ____	subscribed	movable	intangible	registered
65	Stock broker is a ____ of the stock exchange	Registrar	Custodian	member	CEO
66	Brokers of stock exchanges are licenced by ____	SEBI	IRDA	MCA	Prime minister
67	Forwards are traded ____	Over the counter	On stock exchange	inter bank	between government
68	One of the advantages of derivatives is ____	leverage	very risky	high volatlality	secretivity
69	____ cannot accept demand deposits from customers	Commercial banks	Foreign banks	Private banks	NBFC's
70	____ market facilitates the trading of foreign exchange	Capital	commodity	Forex	money
71	____ capital refers to capital which is available for financing new business opportunities	lease	merger	venture	financial
72	____ is an apex housing finance institution in the country	NHB	SEBI	RBI	IRDA
73	The consideration given by insured to insurer for entering into insurance contract is called as ____	risk	debt	premium	credit
74	A ____ is an agreement in which a party owning an asset provides the asset for use to another for receiving periodical rental payments				
75	____ leases is also known as capital lease because the lessee has option to purchase asset at end of lease period	Finance	Operating	recourse	non-recourse
76	Under ____ lease, lessor does not transfer ownership rights to lessor at end of lease period	Finance	Operating	recourse	non-recourse
77	The two parties in a lease contract are lessor and ____	writer	holder	lessor	broker
78	The two parties in a hire purchase contract are hirer and ____	writer	holder	lessor	hiree
79	The two parties in a hire purchase contract are hiree and ____	hirer	holder	lessor	hiree
80	under hire purchase the buyer gets ownership ____ payment of last instalment	before	after down payment	after full payment	after two emi's
81	Among the options, which is basic need of a human being?	Housing/shelter	Insurance	venture capital	Consumer credit
82	____ was set up in 1988 as the apex institution for promoting housing finance companies in the country	NHB	UTI	Axis bank	RBI
83	Home loans are eligible for tax benefit under the ____ Act	Income tax	SEBI	IRDA	Exim
84	____ refers to the financiag of a start up company by typically high wealth investors	Loan syndication	Securitisation	trading	Venture capital
85	Venture capital is an example of ____ based service	Fund	fee	security based	commodity based
86	Denand deposits cannot be accepted by ____	Commercial banks	private banks	foreign banks	NBFC'S
87	Seed capital is involved in ____ stage financing	Early	Late	mezannnine	deep
88	Going public is one of the ____ channels of venture capital	Early	Late	Disinvestment	deep
89	In a leasing contract, ownership of the asset is with the ____	lessor	lessee	Registrar	custodian
90	The NHB is a fully owned subsidiary of ____	SEBI	RBI	IRDA	NABARD
91	____ sale is outright credit sale	Instalment	Housing	securitization	Factoring
92	The two parties to an leasing agreement are lessor and ____	lessee	brokers	merchant banker	underwriter
93	The main two types of leases are finance and ____ lease	derivative	security	operating	forfeiting
94	Early stage capital in venture capital is also known as ____ finance	seed	plant	bush	tree
95	____ rating means giving an expert opinion by a rating agency on ability of issuer of debt instrument to meet their financial obligations when due	Debit	Risk	Venture	credit
96	Loan for consumer durables is called as consumer ____	credit	debit	grievance	redressal
97	____ are called plastic money	credit cards	bar code	rfid	treasury bills
98	One of main disadvantage of credit card is	fraud	easiness	flexibility	safety
99	A person can withdraw money from ATM with help of a ____	debit card	cheque	bill of exchange	note
100	Redressal of complaints of credit card holders is given by	IRDAI	Ombudsman	Consumer protection Act 1986	Merchant banker

101	An assessment of company's ability and willingness to meet financial obligations when they arise is called _____	Credit rating	Securitisation	Insolvency	Sickness
102	CRISIL is a _____ agency	Credit rating	Securitisation	factoring	commercial bank
103	CARE is a _____ agency	Credit rating	Securitisation	factoring	commercial bank
104	Moody's is a _____ agency	Credit rating	Securitisation	factoring	commercial bank
105	Highest credit rating given to a company is _____	BB	BBB	AA	AAA
106	_____ is the first credit rating agency in India promoted in 1987 by ICICI and UTI	Crisil	Motilal oswal	Angel broking	Share Khan
107	The agency which gives credit rating for small and medium enterprises is _____	NHB	RBI	SMERA	IRDA
108	SEBI was constituted in the year _____	1988	1935	2014	1956

4. STRATEGIC FINANCIAL MANAGEMENT

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	Distribution of profits to shareholders and retention of profits of the company are related to which of the following decision?	Dividend	Capital Structure	Capital Budgeting	Cash Budgeting
2	What is the relationship between liquidity and profitability?	Adverse	Inverse	Direct	Indirect
3	What is the full form of EPS?	Expenses per share	Earning Per Share	Earning Per Stock	Earning Per Saving
4	Which of the following is not a function of finance?	Investment	Dividend	Financing	Production
5	What is called as 'Dividend which is declared before declaration of final dividend' ?	Final Dividend	Interim Dividend	Stock Dividend	Temporary Dividend
6	_____ is the dividend payout?	20	zero	2	18
7	Choose from the following to whom Dividend is payable.	Shareholders	Creditors	Bond holders	Managers
8	Payment of fixed dividend is known as	Constant Payout	Fluctuating Dividend	Cash Dividend	Stock Dividend
9	If Internal Rate of Return is 15%, Cost of equity capital is 10%, EPS is ₹ 8, Dividend Payout ratio is 50%. Calculate value of an equity share of the company as per Walter's Model.	90	100	110	105
10	If Internal Rate of Return is 5%, Cost of equity capital is 10%, EPS is ₹ 8, Dividend Payout ratio is 75%. Calculate value of an equity share of the company as per Walter's Model.	50	60	70	40
11	XBRL provides solution to which of the following	Marketing problems	HR Problems	Financial Problems	Production Problems
12	What does XBRL stands for	Extensible Business Reporting Language	Extensive Business Reporting Law	Exclusive Business Reporting Law	Extensible Business Reporting Law
13	Which of the following is authorised to develop XBRL	SEBI	ICAI	IDRA	RBI
14	Cash flow is affected by future _____ conditions.	Uncertainties	Certainties	Economic	None of the above
15	Higher the risk, _____ will be the discount rate.	The degree of risk	The degree of certainty	Higher	None of the above
16	If risk free interest is 10% and risk premium is 5%, the RADR will be _____.	0.1	0.2	0.15	0.05
17	Under certainty equivalent method _____ cash flow is converted into _____ cash flow.	Senior Executives	Risky Riskless	Probability	None of the above
18	Under sensitivity analysis _____ factor is identified.	Probability	Most Sensitive	Senior Executives	None of the above
19	_____ is assigned to each year's cash flow to find out probable cash flow.	Management	Probability	Objective	None of the above
20	_____ the co-efficient the _____ is the project.	Higher, Riskier	Lower, Riskier	Both (a) and (b)	None of the above
21	The project with _____ co-efficient of variation should be selected.	Lesser	Management	Higher	None of the above
22	Under standard deviation _____ of cash flow is ascertained.	Dispersion	Subjective	Objective	None of the above
23	Which of the following method does not consider investments profitability?	Payback Period	ARR	NPV	IRR
24	The most reliable method for financing capital budget decisions	NPV	ARR	Payback	Post audit method
25	Present Value of cash inflow of a project is ₹ 2,38,000 and investment is ₹ 2,00,000. Calculate Profitability Index.	1.39	1.42	0.84	1.19
26	Cost of new machine is treated as	Cash Inflow	Cash Outflow	Scrap Value	Working Capital
27	Capital rationing is caused by _____ and _____ factors.	Internal, External	Constraint, External	Constraint, Internal	None of the above
28	NPVI is equal to _____, _____.	$NPV \div \text{Initial Cash Outflow}$	$\text{Initial Cash Outflow} \div NPV$	$\text{Initial Cash Inflow} \div NPV$	None of the above
29	NPV method is used when funds are scarce _____ and in _____ years.	Internal, External	Today, Constraint	Today, Subsequent	None of the above
30	In payback period method, which type of project is recommended for investment?	project which takes short payback period	project which takes very long payback period	project which yields highest rate of return	project which is having longer life
31	Capital rationing may arise due to	Imperfection of Capital Market	Deficiencies in Market Information	Weakness of Capital Market	Both (a) and (b)

32	Capital Rationing is caused by	Reluctance to finance by external equities	Reluctance to broaden the equity base	Reluctance to accept some viable projects	All of the above
33	P.I. is used under	Funds are scare today	Cash outflows are made today	None of the projects can be delayed	All of the above
34	NPVI method is used when	Funds are scare today and thereafter	Projects are infinitely divisble	Cash outflows are made in future also	All of the above
35	Capital rationing can be studied under the situation	Projects are divisible and constraint is a single period one.	Projects are indivisible and constraint is a single period one.	Projects are divisible and constraint is multi period one.	All of the above
36	_____ provides details of compliance of corporate governance.	Annual Report	Board of Directors	Independent Audit Committee	None of the above
37	Purpose of corporate Governance is promotion of corporate _____.	Accountability	Stakeholders	Mandatory	None of the above
38	Interest of stakeholders is the _____ of corporate governance.	Principle	Political	Stewardship	None of the above
39	Managers are agents is the assumption of _____ theory.	Agency	Mandatory	Political	None of the above
40	Managers are self motivated is the assumption of _____ theory.	Stewardship	Political	Board of Directors	None of the above
41	Maximisation of total wealth of stakeholders is the assumption of _____ theory.	Stewardship	Stakeholders	Political	None of the above
42	Government decides the allocation of profit is the assumption of _____ theory.	Mandatory	Political	Annual Report	None of the above
43	Composition of Board is the _____ requirement of corporate governance.	Non-mandatory	Mandatory	Board of Directors	None of the above
44	Chairman of the Board is _____ requirement of corporate governance.	Mandatory	Non-mandatory	Agency	None of the above
45	Increased EPS is the benefit of _____.	Corporate Restructuring	Balance Sheet	Consolidated	None of the above
46	Corporate restructuring increases _____.	EPS	Increases Return	Increases Competitive Strength	None of the above
47	Amalgamation is governed by AS _____.	AS 14	AS 3	AS 21	AS 32
48	Demerger is _____ of merger.	Consolidated	Opposite	Corporate Restructuring	None of the above
49	Book value if a share is based on _____ values of assets and liabilities.	Liquidated	Continued	Balance Sheet	None of the above
50	Financing of merger by debt is called _____ buyout.	Going Private	Balance Sheet	Leveraged	None of the above
51	Financial goals are	Quantitative	Qualitative	Subjective	Objective
52	Recent corporate paradigm is	Maximisation of shareholder's value	Maximisation of Net Profit	maximization of Market Capitalisation	None of the above
53	Return on Net Worth indicates	Higher Overall Profitability	Higher Trading Profitability	Higher Operating Profitability	None of the above
54	EVA concept is postulated by	Stewart	Stern	Terry	Stern Stewart & Co.
55	EVA Measures	Productivity of all the factors	Profitability of Operations	Trading Profitability	None of the above
56	EVA is positive when	NOPAT exceeds the Weighed Average Cost of Capital	NPAT exceeds the Weighted Average Cost of Capital	Gross profit exceeds the Weighted Average Cost of Capital	None of the above
57	EVA is a corporate surplus which is shared by	Employees and Management	Employees and Shareholders	Shareholders Only	Employees, Management and Shareholders
58	Net Profit for calculation of EVA is	NPAT	NPBT	NOPAT	NOP
59	Net worth includes	Share Capital	Reserves	P & L A/c Cr. Balance	All of the above
60	EVA can be enhanced by	Increase in NOPAT	Reduction in cost of capital	Reduction in Capital Employed	All of the above
61	MVA indicates	Value added to a particular share over its book value.	Value added to a particular share over its yield value.	Value added to a particular share over its market value.	None of the above
62	MVA is considered as	Internal Measure of Performance	External Measure of Performance	Effective Measure of Performance	All of the above
63	_____ is calculated on the basis of net profit available to equity shareholders.	ROI	EVA	EPS	MVA
64	_____ shows overall profitability.	MVA	EVA	ROI	None of the above
65	_____ measures productivity of all the factors.	MVA	EVA	ROI	None of the above
66	_____ is excess of NOPAT over W.A.C. capital employed.	ROI	EVA	MVA	None of the above
67	EVA is a corporate _____ which is shared by employees, management and shareholders.	Higher Operating Profitability	Surplus	Maximisation of Net Profit	None of the above
68	Net worth includes _____ and _____.	Higher Operating Profitability, Lower Operating Profitability	Share Capital, Reserves & Surplus	Trading Profitability, Share Capital	None of the above
69	_____ assets are deducted for deciding net worth.	Fictitious Assets	Stewart	Stern	None of the above
70	Increase in _____ can increase EVA.	NOPAT	EVA	MVA	None of the above
71	_____ is excess of market capitalisation over net worth.	MVA	ROI	EPS	None of the above

72	Corporate Restructuring	Increases EPS	Increases Return	Increases Competitive Strength	All of the Above
73	Companies go for merger due to	Strategic Benefits	Economies of Scale	Tax Shield	All of the above
74	Amalgamation is governed by	AS 14	AS 3	AS 21	AS 32
75	In Amalgamation, all the assets and liabilities of the transferor company are pooled into the books of transferee company at	Market Value	Book Value	Fair Value	Realisable Value
76	In demerger a corporate body is	Split into two or more bodies	Two bodies are combined	Both (a) and (b)	None of the above
77	The forms of restructuring include	Going Private	Leveraged Buyout	Privatisation	All of the Above
78	In liquidation valuation it is assumed that the company will be	Liquidated	Continued	Consolidated	None of the Above
79	While calculating EPS	Preference dividend is deducted from NPAT	Preference dividend is added to NPAT	Preference dividend is ignored	None of the Above
80	Calculate Market Price per share of Sun Ltd. If Earning after tax is ₹ 2,000 lakhs; No. of Shares = 200 lakhs; P/E Ratio (times) = 10.	10	20	100	200
81	Mandatory requirements of corporate Governance include	Board of Directors	Independent Audit Committee	Report on Corporate Governance	All of the above
82	Non-Mandatory requirements of corporate Governance include	Chairman of the Board	Training of Board Members	Whistle Blower Policy	All of the above
83	Which of the following is not the function of the 'factor'?	Collection from Debtors	Credit Investigation	Financing of Debtors	Financing of Creditors
84	Which of the following are the parties to the factoring?	Client, factor and debtor	Drawer, drawee and payee	Consignor and Consignee	Hirer and vendor
85	The primary requirement while choosing a short-term investment is this.	High Return	Long maturity	Quickest convertibility into cash	To park surplus fund
86	The percentage of provision required on standard assets is	0.4	0.004	0.25	1
87	Cash in hand is an asset which carries risk of	0.1	0.25	Zero%	1
88	Working capital finance is provided against	Accounts Receivable	Inventories	Both (a) and (b)	Machinery
89	The charge for working capital finance may be	Floating	Trust Receipts	Pledge of warehouse receipt	All of the above
90	Interest on commercial paper is _____ deductible.	Cash credit	Tax	Bills Payable	None of the above
91	Spontaneous source of working capital	Trade creditors	Bills Payable	Notes Payable	All of the above
92	Internal long term source include	Retained profit	Depreciation	(a) and (b)	Share capital
93	External short term sources include	Bank overdraft	Cash credit	Public Deposits	All of the above
94	Working capital finance is provided against	Accounts Receivable	Inventories	Both (a) and (b)	Machinery
95	The charge for working capital finance may be	Floating	Trust Receipts	Pledge of warehouse receipt	All of the above
96	Cash credit is permitted against	Pledge	Hypothecation	Mortgage	Both (a) and (b)
97	MPBF refers to	Maximum Permissible Bank finance	Minimum permissible bank financ	Bank overdraft	Cash credit
98	Public Deposits are accepted for a maximum of	2 years	3 years	5 years	1 year
99	Interest on Debentures is	paid out of income	paid out of profit	paid out of Debentures	paid out of loans

5. INDIRECT TAX

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	GST is _____ based consumption	Indirect tax reforms	Goods and services tax networks	Destination	Production
2	GST is applicable on _____ of goods and services.	Production	Demand	Supply	Manufacturing
3	Import of goods would be treated as	Intra- state Supply	Inter-State Supplies	Exempt Supply	Non- taxable Supply
4	_____ Petroleum products have been temporarily been kept out of GST	One	Two	Four	Five
5	_____ is levied on Intra-State Supply of Goods and/or Services in	SGST	IGST	CGST	UTGST
6	GST was introduced in India on	04-01-16	05-01-17	06-01-18	07-01-17
7	Supply of the following is not liable to GST.	Alcoholic liquor for industrial consumption	Alcoholic liquor for medicinal consumption	Alcoholic liquor for human consumption	Alcoholic liquor for animal consumption
8	HSN Code Stands for	Home Shopping Network	Harmonized System of Nomenclature	Harmonized System Number	Home State Number
9	The export of goods or services is considered as a	Zero-rated supply	Exempt Supply	Taxable Supply	Inward Supply
10	The Vice- chairman of the GST council is	Union Minister of state in charge of Revenue.	Union Finance Minister	One elected person amongst the State Finance Minister's	Minister in charge of Finance or Taxation.
11	_____ is a tax that is shifted from one taxpayer to taxpayer to another.	Direct Tax	Indirect Tax	Entry Tax	GST
12	Indirect Tax is _____	Regressive tax	Progressive tax	Tax on tax	Value added tax

13	Central & excise duty shall be levied in addition to GST on _____ Transaction	Petroleum Products	Alcohol products	Tobacco and tobacco products	Alcohol for human consumption
14	_____ of the total number of member of the GST council shall constitute the quorum at its meetings.	Two	One-half	All	Two- third
15	_____ would provide three front end services to the	Goods and services tax networks	GST Council	Government	Income tax
16	CGST and SGST/ UTGST will be charged on _____	Intra-State	Inter-State	Import	Export
17	In an area inside the sea between 12 nautical miles to 200 nautical miles _____ will be payable	CGST	SGST	IGST	UTGST
18	Central sales Tax is _____ a to be subsumed under GST.	State Tax	Entry tax	Government	Central Tax
19	On Petroleum Crude, High Speed Diesel, Motor Spirit (commonly known as Petrol), Natural Gas, and Aviation Turbine Fuel	GST will never be levied at all	GST will be levied from a date to be notified on the recommendations of the GST Council	GST will be levied, but it will be exempt	GST will be levied fully
20	What does 'I' stands for in IGST?	International	Internal	Integrated	Intra
21	Exempt supply of any goods or services or both attracts _____ rate of tax	Nil	Zero	Subsidized	18%
22	In case of services by an insurance agent to Ms. ABC Insurance Co. Ltd., GST is to be paid by _____	Insurance Agent	ABC	Both Agent & Company	Neither agent nor company
23	One tooth paste and tooth brush and a toilet soap sold in a packet for Rs. 50, is _____	Mixed supply	Composite supply	Joint Supply	Not supply
24	In the case of composite supply the rate of tax is _____	Average Rate of tax	Rate of principal supply	Highest rate	Lowest rate
25	Activities undertaken by the Government, or any local authority in which they are engaged as public authorities are _____	Supply of Goods	Supply of Services	Supply of Both goods and services	Not supply
26	Composition scheme is available only for _____	Inter-state supplies	B2B supplies	Intra-state supplies	E- commerce operators
27	Services by an employee to the employer in the course of or in relation to his employment is _____	Supply of Goods	Supply of Services	Supply of Both goods and services	Not supply
28	The functions performed by the Members of Parliament, Members of State Legislature are _____	Supply of Goods	Supply of Services	Supply of Both goods and services	Not supply
29	Services of funeral, crematorium or mortuary including transportation of the deceased is – _____	Supply of Goods	Supply of Services	Supply of Both goods and services	Not supply
31	In the case of mixed supply the rate of tax is _____	Average Rate of tax	Rate of principal supply	Highest rate	Lowest rate
32	The notified limit for payment of composition levy in the case of special category states is _____	Rs. 1 Crore	Rs. 20Lakh	Rs. 50 Lakh	Rs. 75 lakh
33	A person liable to pay tax under Reverse Charge Mechanism	Cannot opt for composition	Can opt for composition	Cannot collect GST	Can collect composite tax
34	Supply of two or more taxable supplies naturally bundled is _____	Mixed supply	Composite supply	Common supply	Continuous supply
35	Letting out of the residential house is a _____ Supply	Taxable	Common supply	Non- taxable	Continuous supply
36	Rent received from letting of agricultural plot is _____	Taxable Supply	Common supply	Non- taxable	Continuous supply
37	Sum received from cosmetic surgery to improve looks is _____	Taxable Supply	Exempt Supply	Non- taxable	Continuous supply
38	Sale of time slot for advertisement on television is _____	Taxable Supply	Exempt Supply	Non- taxable	Continuous supply
39	Royalty received by Mr. Arijit for use of the song is _____	Taxable Service	Exempt Service	Non- taxable	Continuous Service
40	Rooms are let out for religious purpose where rent is 500 per day is _____	Taxable Supply	Common supply	Non- taxable	Continuous supply
41	In case of mobile connection for telecommunication and internet services provided on postpaid basis, Place of Supply is _____	Billing address of recipient as per PAN	Billing address of recipient as per government records	Billing address of recipient as per records of supplier	Billing address of supplier
42	Mr. Rajendra of Nagpur provides services to Mr. Virendra of Rajkot, this will classify as _____	Intra-state supply	Inter-State supply	Exempt services	Non-taxable services
43	M/s Puran of Maharashtra supplies goods to M/s Viren of Delhi, this will classify as _____	Intra-state	Inter-State	Exempt	Non-taxable
44	Place of supply when goods are imported into India is _____	Location of Importer	Location of supplier	Location outside India	No location
45	Where goods are supplied on board a conveyance, place of supply of goods is the place where _____	Conveyance commences	Conveyance ends	Goods are taken on board	Conveyance unloaded
46	Time of supply means the date of issue of invoice or date of payment _____	Whichever is earlier	whichever is later	any of the two	issue of date of invoice
47	In respect of the additional payment for value of supply like interest, late fee etc., the time of supply is _____	Date of additional payment	Date of original payment	Date on which supply was re received	Any date at the option of the supplier
48	Under GST law value of supply _____	Shall not include GST paid	Shall include GST paid	Shall include taxes other than GST	Shall not include any tax
49	The liability to pay tax on goods shall arise at the _____	Dispatch of goods	Removal of goods	Time of supply	Delivery of goods
50	Where goods are assembled or installed at site, place of supply is the place where they are _____	Sold	Stored	Installed	Bought
51	For catering services provided at an opening ceremony of a cricket tournament, place of supply will be the place _____	Where event is actually held	Location of supplier	Location of recipient	No Location

52	A desktop is supplied receiving Rs. 30,000 and a mobile phone worth Rs. 20,000. Value of supply –	Rs 20,000	Rs 30,000	Rs 50,000	Rs 10,000
53	Mr. Ajay supplied goods to Mr. Vijay on 15.06.2019. He raised an invoice on 10.07.2019 and received the payment on 15.07.2019. The rate of tax was changed from 15% to 18% 01.07.2019. Time of supply will be	10.07.2019	15.07.2019	15.06.2019	01.07.2019
54	_____ will be the place of supply when the goods are supplied on the direction of the third party.	Location of the supplier	Location of the recipient	Location of the third party	Location of Factory
55	Subsidies provided by the Central / State Govt.	Shall be excluded from the value of taxable supply	Shall be included from the value of taxable supply	Shall require no adjustment	Can be included or excluded from the value of the taxable supply
56	_____ of supply is the amount upon which tax is levied upon which tax is levied and collected	Value	Cost	Turnover	Discount
57	Discounts are excluded from value of supply.	Reverse charge	Transaction	Recipient	Supplier
58	Where services in relation to relation to training and performance appraisal to a registered person are provided, place of supply is .	Location of such registered person	Location of supplier	Location where training is provided	Location of recipient
59	Ms. Amruta issued an invoice to Ms. Ankita on 5-7-2018 for services rendered on 15-7-2018. Ms. Ankita paid this amount on 7-7-2018. The rate of tax was changed on 10-7-2018. The time of supply shall be	5-7-2018	7-7-2018	10-7-2018	15-7-2018
60	Place of supply in case of live concert performed at Delhi by a singer from Mumbai	Delhi	Mumbai	Maharashtra	Punjab
61	Tax collected at the time of supply of goods or services is called	Output tax	Input tax	Composite tax	Reverse tax
62	Input Tax credit cannot be availed if the payment for supply is not made within _____ from the date of issue of the invoice.	150 days	180 days	130 days	110 days
63	The _____ shall distribute the credit of integrated tax and central tax.	Inputs	central tax	Input service distributor	State Tax
64	ITC can be claimed by a registered person for	Taxable supplies for business purpose	Taxable supplies for non-business purpose	Exempted supplies	Non-taxable supplies
65	Input tax credit is not available for	Services	Zero Rated Supplies	Taxable Supplies	Exempt Supplies
66	Reversal of input tax credit happens when	Recipient does not pay the amount within 180 days	When goods are of inferior quality	Supplier refuses to accept payment	None of these
67	Rate of interest in case of belated payment of tax is	1%	12%	18%	24%
68	The _____ input credit of CGST can be utilized for payment of _____ and _____	CGST, UTGST	CGST, PMT	CGST, IGST	SGST
69	The amount available in the Electronic _____ ledger may be utilized for making payment of tax, interest, penalty, fees or any other amount under GST	Cash	Liabilities	Credit	Refund
70	Cross utilization of ITC is not allowed between	CGST and SGST	SGST and IGST	IGST and CGST	IGST and IGST
71	A non-resident person having _____ may take registration as	TAN Number	PAN Number	Aadhar Number	Citizenship
72	Find out the time of Supply from the following information where supply involves movement of Goods 1. Date of removal : 07/10/2019, 2. Date of Invoice 08/10/2019, 3. Date of Receipt of payment 10/11/2019	11-11-19	11-10-19	10-08-19	10-07-19
73	Find out the time of Supply from the following information where supply involves movement of Goods 1. Date of removal : 06/11/2019, 2. Date of Invoice 05/10/2019, 3. Date of Receipt of payment 03/10/2019	10-05-19	11-06-19	10-03-19	10-02-19
74	Find out the time of Supply from the following information where supply does not involves movement of Goods 1. Date on which goods are made available : 05/12/2019, 2. Date of Invoice 24/02/2020 3. Date of Receipt of payment 12/01/2020	12-05-19	01-12-20	24/02/2020	13/1/2020

75	Find out the time of Supply from the following information where supply does not involves movement of Goods 1.Date on which goods are made available :07/12/2019 2. Date of Invoice 30/12/2019, 3. Date of Receipt of payment 02/01/2020				
		12-08-19	12-07-19	30/12/2019	01-02-20
76	GSTR 1=	Inward Supplies	Outward Supplies	Annual Return	Final Return
77	GSTR 9 =	final return	Monthly Return by online information	Annual Return	Monthly summary return
78	GSTR 2 =	Inward Supplies	Annual Return	Final Return	monthly return TDS
79	GSTR 3=	Inward Supplies	Monthly Return (periodic)	outward Supplies	Final Return
80	GSTR 5 =	Return by Non resident tax payers	Monthly summary return	monthly return TDS	Outward Supplies
81	GSTR 11=	Monthly return by input service distributors	monthly return TDS	Return to be filed by a person having UIN	Final Return
82	Mr. C of Tamilnadu supplied goods/Services for Rs.20000 to Mr. M of Maharashtra. SGST and CGST rate on supply of Goods and services is 9% each . IGST rate is 18% what is the total Price charged by Mr.C?	20000	23600	3600	16949
83	Which of the following is example of Service	Access to free channels on T.V.	An artist performing on street	Provision for free Tourism information	Services Provided by a club to its members
84	Mr. Mahesh of Maharashtra supplied goods/Services for Rs.35000 to Mr. P of Pune. SGST and CGST rate on supply of Goods and services is 9% each . IGST rate is 18% what is the total Price charged by Mr.C?	41300	6350	3150	35000
85	Mr M of Maduri Supplied Goods/Services for Rs.24000 to Mr. S of Salem. Mr. M purchased goods and services for Rs.23600 (inclusive of CGST and SGST at 9%) from Mr.C of Chennai what is the Net Liability of GST.	-3600	4320	720	1800
86	Which of the following taxes will be levied on imports?	CGST	SGST	IGST	Excise Duty
87	What would be the tax rate applicable in case of composite Supply?	Tax rate applicable on principal supply	Tax rate applicable on ancillary Supply	Tax rate applicable on respective Supply	Tax rate is fixed at 18%
88	What would be the tax rate applicable in case of Mixed Supply?	Tax rate applicable on supply attracting the lowest rate of Tax	Tax rate applicable on supply attracting the Highest rate of Tax	Tax rate is 28%	Tax rate applicable on supply attracting the average rate of Tax
89	Which of the following persons can opt for composition scheme	Person Making any supply goods which are not liable to tax under this act	Person making any inter state outward supplies of goods and services	Person effecting supply of goods through the e commerce operator liable to collect tax at source	Person providing restaurant services
90	Mr. Richard a trader in Delhi has opted for composition scheme of taxation under GST. Determine the rate of GST payable by him under composition scheme?	0.5% CGST and 0.5% S	2.5% CGST and 2.5% S	5% IGST	5% UTGST
91	Mr k of Maduri Supplied Goods/Services for Rs.12000 to Mr. S of Salem. Mr. k purchased goods and services for Rs.23600 (inclusive of CGST and SGST at 9%) from Mr.C of Chennai. Who is Liable to Pay Tax	Mr.K	Mr.S	Mr.C	Mr. P
92	Ekdanta Ltd (Mumbai Maharashtra) gives a contract to Sunshine Ltd (Ranchi, Jharkhand) to assemble a power plant in its Kutch, Gujarat Which place of supply is this?	This is the place of Supply involves movement of goods	This is the place of Supply involves no movement of goods	This is the place of Supply involves as per direction of a third person	This is the place of Supply involves place of Installation
93	Mr. Z purchases coffee and snacks on board at Airjet Mumbai to Delhi flight when the aircraft flying over Gujarat. The food items were loaded into aircraft at Mumbai Which place of supply is this?	This is the place of Supply involves movement of goods	This is the place of supply where goods supplied on Board a Conveyance	This is the place of Supply involves as per direction of a third person	This is the place of Supply involves place of Installation
94	Ekdanta Ltd (Mumbai Maharashtra) gives a contract to Sunshine Ltd (Ranchi, Jharkhand) to assemble a power plant in its Kutch, Gujarat	Mumbai	Ranchi	Kutch	Ranchi and Mumbai
95	Mr. Ashwin of Pune places order on Mr. Amod of Mumbai for delivery of certain goods. Mr. Ashwin directs Mr Amod to deliver goods to Mr. Rahul in Indore. Which place of supply is this?	This is the place of Supply involves movement of goods	This is the place of Supply involves no movement of goods	This is the place of Supply involves as per direction of a third person	This is the place of Supply involves place of Installation
96	Mr. Z purchases coffee and snacks on board at Airjet Mumbai to Delhi flight when the aircraft flying over Gujarat. The food items were loaded into aircraft at Mumbai	Delhi	Gujrat	Mumbai	Place Between Mumbai and Delhi

97	Time of Supply of Goods when Single Purpose Voucher is issued	Date of issue of voucher	Date of redemption of V	when Voucher is Prepared	When Voucher is Sold
98	Time of supply of goods when general purpose Voucher is issued	when Voucher is Prepared	When Voucher is Sold	Date of issue of voucher	Date of redemption of Voucher
99	GST is National level Tax based on ?	First point tax Principal	Average point tax Principal	Last point tax Principal	Value Added Principal
100	For How Many years Five Petroleum Products have been kept aside under GST?	Permanently	Temporarily	For One year	For 5 Years

6. BRAND MANAGEMENT

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	A brand is defined as an asset which is :	Liquid	Fixed	Current	Intangible
2	The legal term for brand is ?	Trademark	Brand Management	Logo	Jingle
3	In Branding, this is essential to product success.	Brand Judgments	Brand Recall	Brand Knowledge	Consistency
4	It is basically the process of maintaining, improving and upholding a brand so that the name is associated with positive results.	Brand Recognition	Brand Management	Brand Recall	Brand Awareness
5	It is one of the major components of the company's brand.	Brand salience	Target market	Logo	Brand equity
6	It relates to consumers' ability to identify the brand under a variety of circumstances.	Brand Knowledge	Brand Recall	Trademark	Logo
7	They are those descriptive features that characterize a product or service.	Tracking	Marketing Strategy	Brand Attributes	Functional Strategy
8	It describes how well the product or service meets customers' functional needs.	Brand Equity	Brand Positioning	Target Market	Brand Performance
9	These are customers' emotional responses and reactions to the brand.	Brand Feelings	Brand Judgments	Brand Knowledge	Brand Equity
10	It is at the heart of marketing strategy.	Trademark	Brand Positioning	Brand Management	Branding
11	Such segmentation refers to the division of a large geographic market into smaller geographic or regional units	Geographic	Demographic	Regional	Society
12	Vichare Couriers, BEST are examples of ?	Service Brands	Business Brands	Personal Brands	Personality Brands
13	They are a means to provide in-depth information and insights essential for setting long-term strategic direction for the brand	Brand Audit	Brand Edit	Brand Recall	Brand Revitalization
14	It is the customer's personal opinions about and evaluations of the brand.	Judgement	Imagery	Feelings	Identity
15	This segmentation is on the basis of the attitudes, interests, opinions, values, and activities (the lifestyles) of consumers	Psychographic Segmentation	Demographic Segmentation	Behavioural Segmentation	Geographical Segmentation
16	Branding creates trust and an attachment towards product and company.	Traditional Attachment	Cultural Attachment	Emotional Attachment	Occasional Attachment
17	Godrej, Reliance are examples of?	Service Brands	Business Brands	Personal Brands	Personality Brands
18	It is defined as the division of a large market into smaller segments on the basis of combinations of age, gender, income, education, occupation, marital status, household formation, and ethnic background	Psychographic Segmentation	Demographic Segmentation	Behavioural Segmentation	Geographical Segmentation
19	Amitabh Bachan, Martha Stewart, or Oprah Winfrey are examples of:	Service Brands	Business Brands	Personal Brands	Personality Brands
20	Brand Awareness consists of Brand Recognition & ?	Brand Recall	Brand Equity	Brand Feelings	Brand Judgements
21	It indicates to what extent do the different communication options reach the designated target market	Coverage	Contribution	Commonality	Complementarity
22	It describes the effects of a marketing communication option in terms of how it affects consumers' processing of a communication and the resulting outcome.	Commonality	Complementarity	Coverage	Contribution
23	It refers to the extent that the marketing communication option is robust and effective for different group of consumers.	Commonality	Complementarity	Conformability	Contribution
24	Zindagi ke saath bhi, zindagi ke baad bhi is an example of?	Blogging	Jingles	Logos	Slogan/Tagline
25	Marketer's offensive strategy for building brand equity	Meaningfulness	Transferability	Adaptability	Protectability
26	Marketer's defensive strategy for leveraging and maintaining brand equity	Likability	Protectability	Meaningfulness	Memorability
27	Coca Cola has been changing its logo from year to year in order to keep up with the latest trends	Likability	Memorability	Protectability	Adaptability
28	The brand element that specifies the location of web pages.	Unique Resource Locator	Uniform Resource Locator	Unique Reference Locator	Uniform Reference Locator
29	They are short phrases that communicate descriptive or persuasive information about the brand	Logo	Slogans	Jingles	Characters
30	They are musical messages written around a brand.	Slogans	Characters	Jingles	Logo
31	Pillsburys Doughboy, Amul gir, Tony the Tiger are examples of?	Slogans	Logo	Characters	Jingles

32	It is used to identify the brand, to enhance brand awareness and to facilitate unique brand associations.	Brand Elements	Brand Personality	Brand Positioning	Brand Marketing
33	It is also called as brand identities	Brand Image	Brand Value Chain	Brand Extensions	Brand Elements
34	It is the extent to which the brand elements can add brand equity to the new products of the brand in the line extension	Transferability	Protectability	Meaningfulness	Memorability
35	This strategy will serve as a road map for the implementation of an Integrated marketing program.	Finance	Human Resource	Production	Marketing
36	This marketing helps in acquiring new customers	Cause Marketing	Guerilla Marketing	Relationship Marketing	Green Marketing
37	A roadmap of a product	Product strategy	Promotion strategy	Pricing strategy	Distribution strategy
38	Content Marketing	Slogans	Blogging	Jingles	Logos
39	Isse sasta aur kahan milega is an example of?	Slogans	Blogging	Jingles	Logos
40	A comprehensive marketing solution specifically designed to ensure that all messaging and communications are unified across all channels and strategically focussed to attract the customer.	Trade Promotion Program	Advertising	Public Relation	Integrated Marketing Program
41	It has opened the door to build relationships, developing brand awareness and generating website traffic	Direct Marketing	Social Media	Social Marketing	CSR activities
42	The customer's perception of the overall quality or the superiority of a product or services compared to its competitors	Perceived Quality	Perceived Risk	Perceived Management	Perceived Loyalty
43	Sense marketing which appeals to consumers senses	One to One Marketing	Permission Marketing	Experiential Marketing	Relationship Marketing
44	Feel marketing appeals to consumers inner feelings and emotions	Experiential Marketing	Relationship Marketing	One to One Marketing	Permission Marketing
45	Think marketing appeals to the intellect to deliver cognitive experiences	Relationship Marketing	One to One Marketing	Permission Marketing	Experiential Marketing
46	Act marketing targets the physical behaviours, lifestyles and interactions	Relationship Marketing	Permission Marketing	Experiential Marketing	One to One Marketing
47	Relate marketing creates experiences by taking into account individual's desire to be a part of the social context	Permission Marketing	Experiential Marketing	Relationship Marketing	One to One Marketing
48	Its focus is on individual customers by creating customer database	Undifferentiated Marketing	Standardized Marketing	Relationship Marketing	One to One Marketing
49	Customize products and services	One to One Marketing	Cause Marketing	Standardized Marketing	Relationship Marketing
50	This marketing aims at selling goods and services to customers only when advance consent is given by the customers to receive marketing information	Relationship Marketing	Permission Marketing	Experiential Marketing	One to One Marketing
51	This marketing is broadly defined as any form of customer focussed marketing activity that has various touch points which creates a sensory emotional connection with the customers.	Relationship Marketing	One to One Marketing	Permission Marketing	Experiential Marketing
52	The UberGiving app allowed people to swipe to 'Giving' and request a car to pick up donations such as blankets and clothing which would be delivered to local charity partners such as Save the Children in the UK is an example of?	Cause Marketing	Guerilla Marketing	Relationship Marketing	Green Marketing
53	Opt-in emails where a subscriber has signed up for your emails is an example of?	Cause Marketing	Relationship Marketing	Permission Marketing	Green Marketing
54	In this marketing, the privilege (not the right) of delivering anticipated, personal and relevant messages is only to those people who actually want them.	Relationship Marketing	Permission Marketing	Experiential Marketing	One to One Marketing
55	Facebook leveraged its rich user history data to create highly-shareable videos based on past site interactions. This is an example of?	Direct Marketing	Personalized Marketing	Advertising	Public Relations
56	Aircel- Save the Tiger & Horlicks- Ahaar Abhiyan, Tata Tea-Jaagore campaigns are examples of?	Permission Marketing	Experiential Marketing	Cause Marketing	Relationship Marketing
57	A CRM strategy emphasizing personalized interactions with customers	Experimental Marketing	Management Marketing	One to One Marketing	Cause Marketing
58	It is an approach of selling goods and services in which a prospect explicitly agrees in advance to receive marketing information	Green Marketing	Cause Marketing	Relationship Marketing	Permission Marketing
59	It is a form of advertising which focuses primarily on helping consumers experience a brand.	Experiential Marketing	Management Marketing	One to One Marketing	Cause Marketing
60	It focuses on customer loyalty and long term customer engagement	Permission Marketing	Experiential Marketing	One to One Marketing	Relationship Marketing
61	It is concerned with protection of ecological environment	Green Marketing	Cause Marketing	Relationship Marketing	Permission Marketing
62	This marketing is concerned with using the firm's resources, techniques & strategies to support worthwhile causes while at the same time building the business.	Relationship Marketing	Cause Marketing	Experiential Marketing	One to One Marketing
63	It is used as a tool for companies to differentiate itself from their competitors.	Branding	Brand Management	Brand building	Brand Hierarchy

64	The rapid expansion of the internet and continued fragmentation of mass media have brought the need for the rise of this kind of marketing in sharp focus.	Target Marketing	Green Marketing	Guerilla Marketing	Personalizing Marketing
65	They are diagnostic tools to understand the true opinions and feelings of consumers when they are unwilling or otherwise unable to express themselves on these matters.	Projective Techniques	Conjoint Analysis	Residual Approach	Free Association Tasks
66	The simplest and the most powerful way to profile brand associations is?	Projective Techniques	Free Association Tasks	Conjoint Analysis	Residual Approach
67	It is very important for packaging.	Brand Recognition	Brand Feelings	Brand Judgements	Brand Resonance
68	It is a survey based multi-variate technique	Projective Techniques	Free Association Tasks	Conjoint Analysis	Comparative Methods
69	It is considered to be the premier brand valuation firm	CRISIL	CARE	TCS	Inter Brand
70	It can be useful benchmarks in brand based comparative approach	Competitive Brands	Family Brands	Umbrella brands	User Brand
71	These brands are strong on both pillars resulting in consumer passion as well as market penetration	Competitive Brands	User Brand	Leadership Brands	Family Brands
72	The structured approach to assess sources of brand equity and its outcome to create brand's value is classified as :	Brand Value Chain	Company Supply Chain	Direct Supply Chain	Indirect Supply Chain
73	These techniques are used to identify the possible brand associations and sources of brand equity	Quantitative	Subjective	Objective	Qualitative
74	These techniques are relatively unstructured measurement approaches which helps in exploring the consumer brand and product perceptions.	Quantitative	Subjective	Objective	Qualitative
75	The Big Five model was developed by?	Peter Drucker	Jennifer Aaker	Young and Rubicam	Henry Mintzberg
76	The Brand Asset Valuator model was developed by?	Jennifer Aaker	Young and Rubicam	Henry Mintzberg	Henry Fayol
77	This dimension in the Big 5 Model includes qualities like honest, wholesome, cheerful, etc.	Sincerity	Excitement	Competence	Sophistication
78	This dimension in the Big 5 Model includes qualities like daring, spirited, imaginative etc.	Sincerity	Competence	Sophistication	Excitement
79	This dimension in the Big 5 Model includes qualities like reliable, intelligent, successful, etc.	Sophistication	Excitement	Competence	Ruggedness
80	This dimension in the Big 5 Model includes qualities like charming, elegant, pleasing personality, etc.	Competence	Sophistication	Sincerity	Excitement
81	This dimension in the Big 5 Model includes qualities like tough resilient, sporty behaviour, etc.	Sophistication	Sincerity	Ruggedness	Competence
82	The ability of the marketing program to affect the customer mind-set will depend on its ____	Promotion	Salesperson	Quality	Price
83	It is the extent to common information conveyed by different communication options.	Commonality	Complementarity	Coverage	Contribution
84	This is also called as Brand Bundling or Brand alliances.	Brand Building	Co-Branding	Brand Values	Brand Equity
85	Swiss army watches are example of which form of extension?	Line Extension	Category Extension	Product Extension	Service Extension
86	Brand personality as a set of ____ characteristics associated with the brand.	Human	Computer	Product	Price
87	Brand knowledge refers to brand _____	Awareness	Judgements	Personality	Image
88	Brand feelings are customer's emotional responses and _____ with respect to the brand.	Actions	Reactions	Interaction	Retention
89	Brand Stature is the combination of Esteem and _____	Relevance	Differentiation	Strength	Knowledge
90	Brand strength is the combination of differentiation and _____	Relevance	Action	Competitors	Marketers
91	There are ____ key components or pillars of brand equity in brand asset valuator	Four	Three	Five	Two
92	It is the structure of brands within an organizational entity.	Brand Architecture	Showrooms	Advertising	Public Relations
93	In the matrix, all products offered under different brands are represented by columns.	Brand Revitalization	Brand-Product Matrix	Sponsorship	Brand Resonance
94	It is based on the realization that a product can be branded in different ways depending on how many new and existing brand elements are used and how they are combined for any one product.	Brand Hierarchy	Brand Equity	Brand Reinforcement	Brand Revitalization
95	It is also called as the range brand or umbrella brand.	Global brands	Green products	Family Brand level	Desi Brands
96	It refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word.	Green Marketing	Brand Reinforcement	Global Brands	Modifier
97	It can also be used for establishing the relationship between the brand and multiple products.	Family Brand level	Brand-Product Matrix	Symbols	Umbrella Brand
98	It is the process of extending into a new product category with the existing company's established brand.	Family brands	Proliferation	Extension	Symbols
99	This marketing helps consumers to justify their self worth to others or themselves.	Cause Marketing	Brand Reinforcement	Global Brands	Brand Revitalization
100	It is the marketing of products that are presumed to be environmentally safe.	Brand Hierarchy	Modifier	Green Marketing	Cause Marketing

101	This improves the strength and favorability of the product.	Brand-product matrix	Family Brand level	Cause marketing	Brand extension
-----	---	----------------------	--------------------	-----------------	-----------------

7. RETAIL MANAGEMENT

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	_____ means "Sale of goods or commodities in small quantities directly to consumers."	Retail	Retailing	Retailer	wholesaler
2	_____ is defined as "The set of business activities that adds value to the products and services sold to consumers for their personal or family use."	Retail	Retailing	Retailer	Organised
3	4. Retailer sell in _____ quantities as they sell directly to the final consumer.	Small	Large	Huge	Little
4	The _____ has direct links with the manufacturer and buy products or goods directly from him	wholesaler	Retailer	Agent	Middlemen
5	_____ is an important part of defensive marketing strategy which aims at customer retention by pleasing them, in contrast with the offensive marketing strategy that focus on generating new customers	Consumer Complaint Management	Consumer	wholesaler	Retailer
6	Around 96% of Indian retail sector is _____ whereby majority of sales take place through also popularly known as kirana or mom-and pop shop.	Retail	Organised	Unorganised	Mix
7	_____ sector refers to the sectors undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc	Organised	Unorganised	FDI	Multi channel retailing
8	retailing refers to the traditional formats of low-cost retailing, for eg, local kirana shop, general shop etc	Organised	Unorganised	FDI	EDI
9	retailing as a great enabler for remodelling retail organisations around the customer, reinforcing brand and driving sustainable, profitable growth.	Organised	Unorganised	FDI	EDI
10	_____ stores are having narrow product line with deep variety, viz, apparel stores, book stores etc.(Speciality	Convenience	non store	E store
11	Retailing of various products by carrying out operations from store is known as _____ retailing.	Store	Retail	Marketing	wholesaler
12	Direct Mail, Catalog marketing, telemarketing are _____ form of marketing	Direct	Indirect	Retail	wholesale
13	Retailing involves a direct interaction with _____ of goods or service in the value chain.	End user	consumer	customer	Buyer
14	_____ is the sale of goods and services through Internet	E-tailing	E-Commerce	Electronic device	Electronic Media
15	_____ of the retail store plays important role compared to other business unit.	Location	Water supply	Market	Materials
16	A franchise business eliminates the risk of _____ from a completely new business	learning	practising	achieving	acquiring
17	RFID stands for _____.	Radio-Frequency Identification	Rare-Frequency Identification	Radio-Frequently Identified	Radio-Frequency Identify
18	Electronic retailing permits _____.	touch and feel factor	reduction in set up cost	point of sale terminal	visual merchandising
19	Retailing done without conventional store-based locations is called as _____ retailing .	Speciality	E-tailing	Convenience	Non store
20	_____ stores are relatively small store located near residential area, open long hours, seven days a week and carrying a limited line of high-turnover convenience products at slightly higher prices.	Speciality	Departmental	Convenience	Non store
21	_____ store is large retail store offering wide variety of products under one roof separated by different departments.	Speciality	Departmental	Convenience	Non store
22	_____ stores are having narrow product line with deep variety, viz, apparel stores, book stores, etc.	Speciality	Departmental	Convenience	Non store
23	_____ is the most preferred mode through which foreign players have entered the Indian market.	FDI	FII	IIP	Franchising
24	An _____ is a system used by retailers to display product price and information on the shelves.	Electronic surveillance	Electronic Shelf	EDI	ERP
25	_____ is the use of electronic and digital equipment for monitoring retail stores in the form of CCTV equipment.	Electronic surveillance	Electronic Shelf	EDI	ERP
26	_____ is largely information based	Retail strategy	Pricing Strategy	Marketing Strategy	PR Strategy
27	The concept of CRM is _____	two-fold	One way	Two way	Top bottom
28	_____ is a strategic approach that is concerned with creating improved shareholder value through the development of appropriate relationship	CRM	EDI	ERP	SCM

29	_____ can be defined as ‘a clear and definite plan that the retailer outlines to tap the market and build a long-term relationship with the customers.’.	Retail strategy	PR strategy	Marketing Strategy	CRM
30	_____ is a strategy adopted by the firm when it seeks to achieve growth with the existing products in the market segments that it operates in.	Market Penetration	market development	market condition	market segmentation
31	The _____ grows by diversifying into new businesses by developing new products for the markets	Marketer	Retailer	Manufacturer	Business
32	_____ is the systematic gathering, recording, and analysis of data about problems relating to the marketing of goods and services	Market Research	market segmentation	Market condition	Market development
33	_____ are part of an overall CRM programme	loyalty program	EDI	EDP	CRM
34	A _____ is a refund of part of an item’s purchase price	Discount	Rebate	commission	incentives
35	The choice of the _____ of the store again depends on the target audience and the kind of merchandise to be sold.	Location	Product	store	employees
36	The _____ step in arriving at a decision on retail location is to identify the markets attractive to a retailer	First	Second	Third	Fourth
37	_____ is the process of critically evaluating the operations, duties and responsibilities of specific job	Job analysis	job searching	Job creating	Job specification
38	Buying decision process starts with _____.	Recognition of Needs	Purchase decision	evaluation of alternatives	post purchase decision
39	A _____ opportunity employs the existing retailing format in new market segments	market segmentation	diversification	market expansion	market generation
40	_____ is a type of store location may be another premium choice, just like malls.	Home based	Free standing location	Downtown area	Mall
41	_____ research provides the correct and latest information for arriving at sound marketing decisions	Market	Marketing	Financial	HR
42	_____ psychology is the study of human responses to product and service related information and experience	Buyer	Consumer	Retailer	Manufacturer
43	A _____ customer will do mouth publicity and will attract many more towards the product.	Unsatisfied	satisfied	delighted	frustrated
44	_____ can be termed as value addition activity which adds services along with products or goods and then offer it to personal or family use.	Manufacturer	Retailing	Servicing	Management
45	_____ management automates and integrates the planning, execution, assessment, and refinement of possibly tens to hundreds of highly segmented campaigns that runs monthly, weekly daily, or intermittently.	point of sales	frequent shopper programmes	campaign	CRM
46	_____ helps in maintaining relationship by utilizing IT for periodical e-mailing, SMS, greetings, promotional letters and personal calling	point of sales	frequent shopper programmes	campaign	CRM
47	_____ provides the way to gather lead contact information, house it, for communication purposes and run reports on the data researchers have collected.	point of sales	Customer analytics	campaign	CRM
48	_____ management is a tactically driven approach based on customer behaviour.	point of sales	frequent shopper programmes	campaign	Customer retention
49	_____ various incentives and rewards to consumers on the basis of cumulative purchases from a given provider, be it a store, a service, or a manufacturer	point of sales	frequent shopper programmes	campaign	Customer retention
50	A _____ format is the retailer’s type of retail mix.	wholesale	Retail	Manufacture	Selling
51	Customer _____ means that customers are committed to shopping at retailer’s locations.	loyalty	satisfaction	retention	measurement
52	A _____ opportunity involves directing investments toward existing customers using the present retailing format	market segmentation	Market diversification	market expansion	market generation
53	A _____ opportunity employs the existing retailing format in new market segments	market segmentation	Market diversification	market expansion	market generation
54	A _____ has many retailers competing with each other less than one roof.	free standing location	mall	Downtown area	home based
55	_____ is a type of retail location is basically any standalone building.	free standing location	mall	Downtown area	home based
56	Time killers, Apathetic Buyer, pleasure seekers are examples of	Retail shopper	Retail formats	Retail store owners	E tailers
57	_____ refers to the various activities which contribute to the sale of products to the consumers for their end use	Marketing	Managing	Merchandising	planning
58	Sales forecasting process includes	Advertising	Analyze the changes in economic condition	Sales Accounting	merchandising

59	_____ management is an organizational approach in which the management of a retail establishment is broken down into categories of like products	Product	retail	category	merchandise
60	Buying cycle includes:	Recognition of needs	Purchase Permission	Sales forecasting	a) Revenue
61	Factors such as the development of e-commerce, development of information & development of the internet are examples of _____ factors	Economic	Technological	political	legal
62	_____ means collection of variety of products available in a store	Assortment	Sorting	Scheduling	Purchasing
63	_____ pricing is used when prices are set to a certain level where the consumer perceives the price to be fair.	Penetration pricing	Follow the leader pricing	odd-even pricing	Skimming pricing
64	_____ involves agreements to fix prices between parties at different levels of the same marketing channel	EDLP	Psychological	Predatory	Discount
65	_____ would help retailers to sell different kinds of product under their own brand name	Private labelling	Branding	Differentiating	planning
66	_____ forecasting is a self-assessment tool for a company	Sales	quality	product	costing
67	_____ factors also affect the institutional buying behavior which includes the buying objective, policies, process & organization	Economic	Technological	political	legal
68	_____ are offered to retain the customers & to push up the sales	Quality	gifts	discounts	home delivery
69	Advertising agency Young & Rubicam developed a model of brand equity called _____	NAV	BAV	CRM	VAV
70	Price setting considerations include	Packaging	Desired profit	Advertisement	sales
71	_____ pricing uses high prices to convey a distinct image for the product.	Penetration pricing	Prestige	odd-even pricing	Skimming pricing
72	_____ is referred to as reduction from the original retail price of an offering to meet the lower price of another retailer	Price bundling	Coupons	Multiple units pricing	Markdown
73	_____ involves agreements to fix prices between parties at different levels of the same marketing channel.	vertical	horizontal	planning	consensus
74	_____ is defined as the means by which people live and spend time & money, mirroring a person's activities, interest & opinions as well as demographic variables	Ethics	manners	philosophy	lifestyle
75	Merchandise products like Car & Jewelry are _____ products	Emergency	staple	style	luxury
76	Retailers have started to outsource retail category management to a chosen supplier on whom they rely for strategic recommendations a new designation is referred to as	Category Leader	category captain	category manager	category manager
77	Brand strength comprises of _____	Relevance & Differentiation	Social Responsibility	Esteem	Knowledge
78	Pricing objectives include:	Number of Employees	Store image	Stock	Advertising
79	_____ is an indicator of the manner in which product classification is done & is in a logical manner depending on the manner in which customers are likely to buy the products	Merchandise Hierarchy	Merchandise Sequence	Merchandise Pattern	Merchandise Steps
80	_____ has become a vital process for business looking to increase their profitability.	Merchandise purchase	Merchandise control	Merchandise planning	a) Merchandise pattern
81	_____ means finding or seeking out products from different places, manufacturers or suppliers.	Merchandise sourcing	Merchandise control	Merchandise purchase	a) Merchandise lifestyle
82	_____ includes markdowns, coupons, rebates, price bundling and multiple unit pricing.	First-degree price discrimination	second-degree price discrimination	third-degree price discrimination	fourth-degree price discrimination
83	_____ is done by drawing concentric circles on a map with the plant or warehouse at the center and each circle.	FOB origin	Uniform delivery pricing	Zone pricing	Basing point pricing
84	_____ is an offer in which the purchase of a product entitles the buyer to mail in a coupon or receipt and receives a cheque.	Coupons	Rebates	Price bundling	Multiple unit pricing
85	A _____ display exhibits heavier, bulkier items than racks hold.	open	close	case	ensemble
86	_____ is a type of store layout in which a major customer walkway begins at the entrance, loops through the store – usually in the shape of a circle, square, or rectangle – and then returns the customer to the front of the store.	Grid	Free flow	spine	loop
87	_____ is a type of store layout in which a single main walkway runs from the front to the back of the store, transporting customers in both directions.	Grid	Free flow	spine	loop

88	_____ is another type of store layout in which counters and fixtures are placed in long rows or “runs,” usually at right angles, throughout the store.	Grid	Free flow	spine	loop
89	_____ layout is the simplest type of store layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor.	Grid	Free flow	spine	loop
90	5 S's of retail operations model is given by	Peter Drucker	Philip Kotler	Pal & Byrom	Stephen Robbins
91	It is concerned with all the activities involved in store keeping	Retail operations	Retail marketing	Floor management	Store management
92	A person ultimately responsible for day to day operations of a retail store.	Research Head	Store manager	Marketing manager	Finance manager
93	Signs showing arrows towards lifts, washrooms, trial rooms are	The Store Marquee	Courtesy signs	Courtesy signs	Directional Signs
94	Any one of the following is not an element of Exterior store design	The store front	The Store Marquee	Atmospherics	Impressive building
95	These graphics relate to a particular theme being followed throughout the retail	Theme graphics	Campaign graphics	Promotional graphics	Informative graphics
96	Any one of the following is not an element of interior store design	Layout	Aesthetics	Atmospherics	The Store Marquee
97	In this retail branding strategy a common brand name is used across multiple categories	Store brand	Umbrella brand	Individual brands	Private label
98	These merchandise enjoy popularity for a limited period of time and generate high level of sales	Basic	FAD	Style	Modern
99	The art of presentation which puts the merchandise in focus	Visual merchandising	Theme setting	planogram	Layout
100	A mercantile establishment consisting of a carefully landscaped complex of shops	Retail store	Mall	Retail format	Space Mix

8. MEDIA PLANNING & MANAGEMENT

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	The word 'media' came from latin word	Medium	Middle	Mix	Method
2	Radio, TV, Internet are primary examples of	Broadcast media	Print media	NEWS Media	Gaming media
3	Buy one Get on FREE is an example for	TV advertising	Radio advertising	In-Store Advertising	Mobile advertising
4	New media is very cost-effective when compared to the traditional media and is highly _____.	Reliable	Accurate	Result oriented	Resourceful
5	The pattern of timing of advertising is termed as	Media schedule	Media strategy	Media mix	Media weight
6	Posters on bus shelters are termed as	Bill board	Field sign	Electric display	Vehicular advertising
7	Large board placed along the railway route and can be seen from windows of train is termed as	Bill board	Field sign	Electric display	Vehicular advertising
8	Out door advertising are responsible for	Air pollution	Soil pollution	Water pollution	Natural landscape pollution
9	Booklet that contain details of the company or organisation is termed as	Bill board	Pamphlet	Brochure	Book
10	Magazine advertisement lacks	Attention	Popularity	Flexibility	Attraction
11	Which media is engaged in the printing and dissemination of NEWS	Broadcast media	Print media	Social media	Gaming media
12	Which media is one of the oldest and basic form of communication	Broadcast media	Print media	Social media	Gaming media
13	Online media is also known as	Broadcast media	Old age media	Out of Home media	New age media
14	Jonhnes Gutenberg is known for inventing	First Printing Press	First Newspaper	First Braodcast media	First Tv programme
15	In which country cell phone advertisement is most advanced?	America	China	Japan	India
16	Who is the king of Viral advertising?	Gmail.com	Hotmail.com	Amazon.com	Outlook
17	Name the first widely played video game	Pac-man	Pong	Minecraft	Mario
18	Advertisement done in airline is called as	Balloon	Poster	Electric sign	IN FLIGHT
19	Name the fastest growing media segment	TV	RADIO	NEWSPAPER	Magazine
20	Name the analysis technique used to analyse internal and external environment	STEEPLE	STEEP	SWOT	PEST
21	A group of people than an ad campaign is hoping to influence	Target audience	Target group	Target individual	Target Market
22	When was TV advertising started in India	Jan-99	Jan-98	Jan-76	Jan-77
23	How many radia station All India Radio has	299	399	599	199
24	How many percent of population Radio advertisig covers in India	98.6	98.8	98.2	98
25	Name the best known service of All India radio	Kisanvani	Prasar Bharati	Vividh Bharati	Kaushal Bharat Kushal Bharat
26	In which year FM channel was brought under private sector	2002	2000	1999	1993
27	How many years Times Of India completed in 2013?	123	145	175	133
28	Mumbai mirror is an examble for	Broadsheet	Berliner	Tabloid	Compact
29	Name the largest circulated hindi fortnightly magazine from delhi	Saras Sahil	Keemat	Chandamama	Panchjanya

30	Name a form of paper advertisement distributed in public places	Newspaper	Flyers	Box Ads	Magazine
31	Name the type of advertising used during night time	a)Posters	Billboard	Neon sign	Balloon advertising
32	Sky writing advertising is also called as	Poster advertising	Aerial advertising	Mural advertising	Electric advertising
33	A man with posters hanging on both the side walks on the busy street is known as	Human display	Media man	Poster man	Sandwich Man
34	Name the type of transit advertising pasted on the roof of taxi	Car cards	Stickers	Taxi Exterior	Grab handlers
35	Name the type of transit advertising on TV installed in Mumbai BEST buses	Car cards	Stickers	Taxi Exterior	Grab handlers
36	Name the type of advertisement where message is provided with or without the consent of mobile owner it	PUSH advertisement	PULL advertisement	Mobile advertisement	Online advertisement
37	The word Media came from the Latin word _____.	Middle	Media	Medium	Management
38	A consumer must plan to act in the desired manner is also known as _____.	Attention	Intention	Behaviour	Want
39	_____ Research will tell you about your target audience's local media habits .	Qualitative	Quantitative	Descriptive	Analytical
40	_____ indicates a percentage of target audience who is exposed	Reach	Frequency	Market coverage	GRP
41	Message weight is expressed in terms of gross impressions	Gross	Net	Operational	Quantitative
42	(TRPs) are available in India calculated on the basis of the	Panel	Polling	Opinion	Media
43	_____ advertising is a type of online advertising that comes	Display	Indoor	Primary	Secondary
44	Currently ads are regulated by a non-statutory body _____.	Advertising Standards Council of India	Advertising Service Council of India	Advertising Standard Corporation of India	The Advertising Standard Body of India
45	The _____ measures the sales strength of a brand in a particular	Brand Development Index	Broad Development Index	Brand Developed Index	Broad Brand Development
46	Media strategy is based upon market _____.	Coverage	Persuasion	Interaction	Influence
47	Name the first widely played video game	Pac-man	Pong	Minecraft	Mario
48	Advertisement done in airline is called as	Balloon	Poster	Electric sign	IN FLIGHT
49	Name the fastest growing media segment	TV	RADIO	NEWSPAPER	Magazine
50	Name the analysis technique used to analyse internal and external environment	STEEPLE	STEEP	SWOT	PEST
51	For what ASCI stands for	The Advertising standard council of India	The Advertising Standatd Committee of India	The Advertising Standard Body of India	The Advertising media standard council of India
52	Which act was passes to preserve the freedom of the press and improving the standard of newspaper?	The Press Act	The Press Council Act	Doordarshan code	All India Code of Commercial
53	Who is accountable for the entire media product delivery for a particular client?	Media group	Media Planner	Business head	Media Buyer
54	In the 1st quarter of 2019 which newspaper retained its first position among english dailies?	Times of India	Hindustan Times	Mid day	Mumbai mirror
55	Which electronic rating agency provide TRP data?	INTAM	IMRM	IRS	CATV
56	For calculating TRP name the device attached to TV?	Mumbai meter	Indian meter	People meter	City meter
57	Who carry out television readership survey in India?	TAM	CAS	STB	BARC
58	When a story on organisation, brand issue, message etc get in the media it is termed as	Media type	Prominence	Media mix	Media story
59	Total advertising required for particular period is indicated by	Cost	Weight	Pulsing	Strategy
60	Who works between media owner and media client?	Planner	Excutive	Manager	Agent
61	Who is the unchallenged king of media world?	Media	Internet	Web	Broadcast media
62	Which department shortlist news features?	Circulation	Administrative	Editorial	Creative
63	Doordarshan code is involved in	Self regulation	Self administration	Self menegement	Self projection
64	Which research body introduced Businessman readership survey in India for the 1st time?	TAM	IMMB	IMRB	CATV
65	How media are in nature?	Homogeneous	Hetrogeneous	Harmonious	Micellaniums
66	With what media planning deals with?	Placement and time	Placement and presentation	Time and space	Presentation and space
67	which users are considered as target audience?	User	Non - User	Ex- User	Prospective User
68	Creativity is linked with	Innovation	Patronage	visualisation	Surprises
69	Mark up is gross profit above	profit	Cost	Loss	Expense
70	Which method is used to compare the revenue or loss with past years?	Break even planning	Status Quo	Reach method	Yardstick method
71	_____, in advertising, is a series of decisions involving the delivery of message to the targeted audience.	Market Analysis	Media Objective	Media Planning	Media Strategy
72	Every media plan begins with the _____.	media objective	market analysis	media mix	media strategy
73	_____ describes what you want the media plan to accomplish.	Media Objective	Media analysis	Media Mix	media strategy
74	An effective media strategy requires a degree of _____.	Continuty	Media Mix	Fexibility	Discontinious
75	A _____ is an estimation of a company's promotional expenditures over a period of time.	Media planning	Media buying	Media budget	None of the above

76	_____ method is a 'let's not rock the boat', or, 'If something's going well, why fix it' way of setting budgets.	Status quo	Inflation adjusted	Case rate	None of the above
77	_____ method is slightly modified version of the 'status-quo' method.	Media budget	Inflation adjusted	Case rate to advertising	None of the above
78	_____ method is identical to the A-S method expect that the budgeting is linked to the number of cases or units sold, and not to sales revenue.	Media budget	Inflation adjusted	Case rate to advertising	None of the above
79	_____ is the process of strategizing, negotiating, and purchasing ad placements, or "inventory."	Media budgeting	Media buying	Media planning and buying	None of the above
80	_____ refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis.	media buying	Media planning and buying	Media scheduling	None of the above
81	_____ scheduling involves advertising the message evenly throughout a given period.	Pulsing	Continuity	Concentrated advertising	None of the above
82	_____ scheduling involves giving all the advertisement in a single period.	Pulsing	Continuity	Concentrated Advertising	None of the above
83	_____ scheduling involves giving advertisement at specific intervals. Company advertises for some period, followed by break of no advertisement, followed by the second flight of advertisement and likewise.	Fighting advertising	Continuity	Concentrated advertising	None of the above
84	_____ scheduling is the combination of both continuous and fighting advertisements. It includes continuous advertising at low-weight level, reinforced periodically by waves of heavier activity.	Pulsing advertising	Fighting advertising	Concentrated advertising	None of the above
85	defined Target Grass (TG) who are actually exposed to or	Reach	Frequency	Cumulative reach	All of the above
86	reached by (or exposed to) an advertising medium	Reach	Frequency	Cumulative reach	All of the above
87	who have been reached or, in other terms, have seen the	AOTS	AIR	Circulation	All of the above
88	the rows, and channels across the columns is given to a	Peplemeter	Dairy system	Stickiness index	All of the above
89	viewer details, and a channel monitoring device attached	Peplemeter	Dairy system	Stickiness index	All of the above
90	theTRP.it looks at the quality of viewing.	Stickiness index	Circulation	AIR	All of the above
91	_____ is the average number of copies of a publication that are sold. Print order is the number of copies of a publication that are printed.	AIR	Circulation	Both	All of the above
92	_____ is defined as the number of people who have read or looked at the publication in the time span equal to the periodicity of the publication.	AIR or Average Issue Readership	Total readers	Solus readers	All of the above
93	_____ are readers of a publication who read only that publication with dedication and none other of the same frequency.	Total or Claimed Readers	Sole or Solus Readers	None	All of the above
94	_____ is a standard measure in advertising, it measures advertising impact.	GRP	SOV	GI	All of the above
95	_____ is used to get a sense of media weights in a competitive context. It is the share of GRP's for a brand within a particular product category or competitive set.	GRP	SOV or share of voice	GI	All of the above
96	A document providing rate for advertising in any media is refered as	Rate card	Dsfunctional rate	Effective rate	Secondary rate
97	When advertisers get discount on rate card it is termed as	Rate card	Dsfunctional rate	Negotiated rate	Secondary rate
98	When publication notices growth of business either in value or volume it offers incentives is termed as	Date flexibility Incentive	Combination incentive	Market Incentive	Growth Incentive
99	Name the type of discount that media buyer enjoy when they book full page space for advertising	Positioning	Full page discount	Innovation	Circulation track
100	Percentage of people who have site through the given link is refered as	Cost per action	Run of site	Click away rate	Click through rate

9. INTERNATIONAL MARKETING

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	Large scale _____ acts as engine of economic growth.	Importing	Exporting	Licensing	Franchising
2	International marketing means marketing activities between _____ countries.	Different	Same	Sanction	Few
3	International marketing is dominated by _____ countries.	Poor	Developing	Developed	Rich
4	Trading blocs give benefits to _____ countries.	Member	Non-member	Rich	Poor
5	Quota system is a type of _____ barrier.	Tariff	Non-tariff	Revenue	Non-revenue
6	Franchising is a form of _____.	Exporting	Licensing	Merger	Strategic alliance
7	OPEC is the organisation of _____ countries.	Software producing	Steel producing	Oil producing	Cement producing

8	Trade barriers are _____ to the growth of international trade.	Useful	Harmful	Supportive	Restrictive
9	The SAARC secretariat is located in _____.	India	Nepal	Srilanka	Pakistan
10	European union came into existence on 1st January 1958, by the treaty of _____.	Greece	Rome	Japan	China
11	Contract manufacturing is a type of _____.	Outsourcing	Agreement	Assembling	Trading
12	International marketing ensures _____ utilisation of resources.	Minimum	Maximum	Normal	Cross
13	Direct exporting ensures _____ profit margin.	Low	Normal	High	Above average
14	Customs regulations are _____ barriers of trade.	Tariff	Non-tariff	Political	Social
15	International marketing is highly _____.	Competitive	Unrestricted	Unfair	Restricted
16	North American Free Trade Agreement (NAFTA) came into being on _____.	1st January 1994	1st January 1998	10th March 1994	15th March 1988
17	Globalisation leads to _____ of economies between different countries.	Integration	Expansion	Reduction	Diversification
18	_____ duty is a tax imposed on a commodity while crossing national frontiers.	Export	Import	Transit	Compound
19	_____ duty is a combination of specific and advalorem duty.	Compound	Complex	Multiple	Fixed
20	Association of South East Asian Nations was established in _____.	1958	1962	1967	1971
21	Global marketing is not _____ for all countries.	Free	Equal	Restricted	Affordable
22	Non-tariff barriers provides additional _____ to government.	Revenue	Expenditure	Benefits	Burden
23	An _____ company views overseas operation as secondary to domestic operations.	Ethnocentric	Polycentric	Regiocentric	Geocentric
24	SAARC is an economic association of _____ countries.	South Asian	South American	East Asian	North American
25	Trade barriers are _____ obstacles imposed on imports by other countries.	Natural	Artificial	Political	Revenue
26	International economic environment is the result of economic factors operating at the _____ level.	Local	National	International	Business
27	International economic institutions mainly provide _____ to poor countries.	Financial assistance	Consultancy services	Legal assistance	Accounting assistance
28	EU is the best example of _____.	Economic union	Free trade area	Customs union	Common market
29	Legal environment is related to laws which govern _____.	Political activities	Economic activities	Business activities	Social activities
30	Democracy is regarded as the _____ political system.	Worst	Best	Ineffective	Corrupt
31	Traditions, customs and culture are used as a base for _____ law.	Civil	Theocratic	Criminal	Common
32	International marketing research deals with _____ markets.	Domestic	Foreign	Local	Retail
33	International Bank for Reconstruction and Development is also known as _____.	World bank	IMF	IFC	IDA
34	_____ environment is the study of human population in terms of size, density, location, age and other statistics related to the population of the country.	Demographic	Sociographic	Psychographic	Economic
35	Cultural environment is _____ in nature.	Static	Dynamic	Stable	Neutral
36	Dumping is an _____ practice for entry in foreign markets.	Fair	Unfair	Easy	Freely allowed
37	One of the objectives of IMF is to promote _____.	Exchange rate stability	Industrial growth	Infrastructure development	Stable interest rates
38	The IFC, an affiliate of World bank was established in _____.	1960	1982	1953	1956
39	In international marketing research, the use of _____ should be made liberally.	Primary	Secondary data	Unpublished data	Similar data
40	_____ is an international organization that oversees the global financial system by following the macroeconomic policies of its member countries.	IMF	EU	NAFTA	WHO
41	_____ is any governmental action, policy or politically motivated event that might adversely affect the long-term profitability, activities and operations of a business firm.	Social risk	Political risk	Economic risk	Cultural risk
42	_____ intervention is described as a decision taken by the government of the host country intended to force a change in the operations, policies and strategies.	Social	Economic	Legal	Political
43	_____ is a type of pricing strategy for selling products in foreign markets below cost or below the price charged to domestic customers.	Niche	Skimming	Dumping	Penetration
44	_____ is a major beneficiary of World bank loans.	Germany	Italy	India	Austria

45	_____ religion has the largest number of followers in the world.	Christianity	Islam	Hinduism	Atheism
46	When confiscated property is taken over and operated by the government, it is called _____.	Expropriation	Confiscation	Nationalization	Domestication
47	Common law originated from _____.	England	USA	Russia	New Zealand
48	_____ dimensions of culture are described by Hofstede.	Five	Six	Seven	Eight
49	Entering a new price slot and a new market segment is called line _____.	Stretching	Pulling	Down	Reducing
50	Product _____ gives confidence to customers.	Pruning	Adaptation	Design	Standardisation
51	_____ innovation requires similar culture and economic conditions.	Scientific	Local	Overseas	Internal
52	Packaging requires both _____ and mandatory changes.	Compulsory	Regulatory	Discretionary	Optional
53	Health and safety warnings are included in _____.	Packaging	Branding	Labelling	Warehousing
54	Market segmentation is better than market _____.	Targeting	Positioning	Aggregation	Deterioration
55	_____ segmentation has become highly popular.	Geographic	Gender	Psychographic	Lifestyle
56	_____ strategy can cater to large number of customers.	Undifferentiated	Multi-segment	Micro	Differentiated
57	Smartphones are marketed through _____ positioning.	Special-interest	High-tech	Product-user	Product benefit
58	Product life cycle is an _____ factor influencing pricing.	Internal	External	Insider	Outsider
59	The main aim of _____ is to create a supportive environment for the organization.	Advertising	Sales promotion	Tradeshows	PR
60	In _____ method, a fixed percentage of the total cost is added as profit to the cost of the product.	Value pricing	Premium pricing	Mark up pricing	Cost plus pricing
61	_____ involves direct exchange of goods or services of equal value with no money or third party intervention.	Barter	Buyback	Offset	Counter purchase
62	_____ is a huge gathering of businessmen and manufacturers from different parts of the world for the purpose of display, demonstration and booking orders.	Personal selling	Advertising	Trades fairs & exhibitions	Events
63	In _____ segmentation, the buyers are grouped based on their knowledge, user status, loyalty pattern, attitudes and responses to the product.	Socio-economic	Behaviouristic	Demographic	Psychographic
64	A set of buyers sharing common needs or characteristics that the firm decides to serve is known as _____.	Segmentation	Positioning	Targeting	Marketing
65	For industrial products, the exporter is likely to use a _____ channel.	Direct	Indirect	Long	Medium
66	The objective of _____ pricing is to maintain harmony among the different subsidiaries.	Probe	Escalation	Trial	Transfer
67	Variable costs can be defined as _____.	Costs that remain the same whatever the level of output	Costs that contain a fixed and variable element	Costs that vary directly with the number of units produced	Costs that will remain fixed as output increases until the activity reaches a level where the costs must increase sharply
68	_____ is a combination of design, name, term or sign that gives the product a unique position in the market.	Labelling	Packing	Trademark	Branding
69	The first stage in IPLC begins with _____.	Local innovation	Worldwide innovation	Overseas innovation	Maturity
70	_____ strategy is used when an exporter wants to give local colour to his product.	Company name as brand name	Different brand names in different markets	No brand name	One brand name worldwide
71	_____ strategy focuses on one specific target market only by manufacturing specialized products.	Undifferentiated	Micromarketing	Multi-segment	Concentrated
72	_____ is the only element of marketing mix that generates revenue whereas the others produce costs.	Price	Product	Place	Process
73	_____ is single most important factor facilitating promotion campaign.	Brand extension	Brand equity	Brand loyalty	Brand positioning
74	The practice of selling goods in the foreign market at a price below the home market is termed as _____.	Buyback	Dumping	Grey market	Counter purchase
75	_____ facilitates attention, appeal, influence and execution.	Message	Budget	Target audience	Process
76	Under _____ strategy, low prices are fixed for a limited period in order to get consumer acceptance.	Transfer	Probe the reaction	Flexible	Trial

77	In _____, the firm introduces more items to its product line to plug certain gaps in its current range of offers.	Line filling	Line stretching	Line pruning	Deepening the product line
78	Situation analysis is the _____ step to prepare international marketing plan.	First	Finale	Documentation	Budgetary
79	International marketing plan must address payment and _____.	Credit	Paperwork	Lien	Audit
80	Worldwide functional structure offers high _____.	Remuneration	Specialisation	Turnover	Progress
81	MNC stands for _____.	Multi-National Cooperation	Multi-National Corporation	Multi-National Company	Multi-National Collaboration
82	Strategic control includes _____ aspects.	Audit	Evaluation	Functional	Documentation
83	Multi domestic companies _____ decision making.	Centralise	Decentralise	Delegate	Global
84	_____ indicates that the product is unique.	Adaptation	Positioning	Differentiation	Strategy
85	Service Sector acts as an _____ of growth.	Barometer	Engine	Basis	Competition
86	_____ is the latest technique in budgetary control.	Cost control	Breakeven analysis	Zero based budgeting	Statistical control
87	_____ is a modern technique of controlling international marketing operations.	Cost control	Break even analysis	CPM & PERT	Budgetary control
88	ROI was developed by _____ in 1919.	DuPont	GE	BCG	Toyota
89	_____ refer to inherent capacities that an organization can use to gain strategic advantage and competitive edge.	Weaknesses	Strengths	Opportunities	Threats
90	The concept of MBO was coined by _____.	Philip Kotler	Peter Drucker	Edwin Flippo	Michael Porter
91	International _____ is attached to the parent company.	Business	Department	Division	Network
92	_____ structure violates principle of unity of command.	Matrix	Networked	Product	Breakeven
93	_____ is the horizontal expansion of a firm through the expansion of its product line.	Diversification	Expansion	Integration	Internationalisation
94	_____ is a combination of global strategy, multinational strategy & international strategy.	Generic strategy	Multi domestic strategy	Transnational strategy	Integration
95	Management audit evaluates and measures systems of _____.	Profits	Control	Progress	Functional
96	Firms desiring to cut down financial loss opt for _____ exporting.	Canalised	Direct	Indirect	Joint venture
97	_____ strategy wants parent company to develop products.	Global	Transnational	Multinational	Multidomestic
98	_____ service marketing is the exchange of services between different countries involving buyers and sellers.	International	Domestic	Global	Traditional
99	_____ helps organizations to lower their costs.	Production	System	Technology	Planning
100	_____ culture of every firm differs from one another depending on the policies and procedures of an organization.	Service	International	Domestic	Global

10. HRM IN SERVICE SECTOR MANAGEMENT

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	Services marketing become difficult because of _____.	Management	Reliability	Uniformity	Intangibility
2	The inventory level of services is ?	Zero	One	Two	Three
3	This Service organization is a voluntary organization where members meet regularly to perform charitable works.	Non-profit organization	Profit organization	Multi-national companies	Co-operative Society
4	The purpose of relationship marketing is to enhance marketing productivity by achieving ?	Organize & Organization	Production & Productivity	Efficiency & Effectiveness	Planning & Organizing
5	It is the physical surroundings or the physical facility where the service is produced, delivered and consumed.	Servicespace	Servicescape	Serviceplace	Servicescope
6	Which of the following is not generally accepted as being part of the extended marketing mix for services?	Product	People	Process	Physical evidence
7	Which of the following is not an element of People?	Motivation	Teamwork	Flow of activities	Customer Training
8	They are the working couples who have consciously postponed parenthood plans, have decided not to have any children ever.	DINK	MINK	TINK	LINK
9	It is a broad term that reflects the norms and values of a society.	Culture	Attitudes	Learning	Experience
10	_____ refers to the marketing of services as against tangible products.	Intangibility	Services marketing	Service culture	Service organisation
11	_____ is the key quality parameter in service.	Responsiveness	Tangibility	Reliability	Empathy

12	Booms and Bitner developed the concept of _____.	Servicescape	Empathy	BAV	Reliability
13	_____ of an organization is the pattern of shared values, beliefs, and rules or patterns of common behavior in the organization.	Referral Markets	Moments of truth	Intangibility	Service culture
14	Service Encounters are _____.	“Partial employees”	Reliability	Moments of truth	Responsiveness
15	Services are _____ to evaluate.	Hard	Easy	Productive process	Marketing process
16	_____ relates to caring and feeling towards customers.	Inseparability	Services	Empathy	Responsiveness
17	The teacher has to go to the student or the student has to come to the teacher to learn. This reflects the unique characteristic of:	Intangibility	Variability	Simultaneity	Ownership
18	The _____ dimension is an assessment of the firm’s consistency and dependability in service performance.	Servicescape	Services marketing	differentiator	Reliability
19	They includes stakeholders as well as third parties	Influence Market	Referral Market	Customer Market	Buyers’ Market
20	This kind of corporate culture creates an insecure feeling for the new incumbent of the organization.	Weak	Strong	Medium	Effective
21	It is also developed through written documents and communication.	Service culture	Service creativity	Service productivity	Service Organization
22	This is a subset of physical evidence in which service is delivered and consumed.	Servicespace	Servicescape	Servicepace	Servicegauge
23	Services are typically produced and consumed simultaneously. The services cannot be separated from the service provider. This is an example of which characteristic of services?	Intangibility	Variability	Inseparability	Perishability
24	This is the difference between customer expectations and perceptions.	Customer Delight	Customer Gap	Supplier Gap	Customer satisfaction
25	These services do not require formal training	Surgery	Leisure facilities	Babysitting	Airlines
26	Background investigation, reference checks, work history verification, etc. are common:	Pre-employment standards	Post-employment standards	Employment standards	Uniform standards
27	This kind of questioning can also be used to reveal a person's willingness to adapt.	Role playing	Situational Vignette	Abstract Questioning	Simulation
28	_____ is a linkage activity bringing together those with jobs and those seeking jobs.	Selection	Recruitment	Human element	Placement
29	This refers to the overall process of attracting, selecting, and appointing suitable candidates for jobs (either permanent or temporary) within an organization.	Recruitment	Selection	Training	Transfer
30	This is the process of managing feelings and expression to fulfill the emotional requirements of a job.	Emotional Labour	Service Labour	Client Labour	Employee feelings
31	Four elements of Service Encounter are	Customers, Service providers, Delivery system, Physical Evidence	Service providers, Delivery system, Physical Evidence, Employee	Delivery system, Physical Evidence, Employee, Service Layout	Customers, Service providers, Service Blueprint, Physical Evidence
32	Quality has been defined by Crosby as :	Quality as internal standards	Conformance to standards and specifications	Quality as external standards	Totality of features
33	Five service quality dimensions are :	Tangibles ,Reliability, Responsiveness, Assurance, Empathy	Tangibility, Perishability, Responsiveness, Empathy, Sympathy	Tangibility, Inseparability, Assurance, Empathy, Sympathy	Reliability, Assurance, Perishability, Responsiveness, Sympathy
34	It is a conceptual tool to identify and correct service problems.	SERVEQUAL Model	BCG Model	GAP Model	GE Model
35	The Gap model was developed by:	Philip Kotler	Christopher Lovelock	Parasuraman, Berry & Zeithmal	Christian Gronross
36	The gap between customer expectations and customer perceptions	Provider gap	Customer gap	Employee gap	Social gap
37	Recruitment precedes _____ in staffing process.	Minimum wage	Bottom line	Selection	Labour unions
38	_____ provides a way for an interviewer to observe an applicant under stress.	Emotional labour	Services marketing	Selection	Role playing
39	Quality is conformance to standards that meet or exceed _____ expectations.	Customers	Human element	Employees	Suppliers
40	Ontario Employment Standards legislation entitles most employees to receive a _____ in exchange for the work they complete for a company.	Bottom line	Minimum wage	Role playing	Simulation
41	This training allows service employees at all levels to hone their skills.	Ongoing	One-Time	Technical	Functional
42	It is carried out to monitor whether or not human resources strategy will work, is working, or has worked in the service industry.	HRP formulation	HRP implementation	HRP evaluation	HRP Analysis
43	This approach is mostly used when the service principal is new, and the agents and brokers are well known, financially, strong and has local clout politically.	Evaluation Strategies	Empowering Strategies	Control Strategies	Partnering Strategies

44	The focus of this control system is on factors essential to the success of HR strategy.	Establish control system	Strategic Control systems	Operational Control systems	Functional Control systems
45	The focus of this control system is on guiding short-term decisions and actions so that they do not conflict with long-term decisions of the firm.	Establish control system	Strategic Control systems	Operational Control systems	Functional Control systems
46	In case of these measures, the focus is on perceptions and feelings of the managers and not on the objective indices.	Quantitative measures	Qualitative measures	Frequency measures	Positive measures
47	It is the culture that empowers the organization to strategize its promises design its process and engage its people in a proactive quest for competitive advantage.	Service Partner	Service Leadership	Service Managers	Service employee
48	This model tries to link all the components required to make an organization successful.	Customer quality model	External quality model	Internal Environment model	Service-profit chain model
49	Which of the following statement is incorrect with reference to service-profit chain model	A connection exists between higher profits, customer loyalty and satisfaction	A connection exists between Employee productivity and satisfaction	A connection exists between suppliers, distributors and customer satisfaction	A connection exists between Quality management, good workforce & exceptional customer service
50	This in human resources refers to the gradual loss of employees over time.	Liquidation	Turnaround	Succession	Attrition
51	This Marketing has evolved not only as a marketing strategy but has been the foundation on which the companies build their core values and ethics.	Customer marketing	Guerilla marketing	Ambush marketing	Relationship marketing
52	"The frontline is the _____ B56as it pertains to a company's employees.	Bottom line	Selection	Recruitment	Placement
53	Poor performing equipment leads to _____ quality and often delays the service your customers receive.	Emotional labour	Services marketing	Minimum wage	Lower
54	_____ is the difference between the service expectation & service actually received by the customer.	Training & development	Intangible & experiential	Services Quality	Service culture
55	An agent is an _____ acting on behalf of a service principal or a customer, and is authorized to make agreements.	Human Resource	Social enterprise	Public sector	Intermediary
56	_____ Organizations often provide services for citizens regardless of the person's ability to pay.	Non Profit organisations	Private sector	Services Quality	Service dimension
57	_____ and _____ is the sphere where HR has to operate to its optimum.	Training & development	Intangible & experiential	Buyers and Seller	Seller and Supplier
58	This service industry refers to core sectors of economy like roads, railways, power, etc.	Infrastructure	Electronic	Textile	Finance
59	Businesses that meet or exceed expectations are considered to have _____ service quality.	Low	Zero	High	Medium
60	It is a service provided by government people living within its jurisdiction, either directly or by financing provision of services.	Public Service	Private Service	NGO Service	NPO Service
61	_____ morale has a large positive impact on service standards.	Low	High	Zero	Medium
62	Services are _____ and _____ in nature.	Training & development	Buyers and Seller	Intangible & experiential	Tangible and uniform
63	Identifying, recruiting, training, and placing people are the stages of _____.	Attrition	HRP	Employee retention	Marketing Planning
64	_____ is not based on outstanding performance within a single dimension, rather, it reflects excellence across multiple dimensions.	Employee retention	Negative impact	Service leadership	Service Marketing
65	This is a theory and business concept evolved by a group of resesarchers from Harvard University in the Nineties.	Servie Marketing Triangle	Service Leadership	Service-Profit Chain	Service culture
66	The _____ model tries to link all the components required to make an organization successful.	Globalization	HRP	Service leadership	Service-Profit Chain
67	_____ is a gradual process of wearing down, weakening, or destroying something.	Negative impact	Attrition	Cycle of Failure	Positive impact
68	_____ refers to policies and practices companies use to prevent valuable employees from leaving their jobs.	Employees	Service leadership	Employee Empowerment	Employee retention
69	_____ is the free movement of goods, services and people across the world in a seamless and integrated manner.	Globalization	HRP	Service Organization	Privatization
70	Give _____ Sufficient Authority to Undertake Their Responsibilities.	Service leadership	Customers	Employees	Suppliers
71	Along with positive impact, there is _____ of globalisation.	Eight Stages	Negative impact	Zero Impact	Four Stages
72	They must possess the required abilities to deal with environmental uncertainties by carefully formulating recruitment, selection, training and development policies and programs	Employees	Managing Committee	HRP Planners	HRP Team

73	They are norms or standards, either what is minimum acceptable or what is desirable and realistically achievable.	Rules	Regulation	Criteria	Policy
74	In this interview technique, the questions asked are open-ended. They provide insights regarding an applicant's ability to relate the immediate service situation to information collected from past experience.	Simulation	Role playing	Abstract Questioning	Situational Vignette
75	Businesses with high employee turnover are frequently stuck in what has been termed the :	Service-profit chain	Service leadership	HRP	Cycle of Failure
76	It is another vicious employment cycle, usually found in bureaucratic organisations.	Cycle of Failure	Cycle of Mediocrity	Cycle of Success	Cycle of Doom
77	Perishable Service	Books	Bottle	Movie ticket	Laptop
78	Influence Markets	Internal Market	Third Party markets	Customer Market	Supplier Market
79	Highly Tangible Services	Car rentals	Lecture	Legal services	Physiotherapy
80	Highly Intangible Services	Car rentals	Consultancy	Vending machine	ATM
81	People based services	ATM	Online Ticket Booking	Vending machine	Teaching
82	Equipment based services	Teaching	Dental care	Surgery	ATM
83	BSP stands for _____.	Basic Service Package	Basic Salary Package	Basic Standard Package	Basic Social Package
84	Organisational Productivity is increased by using _____ as a resource to perform certain tasks previously completed by the employee	Retailer	Supplier	Customer	Manufacturer
85	The Concept of service encounter was put forth by _____.	Cobbler	Plumber	Richard Norman	Booms & Bitner
86	_____ system includes equipment supplies, programs, procedures, rules, organization climate & culture.	Supply	Delivery	Customer	Relationship
87	The employees helps in promoting a sustained organisational _____	Growth	Performance	Career	Development
88	Machines cannot be _____ for most public and non-profit employees	Suited	Substituted	Available	Valuable assets
89	Usage of _____ is a challenge faced while delivering services through agents and brokers	Transport	Intermediaries	Direct human interaction	Electronic channels
90	_____ informs the service providers about any change in consumer preference or an entry of a competitor	Wholesalers and retailers	Agents and brokers	Outsourced professional	Logistics department
91	_____ are the greatest assets of every organization.	Technology	Communication skills	Employees	Machines
92	The _____ dimension is about creating first hand impression	Reliability	Tangibility	Responsiveness	Assurance
93	People employed by _____ may quit jobs within few months of joining	Hotel industry	BPO firms	Healthcare Industry	Banks
94	Outcomes for the firm are low service quality and high _____.	Employee turnover	Employee Retention	Employee Productivity	Increased morale
95	Globalization of the _____ and globalization of business is very much interdependent.	World	Trade	Economies	Technology
96	HRP evaluation helps in verifying the _____ Path of the organization.	Career	Development	Under-developed	Over-Developed
97	_____ Management values the input of employees who make suggestions on how to improve productivity and achieve high performance rates.	Upper-level	Lower-level	Middle-level	Overall
98	They are the means to achieve organisational objectives.	Goals	Mission	Communication	Strategies
99	It is one of the organizational function that helps a company to stay efficient and productive.	Objectives	Goals	Mission	Communication
100	_____ helps to involve the employees in the assigned tasks.	Planning	Organizing	Staffing	Teamwork

11. ORGANISATIONAL DEVELOPMENT

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	The OD practitioner is dash for bringing themselves completely to the task in hand.	Technically	Practically	Accountable	General
2	An OD practitioner should dash respect from everyone in the organisation due to his excellent conceptual clarity and technical know-how.	Pluralistic	Command	Humanistic	Give away
3	An OD practitioner must have the ability to handle difficult situations with	Positivity	Negotiation	Communication	Anger
4	OD practitioners of the future are going to need to measure their interventions in dash metrics.	Minimising	Intermittent	Reprimanding	Bottom line
5	Most researchers believe that Organisations need to act like dash, always adapting to their environment to compete in the future.	Middle level	Chameleons	Humanistically	Crazy
6	OD practitioners tend to follow a dash approach.	Pluralistic	Humanistic	Idealistic	Foolish

7	The OD Practitioner needs to be theoretically as well as dash strong to carry out the work of Organisational development with expertise.	Technically	Emotionally	Practically	Dumb
8	OD practitioners should possess good dash skills.	Negotiation	Reprimanding	Communication	Supressing
9	An OD Practitioner must be dash, value driven and acts with integrity in every situation.	brutal	ethical	rational	Irrational
10	Dash consultants are not members of the Organisation.	Internal	Middle level	External	Alien
11	Dash change is forcing companies to become more competent at change management.	Periodic	Constant	Sporadic	Zig-zag
12	The level of competition is at an all time high due to changes in technology and dash.	Globalization	Privatization	Liberalization	Dictatorship
13	Dash employee performance is accomplished by a number of OD Interventions.	Minimising	Maximizing	Negating	lowering
14	Dash system change process take longer time and is considerably more expensive.	Partial	Intermittent	Whole	small
15	Experts feel promptness and dash will be principal designing consideration for Organisations.	Stability	Turbidity	Agility	lazyness
16	The learners' experiences in the training environment should be the kind of human problems they encounter at dash.	Work	Nation	Industry	class
17	dash can occur at one or more level in the organisation so the strategy will require one or more interventions.	Information	Problems	Total	Attraction
18	In the late dash OD was implemented in organisations via consultants, but was relatively unknown as a theory of practice.		1957 1980s	1960s	2050
19	T-Group training is also known as	Performnace	Managers	Finances	Laboratory Training
20	Organisational efficiency can be measured by	ROI	Land	Labour	Machinery
21	Action Research gives Solutions which can be implimentaed	Long-term	Immediately	Private	Money related
22	Organizational Functioning depends on clear organizational	Vision	Plan	Mission	Strategy
23	Regularly monitoring Organisational efficiency can help small businesses prevent money	Gains	Laundering	Loss	Improvement
24	Organizational goals should be	Informal	Shared	Formal	Internal
25	When an OD Practitioner is called from out side, he is known as	internal practitioner	Internal Process	External Process	External practitioner
26	Organisational effectiveness reflects organizational	Impact	Profit	Routine	Employee
27	Organization works at three levels, they are	Individual/Grup/Organi zation	Low/Medium/high	Up/middle/down	supiorior/peer/subordina te
28	Organisational Development emphasizes on pportunities which are.	biased	More	Less	Equal
29	When many employees leave organizations then the turnover rate is said to be	High	Low	Medium	Moderate
30	Organisational Development Leads to	Promotion	Performance	Motivation	Selection
31	Celebrities have	Honesty	Expert Power	Referent Power	Activity
32	The objective of Organisational Development is to develop mutual	Competition	Enemity	Group	Trust
33	Grapevine is a form of	Competition	Informal Communication	Cooperation	Relation
34	OD can be conducted in the areas of strategy, technology, task and	jobs	People	role	Competition
35	Two main value systems considered with respect to sensitivity training are: a spirit of inquiry, and	Democracy	Autocracy	Bureaucracy	Efficiency
36	It is painful to see that most Organisations treat their most valued resource, i.e. employees as if they were	Dependable	important	Expendable	effctive
37	Strategy that helps organizations to rethink on their processes is known as	Business Process Reengineering	Outsourcing	diversity training	Improved Training
38	One of the important value attached to the Organisational Development process is that it should be oriented towards	People	Profit	Power	System
39	What is integral part of OD?	Efficiency	Competition	Training	Change Management
40	Power is often determined by Organisational	Employees	Finance	Structure	Profits
41	Someone who has a particular kind of expertise or knowledge that other colleagues do not possess holds	Expert	Coercive	Reward	Skill
42	Reward power can lead to better performance, as long as the employee can see a clear link between reward and	Punishment	Performance	Promotion	Profit
43	What does nn OD Practitioner or Consultant facilitate in the organisation	Conflict	System	Change	Ability
44	Research suggests that legitimate and reward powers are related	Positively	Negatively	Less	More
45	What is the control mechanism by which the Organisation is governed	Structure	Power	Profit	Discipline
46	what does Survey method require as a data collection tool	Timing	Bargaining	Questionnaire	Structural

47	The intentional influence over the beliefs, emotions, and behaviors of people is known as	Emotion	Power	Skill	Reward
48	The change model was proposed by	Donald Trump	F. W. Taylor	Hofstede	Kurt Lewin
49	What is the process/capacity to exercise power	Politics	Expert	Knowledge	Skill
50	One of the modern technique of OD intervention is	Visioning	Structural	Transactional Analysis	Survey method
51	When information is applied to develop organization, it becomes	Skill	Knowledge	Mental ability	data
52	Best way to manage a conflict is to	Collaborate	Avoid	Adjust	Enjoy
53	one of the main characteristics of a healthy organization is	Demotivated Employees	Good leadership	Code of conduct	Qualified Managers
54	The power to punish is known as	Coercive	Expert	Reward	promotion
55	Group of individuals who come together to achieve a specific goal within an organization is known as	Union	Team	Groups	trade
56	When powers along with duties are given to an employee to accomplish any task, it is known as	duty	Finance	Delegation	superior
57	OD process is cyclical and ends, when	Desired results are achieved	Effectiveness is achieved	Performance is achieved	Efforts are achieved
58	Primitive urges are associated with	Employees	ID	Ego	Super-Ego
59	One of the main goals of OD is to build	Resources	Work	Roles	Trust
60	Who proposed cultural dimensions	Mahatma Gandhi	Karl Marx	Hofstede	Elton Mayo
61	Modern method of Performance Appraisal is	Supervisor's Rating	Peer Rating	Pairing Technique	360 degree feedback
62	Dash, in the context of his work with Union Carbide in 1957, has been identified as 'one of the first behavioral scientists to talk systematically about, and to implement, an Organisation Development program'.	Kurt Gobain	Kurt Lewin	Lewinsky	Douglas Mc Gregor
63	Each member of organisation should have the dash necessary to set three or four personal or team goals.	Work	Problems	Information	Gossip
64	Organisational Development is a dash-term effort.	Short	Long	Medium	instant
65	Positive attitudes and behaviors of employees are the result of dash of the need for action by employee.	Actualization	Discrimination	Realization	destruction
66	Organisation development is a dash wide application of behavioral science Knowledge.	System	Nation	Industry	class
67	Organisation development encourages mutual and genuine dash between managers and employees.	Co-operation	Corroboration	Collaboration	conflict
68	Organisation development focuses on dash system overhaul or change.	Total	Partial	Impartial	portion
69	There are dash parties to organisation development process.	Four	Five	Three	Ten
70	Another practice in organisation development programs is to create dash solutions.	Win-win	Lose-lose	Nil-nil	meow-meow
71	dash is widely recognized as the founding father of OD.	Kurt Gobain	Kurt Lewin	Lewinsky	Mauni Roy
72	Improvement goals should be dash in nature, i.e they must be measurable.	Resolute	Half hearted	Absolute	half-blooded
73	One of the most important things to manage in organisations is the dash.	Culture	Payments	Environment	Nut-heads
74	OD practitioners monitor the OD effort by evaluating the	Efficiency	Outcome	profit	Profitability
75	How many stages are there in an organizational Life-cycle?	2	1	3	4
76	Unfreeze-Change-Freeze is the model of	learning	Change	Skill	Product
77	Grapevine is a form of	Competition	Informal Communication	Cooperation	Relation
78	Reward power falls in the category of	Personal power	Profit power	Promotion Power	Organizational Power
79	One of the factors which influences one's political behavior is	Personality	Punishment	goal	vision
80	Final Evaluation of the programme, when it is over is known as	General Evaluation	Formal Evaluation	Summative Evaluation	Non Evaluation
81	Neuroticism is a	power	politics	Skill	Personality Trait
82	Unethical behavior within organizations can be highlighted by a	Watchman	Wistleblower	Gatekeeper	Vendor
83	logical thinking is often associated with	Ego	ID	Super Ego	Consumers
84	The process of OD starts with	Diagnosis	Identification of the Problem	Implementation	Evaluation
85	Which one of the following is the most important stakeholder in an organizational development process?	Owners	Government	Suppliers	Employees
86	OD practitioner should be	Manager	owner	Emotionally Intelligent	Powerful
87	The phenomenon of Appreciating other's culture more than one's own, is known as	Xenocentrism	Polycentric	Powerful	Political
88	Feminist Culture is based on	power	process	emotions	rules
89	Red Taping is a hallmark of	Flat structure	Bureaucratic Structure	Open structure	pyramid Structure
90	HRD relates to	communication	production	marketing	Training & Development

91	"I am not Okay and You are not Okay", is the case of	Hopelessness	Motivation	Happiness	Fear
92	Structured program designed to solve a problem, thus enabling an organization to achieve the goal is known as	HRD	HRM	Intervention	HRP
93	In which intervention the participants can openly express their ideas, beliefs, perceptions and attitudes and they learn about interpersonal behaviour.	Process Consultaion	Sensitivity Training	Survey	HRD
94	Job Enrichment is a	Vertical Process	Horizontal Process	general Process	lateral process
95	Method to avail expert service at lower cost is known as	Diversity	training	insourcing	Outsourcing
96	Oursourcing is what kind of decision?	Normal	Operational	Strategic	General
97	Latest trends in OD considers changes related to	Socio-technological	Cultural	Structure	management
98	The basic building blocks of an organization are	Owners	consumers	employees	products
99	In which intervention the consultant or expert provides the trainee feedback and tells him what is going around him.	Survey	Process Consultation	Training	Feedback
100	Which is the method for studying interactions between individuals	Transactional analysis	Process analysis	Profit analysis	power analysis

12. WORKFORCE DIVERSITY

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	As a business owner, one must consider recruiting prospects from a _____ pool of resources.	Body	Racism	Broader	narrow
2	All _____ creates a healthy atmosphere at workplace.	Communism	Income	Gender	Inclusiveness
3	Business leaders attribute high company morale as one reason that _____ is low.	Money	Employee turnover	Class divisions	attention
4	_____ is an expedient means by which people are grouped and identified based on geographic origins and physical attributes.	Race	Ageism	Race-2	Race-3
5	An _____ distinction may cross national borders and is often identified as a minority group.	Inductive	Income	Ethnic	Alien
6	In a _____ workforce environment, everyone will work hard to give their best.	reductive	inductive	vindictive	conductive
7	Most innovation comes from feedback and _____.	brainwashing	brainstiling	brainstorming	Brain-Drain
8	When people are happy at work, the overall _____ improves.	morale	discussions	income	Gossip
9	As a business leader, a company can foster diversity through training and _____ building exercises.	body	money	team	customer
10	_____ is discrimination and stereotyping based on age.	racism	communism	ageism	Brain
11	What kind of process is WFD?	General	Strategic	Operational	Irrelevant
12	What Kind of diversity is Age?	Authoritative	Dictative	Deep level	Surface level
13	Which kind of procedures can ruin WFD within organizations?	Different	Standard	Biased	benchmark
14	What kind of training can be useful in managing WFD?	Generic Traing	Performance Training	Diversity Training	skill training
15	WFD ensures	Collaborative Culture	Power culture	Task Culture	People culture
16	WFD can enhance organizational	better salary	Innovation/Creativity	better house	better job
17	When Organizations do things which lead to expected outcomes, it is known as	Efficiency	Effectiveness	Performance	Profitability
18	Companies employ a wide range of Business Ratios when analysing their	Employees	Managers	Finances	Performance
19	Differentiation based on age is known as	Harsh	Weak	Ageism	Cruality
20	Horn effcet is judging someone on the basis of a	Positive Quality	Negative Quality	Skill	Talent
21	Good leaders are	Empathetic	Task Master	People's Manager	Skilled
22	Regularly monitoring Organisational efficiency can help small businesses prevent money	Gains	Laundering	Loss	Improvement
23	By ensuring WFD, organizations create a	Informal Culture	Formal Culture	Holistic Culture	Internal Culture
24	Organizations are known to be	Constituency	Internal Process	Open System	Looters
25	ROI explains Organizational	Efficiency	Effectiveness	diversity	Vision
26	WFD can be ruined when processes are highly	Decentralised	Uncontrolled	Centralised/Controlled	Limited Checks
27	WFD emphasis on opportunities which are	Unequal	More	Less	Equal
28	Effective communication consists of	Meeting	Confrontation	Active Listening	Training
29	Hofstede Proposed six types of	Courts	Culture	Innovation	Jobs
30	Recruitment is creating a pool of	Eligible Candidate	Well paid Candidate	Poor Candidate	Active Candidate
31	Evaluating other's Culture based on one's own is knwn as	Competition	Enemity	Trust	Ethnocentrism
32	Diversity based on Culture is also known as	Compliance	Education	Ethnic Diversity	Relation
33	WFD reduces biased behavior in the organization to promote	Collaboration	Proximity	Adjustment	Competition
34	Extraversion is a	Personality Trait	Skill Trait	Expertise Trait	Efficiency

35	Strategies related to diversity is made at	Lower level	Top level	Middle level	Outside the Organization
36	Total number of people in a country or region who are physically able to do a job and are available for work	Labour	Workforce	Population	Employees
37	The degree to which a workgroup or organisation is heterogenous with respect to personal and functional attributes.	Occupation	Retention rate	Workforce Diversity	Attrition
38	Workforce diversity is	Unidimensional	Dual dimensional	Multi dimensional	zero
39	Similarities and differences among employees in terms of age, gender, ethnicity, etc. is known as	Workforce diversity	Team building	Employee turnover	Human Resource Planning
40	Companies with diverse workforce enjoy	Increased Goodwill	Decreased Goodwill	Nothing	Waterfall Profit
41	Personality in WFD can be considered as	Surface level Trait	Weak Trait	Deep Level Trait	Physical Trait
42	Discrimination on the basis of gender is known as	Agesim	Sexism	Diversity	Values
43	Diversity in the workforce is a source of	Creativity	Idleness	Inefficiency	hostility
44	Organisations need a workforce that reflect the diversity of their	Customers	Creditors	Competitors	Suppliers
45	Employees from heterogenous backgrounds help management in better	organising	controlling	decision making	reporting
46	The ratio of the number of employees who leave the organisation can be expressed in terms of	Retention	Inclusion	Layoff	Turnover Ratio
47	Diversity training helps in Building	Lower performance	employee engagement.	Neutral Profit	Lack of Goodwill
48	Combination of characteristics or qualities that form an individual's distinctive character is known as	Attitide	Emotions	Perception	Personality
49	Sahred ideas, customs and social behavior of a particular people or social group is refered to as	Character	Population	Culture	Ethics
50	Which dimension of diversity do Baby boomers and millenials reflect ?	Ethnicity	State	Culture	Age
51	Diversity facilitates organizational performance when it is managed in _____ and integrative ways.	Constructive	Non-valuable	Negatively	Destructively
52	Certain employees approaching their _____ age may unconsciously begin to disengage with the organizations.	Experienced	Young	Retirement	Re-Birth
53	Different _____ in work teams can also be a source of harmonious relations and favorable attitudes within an organization.	Marketing	Gender	Chairman	Faces
54	Effective diversity management contributes to _____ use of human resource.	Actively	Passively	Foresightedly	Best
55	Diversity isn't just a _____ issue.	Moral	Group	Network	Hanging
56	As the _____ diverse an organization is, the more difficult it is to attract diversity to that organization.	more	less	mild	Hard
57	In case of _____ hiring, it is important to keep in mind that the goal is to hire diverse people.	network	group	individual	Third World
58	Recruiters should _____ seek to recruit diverse people.	passively	foresightedly	actively	Sleepingly
59	The posting should clearly communicate that the organization does not	incriminate	discriminate	negotiate	adjust
60	For drawing the most value out of a diverse workforce, it is important to avoid _____ of diverse people in some departments or functions.	separating	segregating	clustering	Partying
61	It is important to communicate that the organization values diversity also when it comes to _____ .	promotions	hiring	firing	separations
62	Diverse associates in the organization will appreciate knowing that _____ is not tolerated.	enjoyment	collaboration	competition	harassment
63	A _____ training will communicate that the organization takes diversity and inclusion seriously.	voluntary	mandatory	optional	none of these
64	Organisations may view _____ workers as being more aware of the organization.	experienced	young	temporary	none of these
65	_____ has an important part to play in fostering and promoting diversity.	HR	marketing	employee	chairman
66	Employees from diverse backgrounds can provide Perspective, which can be	Static	Dynamic	Fixed	Traditional
67	which one of the following is a personality trait?	Agreeableness	anger	closed	dynamic
68	Which kind of recruitment may hamper diversity inclusion?	Fixed Hiring	Single Hiring	Network Recruitment	Traditional Hiring
69	"Physical or mental impairment that substancially limits a major life activity." it is known as	Injury	Disability	Disease	Affliction
70	Workforce diversity and inclusion effects business growth in a	Positive way	Negative way	Neutral way	Adverse way
71	Embracing every culture is known as a	Xenophobia	Pluralism	Ageism	Prejudice
72	Unfair and unreasonable opinion or feeling, especially when formed without enough thought or knowledge is known as	View	Idea	Perspective	Prejudice
73	Good leaders can attract workforce which is	Strict	Rigid	Diverse	Famous
74	Masculine Culture is based on	Assertiveness	Emotions	Fear	Anger

75	Resource need to be used optimally as they are	Ubiquitous	Scarce	Abundant	Extinct
76	Companies like TCS and Wipro have been flag bearers in implementing	Banking	Government	Telecommunication	Diversity
77	When employees differ from one another on parameters like age, gender, education, socio - economic background etc. it calls for	Similarity Management	Diversity Management	Modern Management	General Management
78	Active Listening is an integral part of	Communication	Skill	Knowledge	chaos
79	Organizational Structure helps in managing organizational	Goodwill	Performance	CSR	Tax payments
80	Halo Effect is a bias based on one	Negative Quality	Simple Quality	Static Quality	Positive quality
81	Highest level of Commitment is	Normative	Continuance	Affective	Genera
82	The co-relation between diversity efforts by an organisation and employee engagement is	Negative	Neutral	Positive	Restrictive
83	Companies with better representation of gender and ethnic/racial diversity in their executive teams tend to	Underperform	Outperform	equal	inferior
84	WFD can induce	Static tasks	Normal Tasks	creative Tasks	Conventional task
85	High context culture relies heavily on	non-verbal Communication	verbal Communication	Tertiary Communication	Major Communication
86	Dimension that can be changed or atleast modified such as education, beliefs, values etc. are known as	Primary dimensions	Secondary dimensions	Tertiary dimensions	Organisation dimensions
87	Who are under represented in India's labour force	Men	Women	White collar employees	Permanent employees
88	The term 'Millenials' refers to the people born between	1947-1959	1960-1980	2000-2010	1982-2000
89	Appointment of How many women directors have been made compulsory by the Companies Rules , 2014, for every listed company with paid -up share capital of 100 crore or more, In order to improve gender diversity ?	One	Two	Three	Four
90	Recognising self emotion is known as	Culture	Atitude	Personality	Emotional Intelligence
91	Favour is a tactics to exercise	production	Efficiency	Innovation	Power
92	WFD management gives organizations a	Minimum viable product	Competitive edge	Stabilize production	Controlled Processes
93	Effective communication consists of	Meeting	Confrontation	Active Listening	Training
94	Creativity can be low in organizations which fail to manage	Culture	Diversity	Innovation	Jobs
95	Orientation helps new employees to understand the organizational	Culture	Creativity	Processes	rules
96	Evaluating other's Culture based on one's own is knwn as	Competition	Enemity	Trust	Ethnocentrism
97	Diversity management can become a problem if an organization follows	Compliance	Education	Unethical Practices	Relation
98	WFD reduces biased behavior in the organization to promote	Collaboration	Proximity	Adjustment	Competition
99	Tactical decisions are taken at the	Top level	Lower level	Middle level	Oitside the Organization
100	Candidate's educational qualification is part of	Job Description	Job Specification	Job Evaluation	Exit interview

13. HRM IN GLOBAL PERSPECTIVE

Sr. No.	Question Text	Option A	Option B	Option C	Option D
1	_____ is a way to welcome the newcomers and make them feel comfortable with the company.	Training	Orientation	Selection	Empowerment
2	_____ is the frustration and confusion faced by an expatriate that result from being bombarded by uninterpretable cues.	Coordination	Reverse culture shock	Culture shock	Sadness
3	The main objective of _____ is to promote relationships between different cultures as well as disseminate its ideas and activities.	Conflict management	Cross cultural management	Cultural convergence	Work culture
4	Tax _____ in many cases arise after the foreign assignment is finished.	Curiosity	Stability	Liabilities	Shock
5	A good international HR personnel understands that _____ is the key to success.	Rigidity	Stability	Flexibility	Inflexibility
6	_____ employees are one of the organization's most effective resources.	Unskilled	Skilled	Multinational	Semi-skilled
7	International business is _____ all the time.	Stable	Constant	Rigid	Dynamic
8	Rapid growth of _____ has increased the number of MNCs, resulting in the increased mobility of human resources.	Globalization	Monetization	Recession	Depression
9	In the domestic service, the involvement of HR with employee's family is _____.	Limited	Varied	Unlimited	Elaborate
10	Cultural _____ is the key to a company's success in the marketplace.	Convergence	Sensitivity	Shock	Management

11	Cultural shock is primarily a set of _____ reactions to the loss of perceptual reinforcement from one's culture to a new culture.	Psychological	Diverse	Sensitivity	Emotional
12	The _____ of the language led to the exchange of cultural practices, causing a convergence.	Variety	Awareness	Diffusion	Number
13	The focus of cross-cultural human resource management is to keep _____.	Selecting	Hiring	Changing	Recruiting
14	Cross-cultural human resource management brings _____ enhancement between people.	Job	Pay	Trust	Relationship
15	A community is said to be culturally _____ if its residents include members of different groups.	Same	Diverse	Intermediate	Static
16	Cultural _____ is a skill that can be developed both at professional and social levels.	Awareness	Shock	Back up	Variety
17	When employees enter another nation they tend to suffer cultural _____.	Variety	Sensitivity	Shock	Similarity
18	_____ employees on cross-cultural communication becomes extremely essential when a company has customers residing in many different countries.	Selecting	Hiring	Training	Guiding
19	Some people consider international HRM similar to _____ management.	Event	Man	Expatriate	Finance
20	Professor _____ used to say : 'Culture is more often a source of conflict than of synergy'.	Geert Hofstede	F.W.Taylor	Henry Fayol	Bose
21	Cultural _____ is being aware that both cultural differences as well as cultural similarities exist between people.	Diversity	Variety	Sensitivity	Management
22	Changing _____ is the main reason for the emergence of diversity.	Jobs	Politics	Demographics	Trade relations
23	Parent country nationals only will hold positions in the corporate headquarters is the basic premise of _____ approach.	Polycentric	Ethnocentric	Geocentric	Regiocentric
24	_____ is the aggregate of the various HR systems used to manage people in the MNC, both at home and overseas.	Personnel management practices	Traditional HRM	IHRM	Domestic HRM
25	_____ is closely related to training, providing employees with opportunities for growth and education on an individual basis.	Career planning and development	Compensation and benefits	Performance appraisal	Employee welfare
26	_____ refers to the process of identifying and attracting qualified people to apply for filling up the vacant positions in an organization.	Job hunting	Studying skills	Recruitment	Selection
27	The _____ environment in which expatriates operate is an important factor in determining successful performance.	Online	National workforce	Regular	Cultural
28	It is expected that the contribution of _____ especially the spouse, leads to the success of overseas assignment.	Management	Family	Job	Peers
29	Companies and recruitment agents have moved much of their recruitment process _____ so as to improve the speed.	Online	Offline	Offshore	Onshore
30	It should be noted that selection is a _____ process between the individual and the organization.	One way	Three way	Two way	Four way
31	Multinational companies indeed place heavy reliance on relevant _____ skills during the expatriate selection process.	Management	Social	Studying skills	Technical
32	_____ factors often have an influence on selection decisions.	Motivational	Situational	Regional	Local
33	Differences in _____ are recognized as a major barrier to effective cross cultural communication.	Language	Customs	Costumes	Rituals
34	The balance sheet approach provides _____ between foreign assignments and between expatriates of the same nationality.	Inequity	Equity	Economy	Difference
35	The provision of _____ implies that employees should be entitled to maintain their home country living standards.	Taxation	Education	Accommodation	Housing allowance
36	The compensation policy must give due consideration to _____ and ease of administration.	Inequity	Equity	Economy	Needs
37	The compensation should be such that it offers financial _____ in terms of benefits and social security.	Freedom	Restriction	Protection	Liberation
38	_____ approach is the most common system in usage by multinational firms.	Going rate	Balance sheet	Coming rate	Onshore
39	_____ probably causes the most concern to HR practitioners and expatriates.	Education	Accommodation	Taxation	Climate
40	_____ training helps people learn more about themselves through learning about others.	Cross cultural	Groupism	Absenteeism	Specific

41	Research indicates that one can feel extremely uncomfortable acting against one's _____ style.	Artificial	Communication	Cross cultural	Natural
42	Training is normally viewed as a _____ term educational process.	Medium	Long	Short	Definite
43	Management development is a _____ process as there is no time limit for learning to occur.	One time	Spontaneous	Continuous	Brief
44	Trained employees perform with greater _____ and accuracy.	Errors	Speed	Level	Variety
45	Performance management of _____ is obviously more difficult than in the case of domestic managers.	Locals	Expatriates	Senior staff	Subordinates
46	In _____ approach, the base salary for the international transfer is linked to the salary structure in the host country.	Balance sheet	Local plus	Going rate	Build-up
47	_____ aims at increasing an individual's capability to cope with and work in foreign environment.	Cross-cultural training	Professional training	Soft skills training	Technical training
48	_____ is given to the expats for exceptionally hard working and living conditions at certain location.	Ethnocentric allowances	Hardship premium	Mobility premium	Foreign service premium
49	_____ are employees whose nationality is the same as that of the firm headquarters.	HCN	TCN	PCN	CNN
50	_____ are employees whose nationality is different from that of either the headquarters or the subsidiary office.	PCN	HCN	TCN	Home country national
51	An _____ is a person temporarily or permanently residing as an immigrant in a country other than that of their citizenship.	Compatriot	Expatriate	Syndicate	Repatriate
52	Some regions may be considered as _____ postings.	Easy	Favourite	Hardship	General
53	_____ expatriates serve as the means through which strategic control of the subsidiary is accomplished.	Flexible	Knowledgeable	Rigid	Social
54	The greatest disadvantage of using expatriates is the possibility of expatriate _____.	Failure	Success	Breakdown	Behavior
55	As for Singaporeans, some say their only religion is _____.	Hinduism	Islam	Christianity	Work
56	_____ is a part of expatriation process.	Repatriation	Expatriation	Outsourcing	Brain Drain
57	Compensation for PCNs and HCNs may _____.	Uniform	Neutral	Same	Differs
58	An Indian employee working at the Chinese subsidiary of Volkswagen is an example of _____.	Third-Country National	Foreign-country National	Parent-Country National	Host-Country National
59	Loss of visibility and isolation are the _____ challenges faced by repatriates.	Internal	External	Personal	Work-related
60	_____ is an employee working and living in a foreign country where he/she is non-citizen.	Holiday maker	Executives	Expatriate	Repatriates
61	Adjusting to the _____ position is work related challenge faced by repatriates.	Negative	Re-entry	Exit	Entry
62	Expansion into _____ markets are the reasons for international assignments.	Old	New and existing	Existing	New
63	_____ position filling is a major reason for international assignments.	Very long term	Long term	Medium term	Short term
64	People who travel internationally yet do not relocate to another country are known as _____.	Globetrotters	Repatriates	Expatriates	Subordinates
65	Repatriation is the _____ step in the expatriation cycle.	First	Middle	Second	Last
66	_____ is the emotional and psychological distress suffered by some people when they return home after a number of years overseas.	Reverse culture shock	Cultural shock	Sadness	Coordination
67	A German employee working at the Chinese Subsidiary of Volkswagen is an example of _____.	Third-Country National	Foreign-Country National	Host-Country National	Parent-Country National
68	_____ is the reason for international assignments.	Globalization	Industrialization	Privatization	Liberalization
69	If an organization wishes to make moves quickly then _____ operations are needed.	Downline	Vertical	Streamlined	Upline
70	The term "Expatriation" is derived from a _____ word.	Latin	Greek	Chinese	English
71	In _____ strategy, the MNC attempts to place the accompanying spouse in a suitable job with another MNC.	Job-hunting assistance	Intra-company employment	Intercompany networking	On-assignment career support
72	_____ are also called as non-expatriates.	Frequent fliers	Holiday maker	Repatriates	PCN
73	_____ is the expats willingness to try new ways of doing things.	Curiosity	Open mindedness	Adventurousness	Flexibility
74	_____ involves coping with reverse culture shock and career demands.	Re-adjustment	Preparation	Physical relocation	Transition
75	_____ of expatriates is a challenging task.	Global skills	Selection	Improvisation	Needs

76	A work permit is generally granted to the _____ only.	Repatriate	Employees	Customer	Expatriate
77	An effective expatriate manager is _____.	Narrow minded	Rigid	Not curious	Culturally sensitive
78	_____ has changed the business world many times over.	Government	Market	Technology	Policies
79	With the help of Information technology, managers in one country can interact with employees located in another country through _____.	Video Conferencing	Telegram	Travel	Media
80	India has emerged as a key _____ destination over the past decade and a half.	Tourist	Offshoring	Onshoring	Spiritual
81	Offshoring is the _____ of a business process from one country to another.	Allocation	Selection	Relocation	Allotment
82	Companies usually offshore manufacturing or services to _____ countries.	Developing	Developed	Under-developed	European
83	Business ethics may be defined as a set of _____ standards which people owning and managing business are expected to follow.	Legal	Moral	Social	Cultural
84	Businesses sometimes shift jobs overseas to lower _____ costs.	Fixed	Marketing	Overhead	Material
85	The _____ values of the society define the meaning and reason of business and how it is organized.	Cultural	Social	Legal	Financial
86	Global managers have to _____ align HRM with the changing environmental and organizational context.	Tactically	Strategically	Practically	Virtually
87	When business is conducted across borders, the IHRM functions becomes more _____.	Complex	Easy	Smooth	Relaxed
88	_____ has transformed the traditional ways of working.	Information	Knowledge	Skills	Technology
89	_____ companies have employees who work from their homes.	Telecommuters	Outsourcing employees	Completely virtual	Telecentres
90	_____ is defined as the movement of a business process done at a company in one country to the same or another company in another, different country.	On shoring	Outsourcing	Off shoring	Licensing
91	today, all the operative functions of HRM can be managed with the help of _____.	Employees	Professionals	Technology	NGOs
92	Knowledge management develops systems and processes to acquire and share _____ assets.	Machinery	Furniture	Goodwill	Intellectual
93	The first international ethics code for business was developed by _____, European and North American business.	Indian	Chinese	Bhutan	Japanese
94	_____ organization is also known as digital organization.	Virtual	Ethical	Regional	Big
95	Organisations today have become more _____ in markets and operations.	Local	Global	Native	Domestic
96	Compared to traditional organization , virtual organization support _____ organization structure.	Vertical	Horizontal	Flatter	Straight
97	_____ is an important trend for reaching competitive advantage in the global economy.	Off shoring	On shoring	Outsourcing	Licensing
98	_____ is a branch of social science.	Earth science	Ethics	Astronomy	Chemistry
99	_____ is the way in which employees think about what they do and why they do it.	Processes	Strategic approach	Resources	Values
100	In non-equity cross-border alliance, each party cooperates as a separate _____.	Company	Organization	Legal Entity	Firm