

International marketing Sample Questions

- 1) Trade barriers are _____ obstacles imposed on imports from other countries.
- 2) In merger, two companies come together and _____ survives.
- 3) Non-tariff barriers _____ additional revenue to the government.
- 4) The headquarters of EU is at _____
- 5) International marketing is dominated by _____ countries
- 6) International marketing ensues _____ utilisation of resources
- 7) Direct exporting ensures _____
- 8) Quota system is a type of _____ barrier.
- 9) Trading blocs give benefits to _____ countries.
- 10) Franchising is a form of _____
- 11) Customs regulations are _____ barriers of trade.
- 12) Trade barriers are _____ to the growth of international trade.
- 13) Regionalism in trade should be replaced by _____
- 14) OPEC is an organisation of _____ countries.
- 15) Contract manufacturing is a type of _____
- 16) Direct Exporting means exporting the products _____
- 17) _____ is a horizontal expansion of a firm.
- 18) MNC Stands for _____
- 19) Globalization refers to
- 20) Full name of FERA is _____
- 21) Business across several countries with some decentralisation of management
- 22) The following factor does not differentiate international business from domestic business.
- 23) Subsidiaries consider the regional environment for policy / Strategy formulation is known as
- 24) Which of the following is not foreign Multinational Company
- 25) _____ is the first step in the internationalization process.
- 26) IFC is one _____ of world bank.
- 27) International marketing research deals with _____ markets.

- 28) International marketing research facilities _____
- 29) In International marketing research, the use of _____ should be made liberally.
- 30) The International Finance Corporation, an affiliate of the World Bank was established in _____
- 31) One objective of IMF is to promote _____.
- 32) India is a _____ of International Finance Corporation (IFC).
- 33) EU is the best example of _____.
- 34) Legal environment related to laws which govern _____.
- 35) Democracy is regarded as the _____ political system.
- 36) Traditions, customs, and culture are used as based for _____ law.
- 37) Dumping is a _____ practice for entry in foreign markets.
- 38) Cultural environment is _____
- 39) International economic environment is the result of economic factors operating at the _____ level.
- 40) International marketing environment is _____ in character
- 41) International economic institutions mainly provide _____ to poor and developing countries.
- 42) BRIC stand for
- 43) Which type of trade association would be concerned with the removal of internal
- 44) A risk that can be due to a sudden or gradual change in a local political environment that is disadvantageous or counter productive to foreign firm and markets is termed a _____ risk.
- 45) Which of the following is not in ASEAN?
- 46) What does APEC stand for?
- 47) What is the core mission of the WTO?
- 48) Legal aspects of environmental analysis include
- 49) Trade between two countries is known as _____
- 50) _____ is needed to bridge gap between developed and developing nations
- 51) Packaging requires both _____ and mandatory changes.
- 52) Product life cycle is an _____ factor influencing pricing.

- 53) _____ cost is a part of marginal cost pricing.
- 54) _____ pricing indicates product benefits.
- 55) Promotional expenditure is limited in _____ pricing.
- 56) Health and safety warnings are included in _____
- 57) _____ has the advantage of modifying it for each local market.
- 58) Market segmentation is better than market _____
- 59) _____ segmentation has become highly popular.
- 60) _____ Strategy can cater large number of customers.
- 61) Smart phones are marketed through _____ positioning
- 62) Entering a new price slot and a new market segment is called line
- 63) Product _____ gives confidence to customers.
- 64) _____ innovation requires similar, culture and economic conditions.
- 65) _____ is an international price discrimination.
- 66) Differentiation indicates that the product is _____.
- 67) Which of the following is not a service characteristic?
- 68) Which is likely to be the most expensive method of market entry?
- 69) Which of the following would be considered a mode of indirect exporting
- 70) The organisation whose primary purpose is to provide financial and technical help
for the development of poorer countries is the
- 71) Which of the following is not a form of direct exporting?
- 72) Which of the following is not a benefit for licensees' from a licensing agreement?
- 73) Acquisition by a large international firm is often associated with _____
- 74) The market entry method that could give rise to a potential for inheriting a
demotivated labour force, a poor image and reputation and out of date products
and processes
- 75) Strategic control includes _____ aspects.
- 76) _____ analysis computes financial statements.
- 77) _____ strategy wants parent company to develop products.
- 78) Services are delivered through _____ channels.
- 79) Service sector acts as _____ of growth.

- 80) Management audit evaluates and measures systems of _____
- 81) Firms desiring to cut down financial loss opt for _____ exporting.
- 82) International marketing plan must address payment and _____.
- 83) Situation analysis is the _____ to prepare international marketing plan.
- 84) International _____ is attached to the parent company.
- 85) Worldwide functional structure offers high _____.
- 86) _____ structure violates principle of unity of command.
- 87) International strategies begin with analysing the market and end with assessment of _____.
- 88) _____ indicates that the product is unique.
- 89) Multi-domestic companies _____ decision making
- 90) The OECD stands for
- 91) When the global level plans are prepared at international head quarters, it is known as
- 92) Which type of trade association would be concerned with the removal of internal tariffs and some reduction of non-tariff barriers in all or most sectors
- 93) Which of the following is not one of the push factors that has contributed to the globalisation of retailers?
- 94) Which of the following is not one of the pull factors that has contributed to the globalisation of retailers?
- 95) The period between departure and arrival of the carrier is called
- 96) What direct threat does the Internet pose to intermediaries?
- 97) When the whole organisation is focused upon the selection and exploitation of global marketing opportunities, this is an aspect of _____
- 98) Green marketing relates to _____
- 99) IBRD (International Bank for Reconstruction and Development) also known as

Media Planning & Management

Following questions are provided for the benefit of students. These are indicative only.

- 1) Mass Media are channels of _____
- 2) Media are _____ in nature.
- 3) Media planning deals with time and _____ of advertising.
- 4) _____ indicates the total advertising required during a particular
- 5) _____ relates to consumers responding favourably to the message.
- 6) Media _____ coordinates the work between media owners and Media Clients.
- 7) _____ is the unchallenged king in the media world.
- 8) _____ department shortlist news features.

- 9) Doordarshan Code is involved in _____
- 10) Advertising should tell the truth and _____ all the information.
- 11) Media research is also called as _____
- 12) _____ is a non-profit organization.
- 13) TRP was introduced in _____
- 14) Media planning “is the process of determining how to use time and space of media to achieve advertising objectives.” This definition is written by _____
- 15) Market Analysis, Establishing media objectives, Determine media strategies, Implementation of media plan
- 16) _____ relates to the number of times a person in a target audience is exposed to a campaign in a specified time period.
- 17) _____ strategy deals with running campaign steadily over a period of time with intermittent increase in advertising at certain intervals.

- 18) _____ relate to the decisions media planners make to deliver the most effective media mix that will reach the target audience.
- 19) Research & analysis, Acts as co-ordinator, Client relationship, Budget allocation, Decisions making are the responsibilities of a _____.
- 20) Full form of ASCI is _____
- 21) The companies act was formulated in the year _____

- 22) The Press Council act was formulated in the year _____
- 23) _____ distribution refers to the number of copies of a newspaper or magazine circulation in a particular region or throughout the country.

- 24) _____ distribution refers to the number & kind of people reading a newspaper or a magazine and also a number of times a person reads an issue.
- 25) _____ is the world’s largest study relating to India’s print & other media consumption, demographic, product ownership & usage.
- 26) Media _____ selects the best combination of media vehicles.
- 27) There is no _____ on TV viewing time at home.
- 28) _____ ads have short media life.
- 29) _____ are owned media.
- 30) Media vehicle is a _____ programme.

- 31) Deciding ideal media mix is linked to locating -----audience.
- 32) _____media is a collection of online communication channels.
- 33) Newspapers are _____in India.
- 34) TV has high_____in India.
- 35) There is an element of _____ in radio advertising.
- 36) Stickers are a kind of _____advertising.

- 37) _____advertising is the internet version of word-of-mouth advertising.
- 38) Advertising through _____is customer loyalty.
- 39) Advertising through _____ is customer friendly.
- 40) _____ media is the integration of digital media.
- 41) Media _____relates to specific method like radio print digital etc.
- 42) Easy measurement of reach, geographical selectivity, flexibility, respectability, appeal to target consumers, benefit of mobility are examples of _____
- 43) _____are periodical publications.

- 44) _____are small magazines that contains pictures & information on a product, service and company.
- 45) High distribution cost, Environmental hazard, limitations of space, high cost for materials and prints.
- 46) _____are form of paper advertisement for wide distribution.
- 47) _____refer to telephone directory of business.
- 48) full form of OTT is _____
- 49) Full form of PESTLE is _____
- 50) Consistency, frequency, timing, content, websites, email, goal, audience, media are_____of media.
- 51) Steps in formulating media strategies are as follows:
- 52) Media_____is determined by numbers of placements of ads in media such as TV, newspaper or online ads.
- 53) Media budget is influenced by the intensity of the market_____
- 54) Frequency of purchase is a powerful means to _____

- 55) Inflated adjusted reveals the return on an investment after removing the effects of____

- 56) _____analysis involves a cost versus benefits comparison of different media activities.
- 57) Media buying relates to prior _____from the client.
- 58) Media buyer is a_____man.

- 59) _____ analysis is the common way to understand environmental analysis.
- 60) Benchmarking buying plan is a _____matter.

- 61) Basic metrics are _____ assessments.
- 62) Cumulative reach & unduplicated audience are _____.
- 63) _____ include the people who saw the ad once or more times.
- 64) TV viewership in India has _____.
- 65) _____ is the feedback on viewers of different TV programs.
- 66) Viewership gets _____ at minute.
- 67) Reach of newspapers is seen through _____
- 68) Newspaper readership is _____
- 69) Solus readers are _____ to publication.
- 70) _____ media reaches to the difficult-to-reach consumers.
- 71) _____ uses external comparisons.
- 72) _____ tells us about domination of a time-slot.
- 73) Gross impressions are numerical sum of every ad _____.
- 74)) card rates are _____
- 75) Costly brands enjoy higher
- 76)) _____ is a measure of the strength of a brand, product, service or firm relative to competitive offerings.
- 77) _____ assess the degree to which media vehicle delivers a given target audience.
- 78) _____ relates to number of times that a customer has made purchase from the seller.
- 79)) PLC full form _____
- 80) When the product is in the _____ stage the advertiser will require higher budget to inform the people and remain competitive in the market.
- 81)) Importance of media budget is:
- 82) _____ method is used to determine what revenue and profit would have been if the situation has not taken place.
- 83) Return of Investment is the amount of _____ an investment generates.
- 84) Any unit sold below the break even will bring _____ to business.
- 85) Objectives of media buying is:
- 86) When media companies have signed to act as their media custodians, they combine all their budget together. This combined spending power of client is called as _____
- 87) Media buying process has _____ phases.
- 88) _____ refers to the pattern of timing of an advertising which is re-presented as plot on flowchart on a yearly basis.
- 89)) _____ is the manner of media scheduling under which media weights are evenly disturbed throughout the year.
- 90)) Cumulative reach is also known as _____
- 91) Audience consist of adults owning TV sets is known as _____
- 92) _____ Consists of adults from non TV owning household who watch TV atleast once in a week.
- 93) TRP provides _____ types of reports.
- 94)) The most common tool to judge which programmes are viewed is called as _____
- 95) _____ reports provides ratings to for fixed program or an event.

- 96) _____continuously records a small portion of the picture being watched.
- 97) _____is a speaclised measurement service focused on the FM radio Industry
- 98) ABC was established in _____
- 99)) IRS full form____
- 100) CPM relates to _____
- 101) _____is the website on mobile.
- 102) _____relates to ad campaign whereby ads are rotated across all the pages of a site.

Sample Questions

For

Bachelor of Management Studies (BMS)- Regular 2019-20

TYBMS Sem-VI

Following questions are provided for the benefit of students. These are indicative only

OPERATIONS RESEARCH

1. To proceed with the MODI algorithm for solving an assignment problem, the number of dummy allocations need to be added are.
2. All the parameters in the linear programming model are assumed to be _____.
3. A minimization problem can be converted to a maximization problem by changing the sign of coefficients in the _____
4. If in a LPP, The solution of a variable can be made infinity large without violating the constraints the solution is _____
5. In LPP, degeneracy occur in _____ stages
6. Constraints in an LP model represents
7. In graphical representation the bounded region is known as _____ region.
8. The incoming variable column in the simplex algorithm is called _____

9. A resource which is partially utilized is called _____ in simplex
10. The resources which is completely utilized is called _____ in simplex
11. The variable added to LHS of a less than or equal to constraint to convert it in to equality is called _____
12. The intersection value of key column and key row is called _____
13. To find initial feasible solution of transportation problem the method which starts allocation from the lowest cost is called _____ method
14. In a transportation problem, the method of penalties is called _____ method
15. When the allocation of a transportation problem satisfy the rim condition the solution is called _____ solution
16. When there is a degeneracy in the transportation problem, we added an imaginary allocation called _____ in solution
17. If $M+N-1 =$ Number of allocations in transportation it means _____

- 18.If the number of rows and columns in an assignment problem are not equal then it is called _____ problem
- 19.The extra row or column which is added to balance an assignment problem is called _____
- 20.When a particular assignment in the given problem is not possible or restricted as a condition it is called a _____ problem
- 21.If in an assignment problem numbers of rows is not equal to number of columns then _____
- 22._____ is a difference between two lowest cost for a row or column
- 23.In VAM method rules of allocation is to compare all penalties _____
- 24.Out of all methods available in transportation used for finding initial feasible solution _____ give the lowest cost
- 25.MODI stands for
- 26.Activities A, B, and C are the immediate predecessors for Y activity. If the earliest finish times for the three activities are 12, 15, and 10, then the earliest start time for Y will be
- 27.Activities P, Q and R instantly follow activity M, and their current start times are 12, 19, and 10. Therefore, the latest finish time for activity M is

28. The precedence relations and duration (in days) of activities of a project network are given in the table. The total float (in days) of activities e and f , respectively, are

| Activity | Predecessors | Duration (days) |
|----------|--------------|-----------------|
| A | - | 2 |
| B | - | 4 |
| C | a | 2 |
| D | b | 3 |
| E | c | 2 |
| F | c | 4 |
| G | d,e | 5 |

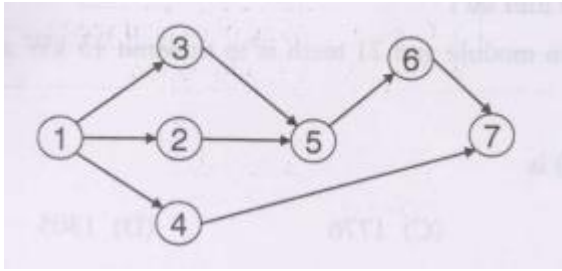
29. For a particular project, eight activities are to be carried out. Their relationships with other activities and expected durations are mentioned in the table below.

| Activity | Predecessors | Duration (days) |
|----------|--------------|-----------------|
| A | - | 3 |
| B | a | 4 |
| C | a | 5 |
| D | a | 4 |
| E | b | 2 |
| F | d | 9 |
| G | c,e | 6 |
| H | f,g | 2 |

The critical path for the project is

30. Consider the following PERT network:

The optimistic time, most likely time and pessimistic time of all the activities are given in the table below



| Activity | Optimistic time (days) | Most likely time (days) | Pessimistic time (days) |
|----------|------------------------|-------------------------|-------------------------|
| 1-2 | 1 | 2 | 3 |
| 1-3 | 5 | 6 | 7 |
| 1-4 | 3 | 5 | 7 |
| 2-5 | 5 | 7 | 9 |
| 3-5 | 2 | 4 | 6 |
| 5-6 | 4 | 5 | 6 |
| 4-7 | 4 | 6 | 8 |
| 6-7 | 2 | 3 | 4 |

The standard deviation of the critical path is

31. The longest possible completion time of an activity in PERT is called _____ time

32. In PERT the time estimate calculated by using formula $\frac{a+4m+b}{6}$ is called _____ time

33. In PERT _____ can be calculated by using the formula $\frac{b-a}{6}$

34. The two types of costs involved in project crashing are _____ and _____ costs

35. In project crashing as we systematically crash the project, direct cost of project _____ and indirect cost of project _____

36. The second longest path in the network diagram is called _____ path

37. Forward pass calculation are done to find _____ occurrence time of events

38. Backward pass calculation are done to find _____ occurrence time of event

39. An activity whose start or end cannot be delayed without affecting total project completion time is called _____ activity

40. An event which represents end or completion of multiple activities is called _____

41. An event which represents start of multiple activities is called _____

42. The order in which machine are required for completing the job is called _____

43. The time between the starting of the first job and completion of the last job in sequencing problem is called _____

44. The time during which a machine remains waiting or vacant in sequencing problem is called _____ time

45. The total time required to complete all the job in a job sequencing problem is known as _____

46. The participants in a game are called _____

47. A game having more than two players is called _____ game.

48. In a game the alternative or courses of action available to each player are called _____

49. A situation in a game where in the payoff matrix maximin of row is equal to minimax of column is called _____

50. The processing time of the jobs in a machine A and B is given below

| Jobs | Processing time in (min) | |
|------|--------------------------|------------|
| | Machine A | Machine -B |
| I | 26 | 47 |
| II | 19 | 45 |
| III | 48 | 19 |
| IV | 16 | 34 |

Find the right sequence of jobs to minimize total elapsed time

51. Based on number of players if there are two players in a game it is called as _____

52. An optimal solution of an assignment problem can be obtained only if.

a.

53. The objective functions and constraints are linear relationship between

54. Graphic method can be applied to solve a LPP when there are only _____ variable

55. If the feasible region of a LPP is empty the solution is _____

56. Any column or row of a simplex table is called

57. In Maximization cases, _____ are assigned to the artificial variables as their coefficient in the objective function.

58. In simplex method, we add _____ variable in the case of '='

59. As of maximization in assignment problem, the objective is to maximize the _____

60. In simplex, a maximization problem is optimal when all Delta J ie $C_j - Z_j$ values are _____

61. The value of one extra unit of resources is called _____ in simplex

62. In linear programming, unbounded solution means _____

63. When the total of allocation of a transportation problem match with supply and demand values the solution is called _____ solution

64. When a maximization assignment problem is converted in minimization problem. The resulting matrix is called _____

65. _____ is a difference between two lowest cost for a row or column

66. Testing for optimality is done by calculating _____

67. In MODI method the solution is optimal if there is _____

68. The particular task performance in CPM is known

69. The shortest possible completion time of an activity in PERTT is called _____ time

70. In PERT, the expected project completion time is also called as _____ project completion time

71. In project crashing rent and overheads are treated as _____ costs
72. In project crashing as we systematically crash the project, total project cost initially _____ and after the optimal point it _____
73. An event which represents start of multiple activities is called _____
74. Float for critical activities will be always _____
75. Based on the 'availability of saddle point' if the saddle point is not available in the game it is called as _____
76. Based on the nature of interest of players the gains of the winner are equal to total losses of all other player This is called as _____
77. Based on the 'availability of saddle point' if the saddle point is available in the game it is called as _____
78. The time required by each job on machine is called _____ time
79. In sequencing problem the order of completing of jobs is called _____

80. The outcome of the interaction of selected strategies of opponents in a game is called _____

81. The various alternatives or courses of actions available to each payer in a game are called as _____ -

82. The processing time of the jobs in a machine A and B is given below

| Jobs | Machines | |
|------|--------------------------|----|
| | A | B |
| | Processing time in (Hrs) | |
| I | 16 | 6 |
| II | 8 | 4 |
| III | 2 | 10 |
| IV | 8 | 12 |
| V | 10 | 14 |

Find the right sequence of jobs to minimize total elapsed time

83. If the value of ISO profit line : $MAX Z = 8X_1 + 16 X_2$ then the slope will be _____

84. A company produce three product P, Q and R. it use three resources R1, R2 and R3. If a new product 'T' is to be introduced which can give a profit of Rs 25 per unit. It require 8 unit of R1, 4 unit of R2, and 6 unit of R3 . what will be the cost of new product.

Zj value of resources are as follows (R1 = 5/4, R2 = 5/2, R3 = 0)

85. Calculate the probability of a project will not complete in 15 days when

Expected project completion time is = 13 days, variance = 2, Table value = 0.4222

86. The Hungarian method for solving an assignment problem can also be used to solve.

87. Degeneracy in a simplex table means

88. To convert the assignment problem into a maximization problem

89. A problem where the produce of a factory is stored in warehouses and then they are transported to various demand points as and when the demand arises is known as _____

90. The Assignment Problem is solved by _____

91. The horizontal and vertical lines drawn to cover all zeros of total opportunity matrix must be: _____

92. Consider the following sequencing problem, and write the optimal sequence:

| Jobs | | 1 | 2 | 3 | 4 | 5 |
|-----------------------|------------|---|---|---|----|---|
| Processing time in Hr | Machine -X | 1 | 5 | 3 | 10 | 7 |

| | | | | | | |
|--|---------------|---|---|---|---|---|
| | | | | | | |
| | Machine -Y | 6 | 2 | 8 | 4 | 9 |

93.If a job has zero process time for any machine, the job must

94.If the losses of player A are the gains of the player B, then the game is known as:

95.When there is dominance in a game then_____

96.In case there is no saddle point in a game then the game is

97.If there are more than two persons in a game then the game is known as:_____

98.The particular task performance in CPM is known

99.Activities A, B, and C are the immediate predecessors for Y activity. If the earliest finish times for the three activities are 12, 15, and 10, then the earliest start time for Y will be

100. Activities P, Q and R instantly follow activity M, and their current start times are 12, 19, and 10. Therefore, the latest finish time for activity M is

Sample Questions For
Bachelors of Management Studies Regular
Branch TYBMS Sem VI

Following questions are provided for the benefit of students.
These are indicative only

Retail Management

1. _____ means sale of goods or commodities in small quantities directly to consumers.
2. _____ has been categorized into two segments such as organized retail sector and unorganized retail sector.
3. _____ retail sector is holding the larger share of the retail market.
4. _____ involves a direct interface with the customer and the coordination of business activities from end to end.
5. For _____ retailers, a store's physical layout is an important component in creating a retail experience that will attract customers.
6. Retail management comprises of _____ goods and services to the consumer.
7. _____ has used the 15th August and 26th January as days for giant sales.
8. _____ industry is one of the fastest changing and vibrant industries in the world.
9. Retail has been categorized into two segments such as _____ retail sector and _____ retail sector.
10. _____ 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.
11. Retailers sell in _____ quantities as they sell directly to final consumers.
12. The _____ has direct links with manufacturer and buys products or goods directly from him.

13. _____ 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.
14. _____ approved three FDI in Mountain Trail Food, Kohler India Corporation, and Merlin Entertainments India in the single brand retail sector.
15. Around 96% of Indian retail sector is _____ whereby majority of sales take place through also popularly known as kirana or mom-and-pop stores.
16. _____ stores are having narrow product line with deep variety, viz. apparel stores, book stores etc.
17. _____ store is a large retail store offering wide variety of products under one roof separated by different departments.
18. _____ 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.
19. Retailing done without conventional store-based locations is called as _____ retailing.
20. _____ retailing refers to the traditional formats of low cost retailing, for example, local kirana shops, general stores, etc.
21. _____ retailing as a great enabler for remodeling retail organizations around the customer, reinforcing brand and driving sustainable, profitable growth.
22. Electronic retailing permits _____
23. _____ sector refers to sectors undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc.
24. _____ retailing refers to traditional formats of low cost retailing, for example, local kirana shops, general stores, etc.
25. _____ stores are having narrow product line with deep variety, viz, apparel stores, book stores etc.
26. Retailing of various products by carrying out operations from store is known as _____ retailing.
27. Direct mail, catalog marketing, telemarketing are _____ form of marketing.

28. _____ is the use of electronic and digital equipment for monitoring retail stores in the form of CCTV equipment.
29. _____ identifies the items using a tag, which is made up of a microchip with a coiled antenna and a reader with an antenna.

30. An _____ is a system used by retailers to display product price and information on the shelves.
31. _____ is a form of foreign investment which comes in form of physical set up of plant in the country where investor wishes to invest.
32. _____ is the most preferred mode through which foreign players have entered the Indian market. It is the easiest route to enter the Indian market.
33. _____ is defined as computer to computer transmission of standardized business transactions.
34. _____ identifies the items using a tag, which is made up of a microchip with a coiled antenna, and a reader with an antenna.
35. _____ is a powerful tool for retail supply chain management.
36. _____ refers to a small electronic devices that consist of a small chip and an antenna.
37. _____ research provides the correct and latest information for arriving at sound marketing decisions.
38. _____ psychology is the study of human responses from product and service related information and experiences.
39. A _____ customer will do mouth publicity and will attract many more towards the product.
40. Buying decision process starts with _____.
41. _____ factor influences a retail shopper in the buying process.
42. _____ can be an individual, organization or another seller.
43. _____ are unlimited in nature which clearly starts that the consumer is faced with problem.
44. _____ characteristics impact how consumers shop and what goods they purchase.

45. _____ can be termed as value addition activity which adds services along with products or goods and then offer it to personal or family use.
46. _____ management automates and integrates the planning, execution, assessment, and refinement of possibly tens to hundreds of highly segmented campaigns that run monthly, weekly, daily or intermittently.
47. _____ helps in maintaining relationship by utilizing IT for periodical e-mailing, SMS, greetings, promotional letters and personal calling.
48. _____ provide the ways to gather lead contact information, house it, use it for communication purposes and run reports on the data researchers have collected.
49. _____ management is a tactically driven approach based on customer behavior.
50. _____ offer 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.
51. _____ is a management approach or model that puts the customer at the core of an organization processes and practices.
52. _____ are a part of an overall customer relationship management program.
53. A _____ format is the retailers type of retail mix.
54. A _____ competitive advantage is an advantage that is not easily copied and thus can be maintained over a long time.
55. Customer _____ means that customers are committed to shopping at retailer's locations.
56. A _____ opportunity involves directing investments toward existing customers using the present retailing format.
57. A _____ opportunity involves a new retail format directed toward a market segment that is not presently being served.
58. A _____ opportunity employs the existing retailing format in new market segments.
59. _____ means customers are committed to shopping at retailers locations.
60. A _____ opportunity involves directing investments towards existing customers using the present retailing format.

- 61.A _____ opportunity involves a new retail format directed towards a market segment that is not presently being served.
- 62._____ is diversification by retailers into wholesaling or manufacturing.
- 63.A _____ is a refund of part of an items purchase.
- 64._____ are digital or printed documents that are distributed by retailers and manufacturers.
- 65.The store location should have high _____.
- 66._____ are based on group discussions and interview.
- 67.A _____ has many retailers competing less than one roof.
- 68._____ is a type of retail location is basically any standalone building.
- 69._____ is a type of store location may be another premium choice, just like malls.
- 70._____ or stores are an inexpensive option but in such a business, growth may be restricted.
- 71._____ forecasting is a self assessment tool for a company.
- 72._____ means collection of variety of products available in a store.
- 73._____ management is a term describing a method of managing retail operations.
- 74._____ factors such as the development of e-commerce, development of information, development of the internet have brought changes.
- 75._____ includes the level of demand, economic condition, competition, change in technology, trade cycle, etc.
- 76._____ factors also affect the institutional buying behaviour which includes the buying objective, policies, process, and organization.
77. Advertising agency Young and Rubicam (Y&R) developed a model of brand equity called _____
- 78._____ management means maintaining basic required stocks to fulfil consumer demands.
- 79._____ products enjoy popularity and generate lot of sales in a short span of time and later go out of fashion.
- 80._____ pricing is used when prices are set to a certain level where the consumer perceives the price to be fair.

81. _____ involves agreements to fix prices between parties at different levels of the same marketing channel.
82. A policy of pricing a good or service at different levels for different customers or sales events at different times _____.
83. _____ is referred to as reduction from the original retail price of an offering to meet the lower price of another retailer.
84. _____ layout is the simplest type of store layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor.
85. _____ 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.
86. _____ 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.
87. _____ 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.
88. In a retail store, _____ inform the customers about the products, offers and price.
89. _____ refer to the goods or merchandise kept on the premises of a store available for sale or distribution.
90. A _____ store is located without any competitor store around it.
91. _____ is the number of different merchandise categories a retailer offers.
92. _____ planning is an ambiguous description of several facets of retail operations.
93. _____ refers to variety of goods In one product line.
94. With an _____ display, a complete product bundle (ensemble) is presented-rather than showing merchandise in separate categories.
95. Business _____ reflects the philosophy of business and the aim is to determine the purpose of the company.
96. _____ is the entry-level post of retail business.

97. A _____ display exhibits heavier, bulkier items than racks hold.

98. _____ refers to the design on an environment through visual communication, lights, colour, scent, etc.

99. _____ is the presentation of products in order to sell them.

100. _____ is the art of presentation, which puts the merchandise in focus and in perspective too.

101. Match the following:

- a. Manufacturer - 1. Middlemen
- b. Wholesaler - 2. Still at developing stage
- c. Retailer - 3. Producer
- d. Organised - 4. Buys in bulk

102. Match the following:

- a. Unorganised retailing - Kirana store
- b. Multi-channel retailing - Combination of channel
- c. Store retailing - 3. Conventional store
- d. Direct Marketing - 4. Telemarketing

103. Match the following.

- a. Frequent shopper program - 1. Communication base
- b. Customer retention management - 2. Automated and integrated
- c. Customer Analytics - 3. Rewards on the basis of purchase
- d. Campaign Management - 4. Tactical approach

Sample questions Project Management MCQ

1. A _____ may also be a set of interrelated task to be executed over a fixed period and within certain cost and other limitations.
2. _____ is the application of knowledge, skill, tools and techniques to project activities to meet the project requirements.
3. _____ projects are those set up within the national boundaries of a country.
4. _____ projects are those which are to be completed within a stipulated time, even at the cost of ending up with a higher project cost.
5. An _____ project is one that is aimed at increasing the plant capacity for the current product range.
6. _____ project involves replacing some of the old machinery with new machinery of the same capacity.
7. _____ defines how tasks are divided, grouped, and coordinated in organisations.
8. _____ is the set of tasks grouped chronologically into processes and the set of people or resources needed for those tasks.
9. Project selection is important due to _____.
10. Training requirement is a _____.
11. Project suggested by powerful officer is a _____.
12. The method which uses accrual accounting _____.
13. A project manager is a _____.
14. Project life cycle is _____.
15. Project is implemented at _____.
16. Feasibility study includes _____.
17. All the aspects of the project are examined in _____.
18. Market trend is decided by _____.

19. Demand forecasting helps to _____.
20. Technology choice is affected by _____.
21. Capacity decision is affected by _____.
22. Operational decisions are taken by _____.
23. Public deposits can be accepted for a maximum period of _____.
24. Private equity funds provide finance for _____.
25. Insurance is provided in respect of _____.
26. Master Budget is a summary of _____.
27. High Gearing will increase _____.
28. Ideal situation for profit maximization is _____.
29. Leverage help in _____.
30. Operating leverage is used to measure _____.
31. Corporate risk is a _____.
32. Risk Identification is done by _____.
33. The component of WBS are _____.
34. Quoted share are those shares which are _____.

35. Additional working capital is _____.
36. The approach, 'Kaizen' has become popular from _____.
37. Brain storming is done by _____.
38. Following is not an essential of project control _____.
39. Drafting of report is done at _____.
40. Project may be terminated when _____.
41. Project fails due to _____.
42. Capital Budgeting system is evaluated on the basis of _____.
43. PERT was established as a planning tool in _____.
44. Gantt Chart was created by _____.
45. Organisation structure shows _____.
46. Workflow diagram design is needed due to _____.
47. P.I. is the proportion between _____.
48. For capital Budgeting decisions _____.
49. Hiring of consultant benefits the organisation because _____.
50. In project management negotiation is done to _____.

51. System Integration _____.
52. Technological resources are examined by _____.
53. Cultural implications of the project are examined by _____.
54. Master production schedule is a plan for _____.
55. The degree of accuracy is more in _____.
56. SWOT analysis covers _____.
57. Purchase of right quantity of material is the objective of _____.
58. Levers for operational excellence are _____.
59. Production cost budget shows _____.
60. Budgetary Control system is costly for _____.
61. The source of capital use to get financial leverage is _____.
62. Leverage analyses relationship between _____.
63. Operating leverage is 1.26 and financial leverage is 1.02. The combined leverage is _____.
64. The limitation operating leverage is _____.
65. Risk arising due to market condition is _____.
66. Risk monitoring and controlling involves _____.

67. Fair value of a share is equal to _____.
68. Shares are to be valued on _____.
69. Net asset value is also called as _____.
70. Procedural documentation provides _____.
71. Audit team is created at _____.
72. Project audit _____
73. Project management problem can be solved by _____.
74. Classification of Investment is an _____-.
75. Inadequate managerial team lead to _____.
76. The criteria for capital allocation are _____.
80. Capacity Planning _____.
81. Effective use of leverage reduces the overall cost of _____.
82. Sales Budget shows _____.
83. Continuous improvement involves _____.
84. Demand forecasting _____.

85. Private sector makes investment in _____.

86. Audit team is created at _____, wherein audit in project _____.

87. Project management problem can be solved by _____, classification of Investment is an _____.

88. Inadequate managerial team lead to _____ and capacity planning _____.

89. Effective use of leverage reduces the overall cost of _____ and sales budget shows _____.

90. Demand forecasting _____ and continuous improvement involves _____.

91. Project Management Maturity Model (PMMM) facilitates measurement of _____ and _____ involves identification of key resources.

92. Brainstorming is done by _____ of _____.

93. Project audit life cycle includes _____ and project audit has the principles _____.

94. Development of _____ list is a technique of project closure, wherein project management problems can be solved by _____ of ideas.

95. _____ is the application of knowledge, skill, tools and techniques to project activities to meet the project requirements.

96. P.I. is the proportion between _____ & for capital Budgeting decisions _____.

97. A _____ may also be a set of interrelated tasks to be executed over a fixed period and within certain cost and other limitations.

98. Budgetary Control system is costly for _____, also production cost budget shows _____.

99. Master production schedule is a plan for _____ and System Integration
_____.

100. Fair value of a share is equal to _____.

Sample Questions
For
Bachelor of Management Studies- Regular- Rev16
No Branch- T.Y.BMS – Sem VI

Following questions are provided for the benefit of students. These are indicative only.

Indirect Taxes

| | |
|----|--|
| 1 | What is the full form of GST? |
| 2 | GST was implemented in India from |
| 3 | In India, the GST is a dual model of |
| 4 | GST is a consumption of goods and service tax based on |
| 5 | India's GST structure are based on how many structures? |
| 6 | The maximum rate for CGST is? |
| 7 | The maximum rate for SGST/UTGST is? |
| 8 | Which return is required to be furnished for outward supplies made by the registered person? |
| 9 | Which code is used to classify goods and services under GST? |
| 10 | What does "I" in IGST stands stand for? |
| 11 | First announcement to introduce GST by 2010, is made in the year |
| 12 | Which of the following tax is not subsumed in GST |
| 13 | What are the taxes levied on an Intra-State supply? |
| 14 | Which of the following taxes will be levied on imports of Goods & Services? |
| 15 | HSN Code Stands for |
| 16 | Can a person apply for registration without PAN |
| 17 | IGST is payable when the supply is |
| 18 | While computing compensation to states, tax revenue of this tax/ these taxes is Excluded |
| 19 | Input tax credit on compensation cess paid under GST (Compensation to States) Act, 2017 |

| | |
|----|---|
| 20 | Maximum rate of CGST prescribed by law for intrastate supply made is- |
| 21 | Zero rated supply includes supplies made |
| 22 | The first committee to design GST model was headed by |
| 23 | _____ is not included in the term “Goods” under GST law. |
| 24 | What is the threshold limit of the turnover in the preceding financial year for opting to pay tax under Composition scheme for states other than Special Category states? |
| 25 | Determine the Time of supply in accordance with provisions of Section 12 of the CGST Act, 2017 in case supply involves Movement of Goods. Date of Invoice: 02-10-2019 Date of goods made available to recipient: 03-10-2019 Date of receipt of payment: 15-11-2019 |
| 26 | Determine the time of supply in case goods are supplied on Approval basis. Removal of goods- 01-12-2019 Issue of Invoice- 15-12-2019 Accepted by recipient- 05-12-2019 Receipt of payment- 25-12-2019 |
| 27 | Tax invoice must be issued by _____ on supplies made by him. |
| 28 | The tax invoice should be issued _____ the date of supply of service. |
| 29 | What is the rate of tax of IGST? |
| 30 | Place of supply of food taken onboard at Delhi for an aircraft departing from Delhi to Bangalore via Hyderabad is |
| 31 | Place of Supply of Goods, Other than supply of goods imported into, or exported from India, Where the goods are assembled or installed is the |
| 32 | Place of Supply of Goods, Other than supply of goods imported into, or exported from India, when supply does not involve movement of goods is the |
| 33 | The place of Supply of goods imported into India shall be the |
| 34 | The place of Supply of goods Exported into India shall be the |
| 35 | The place of supply of services on aboard a conveyance, including a vessel, and aircraft, an train or a motor vehicle shall be the |
| 36 | Which of the following shall not be included in value of supply? |
| 37 | The value of supply of Goods and services shall be the. |
| 38 | Maximum time limit for availing ITC is |

| | |
|----|---|
| 39 | ITC can be claimed by a registered person for |
| 40 | Which of the following forms are used for registration? |
| 41 | A person having _____ business verticals in a state _____ obtain a separate registration for each business vertical |
| 42 | What is the validity of the registration certificate |
| 43 | Who can submit application for registration in form GST REG-09? |
| 44 | Aggregate turnover includes |
| 45 | Taxable minimum turnover limit in GST i.e. applicable to the state of Maharashtra |
| 46 | Input tax credit as creditor in electronic credit ledger, can be utilised for |
| 47 | Balance in electronic credit ledger under IGST can be used against which liability? |
| 48 | Balance in electronic credit ledger under CGST can be used against which liability? |
| 49 | Balance in electronic credit ledger under CGST can be used against which liability? |
| 50 | ITC includes tax payable _____ also. |
| 51 | HSN Code is _____ code. |
| 52 | How many e-way bill is required to be generated under the Bill to Ship to Transactions? |
| 53 | Annual audit report is required to be certified by practising |
| 54 | Aggregate Turnover is computed |
| 55 | In case of Monthly returns, taxes will be payable |
| 56 | Where is GST applicable? |
| 57 | Who is the Chairperson of the GST Council |
| 58 | The following tax will not be subsumed into GST: |
| 59 | _____ is excluded from the definition of goods as well as services |
| 60 | Which section mentions about inter-state supply of service? |
| 61 | Debit note and Credit note is mentioned in which section? |
| 62 | Electronic cash ledger and Electronic credit ledger is mentioned in which section? |
| 63 | A person is having multiple businesses required registration |
| 64 | Annual Return has to be filed every year: |
| 65 | The credit of CGST can be utilised for the payment of: |

| | |
|----|---|
| 66 | Which of the following require themselves to be registered compulsory, irrespective of threshold limit? |
| 67 | Tax rate applicable in hands of Restaurant under composition scheme – |
| 68 | The rate of GST as applicable on goods and services are: |
| 69 | What is the rate of levy under composite scheme on the Manufacturer? |
| 70 | What is cut off turnover limit for compulsory registration under GST? |
| 71 | _____ is payable on all intra-state supply of goods and/or services and _____ is payable on all inter- State supply of goods and/or services. |
| 72 | Which of the following persons are not eligible of composition scheme? |
| 73 | Vice Chairperson of GST Council will be from Member from _____? |
| 74 | Section 56 of the CGST Act, 2017 states that if any tax ordered to be refunded under section 54 is not refunded within sixty days from the date of receipt of application interest at such rate _____ |
| 75 | Which of the following states covered North Eastern and Special Category States – i. Assam, Arunachal Pradesh, ii. Manipur, Meghalaya, iii. Mizoram, Nagaland, iv. Tripura, Sikkim, v. Delhi, Bihar vi. Jammu & Kashmir vii. Himachal Pradesh |
| 76 | Which of the following Bills passed by parliament? i. Central Goods and Services Tax (CGST)Bill ii. Integrated Goods and Services Tax(IGST) Bill iii. Union Territory Goods and Services Tax (UTGST)Bill iv. Goods and Services Tax (Compensation to States) Bill v. State Goods and Services Tax (CGST)Bill |
| 77 | The time duration for retention of accounts and records under GST is until expiry of _____ from the due date of furnishing of annual return for the year pertaining to such accounts and records– |
| 78 | What is the correct procedure of file return under GST? i. Submission of return |

| | |
|----|--|
| | <ul style="list-style-type: none"> ii. Rectification of discrepancies in ITC iii. Matching of claim in reduction in output tax liability iv. Final acceptance of ITC v. Matching of ITC |
| 79 | <p>Which of the following State Taxes have not been subsumed under GST?</p> <ul style="list-style-type: none"> i. Road & passenger tax ii. Central Sales Tax iii. Toll tax iv. Luxury Tax v. Property tax vi. Electricity duty |
| 80 | Valid return is mentioned in which section? |
| 81 | GST Council is referred under which Article of the Constitution? |
| 82 | Money means: |
| 83 | Which of the following true in respect of Goods and Service Tax |
| 84 | Which of the following does Aggregate Turnover under GST does not include? |
| 85 | In which section is “invoice” or “tax invoice” in? |
| 86 | Who is called a Deemed supplier of Services? |
| 87 | In area inside the sea between 12 nautical miles to 200 nautical miles, _____ will be payable. |
| 88 | The integrated tax on import of goods shall be levied at the point when duties of _____ are levied on the goods U/s 12 of the Customs Act, 1962. |
| 89 | To ensure single interface all administrative control over _____ of taxpayer having turnover below ` 1.5 crore would vest with Central Tax administration and balance with the state tax administration. |
| 90 | Person _____ goods or services or both shall not collect the tax in excess of the effective rate. |
| 91 | Mr. Amay supplied goods to Mr. Tanay on 15-6-2018. He raised an invoice on 10-7-2018 and received the payment on 15-7-2018. The rate of tax on these goods was changed from 15% to 18% on |
| 92 | Ms. Pooja supplied services to Ms. Smita on 5-7-2019. Invoice is raised on 10-7-2019 and amount is received on 20-6-2019. The tax rate for these services was changed from 15% to 28% on 1-7-2019, time of supply will be _____ and tax |

| | |
|-----|---|
| | rate levied will be 28%. |
| 93 | Mr Sahil of Pune purchased air ticket for travel to New Zealand. He needs to change his flight at Singapore. He embarks plane at Mumbai. Determine Place of Supply. |
| 94 | Mr Mumbaikar of Mumbai is constructing a house at Lonavala and appoints Mr. Suratkar of Surat as an architect to provide architectural services. Determine Place of Supply. |
| 95 | The annual return shall be filed by the registered taxable person (other than dealers paying tax under section 10) in form |
| 96 | What is deemed to be the date of deposit in the electronic cash ledger? |
| 97 | The final return shall be filed by the registered taxable person within |
| 98 | The details submitted by the outward supplier in Form GSTR 1 shall be furnished to the input service distributor in form |
| 99 | What shall be limit of generation of e – way bill in case of inter – State movement of goods |
| 100 | For Casual taxable person Registration limit is? |

Subject: Global Perspective for HRM

Sem VI

- 1) A good international HR personnel understands that _____ is the key to success
- 2) _____ is imperative for success in international business.
- 3) _____ employees on cross cultural communication becomes extremely essential when a company has customers residing in many different countries.
- 4) _____ evaluation is the effective function of international human resource management.
- 5) Some people consider international HRM is similar to _____ management.
- 6) International business is _____ all the time.
- 7) Rapid growth of _____ has increased the number of MNC, resulting in the increased mobility of human resources.
- 8) The focus of cross-cultural human resource management is to keep _____ .
- 9) Cross-cultural human resource management brings _____ enhancement between people.
- 10) An employee sent on foreign assignment may fail in his assignment and return to home country due to activities such as _____, riots.
- 11) Global companies use the _____ for the search, marketing and adapting to their customer's needs.
- 12) A community is said to be culturally _____ if its residents include members of different groups.

- 13) Changing _____ is the main reason for the emergence of diversity.
- 14) Cultural _____ is been aware that both cultural differences as well as cultural similarities exists between people.
- 15) Cultural _____ is a skill that can be developed at both professional and social levels.
- 16) When employees enter another nation they tend to suffer cultural _____.
- 17) When an organization tries to expand its operation geographically to more than one country, it tends to become a _____ organization.
- 18) A Labour market is the relationship of communication between the suppliers and organizations which demand _____.
- 19) Globalization is the process of _____ regions through societies, political systems, economies and culture.
- 20) _____ refers to the international labour pool of workers.
- 21) _____ is recruiting the top management executives, who are highly skilled and resourceful.
- 22) Companies and recruitment agents have moved much of their recruitment process _____ so as to improve the speed.
- 23) It should be noted that selection is a _____ process between the individual and organization.
- 24) Multinational companies ended place heavy reliance on the relevant _____ skills during the expatriate selection process.

- 25) International firms are usually required to demonstrate that a _____ is not available before the host government will issue the necessary work permit.
- 26) _____ factors often have an influence on selection decisions.
- 27) Differences in _____ are recognised as a major barrier to effective cross-cultural communication.
- 28) The compensation policy must give due consideration to _____ and ease of administration.
- 29) The compensation should be such that it offers financial _____ in terms of benefits, Social Security.
- 30) Firms must rethink the _____ view in international compensation, that total conditions dominate compensation strategy.
- 31) _____ approach is the most common system in usage by multinational firms.
- 32) _____ probably causes the most concern to HR practitioners and expatriates.
- 33) Training is normally viewed as a _____ term educational process .
- 34) _____ is about the acquisition of knowledge, skills and abilities.
- 35) Development is viewed as a _____ term learning process.
- 36) Management development is a _____ process as there is no time limit for learning to occur.
- 37) Trained employees perform with greater _____ and accuracy.
- 38) _____ of trained staff is high.

- 39) Training develops _____ in new employee.
- 40) _____ training refreshes the employee.
- 41) The process of _____ facilitates operations across borders and cultures.
- 42) An MNC is does not have _____ across all of it subsidiaries.
- 43) Performance Management of _____ is obviously more difficult than in the case of domestic managers.
- 44) _____ goals between the parent companies are a common problem within international joint ventures.
- 45) _____ are simply a measure of the goals achieved through a work process.
- 46) _____ identify the physical or psychological characteristics of a person.
- 47) Motivation is derived from the word _____ which means inner drive.
- 48) Managers have to work as motivators of their _____.
- 49) _____ factors include those factors which are in terms of money.
- 50) Position or a title also motivates an employee as it resembles _____ and a leader.
- 51) _____ issues surrounding labour management practices may have significant impacts on the global reputation of MNCs.
- 52) _____ are expected to be experts in their fields.

- 53) The greatest disadvantage of using expatriates is the possibility of expatriate _____.
- 54) _____ is a person temporarily or permanently residing, as an immigrant, in a country other than that of their citizenship.
- 55) Surprisingly, women made up only _____ percent of the expatriate population.
- 56) _____ expatriates serve as the means through which strategic control of the subsidiary is accomplished.
- 57) When repatriates leave, the _____ suffers the most.
- 58) _____ re-entry training is also advised to be given to expatriate and his or her family that covers social cultural contrast orientation.
- 59) _____ is a phase in which the expatriate and his or her family readjust to their return to the home country.
- 60) _____ means the return of an employee to his/ her home country from overseas management assignment.
- 61) Repatriation is the _____ step in the expatriation cycle.
- 62) _____ re-entry training is also advised to be given to expatriate and his or her family that covers social cultural contrast orientation.
- 63) _____ is a phase in which the expatriate and his or her family re-adjust to their return to the home country.
- 64) When repatriates leave, the _____ suffers the most.
- 65) India has emerged as a key _____ destination over the past decade and a half.

- 66) Offshoring is the _____ of a business process from one country to another.
- 67) Companies usually offshore manufacturing or services to _____ countries.
- 68) Companies do not need to _____ in order to offshore.
- 69) Business ethics may be defined as a set of _____ standards which people owning and managing business are expected to follow.
- 70) _____ expatriates remain overseas for the whole duration of their stay with the firm.
- 71) The _____ values of the society define the meaning and reason of business and how it is organised.
- 72) _____ are codes that are adopted singularly by companies.
- 73) Corruption is an _____ problem that requires international solutions.
- 74) Managing _____ is as important as managing any technical side.
- 75) Culturally _____ teams have an inbuilt extensive dynamic that calls for the appropriate cultural management.
- 76) With the advancement off _____, communication is definitely made easy.
- 77) One of the most beneficial tools that the project manager has in his repertoire is _____.
- 78) IR can be distinguished from HRM, which is essentially a _____ process.
- 79) Companies represent their organizational structure by way of a diagram called an _____ chart.

- 80) Removing _____ managers means the authority they once wielded must be redistributed to employees.
- 81) _____ structure forgoes the hierarchical approach of the traditional organizational structure.
- 82) The traditional organizational structure can be compared to a _____.
- 83) In virtual organizations, jobs are variable and of _____ term.
- 84) People with _____ skills are valuable to the organization.
- 85) Human Capital is a source of _____ advantage because it is a valuable , rare inimitable and non- substitutable resource.
- 86) _____ are also known as headquarters nationals.
- 87) _____ is a person whose nationality is the same as that of the country in which the company is operating.
- 88) Some firms may call _____ as 'international assignees'.
- 89) _____ are people who travel internationally but do not relocate.
- 90) _____ is the emotional and psychological distress suffered by some people when they return home after a number of years overseas.
- 91) _____ phase in the repatriation process involves coping with reverse culture shock and career demands.
- 92) Expatriates have two major motivators for accepting international assignment, namely career advancement and _____.
- 93) Agent of direct control comes under _____.
- 94) HRM information gathering is also known as _____.
- 95) Compensation for PCNs and HCNs may be _____.
- 96) Companies may be reluctant to issue a work visa to women/ female _____.
- 97) People who share values and beliefs are _____.

- 98) The scarcity of qualified managers has become a major constraint on the speed with which multinational companies can expand their _____.
- 99) There are _____ nationality groups available to a MNC while hiring people.
- 100) The primary reason for using PCNs are _____.

SAMPLE QUESTIONS

For

Bachelor of Management Studies – Regular Rev 18

BMS SEM VI

Following questions are provided for the benefits of the students. These are indicative only.

TYBMS/SEM VI/MARKETING GROUP/BRAND MANAGEMENT

1. The legal term for brand is _____.
2. _____ in branding is essential to product success.
3. _____ is basically the process of maintaining, improving and upholding a brand so that the name is associated with positive results.
4. _____ is one of the major components of the company's brand.
5. _____ 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.
6. _____ relates to consumers' ability to identify the brand under a variety of circumstances.
7. _____ are those descriptive features that characterize a product or service.
8. _____ describes how well the product or service meets customers' functional needs.
9. _____ are customers' emotional responses and reactions to the brand.
10. _____ is at the heart of marketing strategy.
11. _____ are diagnostic tools to reveal the true feelings and opinions of the consumers.
12. The simplest and the most powerful way to profile brand associations is _____.
13. _____ is very important for packaging.
14. _____ is a survey-based multivariate technique.
15. _____ is probably the premier brand valuation firm.
16. The _____ value represents the brand's expected performance beyond a forecasted period.
17. The brand strength _____ determines the discount rate.
18. _____ can be useful bench marks in brand based comparative approach.
19. The role of _____ reflects the portion of demand for a branded product.
20. _____ brands are strong on both pillars resulting in consumer passion as well as market penetration.
21. _____ believes that the value of brand ultimately resides with customers.
22. _____ mindset is the only stage in the value chain that fully focuses on the consumer.
23. _____ often represent key sources of brand value.
24. _____ can be defined as how customers react or respond in the marketplace to the brand in a variety of ways.
25. _____ grows with higher market share and larger price premiums.
26. _____ is the extent to which the brand elements can add brand equity to the new products of the brand in the line extensions.
27. _____ should be easy to be pronounced can be easily recalled.
28. _____ are powerful branding devices.

29. _____ strategy will serve as a roadmap for the implementation of an integrated marketing program.
30. _____ marketing helps in acquiring new customers.
31. The prime objective of product strategy is to _____.
32. Brand _____ depend upon abstract product imagery.
33. Walmart successfully follows _____ strategy.
34. A _____ channel of distribution describes a situation in which the producer sells a product directly to a consumer without the help of intermediaries.
35. _____ has opened the door to building relationships, developing brand awareness, and generating website traffic.
36. _____ is the value a company creates and is reflected in the stock price and dividend disbursed by the company.
37. _____ is the first multiplier in the Brand Value Chain.
38. The difference between total utility and utility of the product features is the _____ of the brand.
39. The simplest and often the most powerful way to profile brand associations is _____ tasks.
40. _____ are diagnostic tools to uncover the true opinions and feelings of consumers when they are unwilling or otherwise unable to express themselves on these matters.
41. A _____ is the most valuable asset a company can own.
42. _____ provides a diagnostic framework to help the company's build, leverage, and maintain their brands.
43. _____ measures the degree to which a brand is seen as different from others.
44. Differentiation and Relevance combine to determine _____.
45. _____ indicates brand status and scope - the consumers' response to a brand.
46. _____ comparative approaches use experiments in which consumers respond to changes in elements of the marketing program or marketing activity for the target brand or competitive brands.
47. _____ are diagnostic tools to reveal the true feelings and opinions of the consumers
48. The simplest and the most powerful way to profile brand associations is _____.
49. _____ is very important for packaging.
50. _____ is a survey-based multivariate technique.
51. _____ is probably the premier brand valuation firm.
52. The brand strength _____ determines the discount rate.
53. _____ can be useful bench marks in brand based comparative approach.
54. The role of _____ reflects the portion of demand for a branded product.
55. _____ brands are strong on both pillars resulting in consumer passion as well as market penetration.
56. _____ is the structure of brands within an organizational entity.
57. In the _____ all products offered under different brands are represented by columns.
58. _____ 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.
59. _____ is also called as the range brand or umbrella brand.
60. _____ refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word.
61. _____ can also be used for establishing the relationship between the brand and multiple products.
62. _____ programs can be a means of improving recognition for a brand.

63. _____ helps consumers to justify their self worth to others or themselves.
64. _____ is the marketing of products that are presumed to be environmentally safe.
65. _____ improves the strength and favorability of the product.
66. _____ brands can be useful benchmarks in brand-based comparative approaches.
67. _____ is a survey-based multivariate technique that enables marketers to profile the consumer buying decision process with respect to products and brands.
68. _____ attempt to "net out" various considerations to determine the unique contribution of the brand.
69. _____ maintains that brand equity is the amount of money that would be required to reproduce or replace the brand.
70. The ability of the marketing program to affect the customer mind-set will depend on its _____.
71. The customer mind-set affects how _____ reacts in the market place in six main ways.
72. It is _____ which are the heart of successful branding.
73. _____ techniques involve presentation of ambitious stimuli to the respondents for interpretation.
74. Brand personality as a set of _____ characteristics associated with the brand.
75. Brand knowledge refers to brand _____.
76. Brand feelings are customers emotional responses and _____ with respect to the brand.
77. Brand Asset Valuator (BAV) provides _____ measures of the brand equity of thousands of brands across different categories.
78. Brand strength is the combination of differentiation and _____.
79. There are _____ key components or pillars of brand equity in the Brand Asset Valuator.
80. Qualitative research methods are ideal for measuring brand _____.
81. Quantitative research methods are ideal for measuring brand _____.
82. _____ based method tries to understand consumer response under different marketing promotions.
83. _____ analysis aims to find the optimum positioning between low -price - low-quality and high-price-high-quality.
84. Choose the right option from below: Important measures of customers mind – set:
85. Which of the following is NOT a type of Projective Technique?
86. _____ is seeing the brand as a person and defining the traits the brand has.
87. The big five model of personality contains the following dimensions
88. Which of the following are qualitative research techniques
89. _____ is defined as consumer perception of a brand and is measured as the brand associations held in consumer's memory.
90. Types of brand building feelings EXCEPT:
91. What are the four dimensions in the Brand Asset Valuator?
92. Brand strength = _____ + _____.
93. Brand stature = _____ + _____.
94. Leadership brands show _____ levels of all four pillars, whereas New brands, just after they are launched, show _____ levels on all four pillars in BAV Model.
95. _____ tries to examine consumer's response to identical marketing response to different brand in the same product category.

96. _____ is the structure of brands within an organizational entity.
97. In the _____ all products offered under different brands are represented by columns.
98. _____ 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.
99. _____ is also called as the range brand or umbrella brand.
100. _____ refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word.
101. _____ can also be used for establishing the relationship between the brand and multiple products.
102. _____ programs can be a means of improving recognition for a brand.

SAMPLE QUESTIONS

For

Bachelor of Management Studies – Regular Rev 18

BMS SEM VI

Following questions are provided for the benefits of the students. These are indicative only.

TYBMS/SEM VI/HR GROUP/Indian Ethos in Management

1. ----- focuses on what is right or wrong or what is good or bad
2. ----- helps to boost the confidence level of individuals to face challenging situations.
3. Materialistic prosperity is _____
4. An individual is trained by the principle of _____ through the process of give and take policy.
5. The _____ motivates the employees at all levels through monetary and non monetary ways
6. Management lesson on Mahabharatha is
7. The stepping back from a situation for a while enables one to ----- and master a situation
8. ----- helps to boost the confidence level of individuals to face challenging situations
9. _____ of mind is more important than materialistic gain
10. Indian management focused on -----
11. Western management focused on -----
12. Management lessons from Bible teach us _____

13. Management lessons from Vedas teach us _____
14. High level of inspirations is achieved through controlling of _____
15. Values will create a strong corporate _____
16. _____ the interest of organization must be the top priority
17. Nishkama karma describes doing things without _____
18. Secularism means _____
19. _____ is a negative stress which is experienced by people who suffer for long duration of time.
20. _____ leaders are risk takers.
21. _____ is related to the loyalty of employees towards the organization.
22. Which of the following statements is true
23. Which of the following are the basic sources of stress
24. Examples of social stressors are
25. Which is not the characteristics of Positive Stress
26. Which is not the characteristics of Negative Stress
27. The following are the examples of positive stressors
28. A practice of concentrating the mind on a spiritual or ethical question, a view of the natural world, or an image representative of divinity is known as _____.
29. All except which of the following are characteristics of spirituality?
30. All except which of the following are facets of spirituality?
31. An ancient system of physical and mental training that involves controlled breathing, physical postures, meditation, and other practices designed to cultivate unity with the Absolute is _____.
32. Higher education was given during Vedic Period in:

33. _____ is the involvement of a workman with work.
34. _____ plays an important role in improving productivity.
35. _____ may lead to mistrust and conflicts within the organization.
36. _____ meditation will help an individual in improving concentration power.
37. Acute stress means
38. _____ values are supported by common language.
39. _____ is about continuous transfer combination and conversion of different types of knowledge.
40. _____ is nothing but the integration of cultures cost due to absorption amalgamation or take over of organization.
41. ----- focuses on what is right or wrong, or what is good or bad.
42. ----- is the beliefs of people which distinguish from other.
43. ----- is about continuous transfer combination and conversion of different types of knowledge.
44. ----- is to help an individual to excel in his work
45. ----- is nothing but the integration of cultures caused due to absorption, amalgamation or takeover of organization.
46. Management lesson from vedas is -----
47. Just in time represents which company -----
48. ----- is the involvement of a workman with work.
49. ----- is concerned with a workers loyalty and a sense of belongingness by his behavior to the organization

50. ----- is related to the loyalty of employees towards their organization.
51. ----- may lead to mistrust and conflicts within the organization
52. ----- play an important role in improving the productivity.
53. ----- is basically a pressure on the psychology of the individual that arises due to the complexity of one's work
54. ----- is a term used to describe positive stress
55. ----- cause symptoms such as ulcers, nervousness, heart ailments, excessive sweating, hair loss etc.
56. ----- is the stress that occurs when a person is bored of doing a routine job.
57. ----- within oneself within his own values and methods affects the success in the job.
58. ----- is generally situated on the river banks or on the lake to attain the knowledge.
59. Brainstorming is a way of -----
60. Learning is a ----- process that starts from birth and ends when a person dies.
61. ----- is said to be the best teacher as it has the real touch in it.
62. The life at ----- was tough for students.
63. ----- is closely associated with the idea of rebirth
64. ----- means a body of persons united for a specific purpose.
65. Learning through Maun vrat means -----
- 66.----- is voluntary and is not forced by person for circumstances.
- 67.----- plays an important role in personality.
68. ----- represent the goal directed behavior of individuals.

69. ----- is the greatest of all powers.
70. "Birds of feathers flock together" which is true in case of -----.
71. ----- is a person's condition with regard to its psychological and emotional well beings.
72. Brain stalling means -----
73. ----- act as a driving force to effectively manage the direction of the company.
74. Visionary leaders are not -----
75. ----- leader has a warm, open and positive body language
76. Chakra Meditation means
77. Lack of ----- will cause delays
78. ----- values are supported by common language
79. Lack of ----- means lack of interest of the employee in an organization
80. ----- will create a strong corporate culture
81. ----- is basically a pressure on the psychology of the individual that arises due to the complexity of one's work.
82. Two different people may exhibit different behaviours, in ----- situations.
83. Personality is actually the ----- nature that lies behind these elements
84. ----- means what we are, what we think and what we do
85. "-----" is honored as the key to divine culmination.
86. The preaching of ----- provides eternal enlightenment and moral strength
87. Creative use of the ----- and the strength of inner self indeed makes one the architect of his own destiny.
88. Evolution of human self materializes at the level of -----.
89. The Indian traditions assert that ----- exists within man himself
90. When we don't know where we are headed it's hard to set -----.
91. To not ----- leads to confusion and wasting much time in hit and miss situations
92. Discussing the ----- is a useful way of bringing this concept to life.

93. One way to achieve this is to create objectives for staff that reflect the organisation's _____.
94. The best way to encourage employees to adopt this attitude is to help them look at the _____ picture by thinking about long-term goals
95. With aggressive monitoring from stakeholders and media groups, "_____" restrictions tend to become irrelevant.
96. The concept of _____ karma has application in the case of corporate also.
97. The results or 'fruits' of actions are called karma-_____.
98. It is the _____ that spoils work.
99. Work must be done with _____.
100. The literal meaning of nishkama karma is _____ action.

Sample Question

TYBMS – HR

Sub : HRM in SSM

Regular – OCT 2020

1. _____ means lacking physical existence or form.
2. _____ includes all promotional efforts aimed at customers to promote the benefits of the company and its products and services
3. A _____ is when an individual's role clashes with who they are, or how they see themselves
4. In _____ technique applicants are required to participate in a simulated situation and react as if this service environment was real
5. _____ means the way in which the parts of something are arranged or placed.
6. Provider _____ is the difference between Service delivery and the service provider's external communications
7. Gap 2 is also known as _____
8. Provider _____ is the difference between management's understanding of the customer needs and the translation of that understanding into service delivery policies and standards.
9. _____ is the process of recruitment in service industry.
10. _____ focuses on customer loyalty and long-term customer engagement
11. The _____ helps the organization to study about the stakeholders and key market domain that may be important to them
12. _____ Market helps an organization to keep the best people who can add values to the organization
13. _____ is the everyday information relevant to a company's markets, gathered and analyzed specifically for accurate and confident decision-making.
14. _____ is the ability to perform the promised service dependably and accurately.
15. Guarantees and warranties available along with the product are the examples of _____.
16. Automatic telling machines play a significant role in the delivery of banking services is an example of _____ Services
17. Six Box Model is developed by _____.
18. _____ Market helps an organization to keep the best people who can add values to the organization.
19. _____ Strategies helps to learn together about end-customers, set specifications, improve delivery, and communicate honestly.
20. _____ policy mean considering current employees for promotion opportunities before hiring candidates from outside of the organization.
21. _____ is the action of teaching a person a particular skill and knowledge.
22. Customer satisfaction can be defined by comparing _____
23. In _____ Moment of truth the Consumers feedback or reaction towards a brand.

24. Thank customers through a social media post or with a surprise gift card is example of _____
25. The tangible aspects of a service are known as _____.
26. _____ means recruiters should be well versed with labour laws, fair employment practices related to recruitments etc
27. _____ is concerned with ensuring that the right number of people and mix Of competencies are available to meet the firms long term strategic requirements.
28. HRP evaluation does control and _____ of HR structure and system.
29. _____ Systems send powerful messages to all employees as to what kind of organisation, management seeks to create and maintain, especially as to desired attitudes and behaviour
30. In Six Box model _____ include individuals, groups, technological and other functional sections that effectively work together.
31. _____ is a system that outlines how certain activities are directed to achieve the goals of an organization
32. In Six Box model _____ include the missions and perspectives of an organisational vision.
33. In Weisbord model _____ methods that help employees to coordinate their activities
34. Giving _____ sufficient Authority to Undertake their Responsibilities.
35. _____ is a capital and technology intensive sector requiring large numbers of engineers, technicians and other skilled workers.
36. _____ are the challenges of HR in roadways.
37. Person role conflict occurs when _____.
38. Organization – client conflict arises when _____.
39. While recruitment if the perfect candidate is found, but if he/she is registered with the competitor this is known as _____
40. Consumers who seek convenience over price and personal attention are _____
41. Services have _____ inventory
42. The employees can more easily gather information about their customers by a popular practice of _____.
43. Relationship Marketing is considered to be a core Corporate _____ on which the Business Strategy is built upon.
44. _____ market contains buyers , intermediates , final consumers & retailers.
45. The main objective of service encounter is the _____.
46. _____ represent the supporting facility component of the service package.
47. _____ is an embodiment of values, knowledge, traditions, habits & behavior
48. . The physical environment of a service unit is popularly called _____
49. _____ displayed on the interior or exterior provide explicit communication
50. In external marketing, the marketers _____ interact with the end- users.
51. The _____ employees are also referred as boundary spanners
52. Cycle Of Success consists of the following elements _____
53. Cycle Of Failure consists of the following elements _____
54. _____ in human resources refers to the gradual loss of employees over time
55. Effective _____ are information gatherers who listen to their subordinates and to sources outside the organization, especially customers.

56. Advertising agencies faces _____ issues and challenges
57. _____ are the challenges in education.
58. _____ skills are required in defence personnel.
59. Police HRM is ____ in nature.
60. _____ is the process of recruitment in service industry.
61. A B
- a . willingness to adapt 1. Situational vignette
- b . Simulated Situation 2. Abstract Questioning
- c . interpersonal capabilities 3. Face- to- face
- d . Meeting 4. Role - playing
62. _____ are the purpose for HRP evaluation.
63. _____ are the dimensions are service Quality
64. The _____ in capacity, scans the environment inside and outside the organization.
65. _____ generally, work for principals continuously rather than for a single deal.
66. Service Quality = Perception - _____
67. Six sigma program was pioneered by _____.
68. _____ Is the term when employees feel that there is no possibility of promotion, they lose interest in their jobs and leave the company
69. Which is one of the reasons for rapid globalization of services
70. Cycle Of Success consists of the following elements
71. Vision & Values, Direction, Persuasion, Support , Development, Appreciation are the six dimensions of _____ and they outstanding in terms of providing service excellence and ensuring _____ delight
72. _____ are the issues in HRP evaluation in Service Sector
73. _____ means an organization that produces a desired effect or an organization that is productive without waste
74. The problem of staffing is _____
75. _____ means conforming to standards of performance every time.
76. _____ agents also have long-term relationships with buyers, evaluating and making purchases for them.
77. _____ is the entity that interacts with the customer in the execution of the service.
78. There are ____ types of service provider participants.
79. .Service provider should aim at _____.
80. Reasons for filling the service gaps are _____.
81. Following are the reason for service quality specification and service delivery gaps _____.
82. _____ is the end result of the service operation process
83. Service gap model was developed by Parasuraman, Berry and Zeithmal in _____.
84. _____ refers to how the company is performing and completing their promised service, quality and accuracy.
85. Employees who are quite difficult to handle and don't take up the direction properly which does become insubordinate in the future.
86. Empowerment of employees brings complexity in _____ relations

87. Which of the following are the ways of motivating employees for services?
88. Which interview requires the applicant to answer questions regarding a specific situation .
89. Service employees frequently face the of whether they should follow the company's rules or satisfy customer demands.
90. The _____ employees are also referred as boundary spanners.
91. _____ are Strategies for effective service delivery through agents and brokers
92. Match the column
- | A | B |
|------------------------|---------------|
| a . Infrastructure | 1. Hotel |
| b . Public service | 2. Police |
| c . Trade Services | 3. Railway |
| d . Personnel Services | 4. Wholesaler |
93. Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services and Services cannot be stored. This describes the _____ characteristic of services.
94. _____ technique is also used to reveal the persons willingness to adapt and _____ technique of interview helps to reveal the information regarding interpersonal capabilities, sense, judgement etc.
95. Match the column
- | A | B |
|---------------------------------|----------------|
| a . Referred by friend | 1. Supplier |
| b . Keep Best people | 2. Customer |
| c . Retailers and intermediates | 3. Recruitment |
| d . Material and product | 4. Referral |
96. _____ are the reasons for attrition in service sector
97. _____ model is its ability to adapt to just about any business that you happen to be in and is developed by _____.
98. _____ describes the cash rewards paid to employees in exchange for the services they provide.
99. _____ Moment of the truth occurs when a customer purchases a product and experiences its quality as per the promise of the brand.
100. Zero moment of truth (ZMOT) is a term coined by _____ in 2011

SAMPLE QUESTIONS

For

Bachelor of Management Studies – Regular Rev 18

BMS SEM VI

Following questions are provided for the benefits of the students. These are indicative only.

TYBMS/SEM VI/ HR GROUP/ORGANISATIONAL DEVELOPMENT

Unit – 1

1. The learners' experiences in the training environment should be the kind of human problems they encounter at _____.
2. _____ can occur at one or more level in the organisation so the strategy will require one or more interventions.
3. In the late _____ OD was implemented in organisations via consultants, but was relatively unknown as a theory of practice.
4. _____, 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'.
5. Each member of organisation should have the _____ necessary to set three or four personal or team goals.
6. Organisational Development is a _____-term effort.
7. Positive attitudes and behaviors of employees are the result of _____ of the need for action by employee.
8. Organisation development is a _____-wide application of behavioral science Knowledge.

9. Organisation development encourages mutual and genuine _____ between managers and employees.
10. Organisation development focuses on _____ system overhaul or change.
11. There are _____ parties to organisation development process.
12. Another practice in organisation development programs is to create _____ solutions.
13. _____ is widely recognized as the founding father of OD.
14. Improvement goals should be _____ in nature, that is they must be measurable.
15. One of the most important things to manage in organisations is the _____.
16. Organisational Development strengthens the belief that managers in modern Organisations will have to juggle various types of changes _____.
17. Not only do managers need to be able to manage changes, but they also need to view these changes as _____ for improvement.
18. Management should involve employees from every department to make a _____ decision.
19. Ensuring _____ of the Organisation is another major role of management.

20. HRD focuses more on _____-oriented development policies.
21. Managers need to develop an environment of _____ and continual change by matching it with a culture of continuous learning.
22. The most important skill that the managers of modern Organisations need is _____ learning.
23. Management have to take proper and _____ decisions for the Organisation's development.
24. A decision cannot be completely agreeable to everyone without _____.
25. _____ are an Organisation's single most vital asset.
26. A major goal of diagnosis is to provide members with _____ about current Organisational functioning.
27. _____ analysis helps understanding many softer and strategic dimensions of an organisation.
28. With rapid emergence of _____ all over the world, a new class of people with professional management background and skills has risen.
29. Organisational diagnosis could be done as a _____ routine exercise.

30. Organisational diagnosis is an exercise attempted _____ the organisation.
31. Practitioners may need to make a _____ scheme to make sense out of observations.
32. Organisation is a _____ that works when operated by people.
33. Most of the calculated management decisions are based on some sort of _____.
34. Organisations can be analysed with different _____ in mind.
35. The _____ analysis lays emphasis primarily on the use of money.
36. In the olden days, _____ was not accepted as a separate discipline.
37. The OD perspective focuses on the _____ process dimensions of Organisational functioning.
38. In 1951, _____ created a model for studying and managing Organisational problems which he has termed Force Field Analysis
39. Weisbord proposes _____ wide categories in his model of Organisational operations.
40. Interviews are probably the most _____ used technique for gathering data in OD.

41. _____ interviews typically take inspiration from a conceptual model of Organisation functioning.
42. _____ is most likely to include a complete radical change in which a firm.
43. For Organisational renewal to succeed, it is necessary that Organisational leaders take into account the impact of _____ and _____.
44. The _____ environmental factors affect an organisation's capacity to change its key processes as well as to modify its strategies and plans.
45. The institutional aspects deal with employees and their respective _____ for participating in the Organisational processes.
46. It is important to understand that environmental change and corporate strategy are _____.
47. The study of _____ capabilities plays an important role in developing renewal strategies.
48. It is said that by experts that the future cannot be predicted, but can surely be _____.
49. Strategic planning is done by the _____ management of an Organisation.

50. Organisational culture is another _____ element in the Organisational renewal process.
51. One of the major sources of Unplanned Internal Changes in organisations is performance _____.
52. _____ refers to the grouping of jobs and activities that are associated with a specific product.
53. Training in _____ groups, people develop a sensitive awareness and understanding of themselves and of their relationships with others.
54. _____ feedback is a process of collecting and feeding back data from an Organisation or department through the use of a questionnaire or survey.
55. _____ consultation as a philosophy acknowledges that the consultant is not an expert on anything.
56. An Organisation facing an _____ crisis has to take firm action to manage it in a short time period.
57. Changes in _____ necessitate change in the process.
58. _____ brings about a bigger impact on competition in domestic markets as well as the internal operations of an organisation.

59. So the need for _____ gives rise to the need for interventions.

60. Actions are continuously evaluated for their contribution to goal _____.

61. Employee related changes may be initiated to reduce employee _____, retain talented as well as efficient employees.

62. Employees will eagerly support what they help _____.

63. _____ facilitates division of work into units for efficient performance.

64. _____ Departmentalization is the basic form of departmentalization.

65. Sensitivity training is a method of _____ training.

d.

66. Expert power is a person's capacity to influence the behaviour of others because of _____ knowledge, skills, or abilities.

67. Reward power can lead to better performance, as long as the employee can see a clear link between _____ and reward.

68. The _____ word 'pouvoir' stands for both the noun 'power' and the verb 'to be able'.
69. An OD Practitioner or Consultant is always creating _____ in the organisation.
70. Research suggests that legitimate and reward powers are _____ related.
71. _____ is the intentional influence over the beliefs, emotions, and behaviors of people.
72. A person has _____ power if he or she has the potential to influence the actions or behaviours of others.
73. _____ power is the power to punish.
74. _____ are group of individuals who temporarily come together to achieve a specific purpose.
75. Power is often determined by Organisational _____.
76. Louis White and Kevin Wooten see _____ categories of ethical dilemmas in Organisation development.
77. The possibilities for unethical behavior in the form of _____ on the part of either the client or the consultant are plenty.

78. _____ behavior in any form is unethical and will destroy trust of the Organisational members.
79. The whole process of OD should reflect _____ on part of the management.
80. Another important value attached to the OD process is that it should be _____ oriented.
81. OD emphasizes on _____ opportunities for growth.
82. A _____ has to be held to establish a comfortable communication level with the new worker as well as other members of the Organisation.
83. Organisational development targets _____ of all employees of the Organisation.
84. _____ employees work dedicatedly and utilize their optimum potential to achieve the desired goals of the organisation.
85. The objective of OD is to develop mutual _____ and cooperation among employees.
86. _____ at all levels of the organisation boosts the working efficiency.

87. _____ among employees develops a peaceful and positive atmosphere.
88. Two main value systems considered with respect to sensitivity training were: a spirit of inquiry, and _____.
89. It is painful to see that most Organisations treat their most valued resource, i.e. employees as if they were _____.
90. _____ cost machinery may run most efficiently if it is highly programmed and routinized.
91. Organisational efficiency constitutes a concrete measurement, while Organisational effectiveness is _____.
92. An Organisation's effectiveness is in major part a measure of the effectiveness of its _____ strategy.
93. _____ is the ability to satisfy multiple strategic constituencies both within and outside the Organisation.
94. The Strategic-constituencies approach takes fully into consideration that Organisations fulfill _____ goals.

95. _____ is an indication of the Organisation's ability to use its resources in responding to the most subsystems' needs.
96. _____ was determined by factors such as production maximization, cost minimization, technological excellence, etc.
97. Companies employ a wide range of methods when analysing their _____.
98. Basically, the effectiveness of a business defines its ability to perform a function with _____ levels of both input as well as output.
99. Organisational efficiency basically denotes how well a company uses its _____ resources.
100. _____ Organisations measure efficiency based on the relationship between the effectiveness of fundraisers and Organisational expenditure.
101. Regularly monitoring Organisational efficiency can help small businesses prevent money _____.

IFS MCQ - OBJECTIVE QUESTIONS

1. _____ is as apex financial body.
2. The finance act _____
3. NBFC is registered under the _____ act.
4. _____ bank helps business raise money in the form of bonds and stock.
5. The RBI (Amendment) Act _____
6. The financial and corporate service providers act _____
7. International business companies act _____
8. _____ is a method used by some firms to obtain cash.
9. _____ is known as collection factoring
10. Bill market scheme _____
11. _____ factoring is also known as drop shipment factoring
12. The SEBI act _____
13. _____ cost includes the cost of space communication and labour.
14. SEBI (merchant bankers) regulation _____ act
15. The U.S. Investment advisers act _____
16. SEBI (underwriter) regulations _____
17. The most common type of underwriter is _____ underwriter.
18. The Broker's registration number begins with the letters _____
19. A Subbroker are with the letters _____
20. _____ brokers are cheap
21. _____ brokers are costly
22. _____ is the process of an illiquid asset
23. _____ is the method of financing fixed assets to be purchased on future date
24. _____ is a legal document outlining the terms which one party agree to rent.
25. Leasing activity started in India _____

26. Finance Corporation was setup was around _____
27. _____ is also called as capital lease.
28. NHB act _____
29. Venture Capital is a type of _____
30. Venture capital firms are like _____
31. Investors in venture capital known as _____
32. _____ is low level financing.
33. _____ is a manufacturing funding
34. Credit card is _____ credit.
35. _____ Loans may available in cash
36. _____ issued by department stores
37. Pawnbroker is sources of _____
38. Consumer banking is _____ banking
39. Plastic money was introduced in _____
40. _____ is very strong rating
41. _____ is well known charge car
- a) 42. _____ card is contactless card.
43. CIBIL is _____ agency
43. _____ is one of the NBFC
44. The repayment of _____ by NBFC is not guaranteed by RBI
45. _____ is a kind of Fund based activity
46. _____ is a fee based activity
47. _____ is the conversion of credit sales into cash
48. In India Factoring is done by _____ bank
49. _____ is a form of trade financing undertaken to facilitate export transaction.
50. _____ bill on which no time of payment or due date is specified
- 51 PMS is the service offered by _____
52. _____ regulates capital markets in India
53. NBFC are Incorporated under _____'d

54. _____ is fund based activity.
- 55 _____ service is provided to foreign investors
56. _____ is the process where the factor discounts the invoices.
- 57 _____ is one type of factoring.
- 58 In India factoring is done by _____ bank.
- 59 Allotment of shares is _____ issue management activities.
- 60 The commission to be paid to underwriters with in _____ days of allotment.
61. 90% is the _____ subscription for allotment.
- 62 _____ act as agent of investor.
63. A sub broker act on _____ of stock broker
- 64 Buying & selling of securities in stock market is called _____
65. Margi fund is used by _____ whole buying securities.
66. _____ is a company that gives debt to another company as a result of borroer
67. Pay through certificates refers to _____
68. preferred stock corticate refers to _____
69. The concept of _____ is associated with debt market.
- 69 pass thorough certificate have ____ & ____
70. _____ is the party who usthe property owned by the levdson
- 71 A lessor may be _____
- 72 Operating lease is _____
73. Leverage leases is _____
74. Close and open ended lease are _____
75. Hire purchase refers to _____
76. cross borger lease is also known as
- 77 In hire purchase each installment ic considered as
- 79] _____ lease is for limited period
- 80 _____ is one of the housing Finance compan
- 81 NHB is apex for _____ banking se
- 82 HSBC STANDS FOR. _____

83 _____ score shows credit worthh

84. _____ is new generation card

85. Electronic cash refers to facilitating loading of funds into card

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Sample Questions

For

Bachelor of Management-Regular

Branch-T.Y.B.M.S-Sem VI

Following questions are provided for the benefits of students. These are indicative only.

Strategic Financial Management

| Unit 1 Dividend Decision and XBRL | |
|--|---|
| 1. | Corporate Strategies include _____ |
| 2. | Strategic financial management focuses on _____ |
| 3. | The security which is last claimant is _____ |
| 4. | EPS depends on net profit available to _____ shareholders. |
| 5. | Strategic plans are: _____ |
| 6. | _____ policy is what a company uses to decide how much it will payout to the shareholders in the form of dividends. |
| 7. | The proposition that the value of the firm is independent of its capital structure is called: |
| 8. | The dividend-payout ratio is equal to _____ |
| 9. | Dividend is payable to _____ |
| 10. | Modigliani and Miller argue that the dividend decision _____ |
| 11. | Calculate the market price of share of ABC Ltd., under Walters formula if EPS is Rs.5, DPS is Rs.3, Cost of capital is 16%, Return on investment is 20% and Retention ratio is 50%. |
| 12. | _____ is the expected cash dividend that is normally paid to shareholders. |
| 13. | The _____ is the proportion of earnings that are paid to common shareholders in the form of a cash dividend. |
| 14. | The main benefit of XBRL is: |
| 15. | XBRL stands for: |
| 16. | What is the difference between economic profit and accounting profit? |
| 17. | Constant payout ratio means |
| 18. | The factor not considered for determination of dividend policy is _____ |
| 19. | Financial goals are _____ |
| 20. | Net worth includes _____ |

21. The rate of return expected by investors of ABC Ltd. is 11%, Internal rate of return is 12% and EPS is Rs.15. What is the price per share by Gordon Approach method if dividend payout is 40%.

Unit 2 Capital Budgeting and Capital Rationing

22. A capital investment is one that _____

- a) Has the prospect of short term benefit
- b) Is only undertaken by large corporations
- c) Applies only to investment in fixed assets
- d) Has the prospect of long term benefit

23. Which one of the following is a capital structure decision?

- A. determining which one of two projects to accept
- B. determining how to allocate investment funds to multiple projects
- C. determining the amount of funds needed to finance customer purchases of a new product.
- D. determining how much debt should be assumed to fund a project.

24. Financial decision involves _____

25. In _____ Approach, the capital structure decision is relevant to the valuation of the firm.

26. Following is (are) the method(s) for adjustment of risks

- a. Risk-adjusted Discounting Rate
- b. Risk Equivalence Coefficient Method
- c. Both (A) and (B)
- d. Nither (A) nor (B)

27. Which of the following is not used in Capital Budgeting?

- a. Time Value of Money
- b. Sensitivity Analysis
- c. Net Assets Method
- d. Cash Flows

28. Capital Budgeting Decisions are based on:

29. Which of the following is not true with reference capital budgeting?

- a. Capital budgeting is related to asset replacement decisions
- b. Cost of capital is equal to minimum required return
- c. Existing investment in a project is not treated as sunk cost
- d. Timing of cash flows is relevant.

30. Depreciation is incorporated in cash flows because it is _____

31. Risk in Capital budgeting implies that the decision-maker knows _____ of the cash flows.

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| 32. | In Certainty-equivalent approach, adjusted cash flows are discounted at_____ |
| 33. | NPV of a proposal, as calculated by RADR real CE Approach will be_____ |
| 34. | In Certainty Equivalent Approach, the CE Factors for different years are generally_____ |
| 35. | Most Sensitive variable as given by the Sensitivity Analysis should be_____ |
| 36. | Decision-tree approach is used in_____ |
| 37. | The project can be selected if its profitability index is more than _____. |
| 38. | Expected Value of Cashflow, EVCF, is: |
| 39. | Which of the following is correct for RADR? |
| | a. Accept a project if NPV at RADR is negative |
| | b. Accept a project if IRR is more than RADR |
| | c. RADR is overall cost of capital plus risk-premium |
| | d. All of the above |
| 40. | Which of the following is a risk factor in capital budgeting? |
| | a. Industry specific risk factors |
| | b. Competition risk factors |
| | c. Project specific risk factors |
| | d. (a) (b) and (c) |
| 41. | Savings in respect of a cost is treated in capital budgeting as_____ |
| 42. | Evaluation of Capital Budgeting Proposals is based on Cash Flows because_____ |
| 43. | Which of the following statements is correct? |
| | a. If $PI < 1$, its NPV is less than zero |
| | b. If $PI = 0$, its NPV is greater than zero |
| | c. If $PI > 1$, its NPV will be negative |
| | d. PI is a project is always greater than one |
| 44. | Project costing Rs.800000 and a life of 5 years is expected to bring cash inflows of Rs.200000 p.a. What is the payback period? |
| Unit 3 Shareholders Value and Corporate Governance, Corporate Restructuring | |
| 45. | Cost of capital represents _____ |
| 46. | Financial decisions are based on _____ |
| 47. | P/E Ratio refers to _____ |
| 48. | Capital Structure combines _____ |
| 49. | Shareholders wealth increases with the increase in _____ |
| 50. | Listed companies can be valued at _____ |

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| 51. | How is the P/E ratio calculated? |
| 52. | The term _____ can be used in a broad sense to describe all the policies, procedures, relationships and systems in place to oversee the successful and legal operation of the enterprise. |
| 53. | A general rule for managers to follow is to set the firm's capital structure such that: |
| 54. | A company has a financial structure where equity is 70% of its total debt plus equity. Its cost of equity is 10% and gross loan interest is 5%. Corporation tax is paid at 30%. What is the company's weighted average cost of capital (WACC)? |
| 55. | The CAPM considers risk using the: |
| 56. | If the CAPM is used to estimate the cost of equity capital, the expected excess market return is equal to the _____ |
| 57. | Which one of the following statements is correct concerning the weighted average cost of capital (WACC)? |
| | a. The WACC may decrease as a firm's debt-equity ratio increases. |
| | b. When computing the WACC, the weight assigned to the preferred stock is based on the coupon rate multiplied by the par value of the stock. |
| | c. A firm's WACC will decrease as the corporate tax rate decreases. |
| | d. The WACC will remain constant unless a firm retires some of its debt |
| 58. | What is the formula to calculate economic value added? |
| 59. | If Net profit is 100,000, invested capital is 50,000 and WACC of 10%, what is economic value added? |
| 60. | _____ is one that maximizes value of business, minimizes overall cost of capital, that is |
| 61. | flexible, simple and futuristic, that ensures adequate control on affairs of business by the owners and so on. |
| 62. | EVA concept is postulated by _____ |
| 63. | _____ is the minimum required rate of earnings or the cut off rate of capital expenditure. |
| 64. | The restructuring of a corporation should be undertaken if |
| | a. the restructuring can prevent an unwanted takeover. |
| | b. the restructuring is expected to create value for shareholders. |
| | c. the restructuring is expected to increase the firm's revenue |
| | d. the interests of bondholders are not negatively affected. |
| 65. | A firm that acquires another firm as part of its strategy to sell off assets, cut costs, and operate the remaining assets more efficiently is engaging in _____. |
| 66. | The risk free rate of return is 8% the expected rate of return on market portfolio is 15% the beta of equity stock is 1.4. the required rate on equity using CAPM is _____. |
| 67. | The par value of the stocks and bonds outstanding is termed as _____. |

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| 68. | _____ describes an index measure of systematic risk. |
| 69. | Suppose that the market price per share of Company A is 100 and that of Company B is 40. If A offers one-half (1/2) a share for each share of B, the exchange ratio with respect to market prices would be _____ |
| 70. | Forms of business combinations includes _____ |
| 71. | Combination of two or more companies that compete directly with each other is known as a |
| 72. | Walt Disney's acquisition of ABC television network is an example of _____ |
| 73. | Company A now acquires B by offering one (new) share of A for every two shares of B (that is, after the merger, there are 2500 shares of A outstanding). If investors are aware that there are no economic gains from the merger, what is the price-earnings ratio of A's stock after the merger? |
| 74. | Which of the following is referred to as "a going private transaction" initiated by incumbent management? |
| 75. | A transaction which forms one economic unit from two or more previous units is called |
| 76. | Which of the following restructuring activities does not result in an expansion of a firm? |
| 77. | The corporate governance structure of a company reflects the individual companies: |
| a. | Cultural and economic system. |
| b. | Legal and business system. |
| c. | Social and regulatory system. |
| d. | (a)(b) and (c) |
| 78. | Under the _____, both internal and external corporate governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value. |
| 79. | What are the earnings per share (EPS) for a company that earned Rs. 100,000 last year in after-tax profits, has 200,000 common shares outstanding and Rs. 1.2 million in retained earning at the year end? |
| 80. | If the weighting of equity in total capital is 1/3, that of debt is 2/3, the return on equity is 15% that of debt is 10% and the corporate tax rate is 32%, what is the Weighted Average Cost of Capital (WACC)? |
| Unit 4 FM in Banking and WC Financing | |
| 81. | NPA implemented under the recommendation of which committee _____ |
| 82. | When RBI started implementation of NPA guidelines _____ |
| 83. | Under asset classification of NPA accounts above one year but upto three years assets due know as _____ |
| 84. | What is the provisioning percentage of standard assets _____ |
| 85. | Banks required to classify NPA account in _____ |
| 86. | In which year Basel Implementation started? |
| 87. | Core capital is also known as _____ |
| 88. | Main motive of Basel accord is _____ |

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| 89. | To financial analysts, "working capital" means the same thing as _____. |
| 90. | Credit Risk Assessment of the borrowal units is for _____ |
| 91. | The Tandon Working Group introduced the concept of _____ |
| 92. | _____ is the length of time between the firm's actual cash expenditure and its own cash receipt. |
| 93. | How much provision is to be made by the banks book for doubtful assets using following information: Doubtful assets 200000, DICGC Cover 20000, Value of security including DICGC Cover Rs. 100000. |
| 94. | Working capital requirement is 20,45,000. How much should be Maximum Permissible Bank Finance as per Method II suggested by Tandon Committee? |
| 95. | _____ rate is the rate at which the RBI lends short – term money to the bank against the securities |
| 96. | Public deposits are accepted for a maximum of _____ years. |
| 97. | Calculate Gross Working Capital : Sundry Debtors 1,00,000 ; Sundry Creditors = Rs 1,00,000 ; Cash = Rs 50,000; Bank Overdraft = Rs 50,000 ; Stock = Rs 50,000. |
| 98. | In India Commercial Papers are issued as per the guidelines issued by _____. |
| 99. | Term loan becomes NPA when interest/principal instalment remains over due for more than _____ days. |
| 100. | Risk weighted asset ratio = _____ / Risk Weighted Assets * 100. |