

Question	Option 1	Option 2	Option 3	Option 4
BUSINESS RESEARCH METHODS				
Respondents should be treated _____.	in casual manner	with dignity and decency	like siblings	like friends
Which of the following characteristics should be present in a good research?	Pilot study	Theoretical	Intense in implementation	Specialization
_____ method of inquiry or investigation need to be adopted by the researcher to get the best possible research results.	Generalisation	Scientific	Right	Easy
Good researchers always specify the conditions under which their _____ seem valid.	Limitations	Reputations	Empirical	Conclusions
A group of 100 BMS students is divided into First year, Second year and Third year categories. In random sampling methods these groups are called as _____.	strata	classes	work team	quality circle
_____ of hypothesis is more hard hitting whereas acceptance is more milder.	Acceptance	Rejection	Formation	Formulation
Population is sometimes called _____.	sample	crowd	hypothesis	universe
_____ hypothesis indicate statements that define relationship between two variables.	Descriptive	Casual	Objective	Relational
Research _____ is needed as it provided appropriate guidelines to researchers.	Design	Work	Process	Team
one of the most important duties of the researcher is to present _____ presentation of finding	unambiguous	Dynamic	relevant	Consistency
_____ method provides reliable data economically and promptly.	collection	formulation	similar	sampling
Only _____ researchers can make optimum use of developing hypothesis because state of knowledge is an important source of hypothesis	Descriptive	Knowledgeable	Scholar	Educational
_____ is the ability to form new images and sensation in the mind.	Thinking	Innovation	Imagination	Invention
A researcher must always put it down in _____.	Writing	Reading	Typing	Presentation
Good research should be free from personal bias of the researcher. It should be conducted in an _____.	Particular manner	Impartial manner	Partial manner	Formal manner
Secondary data are used extensively in _____ research.	comparative	empirical	exploratory	quantitative
Data _____ is followed by Data processing	Collection	Analysis	reporting	Interpretation
Disguised observation method may be used by the researcher when he feels that his presence may affect _____ behaviour.	buyer	retailer	customer	shopper

When the results of the experiments can be generalised and can be extended to other settings and disciplines then, the experiment is known to have ____ validity.	Internal	Disguised	External	Independent
In _____, the researcher has a complete control on extraneous variables and hence provides high degree of internal validity.	Laboratory Experiments	Disguised Experiments	Field Experiments	Unstructured Experiments
The qualitative data can be obtained with the help of _____ responses.	Structure	Unstructured	Large	Closed
_____ scaling technique can be used to conduct a research study relating to brand image and corporate image.	Likert Scale	Semantic Differential	Dichotomous	Open ended scale
_____ questions are included in the questionnaire which have many sub-questions with one main questions.	Semi-Structured Questions	Multiple Choice Questions	Dichotomous Questions	Filtered Questions
Ordinal scale is used extensively in _____ research studies.	Finance	HR	Marketing	Product
_____ scale is also known as ratio-scaled data.	Ratio	Interval	Nominal	Ordinal
Naresh was asked to mention his weight in "kg" but instead he put it in "lbs". It is " _____ " type of data error	The inconsistent answer	The incomplete answer	The incorrect answer	Answer not in standard form
Correlation analysis is conducted by drawing a graph of the two series under study. Such graph is called as _____.	Pie chart	Histogram	Radiogram	Scatter plot
_____ analysis consists of methods of classifying variables into clusters or groups such that the members of each group are having similar characteristics.	Factor	Cluster	Regression	Discriminant
Studying the effect of two or more predictors on certain evaluation criterion is:	Discriminant Analysis	Beta Analysis	Cluster Analysis	Multidimensional scaling
Line graphs are sometimes called as:	Gantt charts	Line charts	Histograms	Bar graphs
Interpretation of data is an important step in _____ research process.	Marketing	Accounting	Production	Sales
Data processing is not merely invention. It is a _____.	Revolution	Evolution	Invention	Inference
In the real world, most data collection is related to _____ analysis.	Multivariate	Bi variate analysis	Uni variate analysis	Programme
ANOVA stands for analysis of _____.	Mean	Variance	Mode	Distribution
_____ analysis is used to identify and measure the association among two sets of variables. This analysis belongs to the family of regression methods of data analysis.	Multiple discriminate	Multivariate analysis	Canonical	Multiple regression
The test statistic is assumed to have a _____ and nuisance parameters such as standard deviation is known.	Normal distribution	T test	Z-test	Chi square test
Which of these distribution is used for a testing hypothesis?	Normal distribution	Chi square test	Gamma distribution	Poisson distribution
T-test judges the significance of a sample _____.	Mean	Mode	Median	Regression

A ____ is a statement of facts and figures, prepared for the purpose of information and action.	Report	Footnote	Bibliography	Webliography
Which of the following is a plagiarism checking website?	http://go.turnitn.com	http://www.researchgate.com	http://www.educational.eleiver.com	http://www.researchgate.edu.in
For Report writing _____% of time is devoted.	17%	33%	25%	10%
Which of the following is not a step in writing a report?	Logical Arrangement	Redrafting	Submission of report	Sampling
Protect _____ such as papers or grants submitted for publication, personnel records, trade and military secrets and patient records.	Informal communication	Formal communication	Secret communication	Confidential communications
The research report may also contain _____ indicating the name of the person or the authority to whom the report is transmitted or addressed.	Transmittal Letter	Letter of recommendation	Non-objection Certificate	Transfer Letter
_____ is essential for good report writing.	Poor English	Good English	Correct words	Correct sentences
Bibliography means _____.	Footnote	Quotations	Lists of Books referred	Biography
The report must be submitted within certain _____.	Deadline	Policies	Pages	Gap
The researcher must obtain _____ to find out whether the report is accepted.	Certificate	Feedback	Document	Result
Internal environment will provide information on _____.	Government policies	Customer preference	Manpower competencies	Competitors strategies
_____ can provide information on the level of job satisfaction .	Market research	Financial report	Sales report	Employee performance report
PRODUCTION & TOTAL QUALITY MANAGEMENT				
In production by ____ certain operations are undertaken that may add value or utility to the item	Disintegration	Integration	Service	Assembly
_____ refers to reporting and monitoring of actual performance	Routing	Scheduling	Dispatching	Follow up
Cellular layout is also known as _____ layout	Group	Product	Process	Project
Life Insurance is an example of _____ product	Staple	Fashion	Impulse	Unsought
A good layout should have minimum _____	Movement	Accessability	Visibility	Safety
_____ is a product that is used in producing other goods that are to be sold to ultimate consumers	Impulse Product	Fashion Product	Industrial product	Emergency Product
Cost per unit is lower in _____ production system	Job	Batch	Continuous	Project
Objective of _____ management is to produce goods and services of right quality and quantity at right time and right cost	Production	Human Resource	Finance	Work
_____ is act of confining activities to limited field	Diversification	Specialisation	Simplification	Automation
_____ refers to how a product looks, feels, sounds , tastes or smells	Reliability	Aesthetics	Reparability	Simplicity

Many of the textile mills were originally located near Mumbai and Ahmedabad because of the	expensive raw material	availability of banking facilities	humidity conditions that prevailed there	educational facilities available there
Which of the following is not required for a successful negotiation by the purchase manager ?	economic trends of the region	supplying company's financial conditions	economic conditions of the shareholders	technological trends of the industry
What does a 'Make or Buy' decision mean with reference to the function of Purchasing ?	deciding on whether to make a component in the company or to buy	deciding on whether to make a product in the company or to buy it from the	deciding on whether to make a product in the company and sell it to the	deciding on whether to make a component in the company and sell it
Materials management is not concerned with _____.	purchasing	cash-flow management	waste management	production planning
According to Bethel, the responsibility of Materials Management ends when the correct _____ in proper condition and quantity passes to the consumer.	spare part	machinery	raw material	finished product
The objective of Materials Management is to _____.	maintain discontinuity of supply and encouraging interruption of flow of materials to users.	prevent continuity of supply and discouraging interruption of flow of materials to users.	maintain continuity of supply and encourage interruption of flow of materials to users.	maintain continuity of supply and encourage free flow of materials to users.
Which of the following is not a type of inventory?	Raw Materials Inventory	Finished Products Inventory	Stationary Inventory	Purchased Goods Inventory
Semi-finished goods lying on the factory floor are considered as _____.	Work-in-process materials	Purchased materials	finished goods	welfare materials
_____ analysis is also known as Pareto's Law	HML	ABC	XYZ	SOS
_____ analysis is based on the criteria of procurement difficulties	HML	SDE	ABC	VED
Under _____ Review Inventory System, suppliers do not know the exact quantity of orders that will be placed	EOQ	Reorder	Periodic (P)	Continuous (Q)
Calculate Reorder Level. Lead time is 7 days. Per day Consumption is 500 units. Safety Stock is 400 units	3900 units	3600 units	3300 units	3000 units
Calculate EOQ. Annual demand is 4,200 units. Unit cost is Rs.8/-Ordering cost is Rs. 200. Inventory carrying cost is 30% of price	836 units	840 units	837 units	842 units
Calculate Total Inventory Cost. Ordering cost is Rs. 5,000. Carrying Cost is Rs. 15,000. Direct Material Cost is Rs. 50,000	Rs. 20,000	Rs. 55,000	Rs. 65,000	Rs. 70,000
_____ category items account for about 10 - 15 % of the items and 10 - 15 % of the inventory amount (dollar) usage	A	B	C	D

A product can be improved and it's cost lowered through _____.	Value engineering	Operation research	PERT	CPM
_____ is the process of determining the value of job within an organisation through an examination of job content.	Job evaluation	Job enlargement	job enrichment	Material management
_____ is estimated for a agriculture system or subsystem defined within a given area and time period.	Water productivity	Capital productivity	Multifactor productivity	Land productivity
_____ was the first to incorporate the human aspects of quality management which is referred to as a Total Quality Management	Dr.Juran	Edward Deming	Kaizen	Philip crosby
After e.deming who is considered to have a greatest impact in quality management.	Edward Deming	Joseph.J.Jurans	Kaizen	Philip crosby
Fourteen point framework for quality and productivity improvement was suggested by _____.	Crosby	Ishikawa	Deming	Juran
_____ is of primary importance in countries where there is high density of population	Land productivity	Energy productivity	Machine productivity	Water productivity
_____ is one of the dimensions of goods quality.	Empathy	Responsiveness	Assurance	Repairability
A quality circle is a _____ technique that gives opportunity to employees to solve problems related to their own jobs.	Chinese	European	Indian	Japanese
Gap between management perception and service quality specifications/ standards, results into _____.	Quality gap 5	Quality gap 1	Quality gap 2	Quality gap 3
Manufacturing requires 100 kgs. material, costing Rs. 60 per kg. Output is Rs. 80,000. Calculate material productivity.	48,00,000	13.33	6000	800
Output in a unit was 10,000 units and inputs were 5,000 units in 2018-2019. Ouput went to 15,000 units and inputs went to 3,000 units in 2019-2020. In this example productivity _____ over the period of time.	decreased	increased	reduced	lowered
A process which is at a quality level of Six Sigma has _____ defects per million opportunities.	5.6	9.8	3.4	2.4
Kepner - Tregoe decision making is a _____ methodology for gathering information, prioritizing and organizing such information and then analysing and evaluating it.	Semi - Structured	Structured	Unstructured	Symmetrical
_____ waste includes people holding back on material or equipment and the idle equipment.	Transportation	Waiting	Inventory	General
PDCA cycle is also termed as _____ cycle.	PDFA	PDSA	PMKY	PDPA
MURA can be reduced by creating openness in the _____.	Management	Shareholding	Supply Chain	Creditors
The application of DMADV is used when client requires _____.	Product improvement	payback	setback	credit
Taguchi's _____ design aimed to find the most cost effective way of controlling noise.	System	parameter	tolerance	effective

The benefit of ISO 9000 to customer is_____.	Inexpensive product	Better quality products	Better after sale service	Better durable products
Malcolm Baldrige National Quality award(MBNQA) was established by congress in the year_____.	1997	1985	1987	1982
QS 9000 was first issued in _____.	1995	1996	1994	1992
EMS stands for_____.	Environment Monitor standard	Environment Management system	Environment monitor system	Employees management system
_____ are documented rules and guidelines for implementing a quality system in the company.	Quality policy	ISO standards	Quality standards	Quality assurance
Which of the following is for Environment Management system?	ISO 9000	ISO 14000	ISO 26000	ISO 12000
BUSINESS ECONOMICS II				
Which of the following is NOT a flow variable?	Income	Saving	Wealth	Investment
During _____ consumer purchase are highest.	Recession	Recovery	Trough	Peak
Unproductive expenditures like _____ reduces the welfare of the people	Regrettable costs	Services of housewives	Leisure	Conventional and Green GNP
_____ is counted without duplication	NNP at Factor Cost	NNP	Natural capital	GDP
An economy is said to be _____ if more income comes from secondary and tertiary sectors	Advanced	Underdeveloped	Slowly developing	Backward
_____ is not a feature of Prosperity Phase	Growth in bank credits	Channelising idle funds	Increase in money supply	Lower profits
_____ is not a measure to control trade cycles	Monetary policy	Fiscal policy	Public expenditure	Poverty
In Keynes consumption theory the chief factor that determines consumption expenditure is	Personal income	Relative income	Permanent income	Disposable income
According to Keynes what causes changes in inducement to invest by entrepreneurs?	MPC and MEI	MES and MPC	MEC and rate of interest	MPC and rate of interest
If MPC is $\frac{1}{2}$, then MPS is _____ and k is _____.	1,2	$\frac{1}{2}, 2$	2,2	2,1
APS =	C/Y	S/Y	I/C	C/S
Supply of money is a _____ as well as a stock	long	fluctuation	flow	base
_____ is major determinant of bank money	community money	public money	cash reserve ratio	budget
Which of the following is most liquid measure of money supply in India	M1	M2	M3	M4
According to J M Keynes demand for money is influenced by _____	liquidity preference	demand	sales	profit
Demand for money according to _____ economist is due to medium of exchange	modern	classical	regional	international
The demand for money as a cushion against unexpected contingencies is called the	transactions motive	precautionary motive	insurance motive	speculative motive

Equation $M=KPY$ is propounded by which of the following Cambridge economists _____.	Keynes	Marshall	Robertson	Pigou
_____ refers to the demand for money for day to day transactions.	Speculative motive	Transactionary motive	Precautionary motive	Quantity of Money
The main objective of monetary policy in India is _____	Growth with Stability	Reduce Poverty and Achieve Stability	Overall Monetary Stability	RBI
Which of the following concept is just opposite to deflation?	Inflation	Stagflation	Deflation	Reflation
During Inflation ,Value of money _____.	falls	Increase	More	remain constant
The Cambridge economists developed _____ approach to quantity theory of money	credit balance	cash balances	independent	store value
_____ causes economic uncertainty and promote instability.	Unbalanced Budget	Balanced Budget	Public Debt	Public Borrowing
_____ is the sum of the net increase in holdings of treasury bills of the RBI and its contributions to the market borrowing of the government.	Fiscal Deficit	Primary Deficit	Stimulus Spending	Monetised Deficit
_____ tries to increase economic growth through taxes and spending.	Monetary Policy	Balance of Payment	Contractionary Policy	Expansionary policy
External Debt implies borrowing from _____ countries.	SAARC	Foreign	Asian	African
Fiscal discipline includes _____	Intra- year targets	Disclosure requirements	Disclosure requirements and Intra- year targets	Revenue Budget
The FRBM act deals only with the _____ operations of the government.	Monetary	Supervisory	Deficit	Budgetary
_____ is a long-term debt for a definite period	Funded Debt	Unfunded Debt	Debt Redemption	Public Debt
Public debt is also known as _____.	Liability	Sovereign Debt	Future Debt	Internal Debt
During the time of Inflation government will follow _____	Balanced Budget	Surplus Budget	Deficit Budget	Unbalanced Budget
Contracyclical Fiscal policy during Recession would	Cut Government Spending	Increase Taxes	Cut Government and Increase Taxes	Increase spending and cut taxes
Fiscal Policy is said to be loose or Expansionary when	Revenue > Expenditure	Revenue < Expenditure	Expenditure = Revenue	Does not impact the changes in Taxation
Impact of a tax refers to -	Final money burden	Immediate money burden	indirect real burden	intermediate burden
Richardian theory assumes that	labour is homogeneous and of same efficiency in all the countries	labour is homogeneous within the country	labour differs in efficiency within the country	demand

Terms of trade are expressed as a	ratio of foreign exchange receipts and payments	ratio of price index of exports and imports	ratio of foreign direct investment and portfolio investment	investment
International trade do not increases the economic welfare of	stimulates innovations	brings down the cost of production	diversifies the consumption	number of consumer
External borrowing is treated as	accomodative flow	autonomous flow	invisible flow	prices of product
Modern theory of international trade assumes a two country, two commodity and _____ factors of production model	One	Multiple	Tour	Two
The NBTT considers _____	Increase in imports and exports	Ratio of price of exports to that of imports	Quantity of exports and imports	Percentage of export and imports
Ricardian theory of international trade is beneficial under _____	Comparative cost	Absolute cost	Equal differences in cost	Negative cost
_____ takes place in smaller percentage due to operation of the market forces.	Devaluation	Revaluation	Depreciation	Deflation
Fundamental disequilibrium is also known as _____.	Structural disequilibrium	Long run disequilibrium	Cyclical disequilibrium	Short run disequilibrium
_____ would also bring in a change in exchange rate	Past expectations	Future expectations	Economic	Social
_____ intervention reduce excess volatility.	IMF	EXIM	RBI	CRR
A purchase of government bonds come under the _____.	Equilibrium	Balance	Disequilibrium	Disbalance
The disputes of FDI are over _____	Concern	Interest	Regard	Hobby
Ricardo's theory is based on two country, two commodity and _____ model	Two factor	One factor	Multiple factor	No factor
_____ introduced the concept of GBTT	Adam Smith	Alfred Marshall	Amartya Sen	Taussing
FOUNDATION COURSE IV				
Businessmen must be given proper education and guidance before introducing _____.	Business Ethics	society	competitors	social ethics
Business ethics are _____ for the survival of business	important	unimportant	mandatory	volunteering
Business ethics are must to safeguard these rights of the _____.	consumers	doctors	engineers	architect
_____ are important to develop good and friendly relations between business and society.	personal ethics	professional ethics	Business Ethics	environmental ethics
Corporations, as separate _____ entities, have certain moral responsibilities.	legal	volunteer	social	business
The need for compliance in business rules include _____.	Principles of morality	Quality of products / services	Employment	Quality of Work Life

The Contribution Business can make to the society	Principles of morality	Laws	Employment	Policy of the company
The Consequences of business activity include	toward shareholders, bankers, customers and employees of	Principles of morality	Laws	Employment
Myth of Business Ethics	Ethics is a personal and individual affair	Toward environment inside and outside the organization	Principles of morality	Quality of products / services
Myth of Business Ethics	Business and Ethics do not go hand in hand	toward shareholders, bankers, customers and employees of organization.	Principles of morality	Laws
Which is not the type of unethical issues in advertisement?	Children in advertising	Streotyping	Insider trading	Surrogate
Which is not the type of unethical issues in finance?	Window dressing	Insider trading	Turf guarding	Spamming
_____ refers to publicly underrating competitors in social media dialogs.	Spamming	Public bashing	Sterotyping	Subliminal messaging
_____ with consumers could help markets implement more ethical marketing decisions.	Discount	Offers	Pre-tests	After sale service
_____ whistle blowing involves concealing one's identify.	External	Open	Internal	Anonymous
_____ refers to hoarding reserves.	Turf guarding	Inadequacy	Risk avoiding	Insider trading
When business owners and salespersons engage in using the exact marketing messages of their competitors to maket their own products or services is referred to_____.	Spamming of messages	Concealing dark sides	Plagiarism of marketing messages	Using fear tactics
"This price is a limited time offer, if you don't buy now, you might have to pay much more to buy it later" is an example of _____.	Concealing dark sides	Using fear tactics	Spamming of messages	Streotyping
_____ whistle blowing refers to individuals openly reveal their identity as they convey the information.	External	Anonymous	Internal	Open
_____ refers to not complying with provisions with regard to statutory minimum.	Risk avoiding	Turf guarding	Inadequacy	Window dressing
Every company should establish _____ forum to solve problems of workers at regular intervals	Grievance Redressal	Investor	News	Consumer
Ethics in HRM indicates the treatment of employees with ordinary decency and _____ justice	Expolitative	Collective	Distributive	Joint
4 V model of ethical leadership is created by _____	Dr Bill Grace	Bill Gates	Bill Crosby	Henry Fayol

_____ stands for innovation ,according to the 4 V model	Virtue	Renewal	Polis	Service
_____ connects vision to the values	Virtue	Polis	Voice	Service
A good corporate citizen is one that is _____	Discriminatory	Partial	Non Exploitative	Exploitative
Discrimination is action based on _____ resulting in unfair treatment of people	Prejudice	Judgement	Impartiality	Objectivity
CII stands for _____	Confederation of Indian Industry	Constitution of Indian Industry	Control of Indian Industry	Conflict of Indian Institutes
Kautilyas _____ highlighted the importance of Governance	14 Principles of management	Arthasashtra	Gita	Manusmriti
_____ -was the first non governmental organisation in the world to suggest principles of Corporate Governance and ask its member nations to adopt them	SEBI	WTO	GATT	OECD
_____ is a key part of making CSR work in an organisation.	Human Resource	Finance	Trusteeship	Service
The _____ has brought the idea of CSR to the forefront .	Consumer Protection Act	Right to Information Act	Factories Act	Companies Act
Any company having a net worth of 500 crore or turnover of 1000 crore or net profit of 5 crore or more should spend _____ on CSR activities.	3%	1%	2%	5%
Mahatma Gandhi advocated the Principle of _____ in Business.	Philanthropy	Exception	Sustainability	Trusteeship
The history of CSR in India has _____ Phases which run parallel to India's historical development .	two	four	five	three
SEBI has mandated the inclusion of _____ reports as part of the Annual Report .	Business Responsibility	Corporate Governance	Strategy	Sustainable Responsibility
Carroll organised different corporate social responsibilities as a four layered model and called it the _____.	four responsibilities	carrolls four layer	Pyramid of responsibility	four part model
_____ Responsibility focuses on practices that facilitate the long term growth of the business	Economic	Legal	Ethical	Philanthropic
_____ Responsibility of a company demand that businesses abide by the law and play the rules of the game .	Economic	Legal	Ethical	Philanthropic
During the _____ Phase the private sector was forced to take a backseat.	first	second	third	fourth
The CSR committee will consist of _____ Director.	Four	Three	Two	One
The CSR committee shall meet at least _____ in a year to discuss and review the CSR activities and policy.	Trice	Twice	Once	Fourth
The quorum of CSR Committee shall be _____ members.	Three	Five	Two	One
The CSR committee shall be compromised of 3 or more directors ,out of which at least one director shall be an _____ director.	Independent	Dependent	Executive	Managing

Corporates increasingly join hands with _____ and use their expertise in devising programs which address wider social problem.	NGO	CSR	Economy	Government
The companies having Net worth of INR _____ or more.	400 crore	500 crore	600 crore	800 crore
Net profit of INR constitutes a Corporate Social Responsibility Committee.	5 crore	9crore	6 crore	4 crore
Sachar committee was formed by Government of india in _____.	1978	1977	1975	1970
The companies on whom the provision of the CSR shall be applicable are contained in Sub Section _____ of section _____ of the companies Act2013.	1,135	1,145	2,204	12,400
_____ has been a problem in almost every society in history, and it continue to be one today.	Hoarding	Corruption	Black marketing	Not legal work
INTEGRATED MARKETING COMMUNICATION				
Which of the following is NOT a form of media advertising?	television	radio	magazines	sales promotions
Coupons, trade shows, buying allowances, premiums, and price-off deals are all examples of _____.	media advertising	promotions	point-of-purchase advertising	public relations
Which of the following terms serves as a summary means for describing all forms of marketing focus?	product	promotion	integration	promotion
A major reason for the development of IMC has been	increasingly little difference between products	the internet	the move towards relationship marketing	the more collaborative approach to strategy
All are part of Target Marketing process except	Identifying Markets	Market segmentation	Selecting and target market	competitive analysis
_____ can take a variety of forms and may include symbolic forms or sign.	Message	Channel	Encoding	Decoding
Standard learning hierarchy is	Learn --> feel--> do	Learn --> do --> feel	do--> feel--> learn	feel--> learn--> do
It is popularly known as free form of promotion	Advertisement	Publicity	Personal Selling	Marketing
Which among the following is an example of Trade promotion?	Coupons	Samples	Push Money	Pull Money
Point of Purchase Ads are also known as	In-Store Advertising	Built-in Advertising	Green Advertising	Stock Advertising
Which of the following is not a promotion mix?	Advertisement	Forecasting	Direct Marketing	Sales promotion
DAGMAR is defining advertising goals for measured advertising _____	Research	Results	Reference	Response
Which of the following is more of personal medium of advertisement?	Internet Advertisement	Broadcast Media	Direct Mail Advertising	Print Media
Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?	advertising	public relations	direct marketing	sales promotion
All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____	Sponsorship	Publicity	Sales promotion	Advertisement

Which one of the following is the greatest obstacle to implementing integrated marketing communications?	The cost for implementing an IMC program is difficult to justify.	Little can be gained by coordinating the various marketing communications elements.	There is a lack of interest in IMC by top management.	Few providers of marketing communications services have the skills to execute IMC programs.
When a company retains the product but reduces marketing support costs it is in what stage of the PLC	Decline	Maturity	Growth	Introduction
IMC, as presented in the text and in context with promotion, stands for:	International manufacturing capacity.	International monetary consistency.	Integrated marketing communications.	Integrated marketing corporations.
Providing offer to refund a part of the purchase price of any product to consumer is known as	Coupons	Price pack	Rebate	Premium
Scratching card and getting gift or some offer immediately is called _____.	Discounts	Rebate	Instant draw and assigned gifts	Price packs
To maintain the present customers to buy the product and encourage them to buy more is an objective of	Public relation	Personal Selling	Promotion Mix	Sales promotion
Which concept supplements the work of sales promotion?	Middleman	Direct Marketing	Advertising	Publicity
Increasing short term sales, getting retailers to carry new products and advertise more, reinforce brand position are.....of Sales promotion.	Tools	Developing programs	Overviews	Objectives
The promotion tool that may include coupons, contests, premiums, and other means Of attracting consumer attention is best described as being which of the following?	Advertisement	Publicity	Direct Marketing	Sales promotion
The term _____ means to draw the attention of the prospects towards a specific product or service.	Publicity	Advertising	Sales promotion	Sponsorship
Advertising brings _____ of market by creating new demand for existing new products.	Contraction	Expansion	Diversification	Downsize
Trains, Railways, buses, taxis, private vehicles are example of _____ advertising.	Point of Purchase	Specialty Media	Broadcast	Transit
Advertising is treated as _____ profession with its professional bodies and code of conduct for members.	Art	Science	Profession	Commerce
PR consultancy can provide _____ and impartial services facilitating correct assessment of the situation by the management	Biased	Fake	Unbiased	Irrelevant
An _____ sponsorship can be defined as a critical source of funding for all kinds of events for visibility and brand awareness.	Corporate	Event	Marketer	Charity

Business _____ are opportunities for business people to gain exposures for their business, promote new products or services and make sure accurate information reaches targeted customers.	Sponsorship	Newsletters	Brochures	Events
Locating prospective customers is _____ step in personal selling process.	First	Second	Third	Fourth
Events are valuable _____ opportunities even if you don't have top billing as a speaker.	Demoting	Mismanagement	Suspending	Promotional
_____ is a printed report containing news of the activities of a business.	Blogs	Newsletters	Catalogues	Yellow pages
_____ involves investments in events or causes for the purpose of achieving corporate or marketing objectives.	Mutual Funds	Sponsorship	Charity	Fixed Deposits
Media relations, Advertorials, Social media, Newsletters are the tools of _____.	Publicity	Public Relation	Direct Marketing	Personal Selling
Publicity, Communication, Government relations, Public affairs are the activities associated with _____.	Advertising	Promotion	Public Relations	Personal Selling
You make yourself more relevant when you publish _____ content on your blog.	Boring	Evergreen	Political	Insulting
In stereotyping advertisements, boys are often portrayed as a rough or aggressive, while girls are portrayed as more dainty or _____.	Powerful	Feminine	Outspoken	Muscular
It is considered _____ to generate profits through marketing to vulnerable groups.	Ethical	Correct	Unethical	Appropriate
Some business use _____ workers because they can pay them less than minimum wage.	Documented	Undocumented	Legitimate	Legal
Ethical marketing is less of a marketing strategy and more of a _____ that informs all marketing efforts.	Psychology	Sociology	Philosophy	Anthropology
Victims of fraud may seek _____ in civil court.	Establishment	Injustice	Redress	Impairment
_____ displays as set of print ads containing the one being evaluated.	Theater test	Online copy testing	Portfolio Test	Cognitive neuroscience
Promotion mix includes Sales Promotion, Personal Selling, Advertising and _____	Marketing	Sales	Publicity	Budget
A good copy-testing system needs to provide measurements that are _____	relevant to the advertising script	relevant to the advertising media	relevant to the advertising budget	relevant to the advertising objectives
_____ is the primary method used to measure the impact of Online advertising.	Click through	Monitor web chat	redemption rates	response rates
_____ finds out responses to the main message of the ad as well as the presentation format.	Advertising Tracking Research	Message Evaluation Technique	Copy Testing	Cognitive neuroscience

_____are based on the concept on the feelings.	Emotional reaction Test	Meassage Evaluatio Technique	Copy Testing	Cognitive neuroscience
Oversimplification of something that is more complex than it's portrayed is termed as _____.	Puffery	Fraud	Communication	Stereotyping

EVENT MARKETING

Event marketing is a	a product	tangible	a service	a good
Which of the following are types of events	A ceremony	A competition	A festival	All of these
Which of the following is not an element an event	organizer	venue	target audience	competitors
Which is the first step in event designing	Concept	Cost	Canvassing	Carrying out
Budgeting an event, negotiating contracts, arranging the speaker, and organizing audiovisual needs is part of which stage of the event planning process?	research	design	planning	coordinating
The most important information a meeting planner can determine prior to an event is:	Past events held by the group	Expected attendance	The budget	Group demographics
Budgeting an event, negotiating contracts, arranging the speaker, and organizing audiovisual needs is part of which stage of the event planning process?	Research	Design	Planning	coordinating
Promotes events.:Disneyland’s Main Street Electric Parade is an example of this	Social events	Consumer shows	Public events	Tourist attractions
Corporations and associations produce special events for their members are referred as	Meetings	Private events	Political events	Public events
	To list all the contact details of your colleagues and suppliers	To keep track of your company’s finance	To track the event’s development and schedule during planning and hosting	To provide guests with information about what your event will entail
What is the purpose of an itinerary?	That they have public liability insurance	That they have attended events like yours in the	That they will fully sponsor your event	That they are the most local option available
When booking a supplier, service, entertainer, etc., what should you determine?			Compare its renting price with others and go with the cheapest option	Compare its location with others and select the venue nearest to you
You’ve found a venue online that you think would be suitable. What should you do?	Book it immediately so you have a back up at all times	Visit the venue to further determine its suitability		

Concept stage refers to	stage when idea is put in place	stage where target audience will be kept in mind and the invitees will be chosen	Fund raising, networking and advertising to generate the required mileage for the success of the events takes	program is re-polished for alleviation of loop-holes and everything is customized to suit the target audience
	involves the execution of all the plans of the event according to the final concept	stage where target audience will be kept in mind and the invitees will be chosen	Fund raising, networking and advertising to generate the required mileage for the success of the events takes	program is re-polished for alleviation of loop-holes and everything is customized to suit the target audience
Carryin out stage refers to				
Interaction points are those designated areas of the _____ along with particular time slots, where the interaction is to take place.	Organizer integral	Venue non essential	Clients partial	None of these secondary
Interaction catalyst form an _____ part of the events	Websites	word of mouth	direct marketinnng	hospitality
Which is the most popolar and virtual mode of advertising the events today				
The philosophy of _____ is to identify market segments, select one or more, and develop products and marketing mixes tailored to each selected segment.	mass marketing	product-variety marketing	macromarketing	target marketing
_____ is to evaluate each segment's attractiveness and select one or more of the market segments.	Market segmentation			
_____ divides buyers into different groups based on social class, lifestyle, and personality characteristics.	Demographic segmentation	Market targeting Behavior segmentation	Market positioning Psychographic segmentation	Market evaluation Geographic segmentation
Many marketers believe that _____ are the best starting point for building market segments.	age and life-cycle stage variables	income variables	social class variables	behavior variables
_____ examines the degree to which segments are large or profitable enough to serve as markets.				
A firm using a _____ strategy targets several market segments and designs separate offers for each segment.	Measurability concentrated marketing	Substantiality mass marketing targeting	Actionability differentiated marketing perceptual mapping	Accessibility undifferentiated marketing positioning
Dividing markets into groups of customers with similar needs is called:	segmenting			

Positioning is the process of:	creating the right relationship with suppliers and retailers	putting the product in the right place in the customer's mind	putting the product in the right shops	putting the product in the right place within a retail store to ensure that resources are used
The purpose of segmentation is:	to simplify the marketing plan.	to help customers understand what our products are.	to make it easier to find customers.	in the most effective way.
Segmenting a market according to where people would like to conduct an event is an example of:	sociological segmentation follow a differentiated strategy.	geographic segmentation follow an aggressive strategy.	psychographic segmentation follow an undifferentiated strategy.	behavioural segmentation follow a concentrated strategy.
A low-resource company in a mass market containing high-differentiation consumers should:	Pre-planned events	Ad-hoc events	Regular events	None of these
Events that come in-between fixed events are referred as	Concept based events	Artist based events	Location based events	
Events based on the time period involved in planning and execution	Time based events	Domestic events	rural events	City based events
Events organized within the boundaries of the country are termed as	Overseas events	Domestic events	Overseas events	Multi-location events
Events where special demands have to be satisfied to conduct events at several locations simultaneously.	City based events	Partially sponsored events	Ticketed events	Budget based events
events that are so popular that multiple sponsorship covers all or part of the production expenses of the event	Sponsored events			
Events that are to be held in _____ need to be researched much more and presented in a manner that will be understood and appreciated by the foreign audience.	city based events	rural	overseas	multilocation
Revelry,crowd,loud music will require	artist	oral permission	license and permits	musical instruments
pricing decisions should be based on	your nationality	your infrastructure	your employees	your niche
For marketers ,virtual events can provide rich source of	event data	marketing data	business data	no data
		it is available as a permanent environment		it is available temporary
Virtual world is different from virtual event because	it is exclusive		both are same	
Vurtual marathons are a possibility and one of the app used for New York marathon is	start	Strava	strive	stiff
Green event	promotes charity	promotes branding	minimizes waste	is only for college events

Sustainable actions are	everyday actions	weekly actions	once in a while actions	event day actions
RURAL MARKETING				
_____ the quality certification mark for agriculture produce.	BIS	AGMARK	ISO 20000	ISI
Pomes is an examples of _____.	Duplicates	Original	Spell alike	Look alike
_____ is a seasonal activity and not an organized one.	Sericulture	Vermiculture	Agriculture	Professional
The Rural market is characteristic by _____ volume but low margin.	Discount	Small	Large	Medium
The rural consumers are more concerned with the _____ of the product and its appearance.	Utility	Value	Price	Storage
For identification, the rural consumers do give their _____ to the name of an item.	Value	Own brand name	Usage	Storage
_____ which covers almost 90% of the population of our country given a mass coverage for the marketers to promote their products effectively.	Behaviour	Qualification	Education	Doordarshan
_____ developments in agriculture results in overall rural development.	Technological	Cultural	Social	Structural
India is a land of agriculture and most of the population resides in _____	Villages	Cities	Urban area	Towns
This method is a software developed by Initiative Media on data.	Lin Quest	Mica Ratings	Land use pattern	Thomson Rural market
There is a tremendous scope for new companies to penetrate the _____ market.	Urban	Rural	Semi -Urban	Metro city
_____ factors have an impact on the occupation and lifestyles of the rural people.	Economic	Socio - Cultural	Political	Technological
It is estimated that the literacy level in rural India is _____ as compared to 52% for the entire country.	43%	45%	42%	44%
_____ can be segmented using the concept of "Urban Orientations".	Rural market	Niche market	Agricultural market	Urban market
While finalizing the Marketing Mix a Marketing Manager has to consider the _____.	Trade factors	Market competition	Behaviour of the Government	Behaviour of Consumers
Nearly _____ % of farmers are small and marginal and thus they are unable to produce anything for the market.	70	60	40	50
There is a high degree of _____ in Indian agricultural system because it is largely dependent on the rainfalls.	Heterogeneity	Uncertainty	Perishability	Seasonality
Rural expenditure on Fast moving Consumer Goods were growing at an impressive rate of 20 to _____ %.	23	24	25	26

Consumer behaviour is a dynamic interaction of _____ and cognition behaviour and environmental by which human beings conduct exchanges during their lives.	Love	Care	Affection	Innocent
Products which are already in demand & in economic range if produced will attract the _____ market	Rural	Urban	City	Local
_____ has classified rural consumer durables based on the income of the consumer	NCERT	NCAER	NABBARD	
_____ Consumption accounts for 80% of total sales in rural areas because of increased per capita income	Unbranded	Branded	Agriculture products	Local products
The association of the brand is mainly with _____ numbers & visuals	Colours	Names	Label	Brands
The _____ dynamics change from one village to another.	Competition	Compensation	Introduction	Product
_____ products are rampant in rural India	Fakes	Genuine	Real	Good
_____ are fakes of original products	Lookalike	Spell likes	Duplicates	Branded
_____ profits are passé in rural markets	Instant	Short-term	Long-term	Mid-term
Market _____ is the process of categorizing the market into different groups based on one or more variables	Segmentation	Share	Profitability	Mobility
_____ Segmentation involves parameters like purchasing occasions, benefits sought, user status, usage rate etc.	Psychographics	Behavioural	Demographic	Geographic
During the early 1970's Britannia industries introduced a biscuit called _____ with soya protein.	Probisk	Gooday	High risk	wheatpro
In Orissa, _____ was established by the government for the purpose of empowering the farmer to complete efficiently in the open market & get a remunerative price for the produce.	Shetkari Bazar	Uzhavar Sandies	Krushak Bazar	Rural Bazar
The system in _____ area are unique & involves intermediaries such as HAATS, Mandis, Public Distribution System & Co-operative Society.	Rural	Urban	Local	Regional
Media can broadly divided into _____ & mass media	Traditional	Voice	Modern	Complex
While creating advertisements for rural audience the primary focus area is always reach & _____ creation followed by sales & profit generation	Intellectual	Economic	Awareness	Systematic
Rural advertisements have to be created with higher _____ & deeper motive towards society.	Reliability	Mobility	Responsibility	Continuity
Rural Markets spending pattern opens up _____ market.	Insufficient	Surplus	Commodity	Sufficient
_____ is the new medium to rural markets & response in uncertain.	Communication	Management	Taxation	Accounting
_____ Covers 93% of village & 70% of rural population	Agents	Consultants	HAATs	Cooperatives
_____ unit pack stands a good chance of acceptance in rural market due to the low per capita rural income and habits.	small	medium	large	semi large

_____ is the low cost distribution channel available for the rural marketers.	Agents	Consultants	HAATs	ITCs
FINANCIAL INSTITUTION & MARKETS				
_____ allocate savings in an economy to ultimate users either for investment in real estate or for consumption	Money system	Financial system	Barter system	Capital system
_____ is the nodal agency to regulate the capital market and other related issues in India	SEBI	RBI	MOF	IRDA
Which among the following is a function of financial system?	Pooling of Funds	Restricted trading	Lower Investments	Barter System Growth
The Security Exchange Board of India Act was passed in _____	1997	1992	1975	1982
Full form of IRDP _____	Interrated Rural Development Programme	Institutional Rural Development Programme	Interrated Regional Development Programme	Interrated Rural Distribution Programme
Many micro finance companies are registered in our country as _____	Banking company	ROSCAS	SHG	Non-Banking Financial Companies
The United National General Assembly adopted _____ year as the International Year of Micro-credit	2005	2011	2002	2008
_____ refers to unsecured promissory notes issued by credit worthy companies to borrow fund on a short term basis.	Treasury Bill	Commercial paper	Certificate of Deposit	Commercial Bill
_____ is a part of money market	Derivatives market	Stock Market	Insurance Market	Call Money Market
Financial market in which Equity instruments are traded are known as _____	Stock market	Debt market	Financial Engineering	Insurance Market
Monitoring foreign exchange resources including balance of payment is a function of _____	Department of Economic Affairs	Department of Expenditure	Department of Financial Service	Department of Revenue
The _____ covers Banks, Insurance and fund services provided by various government agencies and private corporation.	Department of Revenue	Department of Expenditure	Department of Financial Service	Department of Economic Affairs
Under _____ account the bank gives loans to the borrowers against certain security.	Overdraft Facilities	Cash Credit	Money at Call	Consumer Credit
The Central Board of Excise and Custom has _____ members	8	12	5	6
SIDBI was originally established as a wholly owned subsidiary of _____ under the Small Industries Development of India Act 1989.	RBI	NABARD	IDBI	SIDC
NABARD recommends about licensing for RRB's and Cooperative banks to RBI	Agree	Disagree	Partially Agree	None of the above
_____ were set up under the Companies Act as State Government undertakings to cope up with the needs of small, tiny and village industries in the State/Union Territories	SSIDC	SFC	NABARD	EXIM Bank

_____ is an initiative of SIDBI, DUN & BRADSTREET and leading banks as a full service Credit Rating Agency registered with SEBI and accredited by RBI.	SMERA	CRISIL	ICRA	RBI
" Rating Committee " means a committee constituted by a credit rating agency to assign rating to a security.	Agree	Disagree	Partially Agree	None of the above
_____ is not a investment company	UTI	RBI	LIC	GIC
The _____ money market players are out of the purview of regulator and are running parallel banking system.	organised	unorganised	legal	authorised
Which among the following is not part of the Organised Money Market structure?	Call money	Treasury Bills	Nidhi Funds	Certificate of Deposit
_____ refers to Mumbai Interbank Offer Rate which is a average of call money rates offered by a set of specific banks on a given day.	MIBOR	LIBOR	Repo rate	Reverse repo rate
Companies need to have a tangible net worth of minimum _____ to be eligible to issue Commercial Paper.	₹ 4 crore	₹ 10 crore	₹ 10 lakhs	₹ 4 lakhs
Which among the following is not an instrument of the capital market?	Equity Shares	Security Receipts	Government Securities	Call Money
Any product that can be used for commerce or an acticle of commerce which is traded on an authorized exchange is known as _____	Share	Bond	Debentures	Commodity
Individuals possessing confidential information of a particular company can use the information to unethically profit from the stock markets which is called _____	insider trading	stock rigging	bribing	None of the above
_____ is an investment vehicle that allows several investors to pool their resources in order to purchase stock, bonds and other securities.	Fixed Deposit	Treasury Bills	Mutual Funds	Commercial Papers
The instrument which derives its value from its underlying asset is called _____	Equity Shares	Debentures	Derivatives	Forex
Capital Market provides _____ debt to the government and the corporate sector.	short term	long term	unorganised	unethical
_____ is a vertical arrangement of well integrated chain of financial markets and institutions that provide financial intermediation	Political system	Financial system	Cultural environment	Legal environment
_____ refers to assertive and uncoperative behaviour and represents win-lose situation in conflict management	Competing	Accomodating	Avoiding	Collaborating
In _____ system, the bulk of financial assets and liabilities consists of bank deposits and direct loans	Bank oriented	Market oriented	Government oriented	Society oriented
_____ system channels funds to new companies in growth industries more quickly	Bank oriented	Market oriented	Government oriented	Society oriented

_____ efficiency refers to level where the financial system assigns financial resources to most productive and valuable use	Operational	Dynamic	Allocative	Resource
_____ is not a part of Three Pillar Banking System of Germany	Private Commercial Banks	Savings Bank	Small Credit Cooperatives	Shinkin Banks
_____ is a non profit, membership corporation to protect customers of registered brokers-dealers against losses	AMEX	SEBI	NASDAQ	SIPC
_____ is the Apex bank of the UK	Federal Reserve Bank	Bank of England	National Market System	Reserve Bank of India
_____ was created by Deutsche Borse AG for growth stocks in German Capital market	Amtlicher Markt	Geregelter Markt	Freiverkehr	Neuer Markt
Shinkin banks are _____ financial institutions in Japanese banking system	credit associations	large banks	universal banks	regional banks
AUDITING				
_____ refers to critical examination of books of accounts.	Verification	Accounting	Auditing	Investigation
_____ is the advantage of Auditing.	Test checking	Deeply laid down frauds	Detection of Frauds	Dependence on others
The errors has been classified into _____ category.	2	4	6	5
Management audit is also called as _____.	Financial audit	Efficiency audit	Cost audit	Cash audit
Final audit implies _____	Finally checking of accounts to reveal frauds	Audit quarterly to submit report at the end of the year	Audit of accounts at the end of the year	Preparing final accounts at the end of the year
Auditor in general is an _____.	Employee of the company	Agent of the company	Agent of shareholders	Agent of stakeholders
_____ is the limitation of Auditing.	Facilitates	Dependence on others	Detection of errors & frauds	Moral check on employees
There are _____ types of frauds.	2	3	5	6
The primary objective of auditing is _____.	Detection of error	Prevention of frauds	Expression of opinion on financial statement	Verification of accounts
The basic principles of Auditing is given under SA _____.	200	600	700	400
Audit programme is prepared by _____	The client	The client and the auditor	The auditor and his assistant	The chief accountant
Audit planning involves developing _____ for the expected scope and conduct of the audit	Audit techniques	Overall plan	Frauds	Cost
Audit _____ will enable the auditor to conduct an effective audit in an efficient and timely manner.	Plan	Evidence	Client	Work

_____ is collected before commencing an audit to obtain knowledge of business.	Data	Output	Input	Evidence
Audit Evidence must be _____.	Irrlevant	Difficult	Sufficient	Easy
Audit plans should determine the nature, timing and extent of the audit _____ to be performed.	Procedures	Reliance	Continuous	Work
Audit planning should be _____ throughout the audit engagement.	simple	Continuous	Difficult	irregular
Audit plan should establish the expected degree of _____ to be placed on internal control	Reliance	Idea	Cooperation	Comparison
Audit techniques of _____ consists of examining records, documents or tangible assets.	Inspection	Observation	Inquiry	Confirmation
Audit techniques of _____ means a formal inquiry from outsiders	Inspection	Observation	Inquiry	Confirmation
Internal control is subject to _____	Test checking	Human error	Dynamic conditions	Clerical error in accounting
_____ creates moral check on the employees.	Routine check	Test check	Random Check	Internal Check
Internal check is suitable for _____	Large concern	Small concern	Sole trading	Petty shop
Test checking reduces the liability of _____.	Auditor	Accountant	Shareholder	Management
There are _____ types of internal control system.	3	2	4	5
Internal reports include _____.	Annual report	Trade journal	Website	Publications of professional bodies
Independent auditor may apply _____	Test check	Internal check	Routing check	Cross check
Auditor's duty in test checking is to judge the quality of _____.	Journal Accounts	Final Accounts.	Trial Balance	Ledger
Audit is _____	Review of records & systems continuously within the organization by staff	Review of accounts by auditor	Review of systems periodically	Review of records by the outside expert
Audit technique is _____.	Test check	Internal check	Text check	Internal audit
_____ document is not relevant for vouching cash purchases.	Purchase invoice	Goods inward register	Attendance record of cashier	Purchase order
_____ procedure ensure separation of transaction of the current year from those of the next year.	Cut-off	Errors and frauds	Vouching	Confirmation
The auditor will examine the bill of lading in order to vouch _____.	sales within the states	exports	sales outside the states	sales on approval
Value of machinery fabricated by auditee is _____.	Certificate from Chartered Engineer	Certificate from Manufacturer	Certificate from Registrar of Company	Certificate from Management

A document showing shipment of the goods sold by an independent shipper is the _____.	Sales order	Bill of lading	Sales invoice	Customer order
_____ has defined Vouching as comparing the entries in books of accounts with documentary evidence in support thereof.	Taylor and Perry	Joseph Lancaster	Prof. Dicksee	Henry Fayol
Checking serial number of vouchers during vouching helps the auditor to _____.	Detects error of principle	Detect error of omission	Detect error of commission	Detect compensating error
The _____ should be noted or checked by the auditor in verification of an asset.	Checking the voucher	Checking the transactions	Checking the entry in the books	Checking existence, ownership, non-omission and disclosure
Confirmation is _____.	A compliance procedure	An audit technique	A principle of audit	An audit Sampling
TRAINING & DEVELOPMENT				
_____ has resulted in diversity compelling the employees to get trained in various skills.	Efficiency	Globalization	Cost-effectiveness	Effectiveness
_____ plays an important part for sustaining healthy working environment and developing good interpersonal relations.	Technology	Machine	Place	Human skills
Performance standards should be identified to achieve the _____ of the organization.	Objectives	Aim	Purpose	Image
_____ analysis requires determining which employee require training and which do not require training.	Task	Organizational	Role	Person
In _____ method the subordinate learns through experience and observation by participating in handling day to day problems.	Conference	Understudy	Group Instruction	Case Study
After dividing the employees in groups, the _____ department arranges for trainers.	HR	Finance	Marketing	Production
_____ helps the trainee to learn on their own by thinking independently.	Case study	Group Training	Group Discussion	Conference
_____ = Desired Capability - Current Capability of Participants.	Performance assessment	Training needs	Management Improvement	Leadership
OD is an _____ science where knowledge is developed in the context of applying it and learning from the consequences	action	social	theoretical	philosophical
_____ is a systematic approach to improving individual and organizational performance	competition	strategy	location	Human performance technology
Organizational viability is continuously influenced by the environmental _____	opportunities	threats	strength	challenges
In career development providing performance feedback which is career oriented is part of	individual role	manager role	employer role	line manager

Organization development focuses on both human and _____ science	biological	social	statutory	organized
Career counselling programme help employees with _____ transition of all kinds	change	behaviour	relations	career
_____ development means the process of increasing the employee potential for advancement and career change	workforce	intervention	nature	Career
The best solution at _____ stage is to allow the new entrant to perform some specific job and to confer freedom in functioning	exploratory	hierarchical	fear	strategy
_____ identifying the job roles that will be critical to achieving those objectives and strategies	Role analysis	Analysis of the future	people analysis	society
Organizational consultancy are provided issue like	work related stress	trauma	drug and alcohol problem	depression
_____ awareness is concerned with knowledge of the world of work and training	self	decision making	opportunity	solution
In case study method trainees are given _____ to discuss.	Questions	Syllabus	Topics	Case
Management development programmes ensure managerial resources of the organization are _____ properly.	Recruited	Selected	Utilized	Placed
The first step in management development programme is to identify organization's _____.	Objectives	Goals	Purpose	Mission
Multiple Management is _____ method of training.	On the job	Off the job	Off the location	Off the state
_____ also learns the decision making as the head of the department involves him/her in the discussion of daily operating problems as well as long term problems.	Manager	Supervisor	Understudy	Student
_____ is a simple , economic and effective method of management development.	In basket exercises	Job rotation	Recruitment	Selection
The most important means of evaluating development programmes is _____.	Observation	Questionnaire	Case study	Interview
Management development aims at preparing managers for better performance and helping them to realise their full _____.	Attitude	Potential	Skill	Knowledge
Understudy may be chosen by the _____.	Head	Employee	Supervisor	Subordinate
Skill development is not _____ method of management development.	On the job	Off the job	Off the location	Off the state
----- is the process of collecting, analysing and/or reporting information regarding the performance of an individual,group,organization,system,or component.	Performance Appraisal	Performance Development	Performance Management	Performance planning
----- arises when past performance affects assessment of present performance.	Personal Bias	Halo Effect	Stereotyping	Spill over Effect
Which is the following is not six principles of effective global talent management?	Cultural embeddedness	balance of global and local needs	motivation	management involvement

----- is a systematic evaluation of an individual with respect to performance on the job and individual's potential for development.	Performance Appraisal	Performance Development	Performance Management	Performance planning
____ employees are upwardly mobile in the organization and supported by powerful coalitions or individuals within the organization.	Corporate citizens	Lone wolves	Star	Checklist
_____ does not tell the degree or extent of superiority i.e. by how much one employee is superior to another.	Rating Scales	Grading method	Assessment centres	Ranking method
_____ compare an individual's performance against specific examples of behaviour that are anchored to numerical ratings.	BARS	MBO	Assessment centres	360 degree feedback
_____ is the fifth stage in Knowledge management life cycle.	Create knowledge	Refine knowledge	manage knowledge	Disseminate knowledge
_____ places importance to explicit knowledge rather than tacit knowledge.	Information management	Knowledge management	Talent Management	Total Quality Management
_____ knowledge is the one that would have extreme difficulty operationally setting out in tangible form.	Explicit	Implicit	Tacit	Recent
_____ can be defined as a programme that encompasses specific goals, anticipatively set, for an explicit time period with feedback on goal progress.	TQM	MBO	Knowledge Management	Talent management
CONFLICT & NEGOTIATIONS				
According to ____ View, conflict is not only a positive force, but minimum level of conflict is necessary for effective group performance.	The Traditional View	The Human Relations View	The Interactionist View	The Organizational View
The conflicts which hinders group performance are called as _____	Functional Conflict	Dysfunctional Conflict	Affective Conflict	Reactive Conflict
_____ means the appearance of difference, difference of opinions, of interests.	Conflicit	Negotiation	Distrust	Injustice
Which of the following is NOT a feature of Conflict?	Conflict is a Process	Conflict exists everywhere	Conflict is a Perception	Conflict is Unidimensional
Which of the following is NOT an important aspect of functional conflict?	Release of Tension	Analytical Thinking	Group Cohesiveness	Lower quality decisions
_____ involves conflict between two or more individuals and is recognized conflict.	Individual level Conflict	Interpersonal Conflict	Group Level Conflict	Organizational Level Conflict
_____ means that all parties end up being worse off.	Win-win outcome	Win-lose outcome	Lose-lose outcome	Compromise outcome
_____ refers to the feelings of hostility and vicious intent of others.	Distrust	Helplessness	Vulnerability	Injustice
_____ technique follows the rule "No winners, no losers."	Avoiding	Collaborating	Accommodating	Compromising
_____ means working together by integrating ideas set out by multiple people.	Avoiding	Collaborating	Accommodating	Compromising

_____ is an extension of collective bargaining with third party assistance.	Adjudication	Arbitration	Conciliation	Mediation
How many employees are required to have Additional Welfare Officer in a factory according to Factories Act?	1500	2500	2700	3000
The Government can force the disputing parties to go for _____ arbitration.	Compulsory	Voluntary	Temporary	Collaborating
_____ involves an objective third party.	Investigation	Mediation	Conciliation	Arbitration
_____ means the process in which the conflicting parties agree to refer their dispute to a neutral third party.	Arbitration	Investigation	Mediation	Conciliation
_____ means reconciliation of differences between persons.	Arbitration	Investigation	Mediation	Conciliation
Closure is the _____ in the process of negotiation.	Stage 1	Stage 2	Stage 3	Stage 4
_____ negotiation often involves a higher degree of trust and the forming of a relationship.	Integrative	Collaborative	Cooperative	Declarative
The way individuals negotiate with each other is called the _____ of negotiation.	Feature	Nature	Process	Principle
_____ is defined as a discussion among individuals where everyone contributes equally to reach to a conclusion benefitting all.	Conflict	Negotiation	Distrust	Arbitration
_____ negotiation is sometimes called as interest-based negotiation.	Integrative	Distributive	Collaborative	Cooperative
_____ of the employees are redressed by the Management.	Grievance	Injustice	Distrust	Negotiation
_____ is the first stage in the process of Negotiation.	Preparation and Planning	Clarification and Justification	Bargaining Phase	Closure Phase
Which among the following is the role of Personality in Negotiation?	Be Honest	Be in Anger	Be Rigid	Don't listen to other party
_____ is a party centered process in that it is focused primarily upon the needs, rights and interests of the parties.	Mediation	Arbitration	Conciliation	Consultation
Which among the following is NOT the role of Mediator?	Convenor	Educator	Safety Valve	Translator
Which among the following is a role of Conciliator?	An Advisor	An Evaluator	An Implementer	A Publisher
_____ is everything which is socially shared and learned by the members of a society.	Culture	Ethics	Values	Bluffing
_____ is familiar territory.	Setup	Deal Design	Tactics	Ethics
_____ refers to the exercise of undue influence through mental distortion and emotional exploitation with the intention to seizure power.	Emotional Manipulation	Misrepresentation	Bluffing	Contract
CHANGE MANAGEMENT				
Shifting to a new technology would require making change in the _____.	timing	tasks	management	employees

Computerization automation often requires ____ the organizational structure to benefit from the technology upgrade.	renewing	recheck	revamping	rechange
According to Stephen Robbins change is concerned with making things ____.	different	unique	same	monotonous
Change does not takes place in ____.	organization	home	life	vaccum
Change in job assignment,physical movement to different locations and change in level of maturity is an ____.	individual level	group level	organizational level	team level
In an organization ,change occurs in how many levels?	two	three	four	five
Following is not an example of organizational change.	changing employees remuneration	shifts in objectives of organization	changing the payroll system	change in job assignment
Change has become a ____ among organization.	norm	particular	use	condition
Changes that arise outside the organisation are ____ and changes that occur within the company are ____.	upward and downward	downward and upward	external and internal	internal and external
There is tough competition between manufacturers and ____ in the market.	buyer	seller	customer	supplier
____ has made their organization to rethink the boundaries of their markets and to encourage their employees to think globally.	privatization	market conditions	technology	globalization
Kurt Lewin's change management model involves _____ steps	5	4	3	2
Emphasis on truth is a _____ of change	imperative	limitation	cause	reason
Culture is a _____ concept	hard	soft	rough	stony
_____ change is sudden,drastic and organisation wide	revolutionary	evolutionary	incremental	anticipatory
_____ is the founder of social psychology	Kurt Lewin	Henry Ford	Charles Darwin	Stephen Robbins
Action Research Model was founded by _____	Kurt Lewin	Henry Ford	Charles Darwin	Stephen Robbins
_____ is the scope of self development and growth in organization.	growth and development	risk taking	communication patterns	management support

There is tough competition between manufacturers and ____ in the market.	buyer	seller	customer	supplier
Employees face ____ in their daily work lives.	struggle	political pressure	ethical dilemma	drastic changes
_____ change involves change in organisational vision and striking a harmonious alignment with the organisational strategy	Total	reactive	revolutionary	happened
_____ affects productivity, quality and relationship as well.	Individual change	Resistance	Organisational change	Team change
_____ sources of resistance to change resides in basic human characteristics such as perceptions, personalities and needs.	organisational	team	Individual	environmental
_____ - to change is the act of opposing with modifications or transformations that alter the status quo in the workplace.	Acceptance	Welcoming	Liking	Resistance
While the short term effects of change can sometimes be painful ot it can have__ impact on business	Negative	Economical	Social	Positive
Switching to a_____ payroll process may mean that a salesperson is paid his commission sooner.	Computerized	Professional	Internal	Retroactive
People with high need of _____ are likely to resist change because it threatens their feeling of safety	security	protection	unsecurity	safety
A new piece of machinery can aid a worker in speeding up a portion of the_____ in a factory.	sales	Production	finance	marketing
Human being reaction to change is	predictable	unpredictable	inevitable	anticipated
An individual accepts change model like	awareness	ADKAR	ability	desire
The goal of OD is to create _____ - organisations capable of transforming and reinvesting themselves	Non-adaptive	Adaptive	Scientific	complex
_____ activites mean such diverse procedures as experiential exercises, questionnaire, attitude survey, interviews etc	Classical	Intellect	Structured	Coercion
During the change process ,manager needs to use__ tools to access emotional health of employees	Communication	Mental	Written	Oral
People arriving later and leaving earlier that ____ in absenteeism	Decreased	Increased	Stable	Balanced
_____ create people unwilling to undertake project or responsibilities in organisation	responsibility	Lack of ethics	Lack of morale & motivation	Learning of skills

In ____ behaviour the employees may intentionally ignore important commitments	Intent	Assigned	Withdrawal	Change
Manager has to play several roles in ____ management process	Making	Analysis	Change	Findings
____ can be time consuming but it helps employees to break old routines by learning new role patterns	listening	Learning	Studying	Observing
When the interdependence is ____ & ____ of relationship is poor, no mode of conflict management is sufficient	Low, Quality	High, Quality	High, Quantity	Low, Quantity
Weisbord used ____ & ____ theories to diagnose the reward system	Weber & Herzberg	Frederick & Maslow	Maslow's & Herzberg	Elton & Maslow
Structure of the organization must be compatible with ____ of the organization.	People	Strategy	Assets	Expenses
In the dynamic environment, change involves adding ____ components or processes to ongoing development.	Old	new	traditional	inefficient
Before bringing in any change the manager must understand the ____ context.	Current	historical	International	traditional
____ map is a useful tool to explain how existing services align with the System's Approach and indicate where gaps need to be filled.	Road	Comprehensive systems	Earlier systems	company's
The timeliness established to achieve outcomes are often influenced by ____.	Extension factors	External Factors	Eternal factors	Ethical
have already decided that the change can best be achieved only by one particular method.	Persuasion, rewards	challenge, acceptance	persuasion, challenge	big, perfect
____ helps the leader to look at different problems in different ways and ultimately find a solution to the same.	Intellectual Simulation	Passive Avoidant	Telescope	Magnification process
Focusing on needs and wants of the customers is ____ determinant of change.	Environmental	Managerial	Structural	Creational
Participation of employees is effective when managers are ____ about how the change might be accomplished.	cunning	open minded	narrow minded	behaviour conscious
The intensive programme of communication should begin at the completion of the analysis and ____ phase of change.	Implementing	controlling	planning	co-ordinating
HR PLANNING & INFORMATION SYSTEM				
____ is also called as Bottom Up approach of HR planning	Quantitative	Qualitative	Mixed	Double
Estimating Manpower gap is the ____ stage in process of HR planning	2nd	3rd	4th	1st
Long term Manpower planning covers periods usually from ____	5 to 10 years	10 to 15 years	15 to 20 years	3 to 8 years

_____ is a very common technique to demand forecasting	Managerial Judgement	Ratio - Trend Analysis	Work Study	Regression Analysis
_____ provides a graphical view of all the jobs positions across the organisations	Skill Inventory	Succession Planning	Replacement Charts	Staffing Tables
Forecasting _____ is the process of estimating the future human resource requirement of right quantity and quality	Human Resource Supply	Human Resource Demand	Human Resource Transfer	Human Resource Inventory
_____ highlights the complexity and stability issues and also on external trends	Competitive Analysis	Availability Analysis	Environmental Analysis	Impact Analysis
HR policies help in _____	Complexity	Effective Communication	Change management	Impact Analysis
_____ summarises the knowledge, education and experience of current employees	Skill Inventory	Succession Planning	Replacement Charts	Staffing Tables
The organisation has to assess the _____ arising due to retirement, death, resignation, termination	Replacement Needs	Promotion of employees	Population movement trend	Competition for talent
_____ specifications are more important while selecting candidates for higher position jobs	Physical ability	Emotional and Social ability	Mental ability	Behavioural
_____ provides first hand job related information	Job Transfer	Job Analysis	Job Rotation	Job Enlargement
_____ helps the managers to evaluate the performance of the employees	Job Transfer	Job Analysis	Job Rotation	Job Enlargement
Job Analysis process is _____	Time consuming	Fast	Quick	On the spot
_____ is process where organisation reduces it workforce	Downsizing	Employee Retention	Employee Appraisal	Employee Resourcing
_____ is a single biggest cause of downsizing	Economic Boom	Economic Growth	Economic Crisis	In house production
_____ occurs because of the problem within the organisation	Layoff	Termination	Retention	Expansion
_____ is positive process of searching for prospectus candidates	Recruitment	Selection	Termination	Layoff
_____ refers to inherent talent possessed by an employee to do a specific job	Ability test	Aptitude Test	Physical test	Emotional stability
_____ succeed job analysis	Transfer	Promotion	Recruitment	Rotation
All _____ should formulate a strategy before starting the process of a merger or acquisition.	departments	organization	companies	bank
_____ departments should form teams and task forces that include members from both the companies.	HRM	HR	HRP	HRIS
Employees in the organisation are under tremendous stress during _____.	formulating	creating	developing	mergers
When two companies _____, there is bound to be a clash of culture.	merge	formulating	creating	developing

_____ managers must help people understand each others culture and develop a culture of its own.	HRP AND IS	HR	HRP	HRIS
When firms _____ the risk associated with outsourced activities is also reduced.	evolution	jobbing	outsource	merger
Firms can cut down cost on _____ activities by outsourcing.	inventory	purchasing	marketing	operational
_____ is a long erm relatiopnship formed for mutual benefits.	outsourcing	merging	evolution	jobbing
_____ is one of the most important interventions for developing human resources.	development	training	marketing	updating
_____ -is the application of information to scan an organisations environment.	designer	sensing	inter alia	boundary
The _____ of the organisation need to be convinced by the fact the use of technology.	employees	manager	director	worker
_____ also affects the acceptance of the implementation of new system in an organisation.	work culture	security concern	cost factor	learning
A technique designed for one country may not be effective in other country.	work culture	security concern	cost factor	learning
_____ -is an important factor to be taken into consideration before implementation of the E systems.	work culture	security concern	cost	orientation
_____ be challenging for the users if they do not find it user friendly.	technical limitation	training and learning	cost factor	work culture
_____ also minimize risks and potential liabilities.	HRM	HRP	HRIS	HRD
_____ is especially useful when preparing annual increments or rewards.	risk management	training	total rewards	workforce planning
Web based HR system can reduce administration costs by _____ %.	40	50	30	25
_____ % of organisations outsource a portion of or their functions.	58	48	38	28
Allocation of the people to the job is _____	placement	induction	training	orientation