

**M.COM. II- SEMESTER -III**  
**ENTRRPRENEURSHIP MANAGEMENT**

**SAMPLE MULTIPLE CHOICE QUESTIONS**

1. The business plan should be prepared by:
- A. Entrepreneurs
  - B. Consultants
  - C. Engineers
  - D. Small business administration services

Correct answer: (A)

2. Which of the following is alternatively called corporate venturing?
- A. Intrapreneurship
  - B. Entrepreneurship
  - C. Act of stating a new venture
  - D. Offering new products by an existing company

Correct answer: (A)

3. Government can help in forming new venture by providing:
- A. finance
  - B. technology
  - C. infrastructure
  - D. funds

Correct answer: (C)

4. Entrepreneurial success has been significant because of the culture and the political and economic systems in
- A. Asian countries
  - B. European countries
  - C. Transition economies
  - D. Middle East

Correct answer: (A)

5. Which of the following factors has allowed small companies to act like they are big ones?
- A. Customers
  - B. Competition
  - C. Economic development
  - D. Technology

Correct answer: (D)

6. Government can help in forming new venture by providing:
- A. Finance
  - B. Technology

- C. Infrastructure
- D. Subsidiaries

Correct answer: (C)

**7.** Which of the following areas are preferred by women entrepreneurs?

- A. Administration
- B. Organization
- C. Utilities
- D. Manufacturing

Correct answer: (A)

**8.** Which one of the following is the fourth step in the entrepreneurial process?

- A. Developing successful business ideas
- B. Initiating New rules
- C. Deciding to become an entrepreneur
- D. Growing the entrepreneurial firm

Correct answer: (D)

**9.** Developing a new idea through inquiry and testing is called:

- A. Forced relationship
- B. Heuristics
- C. Scientific method
- D. Value analysis

Correct answer: (C)

**10.** Which of the following is not a source of idea generation?

- A. Consumers
- B. Federal government
- C. Brain storming
- D. Training

Correct answer: (D)

**11.** An individual who initiates, creates and manages a new business can be called

- A. A leader
- B. A manager
- C. A professional
- D. An entrepreneur

Correct answer: (D)

**12.** Idea of new product is tested in potential consumers to determine consumer acceptance at the stage of

- A. Concept.
- B. Product development.

- C. Test marketing.
- D. Commercialization.

Correct answer: (C)

**13.** Strategic entrepreneurial marketing has been summarised as the 4Is, identification of target markets, interactive marketing methods, informal intelligence gathering and - what is the fourth?

- A. independence.
- B. instructiveness.
- C. innovation.
- D. internet.

Correct answer: (C)

**14.** An event-oriented approach is

- A. CPM.
- B. GERT.
- C. WASP.
- D. PERT.

Correct answer: (D)

**15.** PERT stands for

- A. Programme Evaluation and Research Techniques.
- B. Project Evaluation and Review Techniques.
- C. Programme Evaluation and Review Techniques.
- D. Project Evaluation and Research Techniques.

Correct answer: (C)

**16.** An activity-oriented approach is

- A. CPM
- B. PERT
- C. GERT
- D. WASP

Correct answer: (A)

**17.** Which is the systematic development of a project idea for the eventual purpose of arriving at an investment decision.

- A. Project identification.
- B. Project formulation.
- C. Project feasibility.
- D. Project evaluation.

Correct answer: (B)

**18.** Who is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

- A. venture capitalist

- B. entrepreneur
- C. businessman
- D. buyer

Correct answer: (A)

**19.** According to MSME Act in India, what is the limit of investment in plant and machinery for a micro enterprises involved in manufacturing?

- A. Rs 5 lakhs
- B. Rs.20 lakhs
- C. Rs.25 lakhs
- D. There is no such limit in the act.

Correct answer: (C)

**20.** An entrepreneur has an amalgamation of

- A. Thinking Ability, creativity, critical thinking, analytical abilities and originality.
- B. Aptitude for Human Relations.
- C. Communication Skills.
- D. Financial Ability

Correct answer: (A)

**21.** Social entrepreneurship can be defined as which of the following?

- A. A process involving the innovative use and combination of resources to pursue opportunities to catalyze change and/or address social needs
- B. Coming up with new solutions to social problems and then implementing them, often on a large scale
- C. An attempt at the creation new social value through the creation of a new enterprise, such as self-employment, creating a new business or nonprofit, or the expansion of an existing social enterprise by an individual, team of individuals or firm'
- D. Any entrepreneurship is Social Entrepreneurship. /All of the above

Correct answer: (D)

**22.** Venture capital is concerned with:

- A. New project having potential for higher profit
- B. New project of high technology
- C. New project having high risk
- D. All the above.

Correct answer: (A)

**23.** Venture capital is concerned with:

- A. New project having potential for higher profit
- B. New project of high technology
- C. New project having high risk
- D. All the above.

Correct answer: (A)

**24.** Family business always interested to handover the change of his business to:

- A. Indian Administration Officers
- B. Professional Managers
- C. Next generation
- D. None of the above

Correct answer: (C)

**25.** Which one of the following is the most important characteristic of a successful business website?

- A. Innovation
- B. Speed
- C. Graphics
- D. Products

Correct answer: (B)

**26.** A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise:

- A. 35 per cent
- B. 51 per cent
- C. 25 per cent
- D. None of the above

Correct answer: (C)

**27.** Which is the analysis of costs and benefits of a proposed project with the goal of assuming a rational allocation of limited funds.

- A. Project formulation.
- B. Project evaluation.
- C. Project appraisal.
- D. Project Design.

Correct answer: (C)

**28.** SFC is prohibited from granting financial assistance to any company whose aggregate paid up capital exceed

- A. 1 crore.
- B. 1.5 crores.
- C. 2 crores.
- D. 2.5 crores.

Correct answer: (A)

**29.** Large investment is made in fixed assets, the project will be termed as

- A. Capital Intensive.
- B. Labour Intensive.
- C. Product Intensive.

D. Market Intensive.

Correct answer: (A)

**30.** Promoter is a person who

A. takes part in the incorporation of a company.

B. is a director.

C. is a relative of the managing director.

D. works to publicity to the company.

Correct answer: (A)

**31.** The purpose of soft loan scheme is to encourage units to undertake

A. modernization of plant and machinery.

B. replacement of plant and machinery.

C. renovation of plant and machinery.

D. all the above

Correct answer: (D)

**32.** The application for registration of a small scale unit should be submitted to the

A. General manager, DIC.

B. Director, DIC.

C. General manager. NSIC.

D. Director, NSIC.

Correct answer: (A)

**33.** Which analysis is primarily concerned with the identification, qualification and evaluation of the project resources.

A. Techno-economic analysis.

B. Feasibility analysis.

C. Input analysis.

D. Financial analysis.

Correct answer: (B)

**34.** An entrepreneur who owns more than one business at a time is called

A. an intrapreneur.

B. a corporate entrepreneur.

C. a portfolio entrepreneur.

D. None of the above.

Correct answer: (C)

**35.** --- is a problem -solving technique designed to produce numerous ideas in a short period

A. Synectics.

B. Delphi technique.

C. Brain storming.

D. Nominal group technique.

Correct answer: (C)

**36.** Seed capital assistance

- A. a long-term assistance.
- B. initial assistance
- C. a help for the purchase of seeds.
- D. a short-term assistance.

Correct answer: (B)

**37.** CPM stands for

- A. Continuous Path Method.
- B. Clear Path Method.
- C. Critical Probabilistic Method.
- D. Critical Path Method.

Correct answer: (D)

**38.** The use of informal networks by entrepreneurs to gather information is known as

- A. Entrepreneurial networking.
- B. Secondary research.
- C. Informal parameters.
- D. Marketing

Correct answer: (A)

**39.** What implies the availability or otherwise of plant and machinery and technical know how to produce the product.

- A. Economic viability.
- B. Financial feasibility.
- C. Technical feasibility.
- D. Managerial competence

View answer

Correct answer: (C)

Technical feasibility.

**40.** Entrepreneurs are motivated by

- A. money.
- B. personal values.
- C. pull influences.
- D. All the above.

Correct answer: (D)

**41.** Which financial institute is the first development bank of the country.

- A. ICICI.
- B. IDBI.

- C. SFC.
- D. IFCI.

Correct answer: (D)

**42.** Which of the following is a function of SIDBI?

- A. Extension of seed capital.
- B. Discounting of bills.
- C. Providing factoring services.
- D. All of the above.

Correct answer: (D)

**43.** A commercial banker would prefer a -- debt- equity ratio over the years as it indicates financial strength of a unit.

- A. Declining.
- B. Increasing.
- C. Stable.
- D. Fluctuating.

Correct answer: (A)

**44.** What can be defined as a specifically evolved work plan densed to achieve a specific objective within a specific period of time

- A. Idea generation.
- B. Opportunity Scanning.
- C. Strategy
- D. Project.

Correct answer: (D)

**45.** Which term denotes bonus or financial aid which is given by a government to an industry to help it compete with other units

- A. Incentive.
- B. Subsidy.
- C. Concession
- D. Bounty.

Correct answer: (D)

**46.** Which the following is a graphical representation of the various activity and event relating to a project.

- A. Network analysis.
- B. Scheduling technique.
- C. Logical Model.
- D. Network Diagram

Correct answer: (D)

**47.** This method is an event-oriented approach.

- E. CPM.

- F. GERT.
- G. WASP.
- H. PERT.

Correct answer: (D)

- 48.** Innovation can best be defined as
- A. the successful exploitation of new ideas.
  - B. the evolution of new ideas.
  - C. the opposite of creativity.
  - D. the generation of new ideas.

Correct answer: (A)

- 49.** Which of the following statements is false?
- A. Market segmentation is a useful process for small businesses to undertake.
  - B. Selling is essentially a matching process.
  - C. A benefit is the value of a product feature to a customer.
  - D. It is a good idea for small businesses to compete solely on price.

Correct answer: (D)

- 50.** Decisions which are non-repetitive and novel nature and required to solve unstructured problem is called as
- A. Programmed decisions.
  - B. Non - programmed decisions.
  - C. Routine decisions.
  - D. Strategic decisions.

Correct answer: (B)

**M.COM. –II, SEMESTER – IV – MANAGEMENT GROUP**

**ADVERTISING AND SALES MANAGEMNET**

**SAMPLE MULTIPLE CHOICE QUESTIONS**

1. Advertisement is a mass communication. It addresses to masses and it's a form of \_\_\_\_\_ communication.

- (1) Personal
- (2) Non personal
- (3) Direct
- (4) Indirect

**ANSWER: (2) Non personal**

2. Advertisement provides information regarding product, or idea in non-personal forms, as no face to face contact is involved between \_\_\_\_\_.

- (1) Marketer and retailer
- (2) Jobber and wholesaler
- (3) Buyer and customer
- (4) Market manager and salesman
- (5) None of these

**ANSWER: (3) Buyer and customer**

3. Advertising influences the mind of the consumers by creating desire and taste for

- (1) Old products
- (2) Same products
- (3) New products
- (4) Different products

**ANSWER: (3) New products**

4. Magazines add credibility to the message because of the reputation in the eyes of

- (1) Marketing manager
- (2) Salesman
- (3) Retailers
- (4) Consumers

**ANSWER: (4) Consumers**

5. \_\_\_\_\_ in advertisement means of providing complete information about the product and its uses to the society.

- (1) Legal environment
- (2) Awareness
- (3) Interest
- (4) Educative

**ANSWER: (5) Educative**

6. The estimate which is prepared by a salesman about sale activities is called

- (1) Salesman's report
- (2) Producer's reports
- (3) Consumer's report
- (4) Wholesaler's report

**Ans. (1) Salesman's report**

7. Comparing past sales and advertisement, trying for new experiments, measuring sale difficulties are

- (1) Objective of advertising
- (2) Models of advertising
- (3) Evaluation of advertising
- (4) Developing strategy

**ANSWER: (3) Evaluation of advertising**

8. In advertisements we generally see a warning for cigarettes that "Smoking is Injurious to health". It's an example of

- (1) Advertising
- (2) Monopoly in market
- (3) Legal environment
- (4) Entertainment

**ANSWER: (3) Legal environment**

9. Drama, exhibitions, fair are effective means of

- (1) Personal selling
- (2) Advertisements
- (3) Sales territory
- (4) Entertainment

**ANSWER: (4) Entertainment**

10. In which type of sales organisation all the powers are centred in?

- (1) High class authority
- (2) Manager
- (3) Customer and employee
- (4) Staff

**Ans. (1) High class authority**

11. Advertising involves dissemination of information about a produce, service to induce people to take actions beneficial to

- (1) Advertiser
- (2) Sponsor
- (3) Marketing manager
- (4) Firm

**ANSWER: (1) Advertiser**

12. Which of the following is the most popular print media available to advertiser?

- (1) Magazine
- (2) Pamphlet
- (3) Emails
- (4) Newspaper

**ANSWER: (4) Newspaper**

13. For sales planning we frame

- (1) Purchase programme
- (2) Sales programme
- (3) Advertisement programme
- (4) Budget programme

**Ans. (2) Sales programme**

14. Advertising is not flexible as the message is once fixed it can't be altered again and again according to the\_\_\_\_\_.

- (1) Advertiser
- (2) Sponsor
- (3) Customer
- (4) Marketer

**ANSWER: (3) Customer**

15. Advertisement is a type of \_\_\_\_\_.

- (1) Outdoor marketing
- (2) Indirect marketing

- (3) Share marketing
- (4) Transaction marketing

**ANSWER: (2) Indirect marketing**

16. Sales quota is a—

- (1) control activity of sales management
- (2) product
- (3) service
- (4) department

**Ans. (1) control activity of sales management**

17. Which of the following is not in the right sequence in a line sales organisation?

- (1) General Sales Manager
- (2) Salesman
- (3) Regional Sales Manager
- (4) Sales Supervisor

**Ans. (2) Salesman**

18. Sales are the ..... of business.

- (1) Water
- (2) Life
- 3) Life-blood
- (4) Back-bone

**Ans. (3) Life-blood**

19. A..... provides written information about the product.

- (1) branding
- (2) packaging
- (3) label
- (4) costing

**Ans. (3) label**

20. Distribution of free samples, coupons, free gifts and trade fairs come in the category of

- (1) Advertisement
- (2) Clearance of old stock
- (3) Attracting new customers
- (4) Sales Promotion Activities

**Ans.(4) Sales Promotion Activities**

21. Which is not the press advertisement?

- (1) Sky writing
- (2) Magazines
- (3) News Papers
- (4) Pamphlets

**Ans. (1) Sky writing**

22. A sales territory is a ..... grouping of customers.

- (1) geographical
- (2) physical
- (3) chemical
- (4) hypothetical

**Ans. (1) geographical**

23. Sales forecasting means

- (1) to sale product
- (2) to storage product
- (3) the quantity of sales that to be sold in future
- (4) All of the above

**Ans. (3) the quantity of sales that to be sold in future**

24. Which of the following is not in the right sequence in a line sales organisation?

- (1) General Sales Manager
- (2) Salesman
- (3) Regional Sales Manager
- (4) Sales Supervisor

**Ans. (2) Saleman**

25. Increase in sales cost, shortage of experienced salesmen And difficulty in contacting prospective customers at their convenience are the main ..... of personal selling.

- (1) Merits
- (2) Demerits
- (3) Qualities
- (4) None of these

**Ans. (2) Demerits**

26. Which of the following is not given in Ad. Copy?

- (1) Name and address of advertiser
- (2) Production Cost

- (3) Name and quality of the product
- (4) Price

**Ans. (2) Production Cost!**

27. Which of the following is a best method of remuneration of salesmen?

- (1) Straight salary plan
- (2) Straight commission plan
- (3) Salary and commission plan
- (4) Bonus method

**Ans.(3) Salary and commission plan**

28. In which type of sales organisation all the powers are centred in?

- (1) High class authority
- (2) Manager
- (3) Customer and employee
- (4) Staff

**Ans. (1) High class authority**

29. Following is not the part of advertising copy

- (1) allocation
- (2) Qualities of the product
- (3) Trademark
- (4) Price of the product

**Ans. (1) allocation**

30. The departmentalization of a sales organisation

- (1) accounts department
- (2) sales department
- (3) wage
- (4) cost

**Ans. (2) sales department**

31. Sales quota is a—

- (1) control activity of sales management
- (2) product
- (3) service
- (4) department

**Ans. (1) control activity of sales management**

32. Marketing management is a separate branch from

- (1) product mix
- (2) branding
- (3) advertising
- (4) sales management

**Ans. (4) sales management**

33. Not included in personal selling?

- (1) Demonstration of product
- (2) Description of product
- (3) Advertisement
- (4) Remedies for objections

**Ans. (3) Advertisement**

34. For sales planning we frame

- (1) Purchase programme
- (2) Sales programme
- (3) Advertisement programme
- (4) Budget programme

**Ans. (2) Sales programme**

35. The best media of local advertisement is

- (1) Television
- (2) National magazine
- (3) Local newspaper
- (4) Internet

**Ans.(3) Local newspaper**

36. Which of the following statement is not true?

- (1) Sales forecasting is base of Marketing planning
- (2) Advertising is waste
- (3) Trend method is not of sales forecasting
- (4) Sales Budget is relates to purchases

**Ans.(1) Sales forecasting is base of Marketing planning**

37. Which of the following is not advertising appeal inspires?

- (1) Consumers
- (2) Wholesalers
- (3) Retailer
- (4) Law

**Ans. (4) Law**

38. Which of the following is not a function of sales forecasting?

- (1) Purchase Planning
- (2) Inventory Planning
- (3) Production Planning
- (4) Transport Planning

**Ans.(4) Transport Planning**

39. In personal selling ..... tries to influence the customer.

- (1) Manufacturer
- (2) Salesman
- (3) Wholesaler
- (4) None of these

**Ans. (2) Salesman**

40. Primary functions of advertising are

- (1) To increase sales volume
- (2) To persuade intermediary
- (3) To raise standard of living
- (4) All of these

**Ans. (1) To increase sales volume**

41. Presentation and Demonstration is the ..... step in selling process.

- (1) Time wasting
- (2) Unnecessary
- (3) Necessary
- (4) Some time necessary

**Ans.(3) Necessary**

42. When the salesman meet and sales dialogue takes place, it is called Sales talk.

- 1) Customer
- 2) Manufacturer
- 3) Wholesaler
- 4) Owner

**Ans. (1) Customer**

43. Primary functions of advertising are

- (1) To increase sales volume
- (2) To persuade intermediary

(3) To raise standard of living

(4) All of these

**Ans. (1) To increase sales volume**

44. The purpose of advertising is to reduce the % cost of product and distribution said by

(1) Breach

(2) Diver

(3) Mitchell

(4) Bill Gates

**Ans. (3) Mitchell**

45. Labelling is important for three reasons, for promotional and second legal.

What is the third reason

(1) Informational

(2) Branding

(3) Strategic

(4) Marketing

**Ans. (1) Informational**

46. Which of the following part of a brand can be spoken

(1) Brand name

(2) Brand symbol

(3) Trade name

(4) Trade symbol

**Ans. (1) Brand name**

47. Branding is the ..... process.

(1) marketing

(3) static

(2) Management

(4) technical

**Ans. (2) management**

48. Which of the following is not the test of effectiveness of the ad.? (

1) Sales test

(2) Opinion test

(3) Race test

(4) Inquiry test

**Ans.(3) Race test**

49. Which of the following is not a function of an advertising agency?

- (1) Account planning
- (2) Creative services
- (3) Media services
- (4) Social services

**Ans. (1) Account planning**

50. .... brands usually require a producer to become involved in distribution, promotion and pricing decisions

- (1) Retailer
- (2) Wholesaler
- (3) Manufacturer
- (4) Own Label

**Ans.(3) Manufacturer**

**RETAIL MANAGEMENT- MCOM. – II – SEMESTER –IV  
OCTOBER, 2020**

**Multiple Choice Questions.**

1. Which sources of advantage will be helpful for a firm to achieve positional advantage over its competitors?

A. Superior skills. B. Superior resources. C. Superior controls. D. All of the above a, b and c. ANSWER: D

2. The term which is used to identify the major areas of business of a diversified organization is.

A. Business area. B. Business segment, group or diversion C. Business scope. D. Diversified business. ANSWER: B

3. Which one of the following factors is not found on a six month merchandise budget?

A. planned gross margin. B. current liabilities. C. planned sales percentage D. planned purchases at retail. ANSWER: B

4. More expansion of foreign direct investment can boost

a. Money circulation b. Demand c. Employment d.unemployment  
ANSWER : C

5. The --- provides the retailer with a picture of the organization's profit and loss situation

A. expense report. B. index of inventory valuation. C. statement of cash flow. D. income statement. ANSWER: D

6. What word best describes the relationship between a retailer's pricing decisions and the merchandise, location, promotion, credit, services, image and legal decisions that retailers must make?

A. independent. B. separate. C. interactive. D. competitive. ANSWER: C

7. If a retailer is offering the same products and quantities to different customers at different prices, the retailer has what kind of pricing policy?

A. two-price B. customary. C. flexible. D. leader. ANSWER: C

8. Which of the following areas should not be taken into consideration when formulating a retailer's promotional strategy?

a. the retailers credit customers b. the price level of the merchandise  
c.merchandise inventory levels. d the retailer's net worth.

Answer : d

9. Which of the following areas should not be taken into consideration when formulating a retailer's promotional strategy?

A. the retailers credit customers. B. the price level of the merchandise. C. merchandise inventory levels. D. the retailer's net worth. ANSWER: D

10. Merchandise availability is an example of a.

A. cost of sales B. pretransaction service. C. operating cost. D. transaction service. ANSWER: D

11. An approach where retailers present all the customers with identical marketing approach.

a. Mass marketing, b. niche marketing, c. relationship marketing, d. target marketing Answer : a

12. Which of the following is not part of a visual communications program

A. Store name and logo. B. institutional signage. C. lifestyles graphics. D. television advertising ANSWER: D

13. Which of the following factors include forces like small groups, family, social roles and status that will have an influence on buyer's behavior?

a. Cultural factor b. Psychological factors c. Personal factors d. Social factors Answer : d

14. Which of the following factors include forces like small groups, family, social roles and status that will have an influence on buyer's behavior?

A. Cultural factors. B. Psychological factors. C. Personal factors. D. Social factors ANSWER: D

15. Which of the following is NOT an online shopper segment?

A) Technocrats B) Adventurous Explorers C) Suspicious Learners

E) all of the above are online shopper segments Answer: A

16. In which of the following layout type, materials are fed into the first machine and finished products come out of the last machine?

a. Product layout b. Process layout c. Fixed position layout d. Cellular manufacturing layout Answer : a

16. Which segment of online shoppers, while open to new ways of doing things, are reluctant to purchase online because of their lack of computer training?

A) Suspicious Learners B) Business Users  
C) Fearful Browsers D) Technology Muddlers Answer: A

17. What was the MAIN reason consumers gave in a survey for why they don't like shopping in stores?

- A) don't like shopping      B) dealing with crowds      C) salespeople are poorly informed      D) parking and traffic

Answer: C

18. Which of the following facility layout is best suited for the intermittent type of production, which is a method of manufacturing several different products using the same production line?

- a. Product layout   b. Process layout   c. Fixed position layout  
d. Cellular manufacturing layout   Answer : b

19. Consumers who browse and/or purchase in more than one channel are known as \_\_\_\_\_.

- A) cosmopolitan      B) multi-channel shoppers      C) multi-taskers      D) market mavens   Answer: B

20. Which of the following affects consumers' retail outlet selection?

- A) outlet image   B) retailer brands      C) retail advertising  
D) outlet location and size   E) all of the above   Answer: E

21. Which of the following is NOT a factor affecting consumers' retail outlet selection?

- A) outlet image      B) retailer brands      C) retail advertising  
D) number of levels of distribution   Answer: D

22. A multi channel retailer sells merchandise ----.

- a. over the telephone  
b. through personal selling and retail store only.  
c. over the internet  
d. through more than one channel.

Answer : d

23. A given consumer's or target market's perception of all the attributes associated with a retail outlet is generally referred to as the \_\_\_\_\_.

- A) store atmosphere   B) service scape      C) store image  
D) store ambiance   Answer: C

24. The "Merchandise" dimension of store image includes \_\_\_\_\_.

- A) quality      B) selection      C) price      D) all of the above

Answer: D

25. The "Service" dimension of store image includes all of the following EXCEPT \_\_\_\_\_.

- A) easy return
  - B) sales personnel
  - C) delivery
  - D) all of the above are included
- Answer: E

26. Which dimension of store image consists of quality, selection, style, and price components?

- A) merchandise
  - B) service
  - C) physical facilities
  - D) store atmosphere
- Answer: A

27. The foreign direct investment includes

- a. Intellectual Property
- b. Human Resource
- c. Tangible Good
- d. Intangible Goods

Answer: C

28. Which of the following components represent the service dimension of a store's image?

- A) quality, selection, style, and price
  - B) layaway plan, sales personnel, easy return, credit, and delivery
  - C) location and parking
  - D) congeniality, fun, excitement, and comfort
- Answer: B

29. The word ethics stands for . . . .

- a) Substances
- b) Properties of chemicals
- c) Study of molarity
- d) Understanding human nature

Answer : d

30. Company's 'customer relationship capital' is another name of

- a) satisfied customers
- b) dissatisfied customers
- c) customer retention
- d) customer conversion

Answer: a

31. Name the world's largest retailer is . . . .

- a) Proctor and Gamble
- b) Wal-Mart
- c) Liver Brothers
- d) Dashang Group

Answer – b

32. Which of the following psychological factors drive a person to satisfy his need and wants.

- a. Motivation.
- b. Perception.

- c. Learning.
  - d. Beliefs and attitudes.
- Answer : a

33. The second stage of moral development . . . . a) Principle b) Conventional  
c) Pre conventional d) Both A and C Answer – B

34. Factor that affects ethical and unethical behaviour . . . .  
a) Ethical dilemma b) Diversity c) Teamwork d) Open communication  
Answer – A

35. The major types of ethical issues include except . . . .  
a) Communication issues b) Systematic issues c) Corporate issues d) Individual  
issues Answer – A

36. Total number of essential components of Moral reasoning are . . . .  
a) 3 b) 4 c) 5 d) 8 Answer – B

37. The capitalist Justice stands for . . . .  
a) Benefits should be distributed according to the value of the contribution the  
individual makes to a society b) Benefits should not be distributed according to  
the value of the contribution the individual makes to a society c) Benefits  
should be distributed according to employer judgement  
d) none of these Answer – A

38. Under organized retailing, the most common feature is .....  
a) Number of brands and products are large b) Purchases are on credit basis c)  
Few employees exist d) Regular accounts are not maintained Answer : a

39. Unorganized retail is mostly confined to a .....  
a) Particular locality b) Different branches c) Chain of stores Answer – a

40. Which of the demographic variables is not used by marketers for  
demographic segmentation?  
a. Family life cycle.  
b. Income and occupation.  
c. Gender.  
d. Poverty.  
Answer : d

41. Which of the following is the first step in making a correct location choice?  
(a) Develop location alternatives (b) Decide the criteria for evaluating location

alternatives (c) Evaluate the alternatives (d) Make a decision and select the location Answer - b

42. Which of the following is the major reason consumers give for shopping online?

- a. want product delivered
- b. unique merchandise
- c. price
- d. convenience

Answer: d

43. The type of reduction made from list price is classified as

- a. bargained reduction
- b. discount
- c. allowance
- d. price segment

Answer : c

44. Which of the following technique emphasises transportation cost in the determination of facility location?

(a) Location rating factor technique (b) Transportation technique (c) Centre-of-gravity technique (d) Both (b) and (c) Answer - c

45. Transportation cost mainly depends on which of the following factors?

(a) Distance (b) Weight of merchandise (c) Time required for transportation (d)

All of the above Answer - d

46. In which of the following site selection techniques, a weightage between '0' to '1' is provided to factors that influence its location decision?

(a) Location rating factor technique (b) Transportation technique (c) Centre-of-gravity technique (d) None of these Answer - a

47. Which of the following does not cause to production delay? (a) Shortage of space (b) Long distance movement of materials (c) Spoiled work (d) Minimum material handling Answer - d

48. Process layout is also known as \_\_\_\_\_.

(a) Functional layout (b) Batch production layout (c) Straight line layout (d) Both (a) and (b) Answer - d

49. Which of the following facility layout is best suited for the intermittent type of production, which is a method of manufacturing several different products

using the same production line?

(a) Product layout (b) Process layout (c) Fixed position layout (d) Cellular manufacturing layout Answer - b

50. In which of the following layout type, materials are fed into the first machine and finished products come out of the last machine?

(a) Product layout (b) Process layout (c) Fixed position layout (d) Cellular manufacturing layout , Answer - a

28. The technique which is used in shadow pricing is . . . .

a) Accounting b) Business Ethics c) Management d) Economics

Answer – A

40. Which of the following is not an advantage of using product layout? (a)

Minimum material handling cost (b) Minimum inspection requirement (c)

Specialised supervision requirement (d) None of these Answer - c

41. The pricing technique which considers pricing for customers living in different locations around the world is classified as

a. cyclical pricing b. short term pricing c. promotional pricing d. geographical pricing Answer – D

41. In PLC stages, the stage in which sales and profits declines is called

a. decline stage b. less improved stage c. product maturity stage d. non-innovative stage, Answer – D

42. Customer Relationship Management is about

a) Acquiring the right customer b) Instituting the best processes  
c) Motivating employees d) All of the above Answer: D

43. CRM technology can help in

a) Designing direct marketing efforts b) Developing new pricing models  
c) Processing transactions faster d) All of the above

Answer: D

44. A \_\_\_\_\_ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

a) Customer database b) Customer mailing list c) Business database  
d) None of the above Answer: A

45. \_\_\_\_\_ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

a) Data mining b) Data survey c) CRM d) None of the above Answer:A

46. Third step in customer's value analysis

- a) assessing attributes importance
- b) assessing company's performance
- c) monitoring competitors performance
- d) both b and c

Answer:D

48. All costs customer expects to incur to buy any market offering is called

- a) total economic cost
- b) total functional cost
- c) total customer cost
- d) total functional cost

Answer:C

49. Percentage or number of customers who move from one level to next level in buying decision process is called

- a) conversion rates
- b) marketing rates
- c) shopping rates
- d) loyalty rates

Answer:A

50. Customized products and services for customers and interaction to individual customers are part of

- a) retailers management
- b) customer relationship management
- c) company relationship management
- d) supplier management

Answer:B

49 Company's 'customer relationship capital' is another name of

- a) satisfied customers
- b) dissatisfied customers
- c) customer retention
- d) customer conversion

Answer:A

50. Company's monetary, time and energy cost, all are included in

- a) total customer cost
- b) psychological cost
- c) personal benefits
- d) image benefits

Answer:A

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