

**ACHIEVERS COLLEGE OF COMMERCE & MANAGEMENT**  
**TYBMS – SEMESTER VI (BRAND MANAGEMENT)**  
**QUESTION BANK**

# Select the most appropriate option :

- (1) A challenge in marketing of services is that they are \_\_\_\_\_
- A. tangible
  - B. intangible**
  - C. physical
  - D. organisations
- (2) Brand proliferation is the \_\_\_\_\_ of brand extension.
- A. same
  - B. opposite**
  - C. extension
  - D. quality
- (3) Brands give an indication to the firm about the level of \_\_\_\_\_ that is required by the customers.
- A. service
  - B. product
  - C. quality**
  - D. quantity
- (4) Brand \_\_\_\_\_ is customer's personal opinions about and evaluations of the brand.
- A. judgement**
  - B. imagery
  - C. identity
  - D. activity
- (5) Brand resonance and the relationships consumers have two dimensions with brands : intensity and \_\_\_\_\_
- A. Growth
  - B. judgement
  - C. activity**
  - D. identity

- (6) The strategic brand management process starts with understanding what the brand represents and how it is \_\_\_\_\_ with respect to its competitors.
- A. **positioned**
  - B. targeted
  - C. segmented
  - D. fragmented
- (7) To create a strong brand image, marketers need to make sure that some strong brand associations are made which are different from the \_\_\_\_\_
- A. positioned
  - B. **competitor**
  - C. segmented
  - D. targeted
- (8) A customer will choose a brand based on how compelling the \_\_\_\_\_ was as compared to other brands.
- A. **difference**
  - B. similarity
  - C. sameness
  - D. opposite
- (9) Good \_\_\_\_\_ offers various benefits to the brand and the company.
- A. communication
  - B. variety
  - C. **positioning**
  - D. segmenting
- (10) A \_\_\_\_\_ is a group or set of things that have similar characteristics.
- A. brand
  - B. **category**
  - C. product
  - D. segment
- (11) If the brand positioning is conceptualized and executed well, it can be used by the company in various \_\_\_\_\_ activities.
- A. **marketing**
  - B. commercial
  - C. social
  - D. financial

(12) Brand element is also known as brand \_\_\_\_\_

- A. awareness
- B. recall
- C. identity**
- D. intensity

(13) A \_\_\_\_\_ is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.

- A. logo**
- B. slogan
- C. jingle
- D. visual

(14) \_\_\_\_\_ are short phrases that communicate descriptive or persuasive information about the Brand.

- A. symbols
- B. jingles
- C. slogans**
- D. visual

(15) \_\_\_\_\_ are musical messages written around the brand.

- A. logos
- B. jingles**
- C. slogans
- D. visual

(16) Packaging is called as the \_\_\_\_\_ P of marketing mix.

- A. third
- B. fourth
- C. fifth**
- D. sixth

(17) Logos and symbols give a \_\_\_\_\_ identity to the brand name.

- A. slogan
- B. visual**
- C. jingle
- D. opposite

- (18) In order to effectively use IMC, a detailed analysis must be done of both the product as well as \_\_\_\_\_market.
- A. mass
  - B. target**
  - C. niche
  - D. personalized
- (19) \_\_\_\_\_marketing is usually broadly defined as any form of customer-focused marketing activity that has various touch points which creates a sensory-emotional connection with the customers.
- A. one-to-one
  - B. permission
  - C. experiential**
  - D. personalized
- (20) One-to-one marketing is a customer relationship management (CRM) strategy emphasizing \_\_\_\_\_interactions with customers.
- A. group
  - B. personalized**
  - C. irregular
  - D. individual
- (21) \_\_\_\_\_marketing aims at selling goods and services to customers only when advance consent is given by the customer to receive marketing information.
- A. experiential
  - B. one-to-one
  - C. permission**
  - D. personalized
- (22) \_\_\_\_\_quality is customer's perception of the overall quality or superiority of a product or service as compared to the competitor.
- A. Product
  - B. Service
  - C. Perceived**
  - D. Good

(23) \_\_\_\_\_marketing refers to everything a marketer does to develop strong, lifelong relationships with your customers.

- A. Mass
- B. Online
- C. Relationship**
- D. target

(24) Every day low price (EDLP) is the pricing strategy used by \_\_\_\_\_

- A. Retailers**
- B. Wholesalers
- C. Distributors
- D. semi-wholesalers

(25) In \_\_\_\_\_channels of distribution there are one or more middlemen between the manufacturer and consumers.

- A. Direct
- B. Indirect**
- C. Personal
- D. mass

(26) \_\_\_\_\_ refers to the extent that a marketing communication is able to effectively communicate to different groups of consumers.

- A. Coverage
- B. Conformability**
- C. Commonality
- D. Perceived

(27) Building brand equity through leveraging secondary brand associations is an \_\_\_\_\_approach.

- A. Direct
- B. Indirect**
- C. Special
- D. normal

(28) In channel of distribution, particularly \_\_\_\_\_are able to create an image of their store in the minds of the customer.

- A. Wholesaler
- B. Retailer**
- C. Distributor
- D. semi-wholesaler

(29) \_\_\_\_\_ branding is a type of co-branding.

- A. Ingredient**
- B. Product
- C. Service
- D. Generic

(30) The ability of the marketing program to affect the customer mind-set will depend on its \_\_\_\_\_

- A. technology
- B. Salesperson
- C. quality**
- D. product

(31) The customer Mind-set affects how \_\_\_\_\_ react in the market place in six main ways.

- A. marketers
- B. customers**
- C. competitors
- D. owners

(32) It is \_\_\_\_\_ which are at the heart of successful branding.

- A. market values
- B. values
- C. brand values**
- D. fair values

(33) Brand personality as a set of \_\_\_\_\_ characteristics associated with the brand.

- A. human**
- B. computer
- C. product
- D. quality

(34) Brand knowledge refers to brand \_\_\_\_\_

- A. awareness**
- B. recall
- C. personality
- D. values

- (35) Brand feelings are customers' emotional responses and \_\_\_\_\_ with respect to the brand.
- A. actions
  - B. reactions**
  - C. interaction
  - D. behaviour
- (36) Qualitative research methods are ideal for measuring brand \_\_\_\_\_
- A. Association**
  - B. Awareness
  - C. Recognition
  - D. value
- (37) Quantitative research methods are ideal for measuring brand \_\_\_\_\_
- A. Association
  - B. Awareness**
  - C. Recognition
  - D. value
- (38) \_\_\_\_\_ based method tries to understand consumer response under different marketing promotions.
- A. Marketing**
  - B. Selling
  - C. distribution
  - D. financial
- (39) \_\_\_\_\_ analysis aims to find the optimum positioning between low-price-low-quality and high-price-high-quality.
- A. Market
  - B. Brand
  - C. Conjoint**
  - D. Detailed
- (40) A clear and concise brand strategy leads to stronger overall \_\_\_\_\_
- A. Brand recognition**
  - B. Brand Equity
  - C. Architecture
  - D. brand quality

- (41) Brand\_\_\_\_\_is the structure of brands within and organisational identity.
- A. Brand recognition
  - B. Brand Equity
  - C. Architecture**
  - D. brand quality
- (42) The brand-product matrix is a\_\_\_\_\_representation of all the products sold by a firm.
- A. graphical**
  - B. mathematical
  - C. statistical
  - D. reasonable
- (43) A\_\_\_\_\_brand is a product that is not marketed and sold under some type of name brand.
- A. multi
  - B. generic**
  - C. corporate
  - D. ingredient
- (44) Cause related marketing helps to enhance the company's\_\_\_\_\_and brand image .
- A. reputation**
  - B. green
  - C. long
  - D. brand equity
- (45) \_\_\_\_\_brands involves ensuring innovation in product design, manufacturing and merchandising and ensuring relevance in user and usage imagery.
- A. revitalizing
  - B. differences
  - C. reinforcing**
  - D. retiring
- (46) Brand\_\_\_\_\_Strategy is employed when a brand has reached maturity and profits begin to decline.
- A. differences
  - B. reinforcing
  - C. revitalizing**
  - D. retiring

(47) In building global customer based brand equity, it is important to understand similarities and \_\_\_\_\_ in the global branding landscape.

- A. reinforcing
- B. revitalizing
- C. differences**
- D. retiring

(48) Brand \_\_\_\_\_ is the process of extending into a new product category with the existing company's established brand.

- A. extension**
- B. line
- C. parent
- D. co-branding

(49) When a brand is extended to the same product category, it is called \_\_\_\_\_ extension.

- A. parent
- B. line**
- C. co-branding
- D. ingredient

(50) An existing brand that gives birth to a brand extension is the \_\_\_\_\_ brand.

- A. line
- B. extension
- C. parent**
- D. composite

# ACHIEVER'S COLLEGE OF COMMERCE & MANAGEMENT

## TYBMS – SEMESTER VI (INTERNATIONAL MARKETING)

### QUESTION BANK

# Select the most appropriate option :

- (1) International marketing is dominated by \_\_\_\_\_ countries.  
A. poor B. developin C **developed** D. rich
- (2) International marketing ensures \_\_\_\_\_ utilisation of resources.  
A. minimum B. **maximum** C normal D. average
- (3) Direct exporting ensures \_\_\_\_\_  
(A) low profit margin (B) **high profit margin** (C) normal profit margin  
(D) no profit margin
- (4) Trade barriers are \_\_\_\_\_ obstacles imposed on imports from other countries.  
(A) natural (B) **artificial** (C) political (D) revenue
- (5) Quota system is a \_\_\_\_\_ type of barrier.  
(A) tariff (B) **non-tariff** (C) revenue (D) non-revenue
- (6) Trading blocs give benefits to \_\_\_\_\_ countries.  
(A) **member** (B) non-member (C) rich (D) poor
- (7) Franchising is a form of \_\_\_\_\_  
(A) exporting (B) **licensing** (C) merger (D) strategic alliance
- (8) IFC is one \_\_\_\_\_ of world bank.  
(A) sister institution (B) **affiliate** (C) financial agency (D) advisory
- (9) One objective of IMF is to promote \_\_\_\_\_  
(A) **exchange rate stability** (B) industrial growth (C) infrastructure development  
(D) stable interest rates
- (10) India is a \_\_\_\_\_ of International Finance Corporation (IFC).  
(A) **founding member** (B) associate member (C) full dialogue partner  
(D) shareholder
- (11) EU is the best example of \_\_\_\_\_  
(A) **economic union** (B) free trade area (C) customs union (D) common market
- (12) Legal environment relates to laws which govern \_\_\_\_\_  
(A) political activitie (B) economic activities (C) **business activities** (D) social activities
- (13) Democracy is regarded as the \_\_\_\_\_ political system.  
(A) worse (B) **best** (C) most ineffective (D) corrupt
- (14) Traditions, customs and culture are used \_\_\_\_\_ as based for law.  
(A) civil (B) theocratic (C) common (D) criminal

- (15) Dumping is a \_\_\_\_\_ practice for entry in foreign markets.  
(A) fair (B) unfair (C) **easy** (D) freely allowed
- (16) Cultural environment is \_\_\_\_\_.  
(A) static (B) **flexible** (C) stable (D) fixed
- (17) International marketing research deals with \_\_\_\_\_ markets.  
(A) domestic (B) **foreign** (C) local (D) retail
- (18) International marketing research facilities \_\_\_\_\_.  
(A) initial entry in foreign market (B) **large scale imports**  
(C) expansion of domestic marketing (D) large scale exports
- (19) In International marketing research, the use of \_\_\_\_\_ should be made liberally.  
(A) primary (B) **secondary data** (C) unpublished data (D) published data
- (20) Packaging requires both \_\_\_\_\_ and mandatory changes.  
(A) compulsory (B) regulatory (C) **discretionary** (D) liberal
- (21) Health and safety warnings are included in \_\_\_\_\_.  
(A) packaging (B) branding (C) **labeling** (D) marketing
- (22) \_\_\_\_\_ has the advantage of modifying it for each local market.  
(A) **Branding** (B) Packaging (C) Labelling (D) Marketing
- (23) Market segmentation is better than \_\_\_\_\_ market.  
(A) targeting (B) positioning (C) **aggregation** (D) mass
- (24) \_\_\_\_\_ segmentation has become highly popular.  
(A) Geographic (B) **Gender** (C) Psychographic (D) Market
- (25) \_\_\_\_\_ strategy can cater to large number of customers.  
(A) Undifferentiated marketing (B) **Multi-segment** (C) Micro marketing (D) macro marketing
- (26) Smart phones are marketed through \_\_\_\_\_ positioning.  
(A) special-interest (B) **high-tech** (C) product-user (D) high-touch
- (27) Product life cycle is an \_\_\_\_\_ factor influencing pricing.  
(A) **internal** (B) external (C) insider (D) outsider
- (28) \_\_\_\_\_ cost is a part of marginal cost pricing.  
(A) Maintenance (B) **Variable** (C) Transfer (D) fixed

- (29) \_\_\_\_\_ pricing indicates product benefits.  
(A) Target (B) **Value** (C) Discount (D) high
- (30) Promotional expenditure is limited in \_\_\_\_\_ pricing.  
(A) skimming (B) **penetration** (C) differential (D) low
- (31) \_\_\_\_\_ is an international price discrimination.  
(A) Counter trade (B) Buyback (C) **Dumping** (D) Anti-dumping
- (32) International marketing plan must address payment and \_\_\_\_\_  
(A) credit (B) **paperwork** (C) lien (D) receipts
- (33) Situation analysis is the \_\_\_\_\_ to prepare international marketing plan.  
(A) **start** (B) finale (C) documentation (D) specialisation
- (34) International \_\_\_\_\_ is attached to the parent company.  
(A) business (B) department (C) **division** (D) market
- (35) Worldwide functional structure offers high \_\_\_\_\_  
(A) remuneration (B) **specialisation** (C) turnover (D) profit
- (36) \_\_\_\_\_ structure violates principle of unity of command.  
(A) **Matrix** (B) Networked (C) Product (D) Geographic area
- (37) Strategic control includes \_\_\_\_\_ aspects.  
(A) audit (B) **evaluation** (C) functional (D) all of the above
- (38) \_\_\_\_\_ analysis computes financial statements.  
(A) Break-even (B) Budgetary (C) **Ratio** (D) Audit
- (39) Management audit evaluates and measures system of \_\_\_\_\_  
(A) profits (B) **control** (C) progress (D) budget
- (40) Firms desiring to cut down financial loss opt for \_\_\_\_\_ exporting.  
(A) canalised (B) **direct** (C) indirect (D) control
- (41) International strategies begin with analysing the market and end with assessment of \_\_\_\_\_  
(A) environment (B) **competition** (C) profits (D) market
- (42) \_\_\_\_\_ indicates that the product is unique.  
(A) Adaptation (B) Positioning (C) **Differentiation** (D) segmenting

- (43) Multi-domestic companies \_\_\_\_\_ decision making.  
(A) centralise (B) **decentralise** (C) delegate (D) restrict
- (44) \_\_\_\_\_ strategy wants parent company to develop products.  
(A) **Global** (B) Transnational (C) Multi-domestic (D) Regional
- (45) Services are delivered through \_\_\_\_\_ channels.  
(A) distribution (B) indirect (C) **interactive** (D) all of the above
- (46) Service sector acts as \_\_\_\_\_ of growth.  
(A) barometer (B) **engine** (C) basis (D) medium
- (47) \_\_\_\_\_ Marketing research is a must in international marketing.  
(A) Local (B) Domestic (C) **Global** (D) Regional
- (48) In \_\_\_\_\_ orientation, an exporting firm believes that every country is unique and needs a different approach to match its culture and social norms.  
(A) Ethnocentric (B) **Polycentric** (C) Geocentric (D) Regiocentric
- (49) Direct exporting means exporting the products \_\_\_\_\_  
(A) by joint venture (B) through middlemen (C) **by the manufacturer himself**  
(D) through franchising
- (50) Customs Regulations are \_\_\_\_\_ barriers on trade.  
(A) **tariff** (B) non-tariff (C) political (D) social

# Subject – Operational Research (TYBMS, Sem VI)

## Q - Multiple Choice Question

- Who defined Operations Research as scientific method of providing executive departments with a quotative basis for decisions regarding the operations under their control ?
  - Morse and Kimball (1946)**
  - P.M.S. Backett (1948)
  - E.L. Arnoff and M.J. Netzorg
  - Jameson's Kimball
- Operations Research has the characteristics the it is done by a term of \_\_\_\_\_.
  - Scientists**
  - Mathematicians
  - Academics
  - Logical
- Operations Research simply helps in improving the \_\_\_\_ result in a perfect solution.
  - Quality**
  - Clarity
  - Look
  - None of the above
- Non-negativity condition is an important component of LP model because
  - Variables value should remain under the control of the decision-maker
  - Value of variables make sense & correspond to real-world problems**
  - Variables are interrelated in terms of limited resources of the solution but does not
  - None of the above
- Which of the following is not a characteristic of the LP model?
  - Alternative courses of action
  - An objective function of maximization type**
  - Limited amount of resources
  - Non-negativity condition on the value of decision variables
- The objective of network analysis is to \_\_\_\_\_.
  - minimize total project duration**
  - minimize total project cost
  - minimize production delays, interruption and conflicts
  - maximize total project duration
- LP is a major innovation since \_\_\_\_\_ in the field of business decision-making, particularly under condition of certainty.
  - Industrial Revolution
  - World War I
  - World War II**
  - French Revolution

8. If two constraints do not intersect in the positive quadrant of the graph, then
- a) **The problem is infeasible**
  - b) The solution is unbounded
  - c) One of the constraints is redundant
  - d) None of the above

9. Constraints in LP problem are called active if they
- a) **Represent optimal solution**
  - b) At optimality do not consume all the available resources
  - c) Both a & b
  - d) None of the above

10. While solving a LP model graphically, the area bounded by the constraints is called
- a) **Feasible region**
  - b) Infeasible region
  - c) Unbounded solution
  - d) None of the above

11. An objective function is maximized when it is a----- function.

- a) Passive
- b) **Profit**
- c) Cost
- d) Active

12. \_\_\_\_\_ refers to the combination of one or more inputs to produce a particular output.

- a) Solution
- b) Variable
- c) **Process**
- d) Semi-Variables

13. If in an LPP, the solution of a variable can be made infinity large without violating the constraints, the solution is \_\_\_\_\_.

- a) Infeasible
- b) **Unbounded**
- c) Alternative
- d) Bounded

14. Dual of the dual is \_\_\_\_\_

- a) **Primal**
- b) Dual
- c) Alternative
- d) Single Components

15. A feasible solution to a linear programming problem \_\_\_\_\_.

- a. must satisfy all the constraints of the problem simultaneously
- b. need not satisfy all of the constraints, only some of them
- c. must be a corner point of the feasible region.
- d. must optimize the value of the objective function

16. The purchase of a dummy row or column in an assignment problem is to

- a) **Obtain balance between total activities & total resources**
- b) Prevent a solution from becoming degenerate
- c) provide a means of representing a dummy problem
- d) represents data from different rows

18.If Total Supply is equal to Total Demand and the Matrix elements are Time elements then the problem is

- a) **Balanced and Minimization Transportation Problem**
- b) Unbalanced and Minimization Transportation Problem
- c) Balanced and Minimization Assignment Problem
- d) Unbalanced and Minimization Assignment Problem

19.Any feasible solution to a transportation problem containing m origins and n destinations is said to be .

- a) Independent
- b) Degenerate
- c) **Non-degenerate**
- d) Both A and B

20.If demand is lesser than supply then dummy demand node is added to make it a .

- a) Simple problem
- b) **Balanced problem**
- c) Transportation problem
- d) Unbalanced Problem

21. Pick up the incorrect statement from the following:

- a) **The activity which consumes maximum time, is called a node**
- b) The activity is the time-consuming part of a project
- c) The beginning and end of a job, are called events
- d) Logically and sequentially connected activities and events form a network

22. An important assumption in PERT calculations is :

- a) Activity times are normally distributed
- b) **Activity times are independent.**
- c) Activity always
- d) None of the above.

23.Indirect cost ---- when the project is crashed

- a) Increases
- b) **Decreases**
- c)Becomes zero
- d) less than zero

24.In sequencing if smallest time for a job belongs to machine- 1 then that job has to place -----  
of the sequence.

- a) in the middle
- b) **in the starting**
- c)at end
- d) On Particular day

25. \_\_\_\_\_ operation is carried out on a machine at a time.

- a) Two
- b) at least one
- c) **only one**
- d) More than two

26. The minimum processing time on machine  $M_1$  and  $M_2$

- a)  $\text{Min } t_{1j} = \text{Max } t_{2j}$     b)  **$\text{Min } t_{1j} \geq \text{Max } t_{2j}$**   
c)  $\text{Min } t_{1j} \leq \text{Max } t_{2j}$     d)  $\text{Min } t_{2j} \geq \text{Max } t_{1j}$

27. Who developed the Game Theory.

- a) J. R. Hicks    b) William J. Baumol  
c) **Neumann Morgenstern**    d) Samuelson P. T.

28. In game theory, a choice that is optimal for a firm no matter what its competitors do is referred to as

- a) **the dominant strategy.** b) the game-winning choice.  
c) super optimal.    d) a gonzo selection.

29. Which of the following circumstances in an industry will result in a Nash equilibrium?

a) **All firm have a dominant strategy and each firm chooses its dominant strategy.**

b) All firms have a dominant strategy, but only some choose to follow it.

c) All firms have a dominant strategy, and none choose it.

d) None of the above is correct

30. Game theory is concerned with

- a) predicting the results of bets placed on games like roulette  
b) **the choice of an optimal strategy in conflict situations**  
c) utility maximization by firms in perfectly competitive markets  
d) the migration patterns of caribou in Alaska

31. If two constraints do not intersect in the positive quadrant of the graph,

a) **The problem is infeasible**

b) The solution is unbounded

c) One of the constraints is redundant

d) Solve the Project Problem

32. All the constraints are expressed as equations and the right-hand side of each constraint and all variables are non-negative is called

- a) Canonical variable    b) **Canonical form**  
c) Canonical solution    d) confidential form

33. The difference between total float and head event slack is \_\_\_\_\_

a) **free float**

b) independent float

c) interference float

d) linear float

34. Please state which statement is true.

- i) All linear programming problems may not have unique solutions  
ii) the artificial variable technique is not a device that does not get the starting basic feasible solution.

- a) Both (i) and (ii)
- b) (ii) only
- c) **(i) only**
- d) Both are incorrect

35. A BFS of an LPP is said to be \_\_\_\_\_ if at least one of the basic variables is zero.

- a) **Degenerate**
- b) Non-degenerate
- c) Infeasible
- d) Unbounded

36. While solving an assignment problem, an activity is assigned to a resource through a square with zero opportunity cost because the objective is to

- a) **Minimize total cost of assignment**
- b) Reduce the cost of assignment to zero
- c) Reduce the cost of that particular assignment to zero
- d) Maximize Profitability

37. Maximization assignment problem is transformed into a minimization problem by

- a) Adding each entry in a column from the maximization value in that column
- b) Subtracting each entry in a column from the maximum value in that column
- c) **Subtracting each entry in the table from the maximum value in that table**
- d) Division each entry in a column from the maximization value in that column

38. An assignment problem is a special case of transportation problem, where

- a) **Number of rows equals number of columns**
- b) All rim conditions are 1
- c) Values of each decision variable is either 0 or 1
- d) Value of All decision variables is more than 1

39. When total supply is equal to total demand in a transportation problem, the problem is said to Be

- a) **Balanced**
- b) Unbalanced
- c) Degenerate
- d) less than zero

40. An optimal solution is the stage of a solution obtained by improving the initial solution

- a) Third
- b) First
- c) **Second**
- d) Final

41. A path formed by allowing horizontal and vertical lines and the entire corner cells of which are occupied is called a \_\_\_\_\_.

- a) Occupied path
- b) Open path
- c) **Closed path**
- d) Variance Path

42. PERT analysis computes the variance of the total project completion time as

- a) The sum of the variances of all activities in the project.
- b) The sum of the variances of all activities not on the critical path.

- c) The variance of the final activity of the project.
- d) **The sum of the variances of all activities on the critical path**

43. Choose the correct condition of the following:

- a) Crash Direct Cost > Normal Direct Cost, Crash time > Normal time
- b) Crash Direct Cost < Normal Direct Cost, Crash time > Normal time
- c) Crash Direct Cost < Normal Direct Cost, Crash time < Normal time
- d) **Crash Direct Cost > Normal Direct Cost, Crash time < Normal time**

44. Activity to be crashed is selected based on :

- a) **critical activity with minimum crash cost**
- b) non-critical activity with minimum crash cost
- c) critical activity with maximum crash cost
- d) non-critical activity with maximum crash cost

45. S.M. Johnson's algorithm derives the minimum completion times for all "no passing" cases. "No passing" means:

- a) the order of processing jobs through the first facility must be preserved at the last facility.
- b) the order of processing jobs through the first facility must be preserved for the next facility.
- c) **the order of processing jobs through the first facility must be preserved for all subsequent facilities.**
- d) the processing always provide facility for all subsequent facilities

46. When a set of jobs must pass through two workstations whose sequence is fixed, is the rule most commonly

- a) **Johnson's Rule**
- b) Earliest Due Date Rule
- c) First Come, First Serve Rule
- d) Slack Time Remainin

47. Five jobs (A, B, C, D and E) are waiting to be processed on Machine P first and then on Machine Q There processing times are given below. Using the Johnson's Rule find the optimal job sequence.

Machines	Jobs				
	A	B	C	D	E
P	1	5	5	9	1
Q	3	2	2	4	3

- a. A – B – C – D – E
- b) A – E – D – B – C
- b. **A – C – B – D – E**
- d) E – A – B – C – D

48. What is a saddle point?

- a) **Equilibrium point**
- b) Balanced Growth Point
- c) Imbalanced Growth Point
- d) Unstable Equilibrium Point

49. When minimax and the maximin in a payoff matrix are equal

- a) It is an indeterminate solution
- b) It is a strictly determined game**
- c) It cannot be solved by a Two-person constant sum game.
- d) It cannot be solved by zero sum game.

50. Which of the following describes a Nash equilibrium?

- a) A firm chooses its dominant strategy, if one exists
- b) Every competing firm in an industry chooses a strategy that is optimal given the choices of every other firm.**
- c) Market price results in neither a surplus nor a shortage
- d) All firms in an industry are earning zero economic profits



## **Project Management (TYBMS, SEM-VI)**

1) A project is \_\_\_\_\_ expressed.

- a. Implicitly
- b. Unique
- c. Change
- d. Planned

Answer: a

2) CPM is developed by \_\_\_\_\_.

- a. Implicitly
- b. Remington Rand Univac
- c. Change
- d. Innovation

Answer: b

3) . Project management is needed to

- a. Complete the project in time
- b. Delay the work
- c. Get assured profit
- d. On time Profit system

Answer: a

4) Gantt Chart was created by

- a. Gantt
- b. F.W. Taylor
- c. Fayol
- d. Hanne

Answer: a

5) \_\_\_\_\_ develops its own strategic vision.

- a. Functions
- b. Processes
- c. SBU
- d. Planning

Answer: c

6) . In matrix structure there is a violation of

- a. Unity of command
- b. Discipline
- c. Authority
- d. Span of Control

Answer: a

7) Equity shareholders are

- a. Creditors
- b. Owners

- c. Loan creditors
- d. Contract Capital

Answer: b

8) Dividend on share capital has

- a. Tax benefit
- b. No tax benefits
- c. Tax liability
- d. Taxable Income

Answer: b

9) The type of collateral security used for short term loans is

- a. Inventory
- b. Property
- c. P & M
- d. Debentures

Answer: a

10) Flexible budgets are useful for

- a. Planning purpose only
- b. Planning, performance evaluation & feedback control
- c. Control of performance only
- d. None of the above

Answer: b

11) Budget period depends on

- a. Type of budget
- b. Management policy
- c. Government policy
- d. None of the above

Answer: b

12) Risk arising due to market condition is

- a. External Risk
- b. Technical Risk
- c. Internal Risk
- d. Market Risk

Answer: a

13) WBS level is affected by\_\_\_\_\_.

- a. Level, Risk
- b. Monitoring, Controlling
- c. Mitigation, planning
- d. Client, Owner

Answer: a

14) Corporate risk is\_\_\_\_\_.

- a. External Risk
- b. Firm Risk
- c. Level of risk
- d. Internal Risk

Answer: b

- 15) Ideal situation for profit maximization is\_\_\_\_\_.
- a. Thin financial leverage
  - b. Low operating leverage
  - c. Low operating and high financial leverage
  - d. Balance Combined Leverages

Answer: c

- 16) \_\_\_\_\_ affect profit before interest and tax.
- a) Money
  - b) Operating leverage
  - c) Equity capital
  - d) Debt capital

Answer: b

- 17) Degree of operating leverage is calculated by change in proper divided by change in \_\_\_\_\_.
- a) Money
  - b) Equity capital
  - c) Sales
  - d) Debt capital

Answer: c

- 18) Favorable Degree of financial leverage should be\_\_\_\_\_.
- a) Less than 1
  - b) Equal to 1
  - c) More than 1
  - d) Equal to Zero

(Answer: c)

- 19) Operating leverage is 1.26 and financial leverage is 1.02. The combined leverage is\_\_\_\_\_.
- a. 2.9%
  - b. 1.29%**
  - c. 3.29%
  - d. 4.5%

(Answer: b)

- 20) Interest on Debentures ` 8, 00,000 preference dividend ` 4, 00,000 Tax rate is 4 %. If EBIT is 30, 00,000 the financial leverage is\_\_\_\_\_.

- a) 1.28%
- b) 1.53%
- c) 1.88%
- d) 1.42%

Answer: d

- 21) . For capital budgeting decisions
- a. depreciation is to be considered
  - b. depreciation is to be ignored
  - c. depreciation is to be calculated at 20 %
  - d. Fixed Amount depreciation charge

Answer: a

- 22) P.I. is the proportion between
- a. PV of cash inflow and PV of cash outflow
  - b. PV of cash inflow and total cash inflow
  - c. cash inflow and total cash outflow
  - d. Increasing of PV factor

Answer: a

- 23) . PV of cash inflow of a project is ` 2,38,000 and investment is ` 2,00,000. The PI is
- a. 1.19
  - b. 1.2
  - c. 1.21
  - d. 1.4

Answer: a

- 24) The method which does not consider investments profitability is
- a. payback
  - b. ARR
  - c. NPV
  - d. IRR

Answer: a

- 25) A project manager has to \_\_\_\_\_ the project.
- a. Creativity
  - b. Positive Attitude
  - c. Execute
  - d. Follow up

Answer: c

- 26) . Hiring of consultant benefits the organization because
- a. It increases ROI
  - b. He provides expertise

- c. He is effective in performance of responsibility
- d. All of the above

Answer: D

27) ARR method

- a. takes into account time value of money
- b. does not take into account time value of money
- c. most modern of capital of expenditure decisions
- d. Constant income from specific source

Answer: b

28) Matrix type of structure is

- a. Flexible
- b. Rigid
- c. Temporary
- d. Permanent

Answer: a

29) In functional type of structure decisions are

- a. Delayed
- b. Prompt
- c. Wise
- d. Unwise

Answer: A

30) A project is \_\_\_\_\_ expressed.

- a. Implicitly
- b. Unique
- c. Change
- d. Innovative

Answer: a

31) Project type of organizational structure was used by the company.

- a. Bechtel
- b. Del
- c. US Navy
- d. Remington Rand

Answer: A

32) Consumer acceptance is a \_\_\_\_\_ factor.

- a. Impact of Current Product Line
- b. Marketing
- c. Safety of Process

d. After sale services

Answer: B

33) Critical path method is developed by

- a. Remington Rand Univac
- b. Henry Ford
- c. Terry
- d. John Mackle

Answer: a

34) Functional type of structure requires

- a. Talented Persons
- b. Inefficient Persons
- c. Loyal Persons
- d. Trained Person

Answer: a

35) In matrix structure there is a violation of

- a. Unity of command
- b. Discipline
- c. Authority
- d. Span of Control

Answer: a

36) Decisions of SBU can be at

- a. Micro Level
- b. Macro Level
- c. Top Level
- d. Both (a) and (b)

Answer: d

37) . Safety of process is a \_\_\_\_\_ in project selection.

- a. Marketing Factor
- b. Financial Factor
- c. Production factor
- d. Selling Factors

Answer: c

38) \_\_\_\_\_ cow is a project suggested by powerful officer.

- a. hurdle rate
- b. Sacred
- c. Bear
- d. White bull

Answer: B

39) . The most reliable method for financing capital budget decisions

- a. NPV
- b. ARR
- c. payback
- d. post audit method

Answer: a

40) Working capital required is treated as

- a. Cash Outflow
- b. Cash Inflow
- c. Cost of Capital
- d. Budgeting

Answer: a

41) Project planning is

- a. Thinking forward in time
- b. Looking ahead
- c. Looking further than you can see
- d. Both (a) and (b)

Answer: D

42) . Following is not applicable to project planning :

- a. It does not facilitate scheduling
- b. It minimizes risk
- c. It facilitates controlling
- d. It facilitates coordination

Answer: a

43) . Project life cycle is

- a. Total life of the project
- b. Phases in the life of the project

- c. 10 years
- d. None of the above

Answer: b

- 44) The objective of MPS is to
- a. Keep inventory levels
  - b. Set up dates for availability of end products
  - c. Maintain desired level of customer service
  - d. All of the above

Answer: d

- 45) Public Deposits can be accepted for a maximum period of
- a. 3 years
  - b. 2 years
  - c. 5 years
  - d. 10 years

Answer: a

- 46) Following is a liability of a bank
- a. Certificate of deposits
  - b. Treasury Bills
  - c. Commercial papers
  - d. Junk Bonds

Answer: a

- 47) Zero interest bonds are issued at
- a. Discount
  - b. Premium
  - c. Par
  - d. Bounded

Answer: a

- 48) Which of the budget is prepared for a long period of time
- a. Production budget
  - b. Purchase budget
  - c. Cash budget
  - d. Capital expenditure budget

Answer: d

49) Leverages help in\_\_\_\_\_.

- a) Long term loans
- b) Designing capital structure
- c) Raising short term loans
- d) Raising medium term loans

Answer: b

50) Risk when it is viewed in isolation is a

- a. Standalone Risk
- b. Firm Risk
- c. Systematic Risk
- d. Uncontrollable Risk

Answer: A

## RETAIL MANAGEMENT TYBMS SEM VI - QUESTION BANK

### Q 1 Multiple choice questions.

#### Choose the correct alternatives

1. Retail is the \_\_\_\_\_ stage of any economic activity.  
a) First b) Last c) Middle d) Average
2. Marketers see the process of retailing as a necessary part of their overall \_\_\_\_\_ --- \_\_\_\_\_ strategy.  
a) Distribution b) Production c) Purchasing d) Promoting
3. McDonald's is an example of --- franchise.  
a) Product b) Manufacturing c) Business format d) wholesaler
4. \_\_\_\_\_ is defined as the actions of business information through standard interfaces come by using computers.  
a) Barcoding b) Electronic label c) Electronic data interchange d) Scanner
5. Radio frequency identification was invented in 1948 by \_\_\_\_\_.  
a) Henri Fayol b) Harry German c) Harry Stockman d) Harry Boyle
6. \_\_\_\_\_ is the fast transforming the way business is being conducted and monitored across the supply chain.  
a) Radio Frequency Identification b) Electronic label electronic surveillance
7. The \_\_\_\_\_ has been developed and managed on an international basis enabling compatibility for imported and exported goods.  
a) Electronic Data Interchange b) European Article Number c) Barcode d) b) Electronic label
8. What does mean by FDI?  
a) Foreign Direct Investment b) Foreign Direct Interest c) Forest Investment Direct d) Foreign Director Investments
9. \_\_\_\_\_ means the sale of goods in small quantities directly to the end users or consumers.  
a) Retail b) Wholesale c) marketing d) Resale
10. \_\_\_\_\_ has identified various elements that go into the composition of value chain.  
a) Philip Kotler b) Michael Porter c) Darwin d) Aristotle
11. \_\_\_\_\_ is a group of customers who are bound together by their loyalty to retailer and the activity is in which the retailer engages.  
a) Focus Group b) Frequent Shopper c) Retail Brand Community d) Cherry Pickers

12. \_\_\_\_\_ is a clear and definite plan outlined by the retailer to tap the market.  
a) Retail Strategy b) Diversification c) Retail Format d) Resale
13. \_\_\_\_\_ include the activities associated with collecting storing and physically distributing the product to buyers.  
a) Inbound Logistics b) Outbound Logistics c) Operations d) BPO
14. Shopping mall is an example of \_\_\_\_\_ location.  
a) Destination b) Free Standing c) Traditional d) Local
15. The \_\_\_\_\_ provides a clear sense of direction for the organisation and distinguishes the firm from all others.  
i) Mission Statement ii) Brand Equity iii) Penetration Strategy  
a) only (ii)  
b) only (i)  
c) (i), (ii), and (iii)  
d) (ii) and (iii)
16. Which one of the following is a limitation of hypermarket?  
a) Forces smaller shops out of business b) Cost reduction  
c) Customer get everything at one place d) Saves time and money
17. Which is/ are not types of multi-channel retailing?  
a) Internet channel b) Direct selling c) Store channel d) Radio
18. Identify Dis-advantage/s of IT in retail.  
a) Collection of data b) Efficient stocking of merchandise c) Helps in communication  
d) Lack of Job Security
19. What is a system used by retailers for displaying product pricing on shelves?  
a) Electronic Shelf Labels b) Electronic Surveillance c) Close Circuit System  
d) RFID
20. \_\_\_\_\_ is a privilege or right granted to a person or a group by a government, state sovereign.  
a) Franchise b) Copyright c) Green retailing d) Electronic Surveillance
21. \_\_\_\_\_ basically the presence of many retail services of many products inside the airport for providing enhanced convenience to the people travelling.  
a) Airport Retailing b) Franchise c) Green Retailing d) Market Store Retailing
22. What are not the factors influence retail shoppers?  
a) Range of merchandise  
b) convenient of shopping at a particular outlet c) social economic background and culture

- d) Franchise
23. What is the full form of CRM?  
a) Customer Relationship Management  
b) Customer Reliant Management  
c) Conditional Management Relationship  
d) Consumer Relationship Manager
24. What is CBD stands for?  
a) Central Business District  
b) Central Bank district  
c) Consumer Business district  
d) Central Bank of Dadar
25. \_\_\_\_\_ is not a group of retail and other commercial establishments that are planned developed owned and managed as a single property.  
a) Free standing  
b) Merchandise kiosks  
c) Shopping Centre  
d) Fad
26. \_\_\_\_ is the process by which retailer attempts to offer the right quantity of the right merchandise in the right place at the right time and meet companies financial goals.  
a) Merchandise Management  
b) Reputation b) Reputation Management c) Credit Management  
d) None
27. What are types of Merchandise?  
a) Credit Management  
b) Reputation  
c) Fad Merchandise  
d) Franchise
28. Which one of the following is/ are principles of merchandising?  
a) First in the traffic b) Food c) Space d) products
29. \_\_\_\_\_ defined as “Planning, Buying, Assorting, Promoting Placing, Setting and Replenishing the Goods.”  
a) Merchandising  
b) Retailing  
c) Fad retailing  
d) Airport retailing
30. Listed below are several factors that affect the success of a retail business. Which of the following selections best describes internal factors, which a Retail

Manager can influence?

- a) Product availability, shopping atmosphere, customer service
- b) Pricing, product placement, customers.
- c) Customers, branding, product availability
- d) Consumers attitude store,

31. Which one of is or are not factors affecting the buying function?
- a) Size of the retail operation
  - b) Separation of duties
  - c) Shopping channel
  - d) High pricing
32. Who developed a model of brand equity known as brand asset valuator?
- a Young and Rubicam
  - b. Sigmund Freud
  - c. Derrida
  - d. Henry Fayol
33. What are the components or pillars of brand equity as per brand Asset Valuator?
- a. Space
  - b. Brands
  - c. Image
  - d. Differentiation
34. Which one of the following imitate the manufacturer's brand in appearance and packaging generally are perceived as a lower quality and are offered at lower prices.
- a. Exclusive brands
  - b. Generic brands
  - c. Copycat brands
  - d. Home brands
35. What is the smallest unit available for inventory control?
- a. Assortment
  - b. Category
  - c. Stock keeping unit
  - d. Fashion unit
36. What is the combination of all products made available in-store and a set of products offered within the product category?
- a. Market scheme b. Merchandise c. SKU d. Assortment
37. Which one of the following is target price sensitive segment which offers no free trails product at a discount price?
- a) Generic brand b) Copycat brand c) Premium brand d) Generic brand

38. Who go from one store to another buying only items that are on special discounts?
- a) Cherry pickers
  - b) Extravagant
  - c) Brand Consumer
  - d) Service Customers
39. What is/are not the responsibilities of store manager?
- a) Recruiting and Training Employees
  - b) Improving sales
  - c) Monitoring stock levels
  - d) Exploit juniors
40. Which one of the following is not principle of store design?
- a) Ease of Shopping
  - b) Change and flexibility
  - c) Shabby look of the store
  - d) Totality
41. Which is or are not element/s of exterior store designs?
- a) Frontage and entrance
  - b) Display
  - c) Store theme
  - d) Sales
42. Which one of the following is or are advantages of grid layout?
- a) Cost effective
  - b) Store theme
  - c) High prices
  - d) Display
43. What is the advantage of free form layout?
- a. Visual appeal
  - b. Best of floor space
  - c. Lack of visibility
  - d. Expensive
44. What is/are most effective promotional models?
- a) Celebrity visits
  - b) Seminar
  - c) pamphlets
  - d) food service
45. \_\_\_\_\_ is one of the biggest malls of North India located in Noida.
- a) The Greater India place mall
  - b) The Big Bazaar
  - c) The Noida Mart
  - d) D Mart
46. What is/are not the advantage/s of promotions and events?
- a) Optimum utilization of mall space
  - b) To create a new source of revenues for

mall retailers c) To attract new customers  
d) High prices

47. \_\_\_\_\_ refers to a set of rules for human moral behaviour.  
a) Ethical standards  
b) Defamation  
c) Etiquettes  
d) Unethical practices
48. What is/ are the career options in retailing?  
a) Store Manager b) Marketing Manager c) Visual Merchandiser d) All Above
49. What are the 5 S's of Retail Operations?  
a) System, Standards, Stock, Space, Staff  
b) Standards, Store, System, Staff, Stove  
c) Store, System, Shopper, Slate, Stock  
d) Standards, Systems, Stand, Stock, Staff
50. \_\_\_\_\_ are the set of guidelines set by the retailer in terms of service within the retail store environment.  
a) Standards b) Staff c) Stock d) Space

# Answer key

Sr. No	Correct option	Sr. No	Correct option
1	b)	26	a)
2	a)	27	d)
3	c)	28	a)
4	c)	29	a)
5	c)	30	a)
6	a)	31	d)
7	b)	32	a)
8	a)	33	d)
9	a)	34	c)
10	<b>b)</b>	35	c)
11	c)	36	d)
12	a)	37	a)
13	b)	38	a)
14	a)	39	d)
15	c)	40	c)
16	a)	41	d)
17	d)	42	a)
18	d)	43	a)
19	a)	44	d)
20	a)	45	a)
21	a)	46	d)
22	d)	47	a)
23	a)	48	d)
24	a)	49	d)
25	c)	50	

**Achievers College of Commerce & Management Kalyan (W)**

**Class : TYBMS**

**Subject : Media Planning & Management SEM - 6 REGULAR**

SR.NO	QUESTIONS	Alternative - A	Alternative - B	Alternative - C	Alternative - D
1	The word Media came from the Latin word _____.	Middle	Media	Medium	Mode
2	_____ targets are those who have the power to affect the changes the campaign calls for .	Primary	Secondary	Tertiary	Priority
3	A _____ is an estimation of a company's promotional expenditures over a period of time.	Media Buying	Media Planning	Media Budget	Media
4	_____ is a count up of all the people of the total base or defined Target Grass (T G) who are actually exposed to or reached by communication used.	Reach	Frequency	Cumulative Reach	Visibility
5	Sender of a media text has an _____ access to feedback of the audience.	Direct	Indirect	Delayed	Crypted
6	A consumer must plan to act in a desired manner is also known as _____.	Attention	Intention	Behaviour	Reaction
7	The cost factor becomes a matter of relative cost of the individual media, in case of newspaper, this relationship is determined as per _____ per column.	Centimeter	Word	Line	Paragraph
8	_____ methods is a "let's not rock the boat" or "If something's going well, why fix it" way of setting budget.	Status Quo	Inflation Adjusted	Case rate	Estimation
9	_____ number of unduplicated individuals or households reached by an advertising medium over a particular period.	Reach	Frequency	Cumulative Reach	Visibility
10	Media is considered as Modern commodity because _____.	Specialized Technology	Slow speed	Unreliable Data	High cost
11	_____ Research will tell you about your target audience's local media habits .	Qualitative	Quantitative	Descriptive	Analytical
12	_____ refers to a specific methods of media used by companies to deliver advertising messages to targeted customers.	Media Vehicle	Media Mix	Media Methodology	Media Dispersion
13	_____ method is slightly modified version of the 'Status Quo' method.	Media budget	Inflation	Case rate	Estimation
14	_____ is the average number of exposer amongst those who have been reached or have seen the ad atleast once.	AO TS -A verage opportunity to see	AIR - Average Issue Readership	Circulation	Reach
15	_____ is responsible for Media content.	Editor	Common	Government	Competitor
16	_____ indicates a percentage of target audience who is exposed at least once in a given period yo a particular media vehicle .	Reach	Frequency	Market coverage	Market share
17	_____ is the ability to aim a radio or TV program or programming at a specific, limited audience or consumer market.	Narrow casting	Media Concentration	Media Mix	Media Planning
18	_____ method is identical to the A-S method expect that the budgeting is linked to the number of cases or units sold.	Media budget	Inflation Adjusted	Case rate	Estimation
19	In the _____ a diary with quarter hour times slots across the rows and channels across the column is given to a panel.	Peoplemeter	Diary system	Sickness Index	Rating
20	_____ leads to aggression in society .	Fake news	Good news	Authentic news	Live news
21	Message weight is expressed in terms of gross impressions or rating points.	Gross	Net	Operational	Average
22	A _____ is a publication that mostly covers one main topic.	Newsletter	Newspaper	Magazine	Pamplet
23	_____ is the process of strategizing, negotiating and purchasing ad placements or inventory.	Media Buying	Media Planning &	Media Budget	Media Scheduling
24	The _____ comprises of two units , a remote to register the viewer details and a channel monitoring device attached to the TV which records the channel being switched.	Peoplemeter	Diary system	Sickness Index	Rating
25	_____ is a very common mass media product.	Poverty	Politics	Women abuse	Scams
26	_____ is not included in Electronic media .	Radio	Satellite TV	Cable TV	Letters
27	_____ relates to consumers responding favorably to the message.	Comprehension	Explosion	Yielding	Exposure
28	Deciding ideal media mix is linked to locating _____ audience.	Target	Class	Young	old
29	Inflation adjusted reveals the return on an investment after removing the effects of _____.	Deflation	Inflation	Investment	Recession
30	Advertising, as a profession, is subject to certain _____ standards .	Subject	Ethical	Unethical	Business
31	Media research is also called as _____ research.	Audience	Fashion	Subject	Status
32	TRP is related to _____.	Television	Mobile	Newspaper	Radio
33	Media has four main characteristics; speed, reach, power & _____.	Finance	Budget	Frequency	Cost
34	The job of _____ is to determine the best combination of media to achieve the marketing campaign.	Media plan	Media Strategy	Media Mix	Media Budget
35	The word media came from the latin word _____.	Medium	Medical	Mix	Middle
36	_____ is the study of the effects of the different mass media on social, psychological and physical aspects.	Media Ads	Media Research	Media Game	Media Team
37	_____ evaluation of data can be achieved through media research.	Baised	Unbaised	Unclear	Wrong
38	ABC stands for _____.	American broadcast company	Automatic brightness control	Absolute brain control	Audit bureau of circulation
39	TRP is related to _____.	Television	Mobile	Newspaper	Radio
40	Media has four main characteristics; speed, reach, power & _____.	Finance	Budget	Frequency	Cost
41	The job of _____ is to determine the best combination of media to achieve the marketing campaign.	Media plan	Media Strategy	Media Mix	Media Budget
42	The word media came from the latin word _____.	Medium	Medical	Mix	Middle
43	_____ is the study of the effects of the different mass media on social, psychological and physical aspects.	Media Ads	Media Research	Media Game	Media Team
44	Media planner helps in _____.	Profit earning	Media research	Financing	Communication
45	_____ is challenge of media planning.	Media options	Low income	Human resource	Loans
46	Media mix is very essential in order to achieve _____ objective.	Marketing	Management	Functional	Financial
47	The _____ represent the dominant majority in the society	Audience	People	Editorial	Mass Audience
48	_____ refers to the special interest group in the society	Specialized audience	Normal audience	Target audience	Fixed audience
49	Broad media class is a _____ for carrying the advertisers message to the target audience.	Trick	Vehicle	Cart	Place
50	Unethical advertising is _____ business.	Good	Excellent	Ethical	Bad



**ACHIEVERS COLLEGE**  
**OF COMMERCE AND MANAGEMENT (NIGHT COLLEGE), KALYAN**

**CLASS: T.Y.BMS**  
**SUBJECT: HRM in Global Perspective**

**MODULE 1**

1) The performance of expatriates is crucial for \_\_\_ as poor performance of expatriate may affect the market share and damage to foreign relations.

Multinational

Skilled

Unskilled

**Cost effectiveness**

2) The organization should have a secure \_\_\_\_\_ management and transfer system in place.

**Knowledge**

Finance

Resources

Information

3) A good international HR personnel understands that \_\_\_\_\_ is a key to success.

Rigidity

Stability

**Flexibility**

Durability

4) Frank, direct feedback is not a part of many \_\_\_\_\_ cultures.

African

**Asian**

Australian

Russian

5) \_\_\_\_\_ employees on cross-cultural communication becomes extremely essential when a company has customers residing in many different countries.

Selecting

Hiring

**Training**

Guiding

6) Some people consider international HRM is similar to \_\_\_\_\_ management.

Event

Human

**Expatriate**

Finance

7) International business is \_\_\_\_\_ all the time.

Stable

Constant

Rigid

## **Dynamic**

8) Rapid growth of \_\_\_\_\_ has increased the number of MNCs, resulting in the increased mobility of human resources.

## **Globalization**

Recession

Monetization

Privatization

9) When an organization tries to expand its operation geographically to more than one country, it tends to become a \_\_\_\_\_ organization.

## **International**

National

Local

State

10) Cultural shock is a primarily a set of \_\_\_\_\_ reaction to the loss of perceptual reinforcement from one's culture to new culture stimuli.

Psychological

## **Emotional**

Sensational

Diverse

11) Cross-cultural human resource management brings \_\_\_\_\_ enhancement between people.

Job

Pay

Trust

Incentives

12) Professor \_\_\_\_\_ used to say: “Culture is more often a source of conflict than of synergy.

**Geert Hofstede**

F.W.Taylor

Henry Fayol

Bose

13) For decades, the \_\_\_\_\_ was the center of international business.

UAE

**United Nations**

USSR

Netherlands

14) Changing \_\_\_\_\_ is the main reason for the emergence of diversity.

**Demographics**

Jobs

Trade Relations

Politics

15) Cultural \_\_\_\_\_ is a skill that can be developed at both professional and social levels.

**Awareness**

Shock

Back up

Variety

16) The \_\_\_\_\_ environment in which expatriates operate is an important factor in determining successful performance.

National

Online

Regular Work force

**Cultural**

17) Companies and recruitment agents have moved much of their recruitment process \_\_\_\_\_ so as to improve the speed.

**Online**

Offline

Onshore

Offshore

18) It should be noted that selection is a \_\_\_\_\_ process between the individual and the organization.

One way

**Two way**

Three way

Four way

19) \_\_\_\_\_ factors often have an influence on selection decisions.

Motivational

**Situational**

Regional

Local

20) IHRM is basically the HRM practices at \_\_\_\_\_ level.

National

Local

State

**International**

## **MODULE 2**

21) IHRM has a \_\_\_\_\_ scope the HRM

**Wider**

Narrower

Relatively wider

Relatively narrower

22) According to Morgan, the three broad human resource activities are procurement, \_\_\_\_\_ and utilization

Selection

**Allocation**

Recruitment

Distribution

23) Differences between management practices in various countries is \_\_\_\_\_

Cultural management

Adjustment management

**Cross cultural management**

Practice management

24) The \_\_\_\_\_ of the employee is a major driver of the employee's compensation and employment contract

Marital status

Language

Religion

**Nationality**

25) \_\_\_\_\_ is concerned with the HRM issues that cross national boundaries

Personnel Management

HRM

Selection

**IHRM**

Recruitment

26) The first contribution to cross cultural management research were made in the early \_\_\_\_\_

1990s

2000s

**1960s**

1980s

27) A focus on the human side of management first began with \_\_\_\_\_ as a reaction against Frederick Taylor's scientific management

**Elton Mayo**

Hawthorne

Henry Fayol

Budhwar

28) The \_\_\_\_\_ was essentially the birth of the strategic focus era

1980s

1990s

**1970s**

2000s

29) \_\_\_\_\_ manager must be greatly expanded to handle the multiple countries and cultures confronted in the global era

National HR

**International HR manager**

Local HR manager

State HR manager

30) \_\_\_\_\_ is the first stage of organizational life cycle

**Initiation Stage**

Functional growth stage

Controlled growth stage

Strategic growth stage

31) Culture is more often a source of conflict than of synergy is a statement given by

\_\_\_\_\_

**Prof. Geert Hofstede**

Henry Fayol

F.W.Taylor

Elton Mayo

32) \_\_\_\_\_ training helps people learn more about themselves through learning about others.

**Cross cultural**

Groupism

Absenteeism

Communication

33) Research indicates that it can feel extremely uncomfortable acting against one's \_\_\_\_\_ style.

Artificial

Communication

Cross cultural

**Natural**

34) Development is viewed as a \_\_\_\_\_ term learning process.

**Long**

Short

Medium

Stable

35) In the words of \_\_\_\_\_, "Training consists of planned programs undertaken to improve employee knowledge skills, attitudes, and social behavior so that time performance of the organization improves considerably."

Henry Fayol

**Wayne Cascio**

Henry Follet

F.W.Taylor

36) Trained employees perform with greater \_\_\_\_\_ and accuracy.

Error

**Speed**

Level

Mistake

37) Refresher training \_\_\_\_\_ the employee.

Revises

New

**Refreshes**

Motivates

38) The process of \_\_\_\_\_ facilitates operations across borders and cultures.

Neutralization

Demonetization

**Globalization**

Liberalization

39) Training develops \_\_\_\_\_ in new employees.

**Confidence**

Overconfidence

Complement

Under confidence

40) Management development is a \_\_\_\_\_ process as there is no time limit for learning to occur.

One time

**Continuous**

Spontaneous

Non-continuous

### **MODULE 3**

41) Trained employees generate higher \_\_\_\_\_ .

**Productivity**

Overconfidence

Positive attitude

Negative attitude

42) For training to be effective it has to be a \_\_\_\_\_ activity conducted after a thorough need analysis.

Averagely planned

**Planned**

Unplanned

Averagely unplanned

43) \_\_\_\_\_ are simply a measure of the goals achieved through a work process.

**results**

exams

tests

payment

44) Managers have to work as \_\_\_\_\_ of their subordinates.

subordinators

facilitators

**motivators**

capacitors

45) Good working environment will always motivate a person to work hard and also will reduce \_\_\_\_\_ turnover.

money

profit

**Labor**

sales

46) \_\_\_\_\_ refers to the process of identifying and attracting qualified people to apply for filling up the vacant positions in an organization.

selection

placement

## **recruitment**

induction

47) \_\_\_\_\_ refers to the international labour pool of workers.

## **Global workforce**

Local workforce

State workforce

National workforce

48) \_\_\_\_\_ is the process of staff recruitment using electronic resources in particular the internet.

Physical recruitment

## **E-recruitment**

Self-recruitment

Non-recruitment

49) The compensation paid to the employees of an organisation who are on foreign assignments as well as compensation given by MNC's is known as \_\_\_\_\_

## **International compensation**

National compensation

State compensation

Local compensation

50) With \_\_\_\_\_, the base salary for international transfer is linked to the salary structure in the host country.

The Balance sheet Approach

**The Going Rate**

The Growing Rate

The Allowance Rate

51) As the world is a global village and as apart of \_\_\_\_\_, labour migration is now a more common phenomenon all over the world.

**Globalisation**

Liberalisation

Privatisation

Standardisation

52) The balance sheet provides \_\_\_\_\_ between foreign assignmnets and expatriates of the same nationality.

Inequity

**Equity**

Economy

Diseconomy

53) The provision of a \_\_\_\_\_ implies that employees should be entitled to maintain their home country living standards

Taxation

Education

Accomodation

Housing Allowance

54) The compensation should be such that it offers financial \_\_\_\_\_ in terms of benefits, social security

**Protection**

Restriction

Freedom

Management

55) Firms must rethink the \_\_\_\_\_ view in international compensation that local conditions dominate compensation strategy

**Traditional**

Modern

Liberal

Separatist

56) \_\_\_\_\_ approach is the most common system in usage by multinational firms

Going rate

**Balance sheet**

Coming rate

Growing rate

57) Tax \_\_\_\_\_ is by far the more common taxation policy used by multinationals

Compensation

Restriction

**Equalization**

Education

58) \_\_\_\_\_ training helps people learn more about themselves through learning about others

Groupism

**Cross cultural**

Absenteeism

Communication

59) Trained employees generate higher \_\_\_\_\_

productivity

Positive Attitude

Overconfidence

Confidence

60) In an organization, employee should not be kept on \_\_\_\_\_ basis for a long time.

Permanent

**Temporary**

Non-monetary

Idle

#### **MODULE 4**

61) \_\_\_\_\_ issues surrounding labor management practices may have significant impacts on the global reputation of MNCs.

Financial

Social

Unethical

**Ethical**

62) Position or a title also motivates an employee as it resembles \_\_\_\_\_ and a leader.

**Power**

Order

Obedience

Dis-obedience

63) \_\_\_\_\_ are the managers who are citizens of the country where the MNC is headquarter.

HCN

**PCN**

TCN

Expatriate

64) Promising managers with technical and managerial competence are given \_\_\_\_\_ experience.

Domestic

Luxurious

Low

**International**

65) \_\_\_\_\_ use different adaptation strategies to cope with their overseas assignments.

HCN

**PCN**

TCN

Expatriate

66) \_\_\_\_\_ for PCN and HCN may differ.

Behaviour

Position

Compensation

Rewards

67) The international assignments are assigned because of \_\_\_\_\_

**Position Filling**

Shortage of employees

Long term Assignment

High Personnel Costs

68) Expatriates are also called as \_\_\_\_\_

Repatriates

NRI's

Managers

**International Assignees**

69) The salary package and benefits requirement of \_\_\_\_\_ may be lower.

**TCN**

FCN

HCN

PCN

70) The main reason for Expatriation:\_\_\_\_\_

Growing Domestic market

Improve goodwill

**Developing global skills**

Strategic Success



**ACHIEVERS COLLEGE**  
**OF COMMERCE AND MANAGEMENT (NIGHT COLLEGE), KALYAN**

**CLASS: T.Y.BMS**

**SUBJECT: HRM IN SERVICE SECTOR MANAGEMENT**

**MODULE 1.**

1. The purpose of relationship marketing is to enhance marketing productivity by achieving \_\_\_\_\_

**Efficiency**

Training

Goal

Moment of truth

2. \_\_\_\_\_ marketing is when customers buy something after being referred by the friends and relatives

**Referral**

Recruitment market

Service Cape

Customer market.

3. service organization is a voluntary \_\_\_\_\_ where members meet regularly to perform charitable works

Profit organization

**Non-profit organization**

Inseparable organization

Physical evidence

4. \_\_\_\_\_ is a subset of physical evidence in which service is delivered and consumed

Service encounter

**Services cape**

Nonprofit organization

Moment of truth

5. \_\_\_\_\_ is also developed through formal written documents and communication

**Service culture**

Services cape

Referral market

Service encounter

6. \_\_\_\_\_ is the primary characteristics that distinguish services from goods
- Perishability
  - Inseparability
  - Variability
  - Intangibility**
7. The \_\_\_\_\_ culture is getting stronger and spreading wider day by day
- Service
  - Leisure
  - DINK**
  - Service environment
8. \_\_\_\_\_ marketing is a facet of customer relationship management that focuses on customer loyalty and long-term customer engagement rather than short term goals like customer acquisition and Individual sales
- Referral
  - Relationship**
  - Customer
  - Supplier
9. The \_\_\_\_\_ market contains buyers, intermediates, final consumers and retailers
- Supply market
  - Influence market
  - Referral market
  - Customer market**
10. \_\_\_\_\_ are like partners to an organization
- Customers
  - Manufacturers
  - Transporters
  - Suppliers**
11. A service employee has to play the role of \_\_\_\_\_ with consumers as well as core employees in a team
- Friend**
  - Enemy
  - Associate
  - Marketer

12. Services have \_\_\_\_\_ inventory

- One
- Two
- Three
- Zero**

13. The organization's productivity will \_\_\_\_\_ if the customers are educated to perform service related activities they are not doing or to perform the tasks more effectively than they are doing

- Decreases
- Remains constant
- Increases**
- Fluctuates

14. A service employee is the \_\_\_\_\_ in the service production process

- Manager
- Executor
- Technician
- Performer**

15. The scope of interaction between the customer and the service employee is \_\_\_\_\_ as per the nature of work

- Limited**
- Medium
- High
- Less

16. \_\_\_\_\_ System includes equipment, supplies, programs, procedures, rules, regulations, organization climate and culture etc.

- Service provider
- Customer
- Physical evidence
- Delivery**

17. In case of \_\_\_\_ the ownership is passed from manufacturer to the buyer

Service  
**Product**  
Quality  
Mining

18. \_\_\_\_ enjoy the best services due to the diligence and dedication of the employees to the organization

Suppliers  
**Customers**  
Manufacturers  
Retailers

19. A \_\_\_\_ interview requires the applicant to answer questions regarding a specific situation.

**Situational vignette**  
Role playing  
Abstract questioning  
Interactive

20. \_\_\_\_ Marketing is one of the important parts of the service marketing triangle.

Internal  
**External**  
Interactive  
Frontline

## MODULE 2:

21. \_\_\_\_ questioning also can be used to develop person's willingness to adapt.

Situational vignette  
**Abstract**  
Role playing  
Extra

22. \_\_\_\_ is an interviewing technique that requires applicants to participate in a simulated situation.

**Role playing**  
Situational vignette  
Abstract questioning  
Job content

23. \_\_\_\_\_ are effective motivators.

**Goals**

Trainers

Customers

Team workers

24. In \_\_\_\_\_ marketing marketers try to interact with their employees in order to know about the strength and weaknesses of their organization.

Interactive

External

Off going

**Internal**

25. The questions asked in abstract interview are \_\_\_\_\_.

**Open ended**

Close ended

Two way

According to situation

26. \_\_\_\_\_ Conflict is also called as two boss dilemma.

Inter client conflict

Person conflict

**Organization conflict**

Team conflict

27. An effective recruitment and selection program first needs \_\_\_\_\_ staffs.

Trained

Motivated

**Qualified**

Skilled

28. \_\_\_\_\_ has given several employees some degree of responsibility and autonomy for making decisions related to specific task for the organization.

**Employee empowerment**

Emotional labor

Service Cape

Role playing

29. People who are \_\_\_\_\_ quite difficult to handle and don't take up the direction properly which does become in subordinate in the future.

Stylish

**Arrogant**

Trained

Motivated

30. \_\_\_\_\_ are the first ambassadors of the organization.

Customers

Directors

**Employees**

Managers

31. Service staff may have conflicts between what the job requires and their own personality, self-perception and believe it is known as \_\_\_\_\_ conflict.

Organization

Client

**Role**

Inter client

32. Staff should be allowed to learn how others successfully deal with the impact of \_\_\_\_\_.

**Emotional conflict**

Role conflict

Organizational conflict

Inter client conflict

33. \_\_\_\_\_ also can be used to reveal a person's willingness to adapt.

Situation vignette

**Abstract questioning**

Role playing

Development

34. \_\_\_\_\_ is a vital component of successful non-profit organization management

**Training**

Development

Research

Planning

35. An agent is a \_\_\_\_\_ acting on behalf of a service principal or a customer, and is authorized to make agreements.

- Human Resource
- Social enterprise
- Public sector
- Intermediary**

36. Purasuraman, Berry and Zeithmal identified \_\_\_\_\_ service quality dimensions with which consumers judge services

- 6
- 4
- 5**
- 2

37. Migration of healthcare workers is comparatively \_\_\_\_\_, as compared to other industries.

- High**
- Moderate
- Low
- Nil

38. \_\_\_\_\_ is an intermediary who acts on behalf of a service principal or a customer & is authorized to make agreements.

- Manufacturer
- Supplier
- Agent**
- Distributor

39. Service gap model was developed by Purasuraman, Berry and Zeithmal in \_\_\_\_\_

- 1985**
- 1978
- 1951
- 1967

40. \_\_\_\_\_ plays an important role in development of an organization making it an invaluable asset for an organization success.

- Human resource**
- Cultural knowledge
- Machines
- Management

### MODULE 3

41. \_\_\_\_\_ is conceptual tool to identify and correct service quality problems.

HRM

**Gap model**

Service model

SERVQUAL

42. \_\_\_\_\_ is a measure of how well the service delivered matches customer expectations.

**Service Quality**

Goods Quality

Finance Quality

Quality of selection

43. Service quality =

Perception + exception

Perception + expectation

**Perception - expectation**

Service received - service expected

44. \_\_\_\_\_ Organization often provide services for citizens regardless of the person ability to pay

**Public**

Private

Private public partnership

Partnership

45. \_\_\_\_\_ refers to the willingness of the company to help its customers in providing them with good quality and fast service.

**Tangibles**

Reliability

Responsiveness

Assurance

46. Written job descriptions are essential to \_\_\_\_\_ job expectation.

Satisfy

**Communicating**

Disclose

Discharge

47. \_\_\_\_\_ plays a major role in banks & insurance company's operations.

**Technology**

People  
Customer  
Branch Manager

48. \_\_\_\_\_ is the sphere where HR has to operate to its optimum.

**Training & Development**

Exit process  
Salary  
Induction

49. \_\_\_\_\_ of health worker is comparatively high as compared to other industries

**Migration**

Mitigation  
Monitoring  
Mishap

50. One of the reasons for many IPS Officers leaving the service in mid-career.

Salary

**Disparity in Services**

Promotion  
Corruption

51. \_\_\_\_\_ Compliance seems to be primary issues confronting banking & insurance company's legal & product development.

**Regulatory**

Mandatory  
Local  
Social

52. HRP Evaluation is the \_\_\_\_\_ process of determining the success of the HRP process

Lengthy

**Systematic**

Complex  
Huge

53. Successful HRP evaluation enables to give the \_\_\_\_\_ feedback and ensures the career advancement opportunities.

**Performance**

Incorrect  
Regular  
Balanced

54. The \_\_\_\_ refers to the minimum acceptable norms that are desirable and realistically achievable.

Goals  
**Criteria**  
Bandwidth  
Contexts

55. \_\_\_\_\_ Communication is required to develop mutual trust and avoid all conflicting situations.

Smooth  
Effective  
Easy  
**Inter Departmental**

56. \_\_\_\_\_ is the concept of how effective an organization is in achieving the outcomes the organization intends to produce.

Total Quality Management  
**Organizational Effectiveness**  
Management information system  
Management by Objective

57. \_\_\_\_\_ has become a regular feature both in the public sector as well as in the private sector organization

Administration  
**Outsourcing**  
Offshoring  
Take over

58. Cycle of \_\_\_\_ is found in large and bureaucratic organizations which are often described by the state monopolies.

Failure  
**Mediocrity**  
Success  
Advancement

59. Employees cannot be committed if the \_\_\_\_ is kept secret from them.

Profit  
Growth  
**Vision**  
Paychecks

60. \_\_\_\_\_ of the economies and business are interdependent.

**Globalization**

Progress

Employment

Activities

#### MODULE:4

61. \_\_\_\_\_ Information may render the HRP evaluation process to be effective

Authentic

Accurate

**Inaccurate**

Reliable

62. All organizations pass through different stages of \_\_\_\_\_

Product Life Cycle

**Growth**

Fluctuation

Services

63. Customer satisfaction does not equal customer \_\_\_\_\_

Delightment

**Loyalty**

Emotions

Service

64. \_\_\_\_\_ avoids the ill-effects of overstaffing and understaffing.

Promoting

Facilitating

**HRP Evaluation Process**

Employee

65. \_\_\_\_\_ means driving for the services that the customer wants and is willing to pay for it.

Organizational Effectiveness

**Service Leadership**

Strategies

Workforce

66. The First step in the process of evaluation is:

Establish control system

Select criteria in line

**Decide on the purpose of evaluation**

Feedback evaluation result into

67. A public sector organization is one that is operated by the \_\_\_\_\_

Private players

Firm

**Government**

Local Body

68. Balancing workload against needed manpower requires \_\_\_\_\_

**Planning**

High Morale

Training

Thinking

69. \_\_\_\_\_ is the key quality parameter in service

Sympathy

**Empathizer**

Assurer

Marketing intelligence

70. \_\_\_\_ training allowance service employees at all levels to hone their skills.

**Ongoing**

Off going

Situation

Team spirit

**ACHIEVERS COLLEGE OF COMMERCE & MANAGEMENT (NIGHT COLLEGE), KALYAN**

**TYBMS SEM VI**

**INDIAN ETHOS IN MANAGEMENT**

1. \_\_\_\_\_ focusses on what is right or wrong, or what is good or bad.  
A. Ethics  
B. B. Bible  
C. C. Quran  
D. D. All of these  
SOLUTION A. Ethics
  
2. \_\_\_\_\_ is the beliefs of people which distinguish one culture from the other.  
A. Mahabhartar  
B. Indian Ethos  
C. Ethics  
D. None of these  
SOLUTION B. Indian Ethos
  
3. \_\_\_\_\_ is about continuous transfer, combination and conversion of different types of knowledge.  
A. Indian Management  
B. Western Management  
C. Knowledge creation  
D. All of these  
SOLUTION C. Knowledge creation
  
4. \_\_\_\_\_ and \_\_\_\_\_ are two things that helps an individual to excel in his work.  
A. Ethics, Ethos  
B. Business, Management  
C. Production, Consumption  
D. Co-operation, Strength  
SOLUTION D. Co-operation, Strength
  
5. \_\_\_\_\_ is nothing but the integration of cultures caused due to absorption, amalgamation or takeover of organization.  
A. Principle of `Polygamy`  
B. Charity  
C. Work Ethics  
D. None of these  
SOLUTION A. Principle of `Polygamy`
  
6. The stepping back from a situation for a while enables one to \_\_\_\_\_ and master a situation.  
A. Build  
B. Control

- C. Treat
  - D. All of these
- SOLUTION B. Control

7. \_\_\_\_\_ helps to boost the confidence level of individuals to face challenging situations.
- A. Ego
  - B. Charity
  - C. Control
  - D. Self-control
- SOLUTION D. Self-control

8. \_\_\_\_\_ had a one-man leadership hierarchy.
- A. Vedas
  - B. Kauravas
  - C. Duryodhana
  - D. None of these
- SOLUTION B. Kauravas

9. Another remarkable impact on Indian perspectives is that of the \_\_\_\_\_.
- A. Management
  - B. Bhagvad Gita
  - C. Sama Veda
  - D. None of these
- SOLUTION B. Bhagvad Gita

10. Management must help all \_\_\_\_\_ to realize their expectations and desires.
- A. Ethics
  - B. Rules
  - C. Resource
  - D. Stakeholders
- SOLUTION D. Stakeholders

11. \_\_\_\_\_ meditation is a process of transforming lower consciousness into higher consciousness.
- A. Yoga
  - B. Self-motivation
  - C. Dynamic
  - D. All of these
- SOLUTION C. Dynamic

12. \_\_\_\_\_ is concerned with a worker's loyalty and a sense of belongingness by his behaviour to the organization.
- A. Work ethos
  - B. Work Culture

- C. Management
  - D. All of these
- SOLUTION A. Work ethos

13. \_\_\_\_\_ may lead to mistrust and conflicts within the organization.
- A. Loyalty and Respect
  - B. Miscommunication
  - C. Secularism
  - D. None of these
- SOLUTION B. Miscommunication

14. \_\_\_\_\_ are a set of principles or standards of behaviour that are regarded as desirable, important and held in high esteem by society.
- A. Values
  - B. Spiritual
  - C. Trans-cultural
  - D. None of these
- SOLUTION A. Values

15. \_\_\_\_\_ is the doctrine that morality should be based solely with regard to the well being of mankind in the present life.
- A. Lack of commitment
  - B. Customers
  - C. Nishkama Karma
  - D. Secularism
- SOLUTION D. Secularism

16. \_\_\_\_\_ values help the managers in taking proper decisions which are from the point of view of organization and employees.
- A. Work Culture
  - B. Trans-cultural
  - C. Corporate Culture
  - D. None of these
- SOLUTION B. Trans-cultural

17. Lack of \_\_\_\_\_ results when there is no clarity amongst the employees regarding their roles and responsibilities.
- A. Stakeholder
  - B. Accountability
  - C. Humour
  - D. None of these
- SOLUTION B. Accountability

18. Employee \_\_\_\_\_ can have a negative effect on the organization's bottom line.
- A. Pride
  - B. Book
  - C. Leadership

D. Discrimination

SOLUTION D. Discrimination

19. Value system is seen as a relatively permanent \_\_\_\_\_ that influences an individual's behavior.
- A. Perceptual framework
  - B. Dynamic
  - C. Disciplinary
  - D. None of these

SOLUTION A. Perceptual framework

20. Humans are spiritual in nature and are primarily interested in their \_\_\_\_\_ and not in material welfare.
- A. Finance
  - B. Glamour
  - C. Spiritual destiny
  - D. None of these

SOLUTION C. Spiritual destiny

21. Two main value systems considered with respect to global companies are: a spirit of inquiry, and \_\_\_\_\_.
- A. Spirituality
  - B. Heavenward
  - C. Spiritual destiny
  - D. Democracy

SOLUTION D. Democracy

22. An absence of workplace ethics has \_\_\_\_\_ effect on employee morale and motivation.
- A. Positive
  - B. Diverse
  - C. An adverse
  - D. Zero

SOLUTION C. An adverse

23. Manager must display \_\_\_\_\_ under any kind of pressure, by showing exemplary temperament.
- A. Motivation
  - B. Power
  - C. Grace
  - D. Dominance

SOLUTION C. Grace

24. A \_\_\_\_\_ statement defines the long-term and most expected future scenario for the organization.
- A. Mission

- B. Finance
  - C. Vision
  - D. Support
- SOLUTION C. Vision

25. \_\_\_\_\_ officer makes sure that the ethics systems are well in place and functioning as per expectation.

- A. Police
- B. Law
- C. Ethics
- D. Court

SOLUTION C. Ethics

26. Employees differ in their personalities as well as \_\_\_\_\_ process.

- A. Thought
- B. Value
- C. Work
- D. Behavioural

SOLUTION A. Thought

27. Indian culture is predominantly a spiritual and \_\_\_\_\_ looking culture.

- A. Outward
- B. Broad
- C. Inward
- D. Focused

SOLUTION C. Inward

28. '\_\_\_\_\_' in the Hindu tradition means "seeing the truth".

- A. Prarabhdha
- B. Vimochana
- C. Darshana
- D. Shastra

SOLUTION C. Darshana

29. Moksha is the \_\_\_\_\_ or eternal value, and the supreme spiritual idealistic state.

- A. Intrinsic
- B. Extrinsic
- C. Realistic
- D. Delusional

SOLUTION A. Intrinsic

30. Businesses do not function in \_\_\_\_\_ territory where they are not responsible to anyone else but themselves.

- A. Isolated
- B. Private
- C. Domestic
- D. International

SOLUTION A. Isolated

31. Very few investors would want to invest in organisations which lack \_\_\_\_\_ and accountability.

- A. Publicity
- B. Glamour
- C. Integrity
- D. Values

SOLUTION C. Integrity

32. \_\_\_\_\_ cause symptoms such as ulcers, nervousness, heart ailments, excessive sweating, hair loss, etc.

- A. Stress
- B. Physical stress
- C. Conflict
- D. All of these

SOLUTION B. Physical stress

33. \_\_\_\_\_ can be given to employees — ranging in length from a few weeks to several months.

- A. Mantra
- B. Sabbaticals
- C. Hypostress
- D. None of these

SOLUTION B. Sabbaticals

34. The positive stress is also called the \_\_\_\_\_.

- A. Eustress
- B. Physiological
- C. Physical
- D. None of these

SOLUTION A. Eustress

35. Depression in the economy can create \_\_\_\_\_ stress for sales personnel.

- A. Positive
- B. Negative
- C. Eustress
- D. None of these

SOLUTION B. Negative

36. Meditation is the best kind of \_\_\_\_\_.

- A. Prayer
- B. Dharma
- C. Silent
- D. Wealth

SOLUTION A. Prayer

37. The karta is liable to pay the dues even from his \_\_\_\_\_ property.

- A. Paternalistic
  - B. Personal
  - C. Mentors
  - D. None of these
- SOLUTION B. Personal

38. Doing the right thing in the face of \_\_\_\_\_ requires courage and visionary leaders possess the required strength of character.
- A. Adversity
  - B. Situational
  - C. Bargaining
  - D. None of these
- SOLUTION A. Adversity

39. The subordinates expect equality and \_\_\_\_\_ from their leader.
- A. Honesty (satyata)
  - B. Motivators
  - C. Justice
  - D. Supreme
- SOLUTION C. Justice

40. Employees like to see their leader as \_\_\_\_\_ that is truthfulness, so leader or manager has to earn these qualities.
- A. Reaction
  - B. Spiritual
  - C. Justice
  - D. Honesty (satyata)
- SOLUTION D. Honesty (satyata)

41. \_\_\_\_\_ types have to be handled through education, harmony and 'sattavik' approaches.
- A. Reaction
  - B. Momentum
  - C. Parasite
  - D. None of these
- SOLUTION A. Reaction

42. The \_\_\_\_\_ have changed significantly giving rise to several anxieties and tensions.
- A. Conduct
  - B. Life styles
  - C. Routine
  - D. Behaviour
- SOLUTION B. Life styles

43. The concept of meditation is peace and awareness of your \_\_\_\_\_ self and your environment.

- A. Outer
  - B. Inner
  - C. Other
  - D. Transverse
- SOLUTION B. Inner

44. One of the added benefits of meditation is the enhanced sense of one's own \_\_\_\_\_.
- A. Wealth
  - B. Modesty
  - C. Self
  - D. Goals
- SOLUTION C. Self

45. For rational and long lasting decisions, \_\_\_\_\_ mind is a prerequisite.
- A. Violent
  - B. Silent
  - C. Recipient
  - D. Open
- SOLUTION B. Silent

46. According to the \_\_\_\_\_ approach, certain techniques including leadership style may work well in a certain situation and not in all situations.
- A. Autocratic
  - B. Situational
  - C. Rational
  - D. Behavioural
- SOLUTION B. Situational

47. \_\_\_\_\_ leader is the person who is having the leadership skills, abilities and attitudes form his early childhood.
- A. Made
  - B. Born
  - C. Neutral
  - D. Dominant
- SOLUTION B. Born

48. An inspiring \_\_\_\_\_ not only presents a glorious future but also shows how the individual can work towards it in his/her current job.
- A. Vision
  - B. Plan
  - C. Suggestion
  - D. Strategy
- SOLUTION A. Vision

49. Motivation is derived from the word motive which means \_\_\_\_\_ drive.
- A. Outer

- B. Over
  - C. Inner
  - D. External
- SOLUTION C. Inner

50. Indian approach assumes that every human being is an integral part of \_\_\_\_\_ creator.

- A. Supreme
- B. Inferior
- C. Inner
- D. Transformational

SOLUTION A. Supreme

51. The workers like to be recognized as \_\_\_\_\_ human beings.

- A. Self-respecting
- B. Self-deprecating
- C. Egoistic
- D. Self-focused

SOLUTION A. Self-respecting

52. The life at \_\_\_\_\_ was tough for students.

- A. Gurukul
- B. Residential school
- C. Modern education
- D. All of these

SOLUTION A. Gurukul

53. \_\_\_\_\_ plays an important role in personality.

- A. Indian Ethos
- B. Heredity
- C. Law of Growth
- D. None of these

SOLUTION B. Heredity

54. '\_\_\_\_\_' means pupils to think themselves about what they heard and make their own inferences and assimilate the lesson taught by their teacher into the life.

- A. Gurukul
- B. Manana
- C. Vedic literature
- D. None of these

SOLUTION B. Manana

55. \_\_\_\_\_ has started, where male and female members both are given equal chance for study.

- A. Co-education

- B. Gurukul
  - C. Convent
  - D. None of these
- SOLUTION A. Co-education

56. No one should feel that he is \_\_\_\_\_.

- A. Desireless
- B. Indispensable
- C. Aggressive
- D. Intelligent

SOLUTION B. Indispensable

57. The only way to get a better control on stakeholder expectations—and establish mutual objectives—is to foster a relationship based on \_\_\_\_\_.

- A. Perceptions
- B. Cooperation
- C. Values
- D. Engagement

SOLUTION D. Engagement

58. The states of ignorance, illusion, prejudice and immorality reflect \_\_\_\_\_ or bleak state of the soul.

- A. Awakeness
- B. Emotions
- C. Dormant
- D. None of these

SOLUTION C. Dormant

59. A guru is one characterized as someone who dispels \_\_\_\_\_ ignorance.

- A. Mathematical
- B. Philosophical
- C. Spiritual
- D. Valuable

SOLUTION C. Spiritual

60. The ancient education/Gurukul system involved \_\_\_\_\_ basic processes.

- A. Four
- B. Three
- C. Two
- D. Six

SOLUTION B. Three

61. The modern system of education is formulated by government, appointed education committee and the \_\_\_\_\_ minister.

- A. Finance
- B. Education
- C. Home
- D. Regional

SOLUTION B. Education

62. The conquest of Karma lies in \_\_\_\_\_ action and dispassionate response.
- A. Intelligent
  - B. Aggressive
  - C. Blunt
  - D. Outward

SOLUTION A. Intelligent

63. The literal meaning of nishkama karma is \_\_\_\_\_ action.
- A. Mindless
  - B. Thoughtless
  - C. Desireless
  - D. Fearless

SOLUTION C. Desireless

64. The concept of karma has application in the case of \_\_\_\_\_ also.
- A. Corporate
  - B. Individual
  - C. Group
  - D. Community

SOLUTION A. Corporate

65. The best way to encourage employees to adopt this attitude is to help them look at the \_\_\_\_\_ picture by thinking about long-term goals.
- A. Smaller
  - B. Bigger
  - C. Stronger
  - D. Broader

SOLUTION B. Bigger

66. Discussing the '\_\_\_\_\_' is a useful way of bringing this concept to life.
- A. Then
  - B. Why
  - C. How
  - D. Who

SOLUTION C. How

67. When we don't know where we are headed it's hard to set \_\_\_\_\_.
- A. Goals
  - B. Time
  - C. Plans
  - D. Mission

SOLUTION A. Goals

68. Evolution of human self materializes at the level of \_\_\_\_\_.

- A. Achievement
- B. Readiness
- C. Consciousness
- D. Self worth

SOLUTION C. Consciousness

69. The preaching of \_\_\_\_\_ provides eternal enlightenment and moral strength.

- A. Company policy
- B. Gita
- C. Upanishads
- D. Karma

SOLUTION B. Gita

70. \_\_\_\_\_ means what we are, what we think and what we do.

- A. Personality
- B. Demeanor
- C. Professionalism
- D. Behaviour

SOLUTION A. Personality

Achievers College of Commerce & Management ( Night College) , Kalyan

Subject: Organisation Development Class: Tybms Sem-6th

Multiple choice question:

1)Organisations development encourages mutual and genuine \_\_\_\_\_ between managers and employees.

Co-operation

Corroboration

**Collaboration**

Corporate

2)There are\_\_\_\_\_ parties to organisations development process.

Four

Five

**Three**

Two

3)Another practice in organisation development program is to create \_\_\_\_\_ solutions.

**Win-Win**

Lose-Lose

Nil- Nil

Win-Lose

4)\_\_\_\_\_ is widely recognized as the founding father of OD.

Kurt Gobain

**Kurt Lewin**

Lewinsky

Micksey

5) Management have to take proper and \_\_\_\_\_ decisions for the Organisation's development

Vague

Strange

**Timely**

Obvious

6) \_\_\_\_\_ is playing a major role in Organisational solutions to core strategic problems, focusing on identifying the core skills.

R & D

**HRD**

PWD

CD

7) In the absence of \_\_\_\_\_, change is likely to be disorganized and diffuse.

Money

**Vision**

Proportion

Mission

8) A major goal of diagnosis is to provide members with \_\_\_\_\_ about current Organisational functioning.

**Feedback**

Resistance

Information

Delegation

9) When members expect \_\_\_\_\_, they are likely to develop greater commitment to the change process.

Money

Praise

**Success**

Downsizing

10) OD practitioners of the future are going to need to measure their intervention in \_\_\_\_\_ metrics.

Minimising

Intermittent

Reprimanding

**Bottom line**

11) The OD Practitioner needs to be theoretically as well as \_\_\_\_\_ strong to carry out the work of Organisational development with expertise

**Technically**

Emotionally

Practically

Mentally

12) \_\_\_\_\_ consultants are not members of the Organisation.

Internal

Middle level

**External**

Top level

13) ———— change is forcing companies to become more competent at change management.

Periodic

**Constant**

Sporadic

Seldom

14) The level of competition is at an all time high due to changes in technology and \_\_\_\_\_.

**Globalization**

Privatization

Liberalization

Economical

15) \_\_\_\_\_ system change process take longer time and is considerably more expensive.

Partial

Intermittent

**Whole**

Semi

16) Experts feel promptness and \_\_\_\_\_ will be principal designing consideration for Organisations.

Stability

Turbidity

**Agility**

Mobility

17) Practitioners may need to make a \_\_\_\_\_ scheme to make sense out of observations.

Unstructured

Structured

Spontaneous

**Coding**

18) Organisation is a \_\_\_\_\_ that works when operated by people.

Magic

**Framework**

Maze

Synopsis

19) Most of the calculated management decision are based on some sort of \_\_\_\_\_.

Prognosis

Synopsis

**Diagnosis**

Political

20) Organisations can be analysed with different \_\_\_\_\_ in mind.

**Perspective**

Prejudices

People

Structured

21)The \_\_\_\_\_ analysis lays emphasis primarily on the use of money.

**Economic**

Political

Sociology

Psychology

22)In the olden days, \_\_\_\_\_ was not accepted as a separate discipline.

Supervision

**Management**

Probation

Economic

23)The OD perspective focuses on the \_\_\_\_\_ process dimension of Organisational functioning.

**Human**

Technical

Mechanical

Social

24)In 1951, created a model for studying and managing Organisational problems which he has termed Force Field Analysis.

Leavitt

Warner

**Kurt Lewin**

Micksey

25) Weisbord proposes \_\_\_\_\_ wide categories in his model of Organisational operations.

Eight

**Six**

Five

Nine

26) Interviews are probably the most \_\_\_\_\_ used technique for gathering data in OD.

**Extensively**

Rarely

Sporadically

Structured

27) \_\_\_\_\_ is most likely to include a complete radical change in which a firm.

Employees

Departments

Autocratic

**Strategic learning**

28) It is important to understand that environmental change and corporate strategy are \_\_\_\_\_.

Shut

Transformation

Not connected

**Interconnected**

29) Organisations tend to fail if they do not regularly \_\_\_\_\_ themselves.

Tax

**Renew**

Shut

Open

30) The study of \_\_\_\_\_ capabilities plays an important role in developing renewal strategies.

**Core**

Financial

Political

Economic

31) It is said that by experts that the future cannot be predicted, but can surely be \_\_\_\_\_.

Prevented

Intended

**Invented**

Structured

32) An organisation's strategic renewal process is mirrored by the strategic actions that the organisation adopts to change its \_\_\_\_\_.

Employees

Top team

**Path**

Directors

33) Organisation culture is another \_\_\_\_\_ element in the organisational renewal process.

External

**Internal**

Technical

Social

34) An offshoot of the corporate social responsibility concept is \_\_\_\_\_ marketing.

Black

**Green**

Blue

Orange

35) \_\_\_\_\_ leaders can help integrate strategic continuous learning.

**Transformational**

Conservative

Autocratic

Intended

36) Power and politics are \_\_\_\_\_ process in any group or organization.

**Natural**

Rare

Main

Man made

37)\_\_\_\_\_ tactics demonstrates the way ideas and values of the leader support strategic goals, beliefs and values.

**Visioning**

Structural

Empowerment

Timing

38)Reward power can lead to better performance, as long as the employee can see a clear link between \_\_\_\_\_ and reward.

Punishment

**Performance**

Promotion

Profit

39)One of the important value attached to the Organisational Development process is that it should be \_\_\_\_\_ oriented.

**People**

Profit

Power

System

40)Two main value systems considered with respect to sensitivity training were: a spirit of inquiry , and \_\_\_\_\_.

**Democracy**

Autocracy

Bureaucracy

Efficiency

41)\_\_\_\_\_ at all levels of the Organisation boosts the working efficiency.

Competition

Education

**Cooperation**

Relation

42)\_\_\_\_\_ employees work dedicatedly and utilize their optimum potential to achieve the desired goals of the Organisation.

**Honest**

Well paid

Poor

Active

43)A \_\_\_\_\_ has to be held to establish a comfortable communication level with the new worker as well as other members of the Organisation.

**Meeting**

Confrontation

Interview

Training

44)Organisational Development emphasizes on \_\_\_\_\_ opportunities for growth.

Equal

More

Less

**Innovative**

45)The \_\_\_\_\_ approach sees an organisation as an open system.

Constituency

Internal

External

**System Resource**

46)Regularly monitoring Organisational efficiency can help small businesses prevent money\_\_\_\_\_.

Gains

Laundering

**Loss**

Improvement

46)\_\_\_\_\_ Organisations measure efficiency based on the relationship between the effectiveness of fundraises and Organisational expenditure.

Joint stock

**Non profit**

Private

Sole trading

47)Companies employ a wide range of methods when analysing their \_\_\_\_\_

Employees

Managers

Finance

**Performance**

48)What a company declares as its \_\_\_\_\_ goals don't always reflect the Organisation actual goals.

Informal

**Formal**

Holistic

Multiple

49)Sensitivity training is method of \_\_\_\_\_ training.

Theoretical

**Laboratory**

Classrooms

Survey

50)\_\_\_\_\_ departmentalization is the basic form of departmentalization.

**Functional**

Product

People

Research and development

51)Employees will eagerly support what they help \_\_\_\_\_.

Reduce

**Build**

Change

Achieve the task

52) Actions are continuously evaluated for their contribution to goal \_\_\_\_\_.

**Accomplishment**

Enrichment

Stalling

Achievement

53) The percentage of women in the workforce is \_\_\_\_\_ ever before.

Lower than

Same as

**Greater than**

Between

54) Not all the forces for change are the results of \_\_\_\_\_ events.

**Planned**

Unplanned

Repetitive

Simultaneously

55) Lewin's \_\_\_\_\_ step model has been used to explain how information technologies can be implemented more effectively.

Ninth

Fifth

Second

**Three**

56)\_\_\_\_\_ is an important activity in effectively choosing appropriate technology to develop capabilities.

Determination

**Experimental**

Discrimination

Inevitable

57)\_\_\_\_\_ power is the power to punish.

**Coercive**

Expert

Reward

Skill

58)Organisational Development is a \_\_\_\_\_ term effort.

Short

**Long**

Medium

High

59)Ensuring \_\_\_\_\_ of the Organisation is another major role of management.

Intermittent

Co-operative

**Accountability**

Responsibility

60)HRD focuses more on \_\_\_\_\_oriented development policies.

Annual

Sporadic

Sustained

**Individual employee**

61)Management have to take proper and \_\_\_\_\_ decision for the Organisation's development.

Vague

Strange

**Timely**

Obvious

62)A decision cannot be completely agreeable to everyone without \_\_\_\_\_.

**Participation**

Compulsion

Mandate

Not compulsory

63)\_\_\_\_\_ are an Organisation's single most vital asset.

Plant

Building

**Human**

Bank Overdraft

64)\_\_\_\_\_ change is forcing companies to become more competent at change management.

Periodic

**Constant**

Sporadic

Seldom

65)OD practitioners should possess good \_\_\_\_\_ skills.

Negotiation

Reprimanding

**Communication**

Grapevine

66)An OD Practitioner must be \_\_\_\_\_, value driven and acts with integrity in every situation.

Brutal

**Ethical**

Rational

Randomly

67)\_\_\_\_\_ employee performance is accomplished by a member of OD Interventions.

Minimising

**Maximising**

Negating

Decreasing

68) Experts feel promptness and \_\_\_\_\_ will be principal designing consideration for Organisations.

Stability

Turbidity

**Agility**

Mobility

69) One of the most important things to manage in Organisation is the \_\_\_\_\_.

**Culture**

Payments

Environment

Receipts

70) Improvement goals should be \_\_\_\_\_ in nature, i.e they must be measurable.

Resolute

Half hearted

**Absolute**

Full hearted