

SAMPLE QUESTIONS DEC 2020

SYBMS SEM III

ELECTIVE SUBJECT ADVERTISING

1. Institutional Advertising is done _____
 - a. To create brand awareness
 - b. To create demand
 - c. To create positive image of the organisation
 - d. For customer satisfaction
2. What is full form of ASCI?
 - a. Advertising Standard Council of India
 - b. All Standard Council of India
 - c. Advertising Standard Class of India
 - d. None of the above
3. The first step in the advertising decision process is _____.
 - a. Set the budget
 - b. Specify the objectives of the advertising program
 - c. Identify the target audience
 - d. Select the appeal
4. The word advertising comes from _____ language which means to turn the mind towards.
 - a. Greek
 - b. English
 - c. Latin
 - d. None of the above
5. Which of the following is NOT importance of advertising?
 - a. Introducing new product
 - b. Increased demand for product
 - c. Helps to fight competition
 - d. Help to design the product
6. Which of the following is NOT feature of advertising?
 - a. Paid Form

- b. Non-personal form of information
 - c. Identified sponsor
 - d. Helpful to Convert prospect into consumer.
7. Which of these contain no illustrations or logos?
- a. TV
 - b. Magazine
 - c. Classified advertisements
 - d. Cinema
8. Which of the following is first Indian newspaper?
- a. Time of India
 - b. Bengal Gazette
 - c. Philadelphia Gazette
 - d. Bharat Gazette
9. which of following is advertised first time in newspaper?
- a. Coffee
 - b. Tea
 - c. Chocolate
 - d. Real Estate
10. Advertising _____ is form of communication
- a. Paid
 - b. Non-paid
 - c. Free
 - d. None of the above
11. Advertising is an element of _____.
- a. Cost
 - b. Convenience
 - c. Marketing Mix
 - d. None of the above
12. which of the following model deals based on external characteristics of environment?
- a. Internal Variable Model
 - b. Cognitive Dissonance Model
 - c. Comprehensive Model
 - d. Stimulus Response Model
13. which of the following makes conative phase of hierarchy effect model?

- a. Awareness & Knowledge
 - b. Linking & Preference
 - c. Conviction & Purchase
 - d. None of the above
14. During the introduction stage of the PLC, sales gradually increase and
- a. Competition becomes tough
 - b. Profits are minimal if not negative.
 - c. More investors needed
 - d. The promotion is finished.
15. One of the following is NOT a criteria when forming segments:
- a. Potential for higher profits and ROI.
 - b. Similarity of needs
 - c. Difference in needs of buyers among segments
 - d. Fewer customer complaints.
16. Any paid form of non personal communication about an organization, good, service or idea by an identified sponsor is called:
- a. Publicity
 - b. Public relation.
 - c. Advertising
 - d. Promotion
17. Marketing strategy is built on
- i) Segmentation
 - ii) Targeting
 - iii) Positioning
- a. Only i)
 - b. ii) and iii)
 - c. all i), ii) and iii)
 - d. None of the above.

18. The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as
- Positioning
 - Targeting
 - Segmentation
 - None of the above
19. When BMW made a competitive entrance in the U.S. in the early 1980s, it positioned the brand as that offered _____
- Luxury
 - Performance
 - Both a and b
 - None of the above
20. Which of the is NOT part of promotion mix?
- Advertising
 - Direct Marketing
 - Sales Promotion
 - Place
21. which of the following affect formulation of advertising message?
- Message Content
 - Message Format
 - Message Source
 - All of the above
22. _____ is an element pf promotion mix.
- Public Relation
 - Product Features
 - Product Design
 - Product Structure
23. _____ involves direct communication between the firm's representative and the customer.
- Advertising
 - Publicity
 - Personal Selling

- d. Public Relation
24. The major task of the ad agency is _____.
- a. Preparing the ad campaign
 - b. Media Research
 - c. Sales Promotion
 - d. Personal Selling
25. _____ is the central idea of an advertising campaign.
- a. Advertising theme
 - b. Advertising message
 - c. Advertising content
 - d. None of the above
26. _____ is the process by which marketer tries to create an image in the minds of the target audience.
- a. Segmentation
 - b. Targeting
 - c. Positioning
 - d. None of the above
27. _____ copy tells us about particular brand product and USP.
- a. Institutional
 - b. Straight Selling
 - c. Narrative
 - d. Educative
28. _____ copy narrates a story or an incident.
- a. Institutional
 - b. Straight Selling
 - c. Narrative
 - d. Educative
29. _____ copy is used when a specific segment of the market is to be approached.
- a. Institutional
 - b. Straight Selling
 - c. Narrative
 - d. Educative
30. _____ ad copy uses humour to charm the prospects and create a lasting impression.

- a. Institutional
 - b. Straight Selling
 - c. Cosmic Copy
 - d. Suggestive Copy
31. _____ ad copy simply suggest the goodness that accrues to the customer on using the advertisers product.
- a. Institutional
 - b. Straight Selling
 - c. Cosmic Copy
 - d. Suggestive Copy
32. _____ is used to test effectiveness of an advertising message based on consumer reaction.
- a. Research
 - b. Creativity
 - c. USP
 - d. None of the above
33. _____ explore the advertisement before or at the beginning of the advertisement campaign.
- a. Pre-testing
 - b. Post-testing
 - c. USP
 - d. None of the above
34. _____ explore the advertisement at the conclusion of the advertisement campaign.
- a. Pre-testing
 - b. Post-testing
 - c. USP
 - d. None of the above
35. Which of the following can be useful for visual techniques?
- a. Testimonial
 - b. Spokesperson
 - c. Demonstration

- d. All of the above
36. Which of the following can be useful for visual techniques?
- a. Close-Ups
 - b. Story Line
 - c. Comparison
 - d. All of the above
37. In _____ method, a percentage of the price per unit of items sold is allocated to advertising.
- a. Percentage of sales
 - b. Unit of sale
 - c. Task Objective
 - d. Commission
38. In _____-method, respondent has to judge two advertisement at the time.
- a. Consumer Jury
 - b. Order of Merit
 - c. Paired Comparison
 - d. Dummy Advertising Vehicle
39. _____ test is based on the memory of the respondent.
- a. Reading
 - b. Recall
 - c. Inquiry
 - d. None of the above
40. Which of the factors affects advertising budget?
- a. The Budget periods
 - b. Competitor's strategy
 - c. Size of the market
 - d. All of the above
41. Which of the factors affects advertising budget?
- a. Availability of finance
 - b. Importance of finance
 - c. Quality of campaign
 - d. All of the above
42. _____ the percentage of advertising budget is based on the past years of sales.

- a. Percentage of sales method
 - b. Unit sales method
 - c. Task objective method
 - d. The competitive parity method
43. In this method respondent are shown series of advertisement and asked to place them in rank.
- a. Dummy advertising media vehicle
 - b. Consumer Jury method
 - c. Order of merit
 - d. Paired comparison method
44. _____ respondent may find it difficult to rank in order of merit more than five to six advertisement.
- a. Dummy advertising media vehicle
 - b. Consumer Jury method
 - c. Order of merit
 - d. Paired comparison method
45. _____ respondent are given dummy portfolio and asked to read that.
- a. Dummy advertising media vehicle
 - b. Portfolio Tests
 - c. Order of merit
 - d. Paired comparison method
46. _____ method is used to test effectiveness of audio-visual advertisement.
- a. Theatre type tests
 - b. Consumer Jury method
 - c. Order of merit
 - d. Paired comparison method
47. _____ reflects persons' basic feelings for or against some object or idea.
- a. Attitude Scale
 - b. Dummy advertising media vehicle
 - c. Consumer Jury method
 - d. Order of merit
48. _____ uses eye camera, method to measure non-verbal response to test consumer response.
- a. Dummy advertising media vehicle

- b. Consumer Jury method
 - c. Order of merit
 - d. Mechanical laboratory methods
49. _____ uses techniques like depth interview, word association test, thematic appreciation test to measure the motivational level of respondent.
- a. Dummy advertising media vehicle
 - b. Consumer Jury method
 - c. Order of merit
 - d. Projective Techniques
50. _____ test is conducted after running the advertisement to determine the number of readers who have noted, seen and read the advertisement.
- a. Reading Test
 - b. Recall test
 - c. Attitude change measure
 - d. None of the above

SY BMS Accounting for Managerial Decisions –Sample Questions Dec 2020

1. The basic function of management accounting is to
 - a. Record all business transactions
 - b. Interpret the financial data
 - c. Assist in cost determination
 - d. Prepare financial statements
2. Which type of analysis is a comparison of a company's financial condition and performance across time
 - a. Horizontal analysis
 - b. Vertical analysis
 - c. Upward analysis
 - d. Downward analysis
3. As compared to Management accounting financial accounting is
 - a. Primarily concerned with internal financial reporting
 - b. Primarily concerned with external financial reporting
 - c. Concerned with non- quantitative information
 - d. Involved with planning and control functions
4. How often should Management accounting reports be prepared
 - a. Annually
 - b. Quarterly
 - c. Monthly
 - d. As often as necessary
5. Management accounting information is generally prepared for
 - a. Shareholders
 - b. Creditors
 - c. Managers
 - d. Government
6. The basic function of management accounting is to
 - e. Record all business transactions
 - f. Interpret the financial data
 - g. Assist in cost determination
 - h. Prepare financial statements
7. Balance sheet is a statement of
Assets & Liabilities
Working capital
Operating results
Income & Revenue
8. Inter firm and Inter period comparisons are made with the help of
 - a. Common size statement
 - b. Cash flow statements
 - c. Trend analysis
 - d. Comparative Statements

9. X ltd furnishes the following information

Particulars	Amount
Fixed Assets	30,00,000
Current Assets	12,00,000
Investments	16,00,000
Current Liabilities	8,00,000
Secured Loans	4,00,000

The total source of funds of X ltd is ...

50,00,000

58,00,000

42,00,000

56,00,000

10. Balance sheet ratio may indicate

Relationship between the profits and the investments of the concern

Relationship between the assets and the liabilities of the concern

Relationship between the profitability and the sales of the concern

Relationship between the profits and assets of the concern

11. Following particulars belong to S ltd

Particulars	Amount
Opening stock of Trade debtors	3,00,000
Closing stock of trade Debtors	3,44,000
Net Sales	12,77,500

Assuming a 365 days year, the average collection period was

92 days

43 days

49 days

80 days

12. The total application of funds of R ltd amounted to 35,00,000 and its loan funds amounted to 25,00,000. The shareholders funds of R ltd, were

60,00,000

5,00,000

10,00,000

30,00,000

13. Following information is provided by XYZ ltd

Prepaid expenses	14,000
Total Current Assets	1,95,000
Total Assets	8,76,000
Bonds payable	1,25,000
Total long term debt	1,80,000

Calculate common size percentage for Prepaid expenses

7.2%

1.6%

2.1%

5.8%

14. Balance sheet ratios

Capital gearing & Debt –Equity

Liquidity ratio & Current ratio

Stock turnover & Debtors turnover ratio

Return on Investment % return on capital employed

15. In common size analysis the items in the income statement are expressed as percentage of

- Total assets
- Net sales
- Total expenses
- Gross sales

16. Depreciation on Machinery

- Is ignored in the vertical financial statements
- Is shown as non operating expenditure in the vertical financial statements
- Is shown as administrative expenditure in the vertical financial statements
- Is shown as cost of goods sold in the vertical financial statements.

17. In common size balance sheet analysis, the _____ are taken as cent percent

- Fixed assets
- Total capital
- Total assets
- Current Assets

18. The technique of taking first year figures as base and comparing with subsequent year is called

- Trend analysis
- Ratio analysis
- Common size statement
- Cash Flow statements

19. Which of the following is not a method used to analyse financial statement.
- Ratio analysis
 - Technical analysis
 - Trend analysis
 - Common size statement
20. A change in account balance from 100 to 250 in year five can be expressed in which way
- 150%
 - 25 times
 - 2.5:1
 - 25%
21. The total application of funds of R ltd amounted to 35,00,000 and its loan funds amounted to 25,00,000. The shareholders funds of R ltd, were
- 60,00,000
 - 5,00,000
 - 10,00,000
 - 30,00,000

22. X ltd furnishes the following information

Particulars	Amount
Fixed Assets	30,00,000
Current Assets	12,00,000
Investments	16,00,000
Current Liabilities	8,00,000
Secured Loans	4,00,000

The total source of funds of X ltd is ...

- 50,00,000
 - 58,00,000
 - 42,00,000
 - 56,00,000
23. Fixed Assets can be
- Only Tangible
 - Only Intangible
 - Tangible or Intangible
 - Lacks form
24. Depreciable assets are fixed assets having _____ useful life
- Limited
 - Unlimited
 - Infinite
 - Endless
25. A concern has two major sources of Funds Owned funds & _____
- Shareholders' funds
 - Borrowed funds
 - Shareholder's equity
 - Proprietor's funds

26. H Ltd has furnished the following information for the year ended 31st March 2020

Particulars	Amount
Sales	30,00,000
Average Inventory	5,00,000
Gross Profit	12,00,000

Inventory turnover ratio of H Ltd was

3.60 times

6.00 times

2.40 times

1.67 times

27. Collection from debtors is

- a. Financing activity
- b. Investing activity
- c. Operating activity
- d. Non cash activity

28. S Ltd has 90,000 equity shares of 10 each fully paid. If it had a profit after tax of INR 9,00,000 in the current year and paid INR 3,60,000 by the way of Equity dividends, the dividend pay-out ratio was

51%

15%

40%

14%

29. The cost of goods sold of Ritu creations are INR 12,00,000 and the Operating expenses are INR 3,00,000. The sale for same period are INR 50,00,000. The Operating Ratio of Ritu creation is

6.67%

24%

30%

35%

30. Securities premium collected amounts to cash flow from:

- a. Operating activities
- b. Investing activities
- c. Financing activities
- d. Non cash activity

31. Sale of fixed assets is a
- Investing activity
 - Financing activity
 - Operating activity
 - Non cash activity

32. Investment on 1-1-2019 Rs. 2,10,000
Investment on 31-12-2019 Rs. 50,000

During the year the company purchased investments costing of Rs.2,16,000 and sold some investments at a loss of 20% on book value. The cash outflow for investing activities will be,

- Rs. 60,000
- Rs. 2,16,000
- Rs. 2,20,000
- Rs. 1,15,000

33. Investment on 1-1-2019 Rs. 2,10,000
Investment on 31-12-2019 Rs. 50,000

During the year the company purchased investments costing of Rs.2,16,000 and sold some investments at a loss of 20% on book value. The cash inflow from investing activities will be,

- Rs. 44,800
- Rs. 2,16,000
- Rs. 56,000
- Rs. 59,000

34. Manufacturing organisation requires

- Larger working capital
- Smaller working capital
- Moderate working capital
- No working capital

35. Service organisation requires

- Larger working capital
- Smaller working capital
- Moderate working capital
- No working capital

36. Brokerage paid on issue of shares is
- Investing activity
 - Financing activity
 - Operating activity
 - None of these
37. Dividend received on shares held is
- Investing activity
 - Financing activity
 - Operating activity
 - None of these
38. Sale of fixed assets is a
- Investing activity
 - Financing activity
 - Operating activity
 - None of these
39. Payment of underwriting commission is
- Operating activity
 - Investing activity
 - Financing activity
 - None of the above
40. Issue of shares against conversion of debentures increases cash flow from
- Investing activity
 - Financing activity
 - Operating activity
 - None of these
41. Payment to employees is cash flow from
- Investing activity
 - Financing activity
 - Operating activity
 - None of these

42. P Co. buys materials from its suppliers on eight weeks' credit. The materials are delivered immediately and held for two weeks before being issued to production. The production process takes five weeks and the finished goods are held for four weeks before being sold. All customers are allowed four weeks' credit but take seven weeks to pay. How long is the cash conversion cycle of the business ?
- 7 weeks
 - 10 weeks
 - 18 weeks
 - 25 weeks
43. Consider the following information with regard to a firm : Raw material storage period = 40 days, Work-in-process period = 25 days, Finished goods storage period = 20 days, Average collection period = 25 days, Average payment period = 25 days. The operating cycle period is
- 20 days
 - 65 days
 - 85 days
 - 90 days
44. Which of the following is not a cost associated with Debtors management
- Cost of Financing
 - Opportunity cost
 - Collection cost
 - Cost of Goods sold
45. Which of the following factor determine the firms credit policy
- Nature of product
 - Nature of prospective customer
 - Cost of sales
 - Depreciation
46. Which of the following factor does not determine the firms credit policy
- Credit terms of competitors
 - Credit history of customers
 - Cost of sales
 - Cost of Funds
47. Which of the following is a cost associated with Debtors management
- Cost of sales
 - Cost of Goods sold
 - Cost of Depreciation
 - Default cost
48. Which of the following is not an aspect related to Debtors Management
- Credit period management
 - Discount terms
 - Fund flow management
 - Credit evaluation

49. XYZ ltd provides you the following information

Variable cost	50,00,000
Average credit period	20 days
Expected Return on Investment	25%

Calculate opportunity cost for extending credit

INR 69,000

INR 72,000

INR 75,000

INR 79,000

50. JK Ltd has a sales of INR 1,00,000.(50% Cash It expects it Bad debts to be 2 % of Slaes calculate the expected Bad debts

INR 1,000

INR 2,000

INR 3,000

INR 4,000

SYBMS SEM -III Regular Dec 2020 Exam
BPEM

1. According to _____ an entrepreneur is basically an Innovator
 - (a) Schumpeter
 - (b) Marshall
 - (c) Weber
 - (d) Knight

2. The Theory of Achievement Motivation was developed by _____
 - (a) Schumpeter
 - (b) Marshall
 - (c) Weber
 - (d) McClelland

3. _____ Entrepreneur is as good as a craftsman.
 - (a) Professional
 - (b) Pure
 - (c) Technical
 - (d) Women

4. The oxford English dictionary defines an entrepreneur as the _____ of a business.
 - (a) _____ secretary
 - (b) employee
 - (c) director
 - (d) labour

5. The inner urge of a person to do something is _____.
 - a. Initiative
 - b. Hard work
 - c. Creativity
 - d. Idea generation

6. _____-- entrepreneurship is a process whereby creation of new business enterprise leads to social wealth enhancement so that both society and the entrepreneur benefits
 - a. Women
 - b. Social
 - c. Intrapreneur
 - d. Corporate

7. _____ is a contract between two parties, especially in different countries involving transfer of rights and resources.
- BPO
 - Franchise
 - Acquisition
 - Merger
8. _____ skill helps an entrepreneur to measure risk
- Human Relation
- Communication
- Diagnostic
- Financial
9. _____ method involves describing all negative outcome of a particular idea
- Reverse Brainstorming
- Brain Writing
- Focus group
- Rawlinson Brainstorming
10. _____-feasibility study includes the study of size, location, technology etc
- Financial Feasibility
 - Market Feasibility
 - Technical Feasibility Study
 - Safety
11. What is an alternative term for a distribution channel?
- Marketing Channel
 - Marketing chain
 - Place
 - Distribution Depot
12. _____ is the process of converting prospective buyers into actual customers.
- Marketing
 - Management
 - Advertising
 - Research
13. _____ Skills helps to identify cause and effect relationship
- Diagnostic
 - Financial
 - Implementation
 - Business economics
14. _____ individual continues to work and remains indifferent to his work or position.
- Ritualist

- b. Retreatist
 - c. Reformist
 - d. Innovator
15. "Angels" usually provide what type of financing?
- a) Debt
 - b) Equity
 - c) Stock Sales
 - d) None of the given options
16. A typical inventor is usually _____
- a) Highly creative & in love with the invention
 - b) Does not encourage change
 - c) Willing to modify the invention in order to augment commercial benefit
 - d) None of the given options
17. Why should an entrepreneur do a feasibility study for starting a new venture:
- a) To identify possible sources of funds
 - b) To see if there are possible barriers to success
 - c) To estimate the expected sales
 - d) To explore potential customers
18. What is the process by which individuals pursue opportunities without regard to resources they currently control:
- a. Startup management
 - b. Entrepreneurship
 - c. Financial analysis
 - d. Feasibility planning
19. An individual who initiates, creates and manages a new business can be called _____.
- a. A leader
 - b. A manager
 - c. A professional
 - d. An entrepreneur
20. Large investment is made in fixed assets, the project will be termed as _____.
- a. Capital Intensive.
 - b. Labour Intensive.
 - c. Product Intensive.
 - d. Market Intensive.

21. Seed capital assistance is _____
- A long-term assistance.
 - Initial assistance
 - A help for the purchase of seeds.
 - A short-term assistance.
22. Goods or services reach the market place through _____.
- Marketing channels.
 - Multilevel pyramids.
 - Monopolies.
 - Multiplication.
23. A _____ is a set of activities which are networked in an order and aimed towards achieving the goals of a project
- Project
 - Process
 - Project management
 - Project cycle
24. The time necessary to complete a project is referred to as:
- Implementation time
 - Life cycle
 - Operations cycle
 - Production cycle
25. A women entrepreneur is supposed to have a minimum financial interest in the share capital of an entrepreneurial enterprise
- 35%
 - 51%
 - 100%
 - 25%
26. Which one of the following gives suggestions for new product but also helps to market new
- Existing Products & Services
 - Distribution channels
 - Government
 - Consumers
27. In a SWOT analysis, which two elements are part of the internal environment?
- strengths and threats
 - opportunities and threats
 - strengths and opportunities
 - weaknesses and strengths

28. Which one of the following is not a part of the external environment of an organization?
- Social
 - Political
 - Organizational Culture
 - Legal
29. Working Capital is also known as _____
- Circulating Capital
 - Assets
 - Illiquid Assets
 - Capital Assets
30. _____ is the 2nd Stage in Creativity
- Germination
 - Incubation
 - Insight
 - Verification
31. In _____-stage the company forms the idea committee and study all the ideas carefully
- Idea Screening
 - Concept testing
 - Product development
 - Commercialization
32. The entrepreneur must possess the abilities
- Creative
 - Conceptualization
 - Understanding Environment
 - All of the above
33. The process of gathering information about trends is called:
- Need for achievement
 - Tenacity
 - Neuroticism
 - Scanning the environment
34. Which of the following is idea generation method that focuses on parameters?
- Brainstorming
 - Reverse brainstorming
 - Creative problem solving
 - Synoptic
35. Which one of the following is alternatively called corporate venturing?
- Entrepreneurship
 - Intrapreneurship
 - Act of stating a new venture
 - Offering new products by an existing company
36. Which one of the following may need the business plan
- Employees

- b. Investors
 - c. Advisors
 - d. All of the above
37. In _____ method the members have to interact with leaders only
- a. Reverse Brainstorming
 - b. Brain Writing
 - c. Focus group
 - d. Rawlinson Brainstorming
38. The practice of using outside firms to perform tasks that could be performed internally is called:
- a. Flexibility
 - b. Fragmentation
 - c. Greening
 - d. Outsourcing
39. Which of the following is NOT an example of a political risk?
- a. *Government Regulations*
 - b. *Cost of production*
 - c. *War*
 - d. *Civil unrest*
40. The function of entrepreneur are:
- a. To imagine a business idea
 - b. To study project feasibility
 - c. To setup enterprise
 - d. All the above

41. gives financial assistance to entrepreneurs:

- (a) ICICI
- (b) SBI
- (c) Indian Bank
- (d) IMF

42. Social and economic development of a Nation is the result of.....:

- (a) Entrepreneur
- (b) Planning
- (c) Operation
- (d) Government

43 The future of entrepreneurial in India is:

- (a) In dark
- (b) Bright
- (c) In difficulty
- (d) None of these

44. Entrepreneurship is ensured by:

- (a) Subsidiaries

- (b) Larger Firm
- (c) Medium Firm
- (d) Small Firm

45. In India entrepreneurial development programme is :
 (a) Necessary
 (b) Unnecessary
 (c) Wastage of time
 (d) Wastage of money

46. Entrepreneurial Development Programme provides :
 (a) Self-employment
 (b) Education & training
 (c) Skill increment
 (d) All of these

47. Critical evaluation points of entrepreneurial development programme are:
 (a) Organisational policies
 (b) Lack of suitable selection procedure
 (c) Lack quality of technical and vocational education and training
 (d) All of these

48. Entrepreneurship falls to lead :
 (a) Partnership firm
 (b) New corporate division
 (c) New subsidiary venture
 (d) None of these

49. An entrepreneur is said to be:
 (a) Promotor of economic development
 (b) Motivator of economic development
 (c) Both the above
 (d) None of the (a) and (b)

50. A _____ is a proposal for investment to create, expand and to develop certain facilities in order to increase the business

Research

Project

Break through

Idea

Motivation and leadership

1. _____ is a satisfactory level of involvement or a 'fit' among multiple roles in a persons life
 - (i) Conflict Management
 - (ii) Time management
 - (iii) Communication
 - (iv) Work Life Balance

2. Baby Boomers are born between _____
 - i. 1900- 1945
 - ii. 1946-1964
 - iii. 2000 & above
 - iv. 1965 – 1980

3. _____ Drives encourages sharing of best practices & team work
 - i. Drive to defend
 - ii. Drive to Bond
 - iii. Drive to Challenge
 - iv. Drive to acquire

4. Individual Reasons for Imbalance work-life is _____
 - i. Long working hours
 - ii. Stress at work
 - iii. Not spending time with family members
 - iv. Major shift in societal forms & structure

5. The maker of Theory Z is _____
 - i. Albert Bandura
 - ii. Adam Equity
 - iii. Victor Vroom
 - iv. William G. Ouchi

6. What does situational theory of leadership emphasize?
 - i. Events
 - ii. Personality traits
 - iii. Political situation
 - iv. Environment

7. _____ charismatic leaders use power to serve primarily their own interests.
 - i. Socialized
 - ii. Personalized
 - iii. Divine
 - iv. Personal

8. _____ means adding more task and is vertical expansion
 - i. Job Enlargement
 - ii. Job Enrichment
 - iii. Job Rotation
 - iv. Job Simplification

9. _____ means horizontal expansion, which means that the tasks added are at the same level.
 - i. Job Enlargement

- ii. Job Enrichment
 - iii. Job Rotation
 - iv. Job Simplification
10. The valance range vary from _____
- i. 0 to1
 - ii. 0 to -1
 - iii. -1 to 1
 - iv. 1 to 2
11. In _____ leadership the leader holds all authority and responsibility.
- i. Autocratic
 - ii. Democratic
 - iii. Participative
 - iv. Bureaucratic
12. _____ leadership is also known as Laissez-faire leadership
- i. Delegative
 - ii. Servant
 - iii. Paternalistic
 - iv. Transformational
13. In _____ Mentoring individual at same level provides training and support
- i. Resource Based
 - ii. Peer
 - iii. Group
 - iv. One on one
14. In _____ Mentoring the mentor works with several mentees
- i. Resource Based
 - ii. Training based
 - iii. Group
 - iv. One on one
15. _____ is the belief that what ever comes are way, we can handle it
- i. Self – Efficacy
 - ii. Self confidence
 - iii. Self – awareness
 - iv. Self – motivation
16. _____ comes from knowing your strength and abilities
- i. Self – Efficacy
 - ii. Self confidence
 - iii. Self – awareness
 - iv. Self – motivation
17. A person Feels _____ when his outcome/input ratio is less than whom the person compare himself.
- i. under rewarded inequity
 - ii. Over rewarded inequity
 - iii. Equity
 - iv. Under rewarded equity
18. A person feels _____ when his outcome/input ratio is greater than whom the person compare himself.
- i. under rewarded inequity
 - ii. Over rewarded inequity
 - iii. Equity

- iv. Under rewarded equity
19. Generation X are born between _____
- i. 1946 -1964
 - ii. 1965 – 1980
 - iii. 1900 – 1945
 - iv. None
20. Valence is _____if the individual is indifferent to outcome
- i. Zero
 - ii. One
 - iii. Minus one
 - iv. None
21. In SMART Goals M stands for
- i. Measurement
 - ii. Measurable
 - iii. Motivation
 - iv. Management
22. In SMART Goals T stands for
- i. Training
 - ii. Target
 - iii. Time bond
 - iv. Transaction
23. The communication of the Leader should be HOT. What's the full form of HOT?
- i. Honest, Outstanding and Time Bond
 - ii. Honest, Open & Two Way
 - iii. Happy, Open and timely
 - iv. Honest , Open and truth
24. _____ is the 1st stage in the creativity process
- i. Incubation
 - ii. Germination
 - iii. Insight
 - iv. Illumination
25. _____means set priorities and perform important task 1st
- i. Create time table
 - ii. Organize your task
 - iii. Set goals
 - iv. None
26. One of the factors causing decrement in work is _____.
- i. Wage
 - ii. Fatigue
 - iii. Flexible Working hours
 - iv. Bonus
27. How can you describe the thinking and outlook of transformational leaders?
- i. Strategic
 - ii. Operational
 - iii. Functional
 - iv. Development
28. _____ are the approaches to the study of leadership which emphasise the personality of the leader:
- i. Contingency theories

- ii. Group theories
 - iii. Trait theories
 - iv. Inspirational theories
29. An individual's motivation is dependent on:
- i. Whether path-goal relationships are clarified
 - ii. Expectations that increased effort to achieve an improved level of performance will be successful
 - iii. Their effective performance
 - iv. The necessary direction, guidance, training and support is provided
30. The _____ leadership style is an expression of the leader's trust in the abilities of his subordinates
- i. Participative
 - ii. Delegative
 - iii. Authoritarian
 - iv. All of the above
31. In Victor Vroom Theory Motivation is product of
- i. Expectancy
 - ii. Instrumentality
 - iii. Valence
 - iv. Expectancy, Instrumentality and Valence
32. _____ category roles involve providing information
- i. Interpersonal
 - ii. Informational
 - iii. Decisional
 - iv. Negotiator
33. Equity theory of motivation focuses on:
- i. peoples expectation of the different outcomes for a given action
 - ii. people's perception of how fairly they have been treated in comparison with others
 - iii. the motivational force involved in a person's actions at work
 - iv. people's perception of how they should perform in a given situation at work
34. following statements is true about the Goal Theory of motivation?
- i. People with easier goals will perform better than people with difficult goals
 - ii. People with difficult goals will perform better than people with easier goals.
 - iii. Research has shown that there is little support for the Goal Theory and its effects on motivation with regard to the relationship between goal-setting and performance.
 - iv. A person's level of commitment to a goal will not regulate the level of effort expended.
35. It means the process of making subordinates to act in a desired manner to achieve certain organisational goals.
- i. Supervision
 - ii. Communication
 - iii. Leadership
 - iv. Motivation
36. Effective motivation in the organisation does not contribute towards
- i. Developing performance levels of employees
 - ii. Helping to reduce employee turnover
 - iii. Resistance to changes in the organization
 - iv. All of the above

37. It refers to all measures which are used to motivate people to improve performance,
- i. Leadership
 - ii. Motivation
 - iii. Incentives
 - iv. Communication
38. 16. Which of the following is not an example of financial incentive?
- i. Perquisites
 - ii. Job Enrichment
 - iii. Profit Sharing
 - iv. Co-partnership
39. 17. Which of the following is not an example of non-financial incentive?
- i. Career Advancement Opportunity
 - ii. Perquisites
 - iii. Status
 - iv. Organisational Climate
40. A motivated behaviour is directed towards
- i. Situation
 - ii. Object
 - iii. Goal
 - iv. Group
41. _____ leadership is explained through technology
- i. Self
 - ii. Charismatic
 - iii. Online
 - iv. Spiritual
42. _____ is the set of forces that energizes, directs and sustain
- i. Motivation
 - ii. Expectancy
 - iii. Empowerment
 - iv. Socialization
43. Which of the following is the process theory
- i. Maslow theory
 - ii. Victor vroom theory
 - iii. Two factor theory
 - iv. McClelland's achievement theory
44. _____ involves increasing the complexity of a job – greater responsibility and authority and ranking
- i. Goal Setting
 - ii. Job enrichment
 - iii. Job enlargement
 - iv. Positive Reinforcement
45. Considerate Leadership style is _____ oriented
- i. People
 - ii. Task
 - iii. Work
 - iv. Production
46. _____ is the person in receipt of mentorship
- i. Mentor

- ii. Advisor
 - iii. Counsellor
 - iv. Mentee
47. _____ leadership believes in reward and punishment
- i. Transactional
 - ii. Transformational
 - iii. Inspirational
 - iv. Servant
48. Which person developed expectancy theory?
- i. Victor Vroom
 - ii. Clayton Alderfer
 - iii. Abraham Maslow
 - iv. David McClelland
49. _____ is the chief founder of India's Largest IT Company Infosys
- i. Donald Trump
 - ii. Bills Gate
 - iii. Mr. Narayana Murthy
 - iv. Mark Zuckerberg
50. _____ grew up during lean times, including the Great Depression and World War II.
- i. Traditionist
 - ii. Baby Boomers
 - iii. Generation X
 - iv. Generation Y

Consumer Behaviour BMS sem 3 - Marketing

1. _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

- a. Consumer behavior
- b. Consumer interest
- c. Consumer attitude
- d. Consumer perception

2. _____ refers to how an individual perceives a particular message

- a. Consumer behavior
- b. Consumer interest
- c. Consumer attitude

Consumer interpretation

3. " -----is the action and decisions process or people who purchase goods and services for

personal consumption."

- a. Consumer behavior
- b. Consumer interest
- c. Consumer attitude
- d. Consumer interpretation.

4. Every consumer is _____

- a. Different
- b. Unique

- c. Similar
 - d. Cohesive
5. Taste & preferences _____
- a. Remain the same
 - b. Keeps on changing
 - c. Loyalty Varies
 - d. Reflects status
6. _____ consumer buying behavior requires the least effort
- a. High involvement buying situation
 - b. New buying situation
 - c. Routine buying
 - d. Impulsive buying
7. _____ type of consumer decision is in case of Expensive products unfamiliar to consumer.
- a. Limited problem solving
 - b. Extensive problem solving
 - c. Routine buying
 - d. Impulsive buying
8. _____ is also known as shopping addiction
- a. Routine buying
 - b. Impulsive buying
 - c. Compulsive buying
 - d. Imperative buying
9. The buying behaviour of one person having an influence on another is called _____ effect.
- a. Buying
 - b. Spread in

- c. Copying
- d. Imitating

10. Studying consumer behaviour helps the marketer in _____

- a. Improving standard of living
- b. reflecting status
- c. Positioning the product
- d. Standard of living

11. _____ customer is the final customer who purchase products for personal consumption

- a. Retail
- b. institutional
- c. Wholesale
- d. Organisational

12. The stage in the buyer decision process in which the consumer is aroused to search for more information is called _____

- a. Information search.
- b. Evaluation of alternatives
- c. Search for needs
- d. Perceptual search.

13. Two of the most important psychological factors that impact consumer decision-making process are product___and product involvement.

- a. Marketing
- b. Strategy
- c. Price
- d. Knowledge

14. Consumer needs refer to the _____ of a consumer
- Requirements
 - Motives
 - Attitudes
 - Perception
15. _____ needs are basic needs of an individual.
- Social
 - Physiological
 - Security
 - Esteem
16. _____ is the mental image one has of oneself.
- image
 - Self-concept
 - Personality
 - Attitude
17. The _____ element of personality is driven by internal and basic drives and needs.
- ID
 - Ego
 - Super-ego
 - Hyper-ego
18. Individuals who are high on _____ trait tend to have difficulty in dealing with reality.
- Psychoticism
 - Neuroticism
 - Introversion
 - Extraversion
19. _____ refers to creating a brand personality.
- Segmenting

- b. Targeting
- c. Brand personification
- d. Brand humanising

20. Classical conditioning theory was propounded by _____

- a. Pavlov
- b. Porter
- c. Maslow
- d. Herzberg

21. _____ theory of learning has positive and negative reinforcement.

- a. Classical conditioning
- b. Instrumental learning
- c. Stimulus conditioning
- d. Need heierarchy

22. _____ describes changes in an individual's behavior arising from experience.

- a. Modeling
- b. Motivation
- c. Perception
- d. Learning

23. A _____ is a strong internal stimulus that calls for action.

- a. Drive
- b. Cue
- c. response
- d. perception

24. If a consumer describes a car as being the "most economical car on the market," then he expressed his _____

- a. Rule.
- b. Attitude.
- c. Belief

d. Cue

25. Social class is divided into ___ categories

- a. One
- b. Two
- c. Three
- d. Four

26. ___ develop on the basis of wealth, skills and power.

- a. Economical classes
- b. Purchasing communities
- c. Competitors
- d. Social class

27. _____ are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.

- a. Consumer feedback
- b. Marketing information systems
- c. Market share estimates
- d. Cultural values.

28. ___ is a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- a. Psychographics
- b. Personality
- c. Demographics
- d. Lifestyle

29. Ads showing a housewife removing stubborn stain using a detergent' - is an example of

- a. Celebrity appeal
- b. Common man appeal

- c. Expert appeal
- d. Executive spokesperson

30. Primary reference groups include_____.

- a. College students
- b. Office colleagues
- c. Family and close friends
- d. Sports groups Answer: B

31. Secondary reference groups include_____.

- a. Family and close friends
- b. Sports groups
- c. Ethnic and religious groups
- d. Fraternal organizations and professional associations

32. The stages through which families might pass as they mature over time is a description of what is called the

- a. Adoption process
- b. Lifestyle cycle.
- c. Values and Lifestyle.
- d. Family life cycle

33. A_____ is a person's pattern of living as expressed in his or her activities, interests, and opinions

- a. Role
- b. Status
- c. Position
- d. Lifestyle

34. Two or more individual, living together who are related to each other by blood or marriage or adoption called _____

- a. Group
- b. Family
- c. Reference group
- d. Peers

35. _____ is the first stage of FLC

- a. Parenthood
- b. Empty nest
- c. Bachelorhood
- d. Late adulthood

36. Traditional Family Life Cycle consists of _____ basic stages.

- a. Three
- b. Four
- c. Five
- d. Six

37. _____ can be a powerful force in creating interest or actions with regards to purchasing goods and services.

- a. Expert
- b. Executive
- c. Celebrity
- d. Common man

38. The consumer has less knowledge about the product or brand in _____

- a. Extensive problem solving
- b. Limited problem solving
- c. Routinized response behavior
- d. Regular behavior

39. A buyer knows very well about a product and brand in _____

- a. Extensive problem solving
- b. Limited problem solving
- c. Routinized response behavior
- d. Regular behaviour

40. Limited behavior Product packages, brand names, brand logos, commercials are examples of _____ in buying behavior model

- a. Stimuli
- b. Cues
- c. Learning
- d. Threshold

41. A consumers response and attention to an advertisement is called as _____

- a. Learning constructs
- b. Perpetual constructs
- c. Symbolic constructs
- d. Inputs

42. The _____ is the mental process through which an individual pass from first hearing about an innovation to final adoption.

- a. adoption process
- b. consumption process
- c. innovation process
- d. new product development process

43. _____ is not a part of the adoption process that consumers may go through when considering an innovation.

- a. Awareness.
- b. Process.
- c. Interest.
- d. Trial.

44. Several characteristics are especially important in influencing an innovation's rate of adoption. ___ is the degree to which the innovation may be tried on a limited basis.

- a. Relative advantage
- b. Synchronization
- c. Compatibility
- d. Divisibility

45. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called _

- a. Problem recognition
- b. General need description
- c. Product specification
- d. Proposal solicitation.

46. For the marketing manager, social class offers some insights into consumer behavior and is

potentially useful as a _____

- a. Market research information
- b. Market segmentation variable
- c. Source of understanding competition's strategy

Source to predict future trends

47. Post purchase behavior involves _____ by the consumer

- a. Marketing
- b. Communication
- c. Feedback

d. Evaluation

48. A satisfied consumer becomes _____.

- a. Brand evangelist
- b. Brand loyal
- c. Brand person
- d. Consumer

49. A consumer when extremely delighted with a product becomes _____

- a. Brand evangelist
- b. Brand loyal
- c. Brand person
- d. Consumer

50. The disadvantage of E-buying is _____

- a. Convenience
- b. Comparisons
- c. Loyalty incentives
- d. Privacy

**SY BMS SEM -III Regular Dec 2020 Exam
Recruitment & Selection**

- 1) _____ is defined as the forms, manners and ceremonies established by convention as acceptable or required in social relations, in a profession or in official life.

Tradition

Culture

Etiquette's

Orientation

- 2) _____ interviews focus on what is going right, rather than what went wrong.

Inception

Reception

Deception

Stay

- 3) _____ interviews are conducted with employees once they have resigned before they leave the company.

Stay

Orientation

Documentation

Exit

- 4) _____ etiquette refers to set of rules and individual must follow while he is at work.

Confirmation

Dissection

Corporate

Immediate

5) A _____ is a form of public speaking.

Presentation

Mail

Visualise

Auditory

6) _____ during a group discussion means openness to another members ideas and also been open to the evaluation of one's own ideas.

Flexibility

Negative negativity

Assertiveness

Modesty

7) _____ thinking opens new horizons For a discussion on the topic in a GD.

Lateral

Horizontal

Vertical

Out of box

8) _____ etiquettes are a sensual when business clients dine as a part of meeting or office events.

Handshake

Dinner

Corporate

Brutal

9) Campus selection is a _____ source of recruitment

Fresh

Modern

Internal

External

10) The term procurement stands for _____.

Recruitment and selection

Promotion

Purchase

T & D

11) Identifying the _____ candidates and _____ them to apply for the jobs is called as recruitment.

Applying, insisting

Available, making

Potential, attracting

At potential, insisting

12) _____ means assigning a specific rank and responsibility to an individual.

Selection

Induction

Recruitment

Placement

13) Speed of hiring is an advantage of _____.

Internal source of recruitment

External source of recruitment

Psycho motor test

Mental ability test

14) The poor quality of selection will mean extra cost on _____ and supervision.

Training

Recruitment

Work quality

Development

15) Which of these is the most important external factor governing recruitment?

Sons of soil

Labour market

Unemployment rate

Supply and demand

16) While recruiting for non - managerial, supervisory and middle - management positions which external factor is of prime importance?

Political - Legal

Unemployment rate

Labour market

Growth and Expansion

17) Which of the following act does not deal with recruitment and selection?

Child Labour Act

The Apprentices Act

Mines Act

Marriage Act

18) A major internal factor that can determine the success of the recruiting programme is whether or not the company engages in _____.

HRP

Selection

Induction

Global perspective

19) _____ is a written statement of the duties, responsibilities, required qualification and reporting relationships of particular job.

Job analysis

Job selection

Job specification

Job description

20) _____ gives additional identification information when a job title is not adequate.

Job description

Job summary

Job specification

Job rejection

21) _____ is the face-to-face interaction between employees and job and Alices to get the job analysis information.

Word of mouth

Meeting

Hurdle

Interview

22) _____ is the set of questions to be asked to the respondent to get information.

Questionnaire

Question paper

Escalation

Query resolving

23) The process of assessing the worth of each job is termed as _____.

Job revolution

Job specification

Job evaluation

Job expansion

24) _____ helps to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job.

Job analysis

Job evaluation

Job specification

Job design

25) KSA stands for knowledge, skill and _____.

Attitude

Abilities

Arrogance

Adamant

26) _____ is a written statement of qualification, traits, physical and mental characteristics that an individual must possess to perform the job duties and discharge responsibilities effectively.

Job description

Job specifications

Job rotation

Job design

27) _____ gives information about the environment in which a job holder must work.

Working conditions

Machinery

Furniture

Tools and equipment

28) Information from expert specialist can be opted in _____ method of job analysis.

Diary

Questionnaire

Technical conference method

Ballot method

29) Which of these is mentioned in the orientation checklist?

- A. Parking
- B. Equal employment opportunity
- C. Complete form B

- a. A & B
- b. B & C
- c. A & C
- d. A, B & C

30) Match the following general applications of performance assessment with their specific purposes

I. Administrative Uses/ Decisions ----- A. Performance Feedback

II. Documentation ----- B. Lay - offs

III. Organisational Maintenance/ Objectives ---- C. Helping to meet legal requirements

IV. Developmental Uses ----- D. Evaluation of HR systems

- a. I-C, II-D, III-B, IV-A
- b. I-B, II-C, III-D, IV-A
- c. I-B, II-C, III-D, IV-D
- d. I-A, II-B, III-D, IV-C

31) Which factors lower the accuracy rate of the rater?

- a. The rater is aware of personal biases and is willing to take action to minimise their effect
- b. Performance factors are properly defined
- c. The rater has documented behaviours to improve the recall
- d. The rater is unable to express himself or herself honestly and unambiguously

32) Which of these is a major weakness of the forced distribution method?

- a. Assumes that employee performance levels always conform to a normal distribution
- b. Work is reliable

- c. The error of central tendency
- d. Waste of work

33) _____ is the application form to be filled by the candidates when he goes for recruitment process in the organisation

Job application

Formal application

Application blank

Resignation

34) Rearrange the following steps involved in the selection process.

- i. External environment
- ii. Internal environment
- iii. Preliminary interview
- iv. Selection test
- v. Employment interview
- vi. Reference and background analysis
- vii. Selection decision
- viii. Physical examination
- ix. Job offer
- x. Employment contract
- xi. Evaluation

- a. xi, x, ix, viii, vii, vi, v, iv, iii, ii, i
- b. i, ii, iii, iv, v, vi, vii, viii, ix, x, xi
- c. v, i, xi, ii, iv, ix, iii, vi, viii, x, ix, vii
- d. i, iii, iv, v, vii, ix, xi, ii, vi, viii, x

35) A test that seeks to predict success or failure through ones handwriting is _____

- a. Polygraph
- b. Graphology
- c. Grammatologist
- d. Monography

Which strategic choices a firm needs to make before designing its orientation programme?

- Formal or informal
- Individual or collective
- Serial or disjunctive
- Investiture or divestiture

36) Which of these is a stage while conducting formal orientation?

Employee is given only menial tasks that discourage job interest and company loyalty

Employee is overloaded with forms to complete

Specific orientation to the department and the job, typically given by the employee's supervisor

Employee's mistakes can damage the company

37) Which of the below options are the topics covered in employee orientation programme?

- Training and education benefit
- To employee counsellor
- Relationship to other jobs
- Disciplinary regulations

38) Match the following general applications of performance assessment with their specific purposes

I. Administrative Uses/ Decisions ----- A. Performance Feedback

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IV. Developmental Uses ----- D. Evaluation of HR systems

- a. I-C, II-D, III-B, IV-A
- b. I-B, II-C, III-D, IV-A

c. I-B, II-C, III-D, IV-D

d. I-A, II-B, III-D, IV-C

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Which of the below options are the topics covered in employee orientation programme?

Training and education benefit

To employee counsellor

Relationship to other jobs

Disciplinary regulations

39) What do successful analysers tend to examine?

Division and corporate performance evaluation

Current performance with past performance

Ideal appraisal process

Subtraction business of evaluation

40) Which factors lower the accuracy rate of the rater?

The rater is aware of personal biases and is willing to take action to minimise their effect

Performance factors are properly defined

The rater has documented behaviours to improve the recall

The rater is unable to express himself or herself honestly and unambiguously

41) The process of Selection starts with _____

Advertisement Notification

Date of filling online form
Preliminary Screening
Interview

42) Which of the following is not an ability test?

Mental or Intelligence Test

Mechanical Aptitude Test

Interest Test

Psychomotor or Skill Test

43) The test which is taken to determine the required subject knowledge of a candidate is known as

Interest Test

Intelligence Test

Proficiency Tests

Ability Test

44) During an interview, an interviewer asks random questions to a candidate. State the type of interview

Directed Interview

Stress Interview

Unstructured Interview

Structured Interview

45) The Recruitment and Selection process aimed at right kind of people

At right place

At right time

To do right things

Does not do right things

46) The _____ unit acts as a clearing house in screening applications that are unrealistic.

Personnel

Selection

Production

Development

47) _____ are firms that are looked upon as 'head hunters', 'raiders' and 'pirates' by organizations which lose personnel through their efforts.

Professional institutions

Labour unions

Recruiting firms

Employment agencies

49) To adjust to _____ fluctuations in personnel needs, the possibility of leasing personnel by the hour or day should be considered.

Short-term

Mid-term

Long-term

No-term

50) _____ is the hiring of relatives which will be an inevitable component of recruitment programmes in family owned firms.

Leasing

Nepotism

Loyalty

Hypocrisy

Sample Questions of SYBMS SEM-III Regular Dec 20

Subject: Information technology -I

- A. 1.The users must agree to the _____ terms and agreements when they use an open source software.
- System
 - License
 - Community
 - Programmer
2. Which of the following features is used to arrange the records in a data source before merging?
- Filter
 - Sort
 - Auto Check for Errors
 - Match Fields
- 3.The four types of mail merge main documents are ...
- Form letters, directories, catalogues and envelope
 - Form letters, envelops and mailing labels, directories and lists
 - Basic letters, envelops, labels and list
 - Form letters, envelops, mailing labels and catalogue
- 4.Which of the following is not a step of the merge process?
- Preview the merge results
 - Format a main document
 - Format data source
 - Identify the main document
- 5.Disk operating system is -----
- Multiuser System
 - Single User system
 - Windows system
 - d)None of the above
- 6.CBIS means-----
- Control Based Information System
 - Control Based Iterative System
 - Computer Based Information System
 - None of the above
- 7.Information can be defined as -----
- Raw data
 - knowledge
 - Processed data
 - None of the above

8.To concern with daily routines tasks----- level is used.

- a. Tactical
- b. b)Operational
- c. Top
- d. Management

9.----- is highest level in a organization.

- a. MIS
- b. Strategic Management
- c. Tactical
- d. TPS

10. ----- are used to display sequence of numeric data.

- a. Map
- b. diagram
- c. Charts
- d. None of the above

11.----- function is used to extract a substring.

- a. Left
- b. Right
- c. Mid
- d. Trim

12-----Function is used to get length of the string.

- a. Left
- b. Right
- c. Len
- d. d)Mid

13----- is used to get current date and time

- a. Date
- b. Hour
- c. Time
- d. Now

14. Which of the these is not a logical function.

- a. AND
- b. OR
- c. NOT
- d. ELSE OR

15.VLOOKUP stands for----

- a. Virtual lookup
- b. Vertical lookup
- c. Vendor lookup
- d. None of above

16. ----- function is used to calculate average based on criteria,

- a. Min
- b. Average
- c. Average if
- d. Mean

17. Transaction processing System is ----- level in organization.

- a. Top
- b. Middle
- c. Lower
- d. tactical

18)----- is by default name of Excel File

- a. Book1
- b. Excel1
- c. Doc1
- d. CSS

19. Tab scroll buttons are place on Excel screen

- a. towards the bottom right corner
- b. towards the bottom left corner
- c. towards the top right corner
- d. towards the top left corner

20. Which of the following is not the correct method of editing the cell content?

- a. Press the Alt key
- b. Press the F2 key
- c. Click the formula bar
- d. Double click the cell

21. You are editing an worksheet that you had previously saved. If you want to save the edited sheet without losing the original one, which command should you use?

- a. New
- b. Save As
- c. Edit
- d. Save

22. In order to perform a calculation in a spreadsheet, you need to use a:

- A. table
- B. formula
- C. field
- D. variable

23. What is the short cut key to highlight the entire column?

- A. Ctrl+C
- B. Ctrl+Enter
- C. Ctrl+Page Up
- D. Ctrl+Space Bar

24. In the formula, which symbol specifies the fixed columns or rows?

- A. \$
- B. *
- C. %
- D. &

25. Excel displays the current cell address in the

- A. Formula bar
- B. Status Bar
- C. Name Box
- D. Title Bar

26. Which of the following is not the correct method of editing the cell content?

- A) Press the Alt key
- B) Press the F2 key
- C) Click the formula bar
- D) Double click the cell

27. MS-EXCEL can be used to automate

- A. Financial statements, Business forecasting
- B. Transaction registers, inventory control
- C. Accounts receivable, accounts payable
- D. Accounts receivable, accounts not payable

28. An Excel Workbook is a collection of

- A. Workbooks
- B. Worksheets
- C. Charts
- D. Worksheets and Charts

29. EDI standards are

- A. not universally available
- B. essential for B2B commerce
- C. not required for B2B commerce
- D. still being evolved

30. EDIFACT is a standard

- A. for representing business forms used in e-Commerce
- B. for e-mail transaction for e-Commerce
- C. for ftp in e-Commerce
- D. protocol used in e-Commerce

31. EDI use

- A. requires an extranet
- B. requires value added network
- C. can be done on internet
- D. requires a corporate intranet

32. Verification of a login name and password is known as:

- A. configuration
- B. Accessibility
- C. authentication
- D. logging in

33. A computer on internet are identified by :

- A. e-mail address
- B. street address
- C. IP address
- D. None of the above

34. Who protects system from external threats?

- A. firewall
- B. EDI
- C. ERP
- D. Scriptkiddies

35. DNS not database contains _____

- a) name server records
- b) hostname-to-address records
- c) hostname aliases
- d) hostname liases

36. The domain name system is maintained by _____

- a) distributed database system
- b) a single server
- c) a single computer
- d) none of the mentioned

36. Computer Network is

- A. Collection of hardware components and computers
- B. Interconnected by communication channels
- C. Sharing of resources and information
- D. All of the Above

37. Protocols are?

- A. Agreements on how communication components and DTE's are to communicate
- B. Logical communication channels for transferring data
- C. Physical communication channels used for transferring data
- D. None of above

38 what is a Firewall in Computer Network?

- A. The physical boundary of Network
- B. An operating System of Computer Network
- C. A system designed to prevent unauthorized access
- D. A web browsing Software

39. Two devices are in network if:

- A. a process in one device is able to exchange information with a process in another device
- B. a process is running on both devices
- C. PIDs of the processes running of different devices are same
- D. none of the mentioned

40. Which is a not function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. Database Management

41. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?

- a. Direct marketplace
- b. B2B
- c. B2C
- d. Electronic marketplace

42. At which layer of the OSI communication model does a bridge operate?

- A. Transport
- B. Datalink
- C. Network
- D. Physical

43. The security of a system can be improved by

- A Audit log
- B Threat monitoring
- C Management
- D Marketing

44. Cybersecurity is primarily about ?

- A. people
- B. processes
- C. technologies
- D. Power

45. A soft real time operating system has ___ jitter than a Hard real time operating system

Select one:

- a. less
- b. more
- c. equal

d. none of the mentioned

46. *Phishing* is a form of _____.

- A. Spamming
- B. Identify Theft
- C. Impersonation
- D. Scanning

47. *When you delete a text box object from a slide in PowerPoint Presentation*

- a. The object is deleted but text box and the text inside is left on the slide
- b. The text box is deleted and the text is pasted on the slide
- c. The text box and text both are deleted
- d. The text box and text both not deleted

48. *Presentation designs regulate the formatting and layout for the slide and are commonly called*

- a. Design plates
- b. Templates
- c. Placeholders
- d. Blueprints

49. What tab in MS Word you'll use to access Mail Merge options?

- a. Home tab
- b. Insert tab
- c. References tab
- d. Mailings tab

50. Which of the following features is used to arrange the records in a data source before merging?

- a. Filter

b. Sort

c. Auto Check for Errors

d. Match Fields

Sample questions of SYBMS SEM -III Regular Dec 2020 Exam

Corporate Finance

1 NBFC means

1. Non-Banking Funding Company
2. Non-Banking Financial Company
3. Non-Bankrupt Financial Company
4. Non-Banking Financial Corporation

2 FDI means

1. Fixed Deposit Interest
2. Foreign Deposit Inward
3. Fixed Direct Investment
4. Financing Deficit Investment

3 ADR Means

1. Auto Deposit Receipt
2. American Debit Record
3. American Depository Receipt
4. American Debit Receipt

4 GDR Means

1. Global Depository Receipt
2. German Depository Receipt
3. Global Depression Recession
4. German Depression Receipt

5 Which of the following is a liability of a bank?

1. Treasury Bills
2. Commercial papers
3. Certificate of Deposits
4. Junk Bonds

6 Commercial paper is a type of

1. Fixed coupon bond
2. Unsecured short-term debt
3. Equity share capital
4. Government bond

7 In India, Commercial papers are issued as per the guidelines issued by

1. SEBI

2. RBI
3. Forward Market Commission
4. BSE

8 Commercial paper are generally issued at a prices

1. Equal to face value
2. More than face value
3. Less than face value
4. Equal to redemption value

9 Which of the following is not applicable to commercial paper?

1. Face value
2. Issue Price
3. Coupon rate
4. None of these

10 The type of Collateral (Security) used for short term loan is

1. Real estate
2. Plant and Machinery
3. Stock of good
4. Equity share capital

11 Long term source of Finance Consist of

- | | |
|----------------|----------------------|
| (1) 1-5 Years | (2) Less than 1 year |
| (3) 5-10 Years | (4) None of these |

12 _____ are the Creditors of the company.

- | | |
|-----------------------------|-------------------------|
| (1) Debentures holders | (2) Equity shareholders |
| (3) Preference shareholders | (4) All of them |

13 Fixed return is not paid to _____

- | | |
|-----------------------------|-------------------------|
| (1) Debentures holders | (2) Equity shareholders |
| (3) Preference shareholders | (4) None of them |

14 Which of the following is not a feature of an optimal capital structure-
_____?

- | | |
|-------------------|---------------|
| (1) Profitability | (2) Liquidity |
| (3) Flexibility | (4) Control |

15 _____ is a short-term source of finance.

- (1) Trade Credit (2) Preference shares
(3) Equity shares (4) Debentures
- 16 Which of the following has the highest cost of capital?
(1) Equity share capital (2) Loans
(3) Bonds (4) Preference shares
- 17 Operating Leverage = _____
(1) Contribution / EBIT (2) EBIT / EBT
(3) EBIT / Contribution (4) Contribution / Sales
- 18 Interest of debt is calculated on _____
(1) Market value (2) Face Value
(3) Book Value (4) Intrinsic Value
- 19 The Combination of long-term sources of Funds i.e. Equity capital, Preference Capital, retained earnings and Debentures in the firm's capital are known as
(1) Cost of Capital (2) Capital Structure
(3) Leverage (4) Capital Budgeting
- 20 Which of the following sources of funds has an implicit Cost of Capital?
(1) Equity share capital (2) Preference share capital
(3) Debentures (4) Retained Earnings
- 21 The job of a Finance manager is confined to _____
(1) Raising funds (2) Management of cash
(3) Raising of funds and their effective utilization (4) None of these
- 22 Profit Maximization fails because it ignores all EXCEPT
(1) the timing of returns (2) Earnings Per Share
(3) Cash Flows available to stockholders (4) Risk
- 23 Debt Financing is a cheaper source of finance because of
(1) Time Value of Money (2) Rate of Interest
(3) Tax deductibility of Interest (4) Dividend not payable to lenders

- 24 Flotation cost is associated with
- (1) Cost of Existing preference capital (2) Cost of term loan
(3) cost of existing debenture capital (4) Cost of External equity
- 25 The earning price ratio approach is used for estimating the cost of _____
- (1) Debenture capital (2) Preference capital
(3) Equity capital (4) Term loan
- 26 Minimum Rate of Return that a firm must earn in order to satisfy its investors, is also known as
- (1) Average return on Investment (2) Weighted Average cost of capital
(3) Net Profit Ratio (4) Average cost of Borrowing
- 27 Relation between change in sales and change in EPS is measured by
- (1) Financial Leverage (2) Combined Leverage
(3) Operating Leverages (4) None of these
- 28 If a firm has no debt, which one is correct?
- (1) OL is zero (2) FL is zero
(3) OL is one (4) FL is one
- 29 Financial Leverages arises because of
- (1) Fixed cost of Production (2) Variable cost
(3) Interest cost (4) None of these
- 30 Wealth Maximization as a goal of the firm implies enhancing the wealth of
- (1) the Board of Directors (2) the firm's employees
(3) the federal government (4) the firm's stockholders
- 31 The presence of fixed costs in the total cost structure of a firm results into
- 1) Financial Leverages
2) Operating Leverages
3) Super Leverages
4) Combined Leverages
- 32 Which method does not consider the time value of money
- 1) Net Present Value

- 2) Internal Rate of Return
 - 3) Average rate of Return
 - 4) Profitability Index
- 33 Cost of capital is helpful in corporative analysis of various
- 1) Sources of Finance
 - 2) Sources of Material
 - 3) Sources of Services
 - 4) Product
- 34 Earnings per share =
- 1) $\text{Number of Equity shares} / (\text{Profit after tax} - \text{Preference dividend})$
 - 2) $(\text{Profit after tax} - \text{Preference dividend}) / \text{Number of Equity shares}$
 - 3) $(\text{Profit after tax} + \text{Preference dividend}) / \text{Number of Equity shares}$
 - 4) $\text{Number of Equity shares} / (\text{Profit after tax} + \text{Preference dividend})$
- 35 The projects having Profitability index of less than _____ will be rejected.
- 1) 0
 - 2) 0.5
 - 3) 1
 - 4) 1.5
- 36 The ratio which measures the profits available to the equity shareholders on a per are basis is termed as
- 1) Profitability index
 - 2) Earnings per share
 - 3) Debt equity ratio
 - 4) None of these
- 37 Return of Shareholders funds being much higher than the overall return on investment can be judged by
- 1) Profitability index
 - 2) Earnings per share
 - 3) Debt equity ratio

- 4) None of the above
- 38 The project having _____ profitability index will be ranked highest
- 1) Highest
 - 2) Lowest
 - 3) Zero
 - 4) One
- 39 The cost which varies in direct proportion to the sales revenue is termed as
- 1) Variable Cost
 - 2) Fixed Cost
 - 3) Marginal cost
 - 4) Total Cost
- 40 The Pay Back period is calculated as
- 1) Cash outlay / Annual cash inflow
 - 2) Annual cash inflow / Cash outlay
 - 3) Cash outlay + Annual cash inflow
 - 4) Cash outlay – Annual cash inflow
- 41 The value of EBIT at which EPS is equal to zero is known as _____
- 1) Break-even Point
 - 2) Financial Break-even Point
 - 3) Operating Break-even Point
 - 4) Overall Break-even Point
- 42 A firm's overall cost of capital:
- 1) varies inversely with its cost of debt.
 - 2) is unaffected by changes in the tax rate.
 - 3) is the same as the firm's return on equity.
 - 4) is the required return on the total assets of a firm.
- 43 Which one of the following represents the best estimate for a firm's pre-tax cost of debt?
- 1) the current yield-to-maturity on the firm's existing debt
 - 2) the firm's historical cost of capital
 - 3) twice the rate of return currently offered on risk-free securities
 - 4) the current coupon on the firm's existing debt
- 44 An increase in the market value of a preferred stock will _____ the cost of preferred stock.
- 1) Increase

- 2) either increase or decrease
 - 3) either not affect or increase
 - 4) decrease
- 45 The weighted average cost of capital for a firm is the:
- 1) Discount rate which the firm should apply to all of the projects it undertakes.
 - 2) Overall rate which the firm must earn on its existing assets to maintain the value of its stock.
 - 3) Rate the firm should expect to pay on its next bond issue.
 - 4) Maximum rate which the firm should require on any projects it undertakes.
- 46 A firm with high operating leverage has:
- 1) low fixed costs in its production process.
 - 2) high variable costs in its production process.
 - 3) high fixed costs in its production process.
 - 4) high price per unit.
- 47 A single, overall cost of capital is often used to evaluate projects because:
- 1) It avoids the problem of computing the required rate of return for each investment proposal.
 - 2) It is the only way to measure a firm's required return.
 - 3) It acknowledges that most new investment projects have about the same degree of risk.
 - 4) It acknowledges that most new investment projects offer about the same expected return.
- 48 A firm with high operating leverage is characterized by _____ while one with high financial leverage is characterized by _____.
- 1) low fixed cost of production; low fixed financial costs
 - 2) high variable cost of production; high variable financial costs
 - 3) high fixed costs of production; high fixed financial costs
 - 4) low costs of production; high fixed financial costs
- 49 Flotation costs should:
- 1) Be ignored when analysing a project because flotation costs are not an actual cost of the project.
 - 2) Be averaged over the life of the project thereby reducing the cash flows for each year of the project.
 - 3) Only be considered when two projects have the same net present value.
 - 4) Be included in the initial cost of a project before the net present value of the project is computed.
- 50 Cameron Industries is expected to pay an annual dividend of \$1.30 a share next month.
The market price of the stock is \$24.80 and the growth rate is 3 percent.
What is the firm's cost of equity?
- 1) 7.58 percent
 - 2) 7.91 percent
 - 3) 8.24 percent
 - 4) 8.40 percent

Sample questions of SYBMS SEM -IV Regular Dec 2020 Exam
Subject Name :- Strategic management

- Q1 _____ policies lead to conflicts.
- a) Informal
 - b) Formal
 - c) Oral
 - d) Written
- Q3 Mission brings _____ within the organisation.
- a. Strategic intent
 - b. Controlling
 - c. Unity of purpose
 - d. Unity
- Q4 _____ are end results.
- a. Objectives
 - b. Mission
 - c. Vision
 - d. Plan
- Q5 Functional level strategy is also known as _____ strategy
- a. Corporate
 - b. Competitive
 - c. Management
 - d. Business
- Q6 _____ is a collection of related business.
- a. Policies
 - b. Strategic intent
 - c. Strategic business union
 - d. Strategic Business unit
- Q7 Vision, mission, goals are elements of _____
- a. Strategy
 - b. Strategic intent
 - c. Strategic Business unit
 - d. Policies
- Q8 _____ strategy involves dropping some of the products, markets or functions

- A. Turnaround
- B. Divestment
- C. Liquidation
- D. Growth

Q9 _____ means combining activities related to the present activity of business of a firm.

- A. Internationalisation
- B. Integration
- C. Divestment
- D. Globalisation

Q10 _____ strategy aims to reduce the size, markets or products of an organisation.

- A. Diversification
- B. Market development
- C. Turnaround
- D. Retrenchment

Q11 _____ environmental scanning is neither regular nor continuous.

- A. Ad hoc
- B. Regular
- C. Fast
- D. Timely

Q12 _____ is superior to imitation

- A. Strategy
- B. Innovation
- C. Research
- D. Recreation

Q13 _____ upholds the value of the organisation

- A. Goals
- B. Objectives
- C. Vision
- D. Plan

Q14 _____ level strategy deals with single functional operations

- A. Functional
- B. Business
- C. Corporate
- D. Operational

Q15 Business has _____ of objectives

- A. Level
- B. Hierarchy

- C. Unity
- D. Galaxy

Q16 _____ facilitates controlling in an organisation

- A. Policies
- B. Mission
- C. Goals
- D. Vision

Q17 _____ management philosophy relies on outdated techniques or practices.

- A. Traditional
- B. Personal
- C. Professional
- D. Modern

Q18 A firm may adopt _____ strategy, when its main objective is to generate cash.

- A. Forecasting
- B. Sustainable growth
- C. information system
- D. profit

Q19 _____ is a contract between two parties, especially in different countries involving transfer of rights and resources.

- A. Joint venture
- B. Franchising
- C. Licensing
- D. Alliance

Q20 A company can reduce economic disturbances in an international business by _____

- A. Risk Diversification
- B. Marketing
- C. Economies of scale
- D. Advertising

Q21 _____ market consists of a narrow market segment

- A. Local
- B. Global
- C. Niche
- D. Nic

Q22 _____ strategy has low cost products and a broad target

- A. Differentiation

- B. Cost leadership
- C. Focused cost
- D. Focused differentiation

Q23 _____ is product and policy oriented

- A. Mission
- B. Vision
- C. Objectives
- D. Plan

Q24 _____ are multiple in character.

- A. Mission
- B. Vision
- C. Objectives
- D. Goals

Q25 _____ is a long term strategy

- A. Corporate
- B. Competitive
- C. Functional
- D. Operational

Q26 _____ should be motivational

- A. Goals
- B. Policies
- C. Mission
- D. Plans

Q27 Policies operate _____ free

- A. Conflict
- B. Risk
- C. Loss
- D. Stress

Q28 The _____ environment consists of all those factors in the firm's immediate environment.

- A. Internal
- B. Micro
- C. Macro
- D. External

Q29 Firms adopting _____ strategy aims at moderate growth.

- A. Growth
- B. Retrenchment
- C. Stability
- D. Constant

Q30 _____ Strategy is an expansion strategy that involves marketing of firm's products beyond national borders.

- A. Internationalisation
- B. Integration
- C. Divestment
- D. Backward

31. which of the following is the elements of internal growth strategies

- A. Market development
- B. Takeovers
- C. Franchising
- D. Mergers

32. in case of _____ strategy there is low pressure of cost reduction but high pressure of local responsiveness

- A. Global
- B. Transnational
- C. Multi domestic
- D. Growth

33. _____ strategy is the plan of action designed separately for each of the organization business

- A. corporate level
- B. Business level
- C. Functional level
- D. Spying

34 The capital invested in fixed assets is called as _____ capital

- A. short-term
- B. Long-term
- C. medium-term
- D. very short –term

35 Strengths are the _____ competencies of a firm as compared to its competitors in the areas of production, marketing, finance and personnel

- A. positive,
- B. negative,
- C. neutral
- D. infinite

36 _____ are not stable for a long period of time

- A. Policies
- B. Mission
- C. Vision
- D. Objectives

37 _____ is a technique of estimating future events based on the analysis of their past and present behaviour.

- A. Forecasting
- B. Analysing
- C. Spying
- D. Planning

38 _____ are guides to decision making and address repetitive situation.

- A. Business models
- B. Business policies
- C. Strategies
- D. Strategy formulation

39 _____ plans are formulated by top management

- A. Routine
- B. Strategic
- C. Operational
- D. Functional

40 Stability, Growth, Retrenchment are types of _____ strategies.

- A. Business
- B. Functional
- C. Corporate
- D. Management

41 _____ environment relates to human population with reference to its size, density, literacy rate, etc.

- A. Demographic
- B. Economic
- C. Political
- D. Social

42 SBU works on the principle of _____ management

- A. Macro
- B. Micro
- C. Total
- D. Operational

- 43 _____ deals with planning, raising, utilizing and controlling of firm's financial resources to achieve organizational goals.
- A. Financial management
 - B. Marketing management
 - C. Human resource management
 - D. MIS
- 44 In order to have a successful turnaround strategy, there is a need for good leadership, especially at the _____ level of management.
- A. Top
 - B. Middle
 - C. Lower
 - D. Upper
- 45 _____ Environment includes laws, which define and protect the fundamental rights of individuals and organizations.
- A. Political
 - B. Cultural
 - C. Legal
 - D. Social
- 46 In case of _____ strategy, there is low pressure for cost reduction, but high pressure for local responsiveness.
- A. Global
 - B. Transnational
 - C. Multi-domestic
 - D. Multi national
- 47 _____ refers to the analysis of internal and external environment analysis.
- A. Environment scanning
 - B. Strategic Management
 - C. Strategic Evaluation
 - D. Environment Management
- 48 Proactive & reactive are types of _____
- a. Objectives
 - b. Goals
 - c. Strategies
 - d. Plans
- 49 The _____ have orientation towards human welfare
- A. Social value
 - B. Political Value
 - C. Religious value
 - D. Personal value

50 _____ style of leadership is more followed in government departments

- A. Neurocratic
- B. Bureaucratic
- C. Sociocratic
- D. Autocratic

SYBMS SEM III Sample MCQs

Environmental Management

1. The atmosphere extends upto a height of about 10,000 km. It is divided into the following four thermal layers

- (1) Mesosphere
- (2) Stratosphere
- (3) Thermosphere
- (4) Troposphere

The correct sequence of these layers starting from the surface of the Earth upwards is:

- (a) 2, 4, 1, 3
- (b) 4, 2, 1, 3
- (c) 4, 2, 3, 1
- (d) 2, 4, 3, 1

2. Weather occurs in the Earths:

- (a) Troposphere
- (b) Mesosphere
- (c) Ionosphere
- (d) Thermosphere

3. What are the Primary Goals of Sustainability?

I. The end of poverty and hunger

II. Better standards of education and healthcare - particularly as it pertains to water quality and better sanitation

III. To achieve gender equality

IV. Sustainable economic growth while promoting jobs and stronger economies

Code:

A. I, II & III

B. I, III & IV

C. I & III

D. I, II, III & IV

4. Which of the following is/are not an objective (s) of sustainable development?

A. Continue to implement the family planning program.

B. Maintain a dynamic balance of arable land (not less than 123 million hectares) and implement an agricultural development strategy

C. Maintain a dynamic balance of water resources by reducing water consumption for every unit of gross development product growth and agricultural value-added

D. To bring about a gradual and sometimes catastrophic transformation of the environment

5 Consider the following statement (s) related to Sustainability.

I. It refers to a process or state that can be maintained indefinitely.

II. Natural resources must use in ways that do not create ecological debts by over exploiting the carrying and productive capacity of the earth.

III. A minimum necessary condition for sustainability is the maintenance of the total natural capital stock at or above the current level.

Code:

A. Only I

B. Only II

C. Only II & III

D. I, II & III

6. Which of the following is correct, if we only achieve two out of three pillars of Sustainable Development?

A. Social + Economic Sustainability = Equitable

B. Social + Environmental Sustainability = Bearable

C. Economic + Environmental Sustainability = Viable

D. All of the above

7. In which year the term 'Sustainable Development' came into existence?

A. 1987

B. 1980

C. 1978

D. 1992

8. What is the first SDG?

a. Good health and well-being

b. No poverty

c. Zero hunger

d. Quality education

9. How much did India score in SDGs 2020

a. 61.92

b. 60.93

c. 62.80

d. 75.60

10. The primary purpose of the EIA process, also called _____ process

a. NEPA

b. NPA

c. NHP

d. LLP

11. Which of the following is not a benefit of ISO 14000

a. Identify cost savings with greater emphasis on resources waste and energy management

b. Reduce environmental performance

c. Develop the corporate image and credibility

d. Quantify, monitor and control the impact of operations on the environment now and in the future

12. What percent of area in the plain should be under forest?

a. 21 %

b. 25%

c. 17%

d. 33%

13. Which of the following are consequences associated with climate change?

a. The ice sheets are declining, glaciers are in retreat globally, and our oceans are more acidic than ever

b. Surface temperatures are setting new heat records about each year and more extreme weather like droughts, heat waves, and hurricanes

c. Global sea levels are rising at an alarmingly fast rate — 17 centimeters (6.7 inches) in the last century alone and going higher.

d. All of the above

14. Wild Life Protection Act was enacted in _____.

A 1970

B 1986

C 1990

D 1972

15. _____ was the first ecotourism destination in India.

a. Thenmala

b. Thodupuzha

c. Nagarhole

d. Galgibaga Beach

16. In the word Photovoltaic, photo means_____.

A Light

B Sun

C Electric

D Energy

17. A wind energy system usually requires an average annual wind speed of at least _km/h.

A 10

B 20

C 15

D 25

18 Who invented Alternate Current?

a. Tesla

b. Thomson

c. Einstein

d. Newton

19. What type is a solar panel cooker?

a) Absorber type

b) Reflector type

c) Adsorber type

d) Convection type

20. Which of the following colours can be used to paint the insulated box in a solar box cooker?

a) White

b) Black

c) Silver

d) Pink

21. What type of cooking containers are used to cook food on a solar cooker?

a) Gold

- b) Wooden
- c) Steel
- d) Plastic

22. Solar cooker takes _____ to cook as compared to conventional cooking methods.

- a) longer
- b) less time
- c) about the same time
- d) more electricity

23. Which country has world's largest tidal power plant?

- a) Uzbekistan
- b) South Korea
- c) Vatican City
- d) Bulgaria

24. The potential of developing tidal power in India is in

- a. Kutch
- b. Ran
- c. San joe
- d. Severn

25. Pugga valley in Ladakh is suitable for which among the following power generation

- a. Solar
- b. Geo thermal
- c. Wind
- d. Hydropower

26. Which among the following area in India has the largest number of endemic plant species?

- A Himalayan Region
- B Western Ghats
- C Malabar Region
- D Gangetic Region

27. With which of the following Montreal protocol is related to:

- [A] Protection of Whales
- [B] Protection of Wild Life
- [C] Protection of Ozone layer
- [D] Nuclear weapons

28. Which of the following is a man-made disaster?

- 1) Volcanism
- 2) Pollution
- 3) Terrorism

Select the correct option from the codes given below:

- [A] Only 1
- [B] Only 2 & 3
- [C] Only 1 & 3
- [D] 1, 2, & 3

29. The Committee which reviews the Environmental Impact Assessment and Environmental Management plan reports of a developmental project in Ministry of Environment and Forest is called _____

- A Project Assessment Committee
- B Project Appraisal Committee
- C Project Evaluation Committee
- D Project Estimate Committee

30. Which of the following gases are called Greenhouse gases?

- (a) Methane
- (b) Nitrogen
- (c) Carbon dioxide
- (d) Both a and c

31. Which of the following gases are called Greenhouse gases?

- (a) Methane
- (b) Nitrogen
- (c) Carbon dioxide
- (d) Both a and c

32. Consider the following statement (s) related to the impact of Acid of precipitation

I. The ecological effects of acid rain are most clearly seen in aquatic environments, such as streams, lakes, and marshes where it can be harmful to fish and other wildlife.

II. At high elevations, acidic fog and clouds might strip nutrients from trees' foliage, leaving them with brown or dead leaves and needles.

Which of the following statement (s) is/are correct?

- A. Only I
- B. Only II
- C. Both I & II
- D. Neither I nor II

33. Which of the following can be recycled many times?

- (a) Wood
- (b) Plastic
- (c) Aluminium
- (d) Organic materials

34. Match the following and choose the correct option

Column I

Column II

- A. Environment Protection Act i. 1974
- B. Air Prevention & Control of Pollution Act ii. 1987
- C. Water Act iii. 1986
- D. Amendment of Air Act to include noise as an air pollutant iv. 1981

The correct matches is;

- a. A-iii, B-iv, C-i, D-ii
- b. A-i, B-iii, C-ii, D-iv
- d. A-iii, B-iv, C-ii, D-i

35a. Which of the following is a carbon negative country?

- A Cambodia
- B Thailand
- C Japan

D Bhutan

36. ISO 14000 deals with _____

A Pollution Management

B Risk Management

C Disaster Management

D Environmental Management Systems

37. Consider the following statements with regard to recent Climate Change Performance Index (CCPI)

1. Sweden is the best performing country.

2. Sri Lanka is on the second place due to the connection of the world's largest solar plant to the grid.

3. The bottom five in the list are Saudi Arabia, U.S., Iran, South Korea and Taiwan. Which of the following is true?

[A] 1 only

[B] 1 and 2

[C] 1 and 3

[D] 3 only

38. In India Tidal energy can be best used in _____.

a. Juhu Beach

b. Gulf of Cambay

c. Andaman and Nicobar

d. Bay of Bengal

39. Which of the following statement is not correct for Organic Farming?

It does not use genetically modified seeds

Synthetic pesticides or fertilizers are not use

It uses minimal crop rotation

It uses ecological protective practices

40. Which of the following statements are correct?

1. National Parks enjoy a greater degree of protection than Wildlife Sanctuaries.
2. Wildlife sanctuaries are often created for a particular species whereas the national park is not particularly focused on a particular species.

Select the correct option from the codes given below:

- [A] Only 1
- [B] Only 2
- [C] Both 1 & 2
- [D] Neither 1 & 2

41. Indian Solar Loan Programme was initiated by which of the following organisation?

- [A] United Nations Environment Programme
- [B] United Nations Development programme
- [C] International Solar Alliance
- [D] None of the above

42. The potential of developing tidal power in India is in

- a. Kutch
- b. Ran
- c. San joe
- d. Severn

43. Khangchendzonga Biosphere Reserve is situated in which state?

- A Sikkim
- B Odisha
- C West Bengal
- D Assam

44. Kyoto Protocol was adopted on 11th December 1997 in _____.

- A Cambodia
- B Thailand
- C Japan
- D Bhutan

45. In which year did the international organization for standardization created the ISO 14000 family of standards.

- a. 1990
- b 1998
- c 1996
- d 2004

46. ISO 14000 is a family of standards related to EMS that exist to help organizations

- a. Minimize how their operations negatively affect The enviroment (cause adverse changes to air ,water,or land).
- b. comply with applicable laws , regulations ,and other environmentally oriented requirements
- c. continually improve in the above.
- d. All of the above

47. Preparedness measures in Disaster Management include which of the following: I. Preparedness plans II. Emergency training III. Warning systems IV. Emergency communications systems V. Public information/education

- a.Only I
- b.I,II,IV and V
- c.I,II,III and V
- d.I,II,III,IV and V

48. _____ is a waste treatment process that involves combustion of solid waste at 1000'C

- a. Compaction
- b. Incineration
- c. Land fill
- d. Pyrolysis

49. Which of the following statements is incorrect for plastic wastes?

- (a) It is used to make compost
- (b) It lasts for a longer period of time
- (c) Toxic fumes are produced when burnt
- (d) All of the above

50. Checking of re radiating heat by atmospheric carbon dioxide, dust, methane, ozone is known as

- (a) solar effect
- (b) radioactive effect
- (c) ozone layer
- (d) greenhouse effect

SAMPLE QUESTIONS DEC 2020

SYBMS FINANCE ELECTIVE : BASICS OF FINANCIAL SERVICES

- 1 _____ is the characteristics of financial services. 1 M
- (a) Tangibility
 - (b) Intangibility
 - (c) Physical existence
 - (d) customer care
- 2 _____ is mainly used by the banks to encounter their temporary requirement of cash. 1 M
- (a) Trade Bill
 - (b) Call Money
 - (a) Commercial paper
 - (b) Treasury Bills
- 3 _____ is a Regulatory body of Securities market 1 M
- (a) RBI
 - (b) IRDA
 - (d) SEBI
 - (e) TRAI
- 4 Sub -standard Assets are those assets which have remained NPA up to period of _____. 1 M
- (a) 3 month
 - (c) 9 months
 - (d) 12 months
 - (e) 18 months
- 5 Money market Mutual Fund includes _____ Instrument 1 M
- (a) Fixed Return
 - (b) Variable return
 - (c) Fixed return & Variable return
 - (d) Insurance
- 6 _____ is a method of acquiring a capital asset for use , without paying its price immediately. 1 M
- (a) Primary Market
 - (b) Money Market
 - (c) Secondary Market
 - (d) Capital market
- 7 The Banking reforms and gradual deregulations of the sector to undertake non-traditional banking activities is known as _____. 1 M
- (a) Merchant banking
 - (b) Para Banking

- (c) Commercial banking
(d) Retail banking
- 8 _____ is development bank for Housing Sector 1 M
(a) NABARD
(b) IDBI
(c) NHB
(d) SIDaBI
- 9 Shares issued directly from customer to public is _____. 1 M
(a) Money market
(b) Primary Market
(c) Secondary Market
(d) Capital market
- 10 Risk arising due to the potential for liabilities to channel from bank at a faster rate than assets is _____ Risk. 1 M
(a) Credit
(b) Liquidity
(c) Operational
(d) Reputation
- 11 _____ is a money market product. 1 M
(a) Gold
(b) Mutual fund
(c) Call Money
(d) Postal funds
- 12 The market where securities are traded is known as _____. 1 M
(a) RBI
(b) Money market
(c) Primary market
(d) Secondary market
- 13 CAR stands for _____ in financial norms in India. 1 M
(a) Capital Assessment Ratio
(b) Capital Amendment Ratio
(c) Capital Adequacy Ratio
(d) Capital Accurate Ratio
- 14 KYC in financial system stands for _____. 1 M
(a) Know your Creditors
(b) Know your Colleagues
(c) Know your Customer
(d) Know your Care-taker
- 15 _____ is issued by Banks. 1 M
(a) Bill of Exchange

- (b) Certificate of Deposit
- (c) Commercial Paper
- (d) Treasury Bills

- 16 14 major banks were nationalised in year _____. 1 M
- (a) 1965
 - (b) 1968
 - (c) 1969
 - (d) 1966
- 17 Axis bank is _____. 1 M
- (a) Foreign Bank
 - (b) Commercial Bank
 - (c) Co-operative Bank
 - (d) Development Bank
- 18 RBI was Nationalised in year _____. 1 M
- (a) 1969
 - (b) 1965
 - (c) 1935
 - (d) 1949
- 19 _____ is Primary function of banks. 1 M
- (a) Trading
 - (b) Deposits
 - (c) Agency services
 - (d) Merger & Acquisition
- 20 _____ is a type of NPA. 1 M
- (a) Structural NPA
 - (b) Operational NPA
 - (c) Gross NPA
 - (d) Social NPA
21. _____ A Way of reducing your potential financial loss or hardship.
- a) Theft Insurance
 - b) Insurance.
 - c) life Insurance
 - d) Fire Insurance

22. _____ of the following is not covered under General Insurance

- a) Theft insurance
- b) Marine Insurance
- c) Life insurance
- d) Fire insurance

23. The fee charged by the insurer on account of providing services is called _____

- a) Assured
- b) Insurance
- c) Policy
- d) Premium

24. _____ principle suggests that insured should try to minimize the loss of his property even if it is insured.

- a) Principle of indemnity
- b) Principle of Mitigation
- c) Principle of Proximate Cause
- d) Principle of contribution

25. The risk is evaluated before insuring to charge the amount of share of an insured, herein called _____

- a) Par
- b) Premium
- c) Discount
- d) Profit

26. _____ are the professional licensed by IRDA who are experts in inspecting and evaluating

losses in specific areas.

- a) Agents
- b) Surveyors
- c) Registrar
- d) Sponsor

27. A policy pays a death benefit no matter when the insured dies. is _____

- a) An endowment policy
- b) A Term Life policy
- c) A Whole Life Policy
- d) A Universal Life Policy

28. ULIP stands for _____

- a) Unit Linked Insurance Policy
- b) Unit Linked Identity Plan
- c) Unit Linked Insurance Plan
- d) Unit Level Insurance Plan

29. Policy is taken on the lives of two or more persons simultaneously is _____

- a) Annuity Policy
- b) Money Back Policy
- c) Joint Life Policy
- d) Health Policy

30. In case any accident occurs, the cause is known as _____

- a) Risk
- b) Peril
- c) Damage
- d) None of the above

31. _____ plays a very important role in the field of overseas commerce and internal trade of a country,

- a) Marine insurance
- b) Fire Insurance
- c) General Insurance
- d) Floater policy

32. _____ second step for obtaining marine policy

- a) Submission of form
- b) Payment of Premium
- c) Quotation from the Insurance Company
- d) Issue of cover note

33. _____ policy which is issued for a policy period of one year indicates the rates, terms and conditions agreed upon by the insured and insurer to cover the consignments to be imported or exported.

- a) Marine Cargo policy
- b) Specific policy
- c) Open policy
- d) Special Declaration policy

34. _____ policy covers loss of custom duty paid in arrive in damaged condition.

- a) Marine Cargo policy
- b) Custom duty cover policy
- c) Open policy
- d) Special Declaration policy

35. _____ is a term coined by combining the two words bank and insurance

- a) Double insurance
- b) Fire insurance
- c) Marine insurance
- d) Bancassurance

36. The AMC of a mutual fund must have minimum capital of _____

- a) 1 crore
- b) 10 lacs
- c) 10 crore
- d) 15 crore

37. _____ is a collective investment vehicle which pools of investor's money invested according to pre specified investment objectives

- a) Insurance
- b) FII
- c) Mutual Fund
- d) FDI

38. The combined underlying holding of the fund is known as the portfolio

- a) Insurance
- b) Portfolio
- c) Mutual Fund
- d) FDI

39. UTI was established in the year _____

- a) 1962
- b) 1965
- c) 1963
- d) 1964

40. _____ is defined under SEBI regulations as any person who acting alone or in combination with another body corporate establishes a mutual fund.

- a) Sponsor
- b) Trustee
- c) AMC
- d) Custodian

41. The _____ role of an AME s to act as the investment Manager of the Trust.

- a) Sponsor
- b) Trustee
- c) AMC
- d) Custodian

42. _____ funds combine features of both of open-ended and close-ended schemes.

- a) Open end
- b) Close end
- c) Interval
- d) Sector Specific

43. Mutual Fund in India are structured by _____

- a) AMFI
- b) SEBI
- c) AMFI & SEBI both

d) RBI

44. The Custodian of a mutual Fund is appointed by _____

a) AMC

b) Depositories

c) Board of Trustees

d) Sponsor

45. NAV stands for _____

a) Net Assets Value

b) Net Assets Vapour

c) Net Art Value

d) Net Aim Value

46. _____ fund provide both growth and regular income

a) Liquid Fund

b) Large cap funds

c) Balanced fund

d) Volatile fund

47. _____ provides regular and steady income to investors

a) Liquid Fund

b) Large cap funds

c) Balanced fund

d) Income fund

48. The biggest advantage to mutual fund is _____

a) Specification

b) Collection

c) Diversification

d) Selection

49. ELSS Stands for _____

a) Equity Linked savings Schemes

b) Equity Linked Service Schemes

c) Equity Level savings Schemes

d) Equity Labour savings Schemes

50. _____ is a actual value of one unit of given scheme on any given business day

a) Alpha

b) Beta

c) NAV

d) Gama