

Sample questions of TYBMS SEM -VI Regular Dec 2020 Exam
Subject Name :- Logistics and SCM

1. Provide storage and physical distribution services on rental basis
 - A. Private warehouses
 - B. Public warehouses
 - C. Government warehouses
 - D. Co-operative warehouses

2. _____ WH are used to store goods prior to payment of taxes or duties
 - A. Government warehouses
 - B. Co-operative warehouses
 - C. Bonded warehouses
 - D. Cold storage

3. It combines the best features of both the private and the public warehouse operations
 - A. Government warehouses
 - B. Co-operative warehouses
 - C. Bonded warehouses
 - D. Contract warehouse

4. Ability to adjust internal policies and procedures to meet product and customers needs will come under which warehousing strategies
 - A. Presence synergies
 - B. Industry synergy
 - C. Operating flexibility
 - D. Location Flexibility

5. High volume WH generally have a greater opportunity to achieve _____ benefits
 - A. Location Flexibility
 - B. Economies of scale
 - C. Industry synergy
 - D. Operating flexibility

6. Material handling system should be designed in such a way that it should be human friendly, ensure safe and effective operations
 - A. Work principle
 - B. Ergonomic principles
 - C. Standardisation principle
 - D. Unit load principles

7. Product stored or moved as a single unit at one time
 - A. Unit load principles
 - B. Work principle
 - C. Ergonomic principles
 - D. Planning principles
8. Inter modal transportation which combines air and road
 - A. Fishy Back
 - B. Birdy Back
 - C. Land-Bridge
 - D. Piggy-Back
9. _____ , Production Control and physical distribution are the three major operations of logistics
 - A. supply chain management
 - B. materials management
 - C. logistics management
 - D. production management
10. The value chain attempts to identify those activities which add value to:
 - A. The organization's stakeholders.
 - B. The senior strategic managers in the organization
 - C. The organization's shareholders.
 - D. The customers or final users.
11. Reverse logistics is required because
 - a. Goods are defective
 - b. Goods are unsold
 - c. The customer simply changes their minds
 - A. ONLY a
 - B. ONLY b
 - C. a and c
 - D. a, b and c
12. What are not the elements of logistics system
 - A. Transportation
 - B. inventory management
 - C. warehousing
 - D. Finance

13. Inbound logistics is also called as _____
- A. up stream logistics
 - B. down stream logistics
 - C. Middle stream logistics
 - D. Low stream logistics
14. Which of the following element is not a part of logistics performance cycle _____
- A. Procurement performance cycle
 - B. Manufacturing support performance cycle
 - C. Physical distribution performance
 - D. Financial resources
15. It describes all the attempts to measure and minimize the ecological impact of logistical activities
- A. reverse logistics
 - B. Green logistics
 - C. inbound logistics
 - D. outbound logistics
16. operated by a company for shipping and storing its own products
- A. Private warehouses
 - B. Public warehouses
 - C. Government warehouses
 - D. Co-operative warehouses
17. Firms that require special handling and storage features and want to control design and operation of the warehouse will use _____ warehouse
- A. Private warehouses
 - B. Public warehouses
 - C. Government warehouses
 - D. Co-operative warehouses
18. Which one is not one of the advantage of Public warehouse
- A. Geographical flexibility is high
 - B. Operating cost is high as cost get divided among many users
 - C. Enjoy economies of scale as it serve large number of customer
 - D. Provide greater operating and management expertise since WH is their core business

19. _____ is a Desirable strategy is to be able to open and close local facility seasonally

- A. Presence synergies
- B. Industry synergy
- C. Operating flexibility
- D. Location Flexibility.

20. MHE should be such that human effort get reduced to minimum

- A. Planning principles
- B. Standardisation principle
- C. Work principle
- D. Ergonomic principles

21. A kind of transportation where no empty wagons or containers are best back

- A. Rail
- B. Road
- C. Pipeline
- D. Water

Q. 22 3PL are _____ consulting firms exclusively specialized in logistics and SCM

- a) Asset based
- b) Non Asset Based
- c) Non of the above
- d)

Q. 23 4PL are _____ consulting firms exclusively specialized in logistics and SCM

- a) Asset based
- b) None of the above
- c) Non-Asset based

Q. 24 Education of customer done through manuals, training, seminars and workshops is known as _____

- a) Delivery of goods
- b) Customer Education
- c) Order placement
- d) None of these

Q. 25 Expert opinion for demand forecasting is taken under _____ technique

- a) Delphi
- b) Autonomous
- c) Hierarchical
- d) None of the above

Q. 26 _____ are the functions of logistics

- a) Packing
- b) Information
- c) Warehousing
- d) All of these

Q. 27 In today's supply chain, there has been a shift in power is towards _____

- a) Retailer
- b) Manufacturer
- c) Customer
- d) Wholesaler

- Q. 28 Information flow is _____
a) Upstream b) Inbound
c) Downstream d) Outbound
- Q. 29 _____ is the management of the flow of goods, information and other resources between the point of origin to the point of consumption.
a) Inbound logistics b) Logistic
c) Reverse logistics d) None of these
- Q. 30 Logistics adds _____ when inventory is correctly positioned
a) Value b) Non-value
c) Demand d) Price
- Q. 31 Logistics is concerned with _____
a) Getting the goods b) Movement of goods
c) Manufacturing the goods d) None of these
- Q. 32 Material Flow is _____
a) Upstream b) Downstream
c) Inbound d) Outbound
- Q. 33 Middle management develop _____
a) Strategic Planning b) Operational Planning
c) None of these d) Tactical Planning
- Q. 34 Order fulfillment reliability is done during _____
a) Post transaction phase b) Transaction phase
c) Pre transaction phase d) None of these
- Q. 35 _____ helps to cope the sudden unexpected changes in the working of the organization due to some emergency
a) Strategic planning b) Operational planning
c) Tactical planning d) None of these
- Q. 36 Procurement is concerned with the _____
a) Inbound logistics b) Outbound logistics
c) Reverse logistics d) None of these
- Q. 37 Retailers and customers are _____
a) Upstream Suppliers b) Inbound Suppliers
c) Downstream Suppliers d) Outbound Suppliers
- Q. 38 Smooth and efficient function without interruption or breakdown is conducted by the _____
a) Top management b) Middle management
c) Lower Management d) None of these
- Q. 39 Supply chain management is _____
a) Getting the goods b) Movement of goods
c) Manufacturing the goods d) None of these
- Q. 40 The concept of logistics is based on _____
a) Department b) System
c) Plant d) Process
- Q. 41 _____ have changed the perspective of logistics.
a) Business process b) Globalization
c) Customer Satisfaction d) None of the above

- Q. 42 _____ has maximum cost component in logistics
 a) Warehousing b) Transportation
 c) Other Processing d) MRP-I
- Q. 43 The long term plans for the firm are developed by the _____
 a) Top management b) Middle management
 c) Lower management d) None of these
- Q. 44 _____ mode of transport is accessible in hilly regions
 a) Air b) Water
 c) Rope way d) Pipeline
- Q. 45 _____ mode of transport is used only for transporting liquids and gases
 a) Air b) Water
 c) Pipeline d) None of these
- Q. 46 _____ mode of transport link countries separated by water
 a) Airways b) Waterways
 c) Pipeline d) None of these
- Q. 47 Top management develop _____
 a) Strategic Planning b) Operational Planning
 c) Tactical Planning d) None of these
- Q. 48 Two flows of logistics are _____
 a) Information flow, cash flow b) Cash flow, value flow
 c) Procedural flow, cash flow d) None of these
- Q. 49 Two flows of SCM _____
 a) system flow, value flow b) Information flow, Material flow
 c) Value flow, Cash flow d) None of these
- Q. 50 _____ leads to financial imbalance
 a) Inbound Logistics b) Outbound Logistics
 c) Bullwhip Effect d) None of these

CCPR sample questions- December 2020

- 1) _____ acts as watchdog for society.
 - a) Management
 - b) Technology
 - c) Employees
 - d) Media

- 2) A company that is “responsibly addressing _____ of key publics and communities’ increase the public admiration of the organizations.
 - a) Technological concerns
 - b) Information sharing
 - c) Profit sharing
 - d) Environmental concerns

- 3) _____ is a commanding force in managing the attitude of the general public towards organizations.
 - a) Management
 - b) Employees
 - c) Technology
 - d) Media

- 4) _____ messages helps make lasting impact and favourable impression of an organizations and its products on stakeholders.
 - a) Consistent
 - b) Inconsistent
 - c) Incoherent

d) Irrational

5) Corporate communication is ___in nature

a) Simple

b) Complex

c) Plain

d) Symmetric

6) Shareholders, board members and employees are _____ stakeholders.

a) Internal

b) External

c) Institute

d) Center

7) Though _____ we think of public relations people as boundary spanners, straddling the edge of an organization-looking inside and outside of an organization.

a) Systems theory

b) Diffusion theory

c) Situational theory

d) Social exchange theory

8) _____ is the overall estimation in which an organization is held by its internal and external stakeholders based on past actions and probability of its future behaviour.

a) Corporate reputation

b) Corporate image

c) Corporate identity

d) Corporate personality

9) _____ is an all-encompassing term that covers any statement that hurts someone's reputation.

- a) Appropriation
- b) Defamation
- c) Piracy
- d) Intrusion

10) _____ is a visual manifestation of the company's reality.

- a) Corporate logo
- b) Corporate identity
- c) Corporate design
- d) Corporate reputation

11) _____ are the two most important public relations tools for maintaining good stockholder relations.

- a) Annual reports & stockholder meetings
- b) Annual reports & press release
- c) House journals & stock holder meetings
- d) Newsletter & house journals

12) Public relations" can be defined as

- a) a collection of techniques for persuading people to buy products they don't need.
- b) a collection of techniques for persuading news organizations to give space or time to people or products that are not inherently newsworthy
- c) planned and continuous communication to provide information about an organization, issue or product to the public.

- d) planned and continuous communication to obscure the inadequacies of an organization or product

13) Public relations professionals often deal with either internal or external communications. Which of the following best describes those two types of communications?

- a) Internal communications deal with investors, clients, customers or contributors, and external communications keep company employees informed about the company.
- b) Internal communications always flow from the top of the organization down, and external communications always flow from the bottom to the top.
- c) Internal communications always are carried out by e-mail, and external communications always are carried out through the mass media

Internal communications keep company employees informed about the company, and external communications deal with investors, clients, customers or contributors

14) Effective public relations practitioners first _____

- a) send as many press releases as possible to as many people.
- b) determine which media outlets best serve their purposes
- c) ask editors to promise to use their press releases.
- d) find out which media have been most friendly to their client in the past.

15) Public relations professionals should send news well in advance of the publication date because

- a) news organizations move slowly and need plenty of time to rewrite the release.
- b) a release received close to a deadline is likely to be thrown away

- c) a release received close to a deadline leaves news organizations with too little time to plan special coverage
- d) a release received too close to a deadline is less likely to be published.

16) _____ is a formal system comprising planning, leading, controlling or manoeuvring an organisation.

- a) Management
- b) Communication
- c) Relationship
- d) Stakeholder

34) ____ encompasses the internal & external communication techniques and media used towards internal & external constituencies.

- a) Management
- b) Communication
- c) Relationship
- d) Stakeholder

17) _____ is a functional activity that aims to create mutual understanding between two or more group.

- a) Management
- b) Communication
- c) Relationship
- d) Stakeholder

18) The new economic policy was launched in the year _____

- a) 1990

- b) 1991
- c) 1992
- d) 1993

19) The main objective of _____ is to achieve favourable image among the company's prospects & customers .

- a) Corporate reputation
- b) Corporate image
- c) Corporate identity
- d) Corporate communication

20) _____ denotes the ways that firms convey personalities through actions as well as through non-verbal behaviour.

- a) Communication
- b) Behaviour
- c) Symbolism
- d) Logo

21) PRSA full form is _____

- a) Public relation Society of America
- b) Public relation School of America
- c) Public relation Society of Australia
- d) Public relation Society of Austria

22) The first step of diffusion theory is _____

- a) Awareness
- b) Interest

c) Evaluation

d) Trail

23) Interaction of asking someone something. If the person says yes, you have gained a reward and are likely to repeat the interaction by asking that person again is an example of _____

a) Diffusion theory

b) Social exchange theory

c) System theory

d) Situational theory

24) Sports teams frequently experience changes due to team members coming and going. This means the strengths and weaknesses of the entire team are constantly changing, too is an example of _____

a) Diffusion theory

b) Social exchange theory

c) System theory

d) Situational theory

25) OSHA full form is _____

a) Occupation safety & health administration

b) Occupational safety & health administration

c) Occupational safe & health administration

d) Occupational safety & healthy administration

26) The current trend is towards _____ & privitaization.

a) Legislation

b) Regulation

c) Deregulation

d) NATA

27) In 1950's, 60's & 70's, cigarette smoking was allowed everywhere and practically everyone smoked. By 1990, the amount dropped to less than half of that because of the awareness that was created by the stakeholders this is an example of.

- a) Stakeholders part of society
- b) Socio-cultural trends
- c) Restrictive legislation
- d) Demographic & Economics change

28) Firms will have to reduce the risk of gaining a bad ethical reputation by anticipating and adjusting for socio-cultural trends.

- a) Stakeholders part of society
- b) Socio-cultural trends
- c) Restrictive legislation
- d) Demographic & Economics change

29) _____ include growth, exchange rates, inflation rate, and interest rates.

- a) Economic factors
- b) Political factors
- c) Legislative factors
- d) Socio-cultural factors

30) _____ that are influenced by government decisions; taxes, infrastructure, public service and the like in the local community, the nation or internationally.

- a) Economic factors
- b) Political factors
- c) Legislative factors

d) Socio-cultural factors

31) In early 2000's the state of South Carolina passed legislation that made video poker illegal.

- a) Legislation
- b) Regulation
- c) Deregulation
- d) NATA

32) Press agency is synonymous with_____.

- a) Public Information
- b) Corporate communication
- c) Promotion & publicity
- d) publicity

33) PR is _____

- a) Spin
- b) Rhetoric
- c) Stunt
- d) Mutual understanding

34) Media coverage is considerably more credible than _____

- a) Advertising
- b) Facts
- c) Data
- d) Reality

35) ____ relations foster public understanding about the organization's values and beliefs.

- a) Media relations
- b) Employee relations
- c) Propaganda
- d) Publicity

36) _____ from the public on new services as well as improved services can help an organization improve the quality of its service.

- a) Knowledge
- b) No reaction
- c) No feedback
- d) Feedback

37) The first step in building effective media relations is ____

- a) Researching the angle
- b) Writing the pitch
- c) Contacting media
- d) Introducing the brand

38) Which of the following does NOT come under media relations

- a) Increasing public awareness
- b) Promoting organization
- c) Generating funds
- d) Promoting the organization

39) The organization should look upon reporters as _____

- a) Allies
- b) Intruders
- c) Enemies
- d) Adversaries

40) One very important reason for having media relations is that it

- a) Better the reputation of the company
- b) Helps in propaganda
- c) Covers up a rumor
- d) Increases marketing expenses

41) The organization should publicly speak with _____ voice.

- a) One
- b) Different
- c) Flexible
- d) Varied

42) Most community business leaders and decision makers look to ____ as the most credible source of information.

- a) Newspaper
- b) TV
- c) Social media
- d) Radio

43) _____ is any electronic instrument that is produced and distributed in electronic form such as radio and TV for commercial and social purpose.

- a) Weeklies

- b) Broadcast media
- c) Print media
- d) New media

44) Which of the following is a feature of new media.

- a) Slow feedback
- b) Predictable in format, time & space
- c) Corporate ownership
- d) Customised and individually tailored

45) Full form of RSS

- a) Real simple syndication
- b) Really simple syndication
- c) Real simple syndicate
- d) Really simple syndicate

46) _____ is usually distributed by satellite.

- a) VNR
- b) Telephone
- c) Letters
- d) Fax

47) _____ is a page on company's website that contains resources and Information for reporters and publishers.

- a) RSS
- b) Media kit
- c) Social media

d) VNR

48) _____ is a form of broadcasting production that incorporates streaming video audio on the Internet.

a) Audio-casting

b) Broadcasting

c) Webcasting

d) Telecasting

49) _____ Is the face of the company in digital era.

a) Website

b) Company office

c) Twitter account

d) Email ID

50) Corporations often use _____ to promote their products or services, using a well known performer or other "name" figure as a spokesperson.

a) Satellite media tours

b) Press conference

c) Web conferencing

d) Blogging

Sample questions of TYBMS SEM -V Regular Dec 2020 Exam

Direct Tax (TYBMS)

1. The Income tax act, 1961 came into force w.e.f. _____
 - a. 1st April, 1962
 - b. 31st March, 1961
 - c. 1st April, 1961
 - d. None of above

2. Circulars and Notifications are binding on the _____
 - a. Central Board of Direct Taxes (CBDT)
 - b. Assessee
 - c. Income Tax Appellate Tribunal (ITAT)
 - d. Income Tax Authorities

3. A person includes _____
 - a. Only Individual
 - b. Only Individual and HUF
 - c. Individuals, HUF, Firm, Company only
 - d. Individuals, HUF, Company, Firm, AOP or BOI, Local Authority, Every Artificial Juridical Person

4. Municipality of Delhi falls under _____ category of person-
 - a. Artificial juridical person
 - b. Local authority
 - c. Individual
 - d. Association of Person

5. Section _____ of the Income-tax Act, 1961 defines the term 'person'
 - a. 4
 - b. 2(31)
 - c. 5
 - d. 2(32)

6. Income-tax in India is charged at the rates prescribed by -
 - A. The Finance Act of the assessment year
 - B. The Income-tax Act, 1961

- C. The Central Board of Direct Taxes
 - D. The Finance Act of the previous year.
7. Which of the following is not included in taxable income -
- A. Income from smuggling activity
 - B. Casual income
 - C. Gifts of personal nature subject to a maximum of Rs. 50,000 received in cash
 - D. Income received in kind.
8. The tax exemption limit for a resident senior citizen is -
- A. Up to Rs. 2,00,000
 - B. Up to Rs. 5,00,000
 - C. Up to Rs. 1,80,000
 - D. Up to Rs. 3,00,000
9. Short term capital gains arising on transfer of listed equity shares through recognized stock exchange are chargeable to Tax @ _____
- A. 10%
 - B. 15%
 - C. 20%
 - D. 30%
10. Income from vacant plot is taxable under the head _____
- A. Income from House Property
 - B. Income from Other Sources
 - C. Profits & Gains of Business or Profession
 - D. Capital Gains
11. In which of the following cases the annual value of the house is taken to be NIL.
- A. Self-occupied house.
 - B. Vacancy for the whole period.
 - C. If the assessee holds two house properties.
 - D. Both (a) & (b) but not (c)
12. DS is the owner of a house property covered under the Rent Control Act. Municipal value Rs. 30,000, actual rent Rs. 25,000, fair rent Rs. 36,000 and standard rent is Rs. 28,000. The gross annual value of the house property will be —

- A. Rs. 30,000
- B. Rs. 25,000
- C. Rs. 36,000
- D. Rs. 28,000

13. Which of the following deduction are to be made from income house property?

- A. Standard deduction
- B. Interest on borrowed loan
- C. Both (a) and (b)
- D. Option (a) but not (b)

14. Which of the following amount is not allowed for deduction from income from house property?
- A. Interest on loan borrowed for construction of house property.
 - B. Interest on fresh loan taken to repay original loan.
 - C. Interest on unpaid interest.
 - D. Interest on unpaid purchase price
15. The maximum limit of deduction under section 24(b) for interest on borrowed capital before 1-4-1999 for construction of house property used for self-occupation is:
- A. Rs. 30,000
 - B. Rs. 2,00,000
 - C. Rs. 50,000
 - D. Rs. 60,000
16. The net annual value of house let-out is Rs. ` 1,00,000 and actual amount spent by the assessee on repairs and insurance premium is Rs. ` 20,000, the amount of deduction allowed under section 24(a) shall be _____
- A. Rs.20,000
 - B. Rs. 30,000
 - C. Rs. 25,000
 - D. Rs. 22,000
17. Rent received by original tenant from sub-tenant is taxable under the head _____.
- (a) Income from House Property
 - (b) Income from Other Sources
 - (c) Income from Capital Gain
 - (d) Income from Salary
18. X, a person of Indian origin visited India on 11-11-2019 and plans to stay here for 330 days. During four years prior to Previous Year 19-20, he was in India for 335 days. Earlier to that he was never in India for Assessment Year 20-21, X shall be _____
- a. Resident and ordinary Resident
 - b. Resident but Not ordinarily resident
 - c. Non-resident
 - d. A Foreigner

19. Salary received by the partner from the firm in which he is a partner is taxable under the head _____

- (a) Profits from Business (b) Salaries
© Other sources (d) Capital Gains

20. _____ has the Highest tax liability as per Income Tax Act

- (a) Resident and ordinary Resident
(b) Resident but Not ordinarily resident
(c) Non-resident
(d) None of these

21. Citizen of India, leaving India for Employment is resident if he _____

- a. Stay in India exceeds 60 days in previous year.
b. Stay in India exceeds 182 days in previous year.
c. Stay in India exceeds 90 days in previous year.
d. Stay in India exceeds 180 days in previous year.

22. Compensation received on voluntary retirement is exempt under Sec. 10 (10 C) to the maximum extent of _____

- (a) Rs. 2,40,000
(b) Rs. 3,00,000
(c) Rs. 5,00,000
(d) Rs. 8,00,000

23. Allowances received by MPs and MLAs are exempted U/s _____

- (a) 10 (1) (b) 10(17A)
© 10 (17) (d) 10(32)

24. The charging section of the income under the head capital gains is:

- A. Section15
B. Section17
C. Section10
D. Section45

25. The following shall not be regarded as capital asset:

- A. Urban Land
- B. Securities held by a Foreign Institutional Investor as per SEBI Act, 1992
- C. Archaeological Collections
- D. Motor Car

26. A short term capital asset means a capital asset held by the assessee for not more than:

- A. 12 months immediately preceding the month of its transfer
- B. 24 months immediately preceding the date of its transfer.
- C. 36 months immediately preceding the date of its transfer.
- D. 6 months immediately preceding the date of its transfer

27. Compute the capital gains for AY 2020-21 if Mr. Raj, a property dealer, sells a Commercial plot of land on 1-3-2020 for Rs.50,00,000 which was acquired by him on 1-8-2017 for Rs.25,00,000 for selling of offices constructed therein. He had incurred land development charges of Rs.10,00,000 on 1-10-2017. He incurred Rs.1,00,000 for selling the plot of land.

- A. Rs.23,00,000
- B. Rs.15,00,000
- C. Rs.13,00,000
- D. Rs.25,00,000

28. If an asset is put to use for less than 180 days in the previous year, the depreciation is charged

at _____ rate.

- (a) 30% (b) 50 (c) 25% (d) Nil

29. Income chargeable under the head 'Profits and Gains from Business or Profession' is covered

under _____.

- (a) Section 23 (b) Section 28 (c) Section 25 (d) Section 24

30. If a money gift is received from _____, it is not taxable under any head.

- a. From any relatives
- b. On the occasion of the marriage of the individual
- c. Under a will or by way of inheritance
- d. From any relatives, On the occasion of the marriage of the individual and Under a will or by way of inheritance

31. In Income Tax Act, 1961, deduction under sections 80C to 80U cannot exceed _____.

- a. Gross total income
- b. Total income
- c. Income from business or profession
- d. Income from house property

32. Deduction under Section 80C can be claimed for fixed deposit made in any scheduled bank, if the minimum period of deposit is _____.

- a. 10 Years
- b. 5 Years
- c. 12 Years
- d. 8 Years

33. Clubbing of income means _____.

- a. Addition income of two partners
- b. Inclusion of income of other person in assessee income
- c. Total of income of various heads
- d. Collection of income

34. Gross Total Income is arrived after _____.

- a. Only adding Income under five heads of Income
- b. Adding Income under five heads of Income excluding losses
- c. Adding Income under five heads of Income, after applying clubbing provisions and making adjustment of set off and carry forward of losses
- d. Adding Income under five heads of Income, after applying clubbing provisions and making adjustment of set off and carry forward of losses and after allowing deduction under sections 80C to 80U

35. Deductions in respect of contribution to political party will _____.

- (a) Be allowed in respect of sum paid by way of cash
- (b) Not be allowed if payment made in cash
- (c) This type of deduction is not allowed whether payment is in cash or not
- (d) Be allowed if payment made in cash, subject to certain conditions

36. Expenditure incurred on family planning amongst the employee is allowed to: _____

- a. Any assessee
- b. A company assessee
- c. An assessee which is a company or cooperative society
- d. None of the above

37. Out of the following, which of the capital receipt is not taxable:

- A. Capital gains of Rs.10,00,000
- B. Amount of Rs.5,00,000 won by way of lottery, games, puzzles
- C. Amount of Rs.2,00,000 received by way of gift from relatives
- D. Amount of Rs.1,00,000 received by way of gift from a friend on marriage anniversary

38. Which of the following income is not chargeable as income of business or profession?

- (a) Profits and gains of business carried by an assessee during the previous year
- (b) Income derived by a trade, professional or similar association from specific services performed for its members
- (c) Income from the activity of owning and maintaining race horse
- (d) Salary received by a partner of a firm from the firm in which he is a partner

39. Mr. Amit (A retiring Govt. Employee) received Rs. 5000000 as gratuity. Calculate taxable amount U/s 10(10).

- a. Rs. 500000
- b. Nil
- c. Rs. 2000000
- d. Rs. 250000

40. Sita, an employee of C Ltd. drawing salary of Rs. 10,000 p.m. took advance salary for April, 2020 along with salary of March, 2020 on 31-3-2020. The Gross Salary of Ms. Sita for A.Y.2020-21 should be _____

- a. 120000
- b. 130000
- c. 110000
- d. 20000

41. Mr. Ashok paid the Balmohan Vidya Mandir for his school going son's tuition fees Rs.5,000 and School Bus Fees Rs.2,000. He is entitled to a deduction u/s 80C equal to_____
- (a) 5,000
 - (b) 2,000
 - (c) 7.000
 - (d) 10,000
42. Mr. Vilas had taken housing loan for his self-occupied property from HDFC Bank on 18-11-1998 During the Previous Year 2019-20 he paid interest on housing loan Rs.1,60,000. He is entitled a deduction from Net Annual Value equal to _____
- a. 160000
 - b. 200000
 - c. 250000
 - d. 30000
43. Deduction u/s 80E shall be allowed for the higher education of
- a. Assessee siblings
 - b. Assessee himself
 - c. Assessee, spouse and children
 - d. Assessee all family members
44. In case of long term capital gain the amount to be deducted from sale consideration shall be _____
- a. Cost of acquisition
 - b. Indexed cost of acquisition
 - c. Market value as on 01-04-2001
 - d. Cost of improvement
45. V Ltd. Announced increase in DA on 21-03-2020 with retrospective from 21-03-2020 and the same was paid on 06-04-2020. The arrears of DA shall be taxable in PY _____
- a. 2019-20
 - b. 2020-21
 - c. 2018-19
 - d. 2017-18
46. Amar has earned lottery prize of Rs.50000, he received net Rs.45000 (after deducting TDS Rs.5000). how much amount will be taxable in hands of Mr. Amar?

- a. 45000
- b. 5000
- c. 50000
- d. 55000

47. Profit on sale of import license is _____

- a. Exempt from tax
- b. Taxed as profits and gains of business
- c. Taxed as income from other sources
- d. Taxed as capital gains

48. Any capital expenditure on scientific research related to the assessee business.

- a. Is allowed to be deducted @100%
- b. Is allowed to be deducted @125%
- c. Is allowed to be deducted @175%
- d. Cannot be deducted from profits of business

49. Mr. S, aged 72 years, paid medical insurance premium of Rs.22000 by cheque and Rs.1000 by cash during the year 2019-20 under medical insurance scheme. The above sum was paid for insurance of his own health. He would be entitled to a deduction under section 80D of a sum of _____

- a. 22000
- b. 23000
- c. 15000
- d. 25000

50. Kumar purchased equity shares worth Rs.80000 on 18th November 2019 and sold them for Rs.120000 on 25th November 2019. The gain is _____

- a. Short term capital gain
- b. Long term capital gain
- c. Midterm capital gain
- d. Business Income

Sample questions of TYBMS SEM -V Regular Dec 2020 Exam Subject: PMCP

- 1) Receiving feedback about one's performance increases the _____ for future performance.
 - a) Prediction
 - b) Negativity
 - c) Motivation
 - d) Guidance
- 2) _____ Methods of Performance Appraisals should be given more preference over the traditional methods.
 - a) Traditional
 - b) Ancient
 - c) Modern
 - d) Active
- 3) _____ means improving the capability of employees to perform through training.
 - a) Growing
 - b) Monitoring
 - c) Developing
 - d) Upward
- 4) The primary purpose of providing employees with feedback during a performance appraisal is to motivate employees to _____.
 - a) apply for managerial positions
 - b) remove any performance deficiencies
 - c) revise their performance standards
 - d) enrol in work-related training programs
- 5) _____ is also sought after while trying to solve different work-related issues.
 - a) outside help
 - b) innovation
 - c) leadership
 - d) duplication
- 6) High Performance team members possess excellent _____ communication skills.
 - a) oral and written
 - b) Informal
 - c) Approachable
 - d) Adoptable
- 7) Ethical Performance Management means the conduct of performance management process in an _____ correct way.
 - a) professionally
 - b) ethically
 - c) politically
 - d) socially

- 8) If there is an error in judging the true potential of an employee, it will severely affect the _____ of that employee.
- a) appraisal
 - b) succession planning
 - c) compensation
 - d) recruitment
- 9) _____ is the lifelong process of managing learning, work, leisure, and transition
- a) Career Planning
 - b) Career Movement
 - c) Career improvement
 - d) Career Development
- 10) There should be _____ of the career opportunities in the organisation, so that all the employees become aware of these opportunities.
- a) publicity
 - b) Awareness
 - c) Announcement
 - d) Notice
- 11) Performance management includes _____ employees to discuss their performance concerns.
- a) Poaching
 - b) Reprimanding
 - c) Coaching
 - d) Monitored
- 12) The whole performance management process must be _____ better with the organizational goals as well as the career goals and expectations of the employees.
- a) Crossed
 - b) Divided
 - c) Aligned
 - d) Substituted
- 13) A formal review will provide performance _____ for personnel record as a matter of organisational policy.
- a) weightage
 - b) significance
 - c) evidence
 - d) process
- 14) There must be a provision of _____ the performance management process itself to ensure that managers and staff are using it efficiently.
- a) evaluating
 - b) specifying
 - c) monitoring
 - d) stable

- 15) _____ link is created between the acquiring, improvement and effective use of skills and competencies and the individual's pay.
- a) indirect
 - b) direct
 - c) vertical
 - d) parallel
- 16) If the organisation believes in the development of employees, it should attempt to generate a climate of _____
- a) divisibility
 - b) frankness
 - c) closed mindedness
 - d) united
- 17) Pressure on individuals perceived to be under-contributing or not fitting in can degenerate into coercion or even _____
- a) harassment
 - b) Misbehaviour
 - c) Immoral
 - d) Unusual
- 18) Key characteristic of career planning is developing _____ goals and objectives that you can accomplish in the future.
- a) ambitious
 - b) realistic
 - c) low profile
 - d) HI profile
- 19) Organizational structures are steadily making a _____ from a pyramid structure to a flat lateral structure.
- a) Regression
 - b) Deputation
 - c) demotion
 - d) transition
- 20) The most influential model is the _____ of organisations and of careers.
- a) Japanese Model
 - b) Pyramidal model
 - c) Obsolescence
 - d) Indo-Japanese model
- 21) _____ Feedback makes an employee aware of his areas of improvement.
- a) Negative
 - b) Constructive
 - c) Positive
 - d) Neutral
- 22) For a performance management system to be effective, employee progress and performance must be _____ monitored.

- a) Sporadically
 - b) Continuously
 - c) Annually
 - d) random
- 23) More emphasis will be laid in future on consistent, regular and _____ feedback mechanisms.
- a) Fixed
 - b) Innovative
 - c) Conservative
 - d) Active
- 24) There is not greater _____ you can do to a person than to let them stay in a job where they are not respected by their colleagues.
- a) Confidence
 - b) Sacrifice
 - c) Disrespect
 - d) satisfaction
- 25) _____ are critical components of the performance management system.
- a) Reviews
 - b) Preview
 - c) Monitored
 - d) Grooming
- 26) Top management support and _____ is very essential for building a sound performance culture in an organization.
- a) Commitment
 - b) Communication
 - c) Coordination
 - d) Consideration
- 27) _____ is playing a vital role in the recruiting sector and also impacting performance management.
- a) Social media
 - b) Print media
 - c) Digital media
 - d) News media
- 28) Receiving feedback about one's performance makes the employee feel _____ and cared for at work.
- a) Appreciated
 - b) Approachable
 - c) Applicable
 - d) Adoptable
- 29) The whole performance review process is expected to be undergoing substantial changes to make the review process more _____.
- a) transparent
 - b) Ambiguity

- c) Partiality
 - d) Biasness
- 30) The setting of performance _____ is a joint effort consisting of both managers and employees
- a) criteria
 - b) date
 - c) schedule
 - d) time
- 31) Essay Method is also known as _____
- a) Uniform method
 - b) Free-form method
 - c) fixed method
 - d) variable method
- 32) Assessment should not be confined to _____ performance alone.
- a) good
 - b) present
 - c) past
 - d) future
- 33) An ethical environment relies upon individuals having _____ for their own professional behaviour.
- a) awareness
 - b) responsibility
 - c) confidence
 - d) specific
- 34) Only _____ compliance at work will not be sufficient for the long-term success of an organization
- a) legal
 - b) process
 - c) production
 - d) productive
- 35) Employees have a responsibility to behave with integrity and _____
- a) bias
 - b) bigotry
 - c) impartiality
 - d) transparency
- 36) A list of desirable ethical behaviour by an employee is called as _____
- a) Code of Conduct
 - b) Rules
 - c) Code of Ethics
 - d) Regulation
- 37) An employee's compensation, usually called as tangible returns, includes _____ payment.
- a) cheque

- b) cash
 - c) indirect
 - d) designation
- 38) A _____ team could prove difficult to modify or break-up in response to changing processes, markets, or competitive pressures.
- a) settled
 - b) unsettled
 - c) new
 - d) traditional
- 39) All employees have days or even short periods when their performance is not _____.
- a) satisfactory
 - b) Believable
 - c) Apposable
 - d) Average
- 40) Performance based pay was first introduced in the _____
- a) UK
 - b) Europe
 - c) France
 - d) USA
- 41) A good career planning requires a _____ analysis of the environment for opportunities.
- a) Normal
 - b) overall
 - c) detailed
 - d) Random
- 42) A career _____ is someone who takes special interest in helping another develop a successful career.
- a) coach
 - b) planner
 - c) mentor
 - d) guide
- 43) Mere planning does not ensure career _____
- a) start
 - b) success
 - c) stability
 - d) store
- 44) Career planning is not suitable for _____ business units.
- a) large
 - b) medium sized
 - c) small
 - d) very large

45) In the wake of the _____ world war, the Japanese acknowledged the importance of a stable working team.

- a) First
- b) Second
- c) Manchu
- d) Cold

46) Many professionals with high and impressive qualifications become _____ candidates for management positions.

- a) secondary
- b) useless
- c) prime
- d) subordinate

47) A Career consists of the changes in _____ attitude and motivation that occur as a person grows older.

- a) values
- b) Customs
- c) Norms
- d) Rituals

48) _____ gives advice and guidance to the mentees.

- a) Mentor
- b) Teacher
- c) Trainer
- d) Tutor

49) _____ is a sequence of positions held by a person during his working life

- a) Career
- b) Salary
- c) Post
- d) Designation

50) _____ is the training of employee on additional skills.

- a) Retraining
- b) Reprocess
- c) Reopening
- d) Refining

Sample MCOs of TYBMS SEM V

Customer Relationship Management

1. _____ model suggests that if customers perceive their expectations to be met, they are satisfied.
 - a. No expectations-confirmation
 - b. Expectations-Disconfirmation
 - c. Expectations-confirmation
 - d. Expectations-satisfaction
2. _____ is generated from data warehouse. Business views are calculations or summaries compared over period of time.
 - a. Transactional data
 - b. Reference data
 - c. Business view data
 - d. Data integration
3. Research shows that companies can increase profitability by _____ percent if they can just retain 5 percent more of their profitable customers per year.
 - a. 50
 - b. 75
 - c. 100
 - d. 90
4. In a market scenario Terrorist category of customers are often referred as _____ customers
 - a. Extremely unsatisfied
 - b. Satisfied customers
 - c. Delighted customers
 - d. Switchers
5. The CVM model aims to create value for customers and _____
 - a. Suppliers
 - b. Employees
 - c. Distributors
 - d. Stakeholders
6. _____ reflects “ the state of mind that customers have about a company and its products or services when their expectations have been met or exceeded.

- a. Customer management
 - b. Customer retention
 - c. Customer acquisitions
 - d. Customer attrition
7. _____ is crucial to maintain and grow customer relationships in order to sustain profitable growth.
- a. Customer management
 - b. Customer retention
 - c. Customer acquisition
 - d. Customer attrition
8. _____ is a technology that allows interactions on telephone and computer to be integrated.
- a. ACD
 - b. IVR
 - c. CTI
 - d. ICR
9. _____ is the detailed recording and updating of information that describes an enterprise's hardware and software.
- a. Lead Management
 - b. Knowledge Management
 - c. Configuration Management
 - d. Structural Management
10. Sales intelligence CRM is similar to _____ CRM.
- a. Analytical
 - b. Operational
 - c. Strategic
 - d. Collaborative
11. In _____ marketing advertising works effectively.
- a. Relationship
 - b. Permission
 - c. Interruption
 - d. All of the above
12. _____ type of customers stands out as being the most trend oriented and product – focused.

- a. Content streamer
 - b. Savvy maximiser
 - c. Undaunted driver
 - d. Secure traditionalist
13. _____ type of customer is driven by value. He makes impulsive decisions.
- a. Content streamer
 - b. Savvy maximiser
 - c. Undaunted driver
 - d. Secure traditionalist
14. _____ is not a component of CRM.
- a. People
 - b. Technology
 - c. Information
 - d. Upselling
15. Someone who buys goods or services is known as _____.
- a. Retailers
 - b. Customers
 - c. Wholesaler
 - d. Manufacturer
16. _____ customers make impulsive decisions.
- a. Content streamer
 - b. Savvy maximiser
 - c. Undaunted driver
 - d. Secure traditionalist
17. _____ refers to any marketing activity that “interrupts” a viewer’s attention.
- a. Interruption marketing
 - b. Permission marketing
 - c. Transactional marketing
 - d. Relationship marketing
18. _____ is a business strategy that seeks to establish long term relationship with its customers rather than focusing on single transaction.
- a. Customer lifetime value
 - b. Interruption marketing
 - c. Relationship marketing

- d. Permission marketing
19. Contact management system helps to streamline _____ process.
- Communication
 - Market
 - Technological
 - Strategical
20. _____ is the first point in contact centre.
- ACD
 - IVR
 - CTI
 - ICR
21. _____ adds value to base data.
- Data profiling
 - Data augmentation
 - Data integration
 - Data control
22. _____ reports are fairly static with fixed metrics and dimensions.
- Database
 - Market
 - Canned
 - Customer
23. _____ is crucial to maintain and grow customer relationships in order to sustain profitable growth.
- Customer management
 - Customer retention
 - Customer acquisition
 - Customer attrition
24. The state of mind that customers have about a company and its products or services when their expectations have been met or exceeded is known as _____
- Customer management
 - Customer retention
 - Customer relationship
 - Customer attrition
25. _____ ties to both financial and social incentives.

- a. Cultural bond retention strategy
 - b. Social bond retention strategy
 - c. Political bond retention strategy
 - d. Economic bond retention strategy
26. There are _____ levels of retention strategies.
- a. One
 - b. Two
 - c. Three
 - d. Four
27. _____ bond deals with mass customization and customer intimacy.
- a. Customization
 - b. Customer retention
 - c. Customer management
 - d. Service
28. _____ allows organization to contact with its customers in the medium of their choice – voice, e-mail, web chat, fax, SMS.
- a. E-CRM
 - b. Multimedia contact centre
 - c. Po
 - d. EPOS
29. _____ of call centre is critical in terms of the cost of the building and also the ability to recruit and retain employees to work in the centre.
- a. Location
 - b. Customer
 - c. Technology
 - d. Process
30. Choice of _____ depends on the size and nature of business.
- a. Location
 - b. Customer
 - c. Technology
 - d. Process

31. _____ are the most critical asset in a call centre as it is they who really deliver the business performance.
- Location
 - People
 - Customer
 - Process
32. _____ exists when perception > expectation.
- Customer satisfaction
 - Customer dissatisfaction
 - Customer delight
 - Customer engagement
33. The process of forecasting contact centre workload and then scheduling agents to handle the workload is known as _____.
- CRM
 - Call scripting
 - Workforce management
 - Relationship marketing management
34. Complexity Management is the process of delivering _____.
- Product
 - Services
 - Value
 - Vision
35. Dissatisfaction of customer needs have greater impact on customer.
- Loyalty
 - Satisfaction
 - Retention
 - Acquisition
36. Modern CRM theory refers to the idea of ‘_____ the customer’.
- Integrating
 - Becoming
 - Calling
 - Neglecting
37. _____ Helps in Billing, inventory and logistics.

- a. Backend integration
 - b. Close end integration
 - c. Front end integration
 - d. Data Mining
38. Reporting and analysis helps in report _____ on customer behavior
- a. Analysis
 - b. Generation
 - c. Evaluation
 - d. Structuring
39. An e-CRM strategy ideally should focus on customer _____.
- a. Behavior
 - b. Needs
 - c. Economics
 - d. Preferences
40. _____ is the customer's fulfillment response to a customer experience, or some part thereof.
- a. Customer satisfaction
 - b. Customer expectation
 - c. Customer loyalty
 - d. None of the above
41. _____ is about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring more customers to firm.
- a. Customer expectation
 - b. Customer satisfaction
 - c. Customer loyalty
 - d. None of the above
42. _____ provides access to all customer information including enquiry status and correspondence.
- a. Customer management
 - b. Knowledge management
 - c. Account management
 - d. Back end integration

43. _____ access to customer information and history , allowing sales teams and customer service teams to function efficiently.
- Customer management
 - Knowledge management
 - Account management
 - Back end integration
44. _____ also includes response to a prospective customer immediately after the inquiry without any delay.
- Customer acquisition
 - Customer satisfaction
 - Customer retention
 - E-CRM
45. It is a well-established fact that the cost of acquiring a customer is _____ the cost of retaining an existing customer.
- Three times
 - Four times
 - Two times
 - Five times
46. _____ is a business statement that summarizes why a customer should buy a particular product.
- Customer value proposition
 - Customer lifetime value
 - Customer care value
 - Company profit chain
47. _____ chain is designed in 1990's to show the exact relationship and interconnectivity between satisfaction – loyalty- retention and profits, whereby it directly links to CRM.
- Computer profit chain
 - Company profit chain
 - Company power chain
 - None of the above
48. The _____ of upsell, cross sell and retention campaigns will be greater.
- Return on Investment
 - Customer Loyalty

- c. Market value
- d. Brand popularity

49. _____ management is also known as incident management.

- a. Knowledge management
- b. Case management
- c. Contract management
- d. Agent management

50. _____ are the recent trends in CRM.

- a. Social CRM
- b. Mobile CRM
- c. CRM TO XRM
- d. All of the above

SAMPLE Questions

TYBMS SEM-V Subject: Ecommerce & Digital Marketing

1. Which segment is eBay an example?

- A. B2B
- B. C2B
- C. C2C
- D. None of the above

2. Which type deals with auction?

- A. B2B
- B. B2C
- C. C2B
- D. C2C

3. In which website Global Easy Buy is facilitated?

- A. Ebay.com
- B. Amazon.com
- C. Yepme.com
- D. None of these

4. The best products to sell in B2C e-commerce are:

- A. Small products
- B. Digital products
- C. Specialty products
- D. Fresh products

5. Which products are people most likely to be comfortable buying on the Internet?

- A. Books
- B. PCs
- C. CDs
- D. All of the above

6. Digital products are best suited for B2C e-commerce because they:
- A. Are commodity like products
 - B. Can be mass-customized and personalized
 - C. Can be delivered at the time of purchase
 - D. All of the above
7. The solution for all business needs is
- A. EDI
 - B. ERP
 - C. SCM
 - D. None of the above
8. All of the following are techniques B2C e-commerce companies use to attract customers, except
- A. Registering with search engines
 - B. Viral marketing
 - C. Online ads
 - D. Virtual marketing

8. E-commerce involves
- A. marketing
 - B. advertising
 - C. warehousing
 - D. all of the above
9. Which is not a function of E-commerce
- A. marketing
 - B. advertising
 - C. warehousing
 - D. none of the above
10. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?
- A. Affiliate programs
 - B. Click-through
 - C. Spam
 - D. All of the above
11. What is the percentage of customers who visit a Web site and actually buy something called?
- A. Affiliate programs
 - B. Click-through
 - C. Spam
 - D. Conversion rate
12. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?
- A. Direct materials
 - B. Indirect materials
 - C. EDI
 - D. None of the above

13. What are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities?

- A. Direct materials
- B. Indirect materials
- C. EDI
- D. None of the above

14. What are ballpoint pens purchased by a clothing company?

- A. Direct materials
- B. Indirect materials
- C. EDI
- D. None of the above

15. What is another name for materials which cannot be linked to a specific product or process?

- A. Direct materials
- B. Indirect materials
- C. EDI
- D. None of the above

16. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?

- A. B2B marketplace
- B. Intranet
- C. Reverse auction
- D. Internet

17. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?

- A. Switching costs
- B. Loyalty programs
- C. Entry barriers
- D. Affiliate programs

18. Which of the following statements accurately reflect the impact of technology?
- A. Technology has caused buyer power to increase
 - B. Technology has lessened the entry barriers for many industries
 - C. Technology has increased the threat of substitute products and services
 - D. all of the above
19. A business cannot be all things to all people. Instead, a business must:
- A. Identify target customers
 - B. Identify the value of products/services as perceived by customers
 - C. all of the above
 - D. None of the above
20. How the transactions occur in e-commerce?
- A. Using e-medias
 - B. Using computers only
 - C. Using mobile phones only
 - D. None of the above
21. Which type of products is lesser purchased using e-commerce?
- A. automobiles
 - B. books
 - C. software's
 - D. none
22. A business competing in a commodity like environment must focus on which of the following?
- A. Price
 - B. Ease / speed of delivery
 - C. Ease of ordering
 - D. all of the above
23. Which type of add appears on a web page?
- A. pop-under ad
 - B. Pop-up ad
 - C. Banner ad
 - D. Discount ad

24. What type of ad appears on top of a web page?

A. pop-under ad

B. pop-up ad

C. banner ad

D. discount ad

25. What type of ad appears under a web page?

A. pop-under ad

B. pop-up ad

C. banner ad

D. discount ad

26. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key.

- A. encryption, decryption
- B. private, public
- C. encryption, public
- D. public, private

27. Secure Sockets Layers does which of the following?

- A. creates a secure, private connection to a web server
- B. encrypts information
- C. sends information over the internet
- D. all of the above

28. When a transaction is processed online, how can the merchant verify the customers identity?

- A. use secure sockets layers
- B. use secure electronic transactions
- C. use electronic data interchange
- D. use financial electronic data interchange

29. Which of the following is not considered to be one of the three phases of e-commerce?

- a. Innovation.
- b .Consolidation.
- c. Preservation.
- d. Reinvention.

30 A _____ is the set of planned activities designed to result in a profit in a marketplace.

- A. business model.
- B .profit model.
- C. business plan.
- D. revenue model.

R:□

31. Which of the following is a useful security mechanism when considering business strategy and IT?

- a. encryption
- b. decryption
- c. firewall
- d. all the above

32. 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

33. _____ Means optimizing the content of a website in order to gain better placement in the Search Engine.

- A. SEO
- B. SEM
- C. SERP
- D. Podcast

34. _____ is a technique where content is Produced & distributed with the intentions of Providing relevant content to attract & engage an audience.

- A. Content Marketing
- B. Email Marketing
- C. Mobile Marketing
- D. Video Marketing

35. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

- a. Search marketing.
- b. Internet advertising.
- c. Permission-based email marketing.
- d. Social web marketing.

36 _____ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

- a. Pay Per Click (PPC)
- b. Digital Asset Optimisation (DAO)
- c. Social Media Marketing (SMM)
- d. Search Engine Optimisation (SEO)

37 _____ is the set of practices that enables organizations to communicate and engage interactively with their audiences through any mobile device or network.

- a. Mobile marketing
- b. Social web marketing.
- c. Internet marketing
- d. Social media marketing

38. The process of outsourcing a task or group of tasks to a generally large group of people is known as:

- a. social media marketing
- b. internet advertising
- c. crowd sourcing
- d. e-marketing

39/ Current changes in behaviours clearly show that _____ is taking over more and more of consumer online searches.

- a. social media
- b. mobile
- c. internet
- d. blog

40. Which section of IT Act deals with the appointment of Controller of certifying authorities

- (a) Section 17
- (b) Section 15
- (c) Section 10
- (d) Section 5

41. Electronic payment system offers _____

- A. Convenience
- B. Reduced risk
- C. Both A & B
- D. None of the above

42. Which of the following statements is false about hosting

- A. Shared hosting is cheaper than dedicated hosting
- B. Shared hosting is safer than dedicated hosting
- C. Dedicated hosting is safer than shared hosting
- D. Though more expensive than shared hosting, Dedicated hosting is more secure

43. _____ is way of developing Website

- A. Content Management System
- B. Blogging Software
- C. Website Builders
- D. All of these

44. In cheque payment protocol, the purchase order form is signed by purchaser using

- a. his public key
- b. his private key
- c. his private key using his signature hardware
- d. various public keys

45. Paisapay is facilitated in

- A. eBay.co.in
- B. amazon.com
- C. flipkart.com
- D. none of the above

46.....is a card with a microchip that can be used instead of cash and coins for everything from vending machines to public transportation.

- (a) Debit Card
- (b) credit card
- (c) Electronic purse
- (d) any of these

47.....is automated methods of recognizing a person based on a physiological or behavioral characteristic.

- (a) Biometrics
- (b) PIN
- (c) both of these
- (d) none of these

48.....is the most common way for purchasing an online advertising

- (a) CPM
- (b) CPC
- (c) Any of these
- (d) none of these

49.....are interactive online ads that require the user to respond intermittently in order to wade through the message before reaching the intended content.

- (a) Ultramercials
- (b) pop-up ads
- (c) Spam e-mail
- (d) malware

50 Among the alternate models of B2B e-commerce,.....is the best means to obtain a competitive advantage in the Market place.

- (a) Process based
- (b) strategic relationship based
- (c) transaction based
- (d) any of these

Sample questions of TYBMS SEM -V
Regular Dec 2020 Exam
Investment Analysis & Portfolio Management

Multiple Choice Questions:

1. _____ investors deal in block trades, which is an order to buy or sell large volume of shares at a time.
 Retail Institutional Foreign Internal
2. _____ is the legal owner of shares held in dematerialized form.
 Depository Depository Participant shareholder Broker
3. Depositories help investors hold securities in _____ form.
 Crude physical electronic stable
4. The stock with a market cap of Rs. 10 crore or more are _____.
 Mid Cap Stock Small Cap Stock Large Cap Stock Penny stock
5. _____ risk is the risk of loss because of a drop in the market price of the shares.
 Equity Fixed Deposit Debt PPF
6. An investor bought 10 shares of ABC Ltd at Rs 100/share. After 2 years he sold the same at Rs 150/share. During the period he earned dividend Rs 50/share. Calculate return earned by the investor.
 50% 75% 100% 150%
7. Risk free rate as 6%, Beta = 1.4, Market portfolio Return = 10%, Realised Return on portfolio = 15%, Analyze the performance using the Jensen Model.
 1.2% 34.2% 12.1% 3.4%
8. The Dow theory has evolved into a primarily _____ approach to the stock market.
 Technical Fundamental Industrial Economic
9. _____ is a technical analysis tool.
 Moving average Oscillators
 Moving average and Oscillators both Bar chart
10. If Standard Deviation of an asset = 2.50, Market standard deviation = 2%, Co-relation co-efficient of portfolio with market = 0.9
 Calculate Beta Coefficient?
 2.125 3.125 1.125 4.125
11. The appreciation or depreciation in the price of the security is called _____ Return.
 Final Interim Current Capital
12. Profit after tax = Rs 12,00,000.,
 Equity Capital of Rs.10 each = Rs. 16,00,000,
 12% Preference share capital Rs. 8,00,000.

Calculate Earnings per share?

6.9 7.9 8.9 9.9

13. Securities which are more sensitive to changes in market or economy or political factors are considered _____ on risk.
stable Low High constant
14. _____ is a short term unsecured promissory note issued by Corporate and Financial Institutions.
Treasury Bills Commercial Paper Repo Certificate of Deposit
15. _____ is a small savings scheme backed by the Government of India exclusively for the girl child.
PPF Sukanya Samridhi Yojana Fixed deposit Recurring Deposit
16. _____ is not a source of systematic risk.
Interest rate Inflation rate Business cycle Personnel changes
17. _____ returns are the total returns earned by an investor during the time period for which the investment is held.
Holding period Annualised Expected Future
18. The Dow-Jones Transportation Average and Dow-Jones Industrial Average, both averages are rising, it indicates _____ market.
Bull Bear Uncertain Risky
19. The efficient market hypothesis was developed by _____.
Dow Jones Eugene Fama R.N. Elliott Markowitz
20. The risk free return is 8%, the return on market portfolio is 15%, The standard deviation of the market is 2.5. Compute Sharpe's Index for market.
3.8 4.8 2.8 1.8
21. Elliott Wave Principle established in the _____ by R. N. Elliott.
1940 1945 1930 1935
22. _____ investors consider security more important than risk.
Active Passive Constant Stable
23. Depositing money in Fixed deposit is an example of _____ investment.
Financial Economic Group Political
24. _____ market is a market where existing securities are purchased and sold.
Primary Secondary daily intermediate
25. _____ refers to the loss of principal amount of an investment.
Debt Risk Gambling Speculation
26. _____ help their clients raise money in capital markets by issuing debt or selling equity in the companies.
Investment Bank Post office Mutual fund NSC

27. _____ index reflects the price movement of 50 stocks selected on the basis of market cap and liquidity.
Sensex BSE Nifty BSE-500
28. The index contains SDLs issued by top _____ states selected every year based on their primary issuance volume during previous year.
SDL NASDAQ NSDL CDSL
29. _____ refers to profit or losses made from investing activity.
Risk Beta Return standard deviation
30. _____ is the future expected return on investment for an investor.
Risk Realised Return Expected Return Compared Return
31. _____ is popularly used to estimate the cost of equity in valuation models.
Risk Beta Return standard deviation
32. _____ covariance indicates that two stocks tend to move in inverse direction.
Stable Negative Positive Flexible
33. An investor with lesser tolerance for risk should take _____ proportion of bond.
Higher lower Zero Constant
34. It is well known that during the accumulation phase when the investor is building assets, he can afford to take _____ risks.
Lower More no stable
35. _____ portfolio strategy seeks to design a portfolio which is a replica of a specific index.
Active Passive Active passive both stable
36. _____ charts show a series of vertical lines called price.
Bar Candlestick line graph
37. _____ charts are ideal for beginner traders to use due to their simplicity.
Bar Line Candlestick graph
37. The relevant risk for a well-diversified portfolio is _____.
interest rate risk inflation risk business risk market risk
38. Portfolio risk is best measured by the _____.
expected value portfolio beta
weighted average of individual risk standard deviation
39. _____ means a combination of financial assets and physical assets.
Portfolio Risk Theory Relationship
40. Probability of an event that has no chances of occurrence is always _____.
One Zero High Two

41. _____ portfolio is the most commonly used portfolio type.
 Aggressive Defensive Hybrid stable
42. Candlestick chart is a modified version of a _____ chart.
 Bar Line Candlestick graph
43. _____ means speed with which an asset can be converted into cash without suffering any discount to its fair market price.
 Taxes Liquidity Time Horizon Income
44. _____ involves identifying individual stocks which are undervalued and then included in the portfolio.
 Sector Rotation Stock changing Stock Picking Stock determination
45. _____ reflects the difference between the return actually earned on a portfolio and the expected return on the portfolio as per CAPM.
 Sharpe's ratio Jensen ratio Treynor's ratio Elliott
46. _____ Analysis is a systematic process of determining and interpreting relationship between two numbers derived from the financial statements.
 Fundamental Technical Industry Ratio
47. _____ ratio measures the relationship between net profit (before interest & tax) and the capital employed to earn it.
 Return on Equity Return on Investment Coverage Earning per share
48. The _____ trend is the long range cycle that carries the entire market up or down resulting in bull or bear markets.
 Primary secondary daily intermediate
49. _____ is useful when trading as they show four price points throughout the period of time the trader specifies.
 Bar Line Candlestick graph
50. _____ acts as an interface between depository & shareholder.
 Underwriter Company
 Depository Participant Depository

Sample questions of TYBMS SEM -V
Regular Dec 2020 Exam
Industrial Relations

Multiple choice Questions.

1. stoppage of work in the support of the demands of workmen belonging to other employer is called a _____ strike.
Sit down ii) Hunger iii) Sympathetic iv) Go slow
2. The grievance is taken to the departmental representative of the management who has to give an answer within _____ hours.
48 ii) 24 iii) 72 iv) 80
3. Optimum use of resources, both human and materials, eliminates all types of _____.
pollution ii) wastage iii) hazard iv) goods
4. In India, the Government introduced a Bill on Workers Participation in Management in _____.
1970 1980 1990 2000
5. In a _____ the employees undertake fasting by abstaining both food and work as protest.
General Strike Go-slow Strike Sympathy Strike Hunger Strike
6. It is essential to provide training on _____ skills as these are required while dealing with problems of employees.
Speaking counselling writing drawing
7. Proper procedure should be adopted for the _____ of grievances by providing opportunity to exchange views.
Removal redressal rebuttal discharge
8. _____ rival unionisms are one of the great weaknesses of the Indian trade union movement.
Multiple Healthy Singular Group
9. _____ is not only administers justice, it protect the rights of the citizens and it acts as the interpreter and guardian of the constitution.
Judiciary Executive legislative statute
10. Safety officer is to be provided if _____ or more workmen are employed.
2000 1500 1000 500
11. Every _____ months the respective state Governments issues the cost of Living Index number for each and every scheduled employment.

- Three four five six
12. According to this Act, the maximum wage period or payment of wages to employees by employer should not exceed ____.
- 45 days 15 days 30 days 60 days
13. Prior to the year 1947, industrial disputes were being settled under the provisions of the Trade Disputes Act, _____
- 930 1929 1945 1950
14. During negotiations, normally the _____ demands are taken up first.
- Difficult less complex political social
15. In _____, the striking employees assemble in front of the gate of the factory and attempt to persuade non-strikers to decide against go and work.
- Gheraos Lock-outs Pen-down Picketing
16. _____ means the failure, refusal, in ability of an employer on account of shortages of Coal, power of raw material.
- Retrenchment Closure Lay-off Lock-out
17. _____ means a strike by members of all or most of the unions in a region or an industry.
- General Strike Wild-cat Strike Sympathy Strike Hunger Strike
18. _____ is related to promote individual development and the extension of individual's human rights at the work place.
- Social objective Moral objective
Economic objective political objective
19. . Industrial Disputes refers to the _____ between employer and employees on certain industrial matter.
- Contents conflicts co-operation control
20. _____ has geographical, hierarchical and operational dimensions.
- Collective Bargaining Organizational Structure
Industrial Relations Employees
21. _____ are a very important variable in industrial relations.
- Government Trade Union Employer public
22. Industrial Relations help the workforce to adjust themselves to _____ easily and quickly.
- Work change Manager employee

23. Industrial relations necessitate passing of certain _____ laws to protect and promote the welfare of labour.
 Managerial Production Labour Financial
24. The objective of giving _____ is to provide stability on the production.
 Compensation Exemption Subsidy Benefit
25. A good industrial relation _____ the morale of the employees.
 Restricts improves reduces neglects
26. The economic disputes arise due to inadequacy in incentives and _____ to the employees.
 Benefits obstacles restrictions limitations
27. In a _____ a group of employees undertake strike for expressing sympathy and solidarity with other group of employees.
 General Strike Wild-cat Strike Sympathy Strike Hunger Strike
28. In the larger and bigger organisation, _____ participation of each worker is not possible.
 Indirect Collective Direct democratic
29. The _____ of workers is an important factor that influences the success of participation.
 Rigidity Absenteeism Maturity thinking
30. Indiscipline, if unchecked, will affect the _____ of the organisation.
 Structure foundation morale thinking
31. _____ is a feeling of an employee that an injustice has been done to him.
 Workers participation Grievances Discipline Strike
32. Strikes and lockouts should be resorted to as _____ measures.
 Interim first last between
33. Industries with trade unions tend to have _____ than non-unionized industries.
 Higher stress higher wages lower pressure lower wages
34. _____ is an association, either of employees or employers or of independence workers.
 Trade Union Factories Minimum Wages Payment of wages
35. _____ are those unions that are maintained primarily to represent the workers in collective bargaining with the employers.

Craft unions Anarchist unions Business unions White collar

36. There are two types of organizations to which the trade unions in India are affiliated:
_____ Federations, and The Federations of Unions.

State District National One part

37. The _____ is also known as the judicial system or court system.

Judiciary Executive legislative statute

38. _____ Act is applicable to the whole of India including Jammu & Kashmir.

Trade Union Factories Minimum Wages Payment of wages

39. Minimum Wages was first evolved by ILO in _____.

1938 1928 1948 1918

40. Notice of change in registered office address of Trade union should be given to the Registrar in writing within ____ days.

15 14 20 30

41. Minimum food requirement of _____ calories per average Indian adult.

3500 2700 3000 2500

42. The Industrial disputes Act, came into existence in _____.

May 1947 April 1947 February 1947 January 1947

43. There are two types of organizations to which the trade unions in India are affiliated:
_____ Federations, and The Federations of Unions.

State District National One part

44. Cordial industrial relations bring _____

Equality Peace Harmony Good

45. A grievance procedure is an ordered _____ process.

Single step Multi step bi step three tier

46. Participation and possibility to _____ one's own work situation is important to increase well-being and a positive feeling.

Affluence Influence Contradict extract

47. Participative management aims at ushering industrial _____.

Democracy Development Bureaucracy skill

48. Participation has to be at different level of _____.

Management Organisation Decision-making employee

49. There should be no lock-out or strike without _____.

Notice

struggle

discussion

complaint

50. . The effective discipline should be _____.

Prompt

taking its time

planned

organised

SAMPLE QUESTIONS

MARKETING ELECTIVE: TYBMS SEM V SDM

1. It is negotiation strategy where degree of cooperation is low and degree of assertiveness is also high.
 - a. Dominating (Win-Lose)
 - b. Problem Solving (Win-Win)
 - c. Accommodating (lose-win)
 - d. Avoiding (lose-lose)

2. The marketing between company and customer is called as _____
 - a. Internal Marketing
 - b. External Marketing
 - c. Interactive Marketing
 - d. Differentiated Marketing
 - e. None of the above

3. what can be achieved with efficiency and effectiveness?
 - a. Optimum utilization of resource
 - b. Sales Maximisation
 - c. Revenue Maximization
 - d. Low HR Turnover

4. Which of the following model is also called stimulus response model?
 - a. Internal variable Model
 - b. Black Box Model
 - c. Comprehensive Model
 - d. None of the above

5. which of the following is the essential in CRM?

- a. Acquisition of customer
 - b. Growing the customer
 - c. Retaining the customer
 - d. None of the above
6. What is sales acumen?
- a. Skills of customer acquisition
 - b. Skills of customer handling
 - c. Skill of handling customer objection
 - d. All of the above
7. Which of the following evaluate the association between two variable?
- a. Correlation
 - b. Regression
 - c. Moving Average
 - d. Simple Trend Analysis
8. Which of the following quota is depend upon the customer inquiries?
- a. Sales Activity Quota
 - b. Sales Volume Quota
 - c. Sales Budget Quota
 - d. Combination of Quota
9. It is negotiation strategy where degree of cooperation is low and degree of assertiveness is also low.
- a. Dominating (Win-Lose)
 - b. Problem Solving (Win-Win)
 - c. Accommodating (lose-win)
 - d. Avoiding (lose-lose)
10. As per the definition given by American Marketing Association, sales management is a combination of _____ -
- a. Managerial and HR activities

- b. Finance and HR Activities
 - c. Marketing and Sales Activities
 - d. Marketing and Promotion Activities
11. Sales department is _____ generating department.
- a. Employment
 - b. Income
 - c. Record
 - d. None of the above
12. Sales and _____ work out step by step sequence of actions.
- a. Organising
 - b. Leadership
 - c. Planning
 - d. Controlling
13. Which of the following quality should NOT posed by sales manager?
- a. Optimistic
 - b. Pessimistic
 - c. Patience
 - d. Hardworking
14. Which are the most basic forms of the sales organization?
- a. Line sales organization
 - b. Line and staff sales organization
 - c. Functional sales organization
 - d. None of the above
15. The sales force can play a central role in achieving a marketing orientation strategy, by
- a. Maintaining infrequent contact with customer
 - b. Collecting and disseminating market information
 - c. Focusing on cutting costs
 - d. Following the competition's lead
16. Market Analysis is a part of _____ analysis.
-
- a. Research
 - b. Planning
 - c. Industry

- d. Controlling
17. Sales forecasting is known for _____.
- a. Accuracy
 - b. Deviation
 - c. Specialisation
 - d. None of the above
18. Delphi method maintains _____.
- a. Openers
 - b. Transparency
 - c. Privacy
 - d. Confidentiality
19. The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?
- a. Personal characteristics
 - b. Psychological characteristics
 - c. Behavioral characteristics
 - d. Demographical characteristic
20. When the manufacturer establishes two or more channels catering to the same market, then occurs.
- a. Vertical channel conflict
 - b. Horizontal channel conflict
 - c. Multi channel conflict
 - d. None of the above
21. Channel of distribution are necessary for _____ distribution of goods.
- a. Small Scale
 - b. Local
 - c. Large Scale
 - d. None of above
22. Channel of distribution start with _____.
- a. Producer
 - b. Distributor
 - c. Consumer
 - d. None of above

23. Which of the following is an advantage of using a commission form of sales compensation?
- The salesperson will be highly motivated.
 - The salesperson will regularly collect sales data.
 - Accounts will be serviced on a regular basis.
 - Accounts will be more productive.
24. Companies engage in sales training to_____
- increase absenteeism and turnover
 - increase selling costs
 - decrease sales volume
 - change or reinforce behavior that makes salespeople more efficient
25. To maximize the performance of their field sales forces, companies should_____
- review staff expense accounts
 - retrain staff in sales techniques
 - develop a strong marketing plan
 - develop a strong advertising plan
26. Sales performance is measured through _____.
- Total sales
 - Total purchase
 - Total production
 - None of the above
27. Motivation of sales people _____ sales performance of salesforce of an organisation.
- Brings down
 - Improves
 - Reduces
 - Goes down to zero
28. Performance evaluation is useful as planning and _____ device.
- Organising
 - Controlling
 - Co-ordinating
 - Planning
29. _____ markets are made up of members of the distribution chain.

- a. Consumer
 - b. Business-to-business (industrial)
 - c. Channel
 - d. Institutional
30. Which of the following is NOT considered a type of reseller?
- a. wholesaler
 - b. retailer
 - c. manufacturer
 - d. distributor
31. The promotion “P” of marketing is also known as _____`
- a. Product Differentiation
 - b. Distribution
 - c. Cost Marketing
 - d. Communication
32. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____.
- a. Indirect marketing
 - b. direct marketing
 - c. multi-level marketing
 - d. integrated marketing
33. Which are the most basic forms of the sales organization?
- a. Line sales organization
 - b. Line and staff sales organization
 - c. Functional sales organization
 - d. d. None of the above
34. The example of vertical channel conflict between intermediary channel is _____.
- a. Conflict between wholesaler and retailer
 - b. Conflict between two retailers
 - c. Conflict between two wholesalers
 - d. Conflict between two sales agents
35. Which of the following statements about sales territories is true?
- a. The establishment of sales territories typically duplicates sales efforts to increase the probability of a sale.
 - b. Sales territories must have geographic boundaries.

- c. Sales territories are intended to insure thorough coverage of the market.
 - d. A sales territory typically contains no potential customers.
36. What is the full form of KRA?
- a. Key Result Area
 - b. Key Resolution Area
 - c. Key Rectification Area
 - d. Key Result Acquisition
37. An effective sales plan objective should be _____
- a. Precise, measurable, and time specific.
 - b. General, measurable, and flexible.
 - c. Profitable, subjective, and measurable.
 - d. Precise, profitable, and flexible.
38. If a company chooses to employ its own sales force, the three organizational structures it may use are _____
- a. Dollar volume, geography, and customer.
 - b. Geography, customer, and product.
 - c. Geography, market size, and product.
 - d. Market size, product, and customer.
39. Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force?
- a. wage level in relation to salespeople in other organizations in the industry
 - b. salesperson's individual wage
 - c. wage structure for the sales force
 - d. number of new customers in each sales territory
40. Which one of the following is a key to build lasting relationships with consumers?
- a. Price of the product
 - b. Need recognition
 - c. Customer satisfaction
 - d. Quality of product
41. If the focus is on social and ethical concerns in marketing' is characteristic of the _____ period.
- a. Production
 - b. Sales
 - c. Marketing

- d. Societal marketing
42. New product development starts with which one of the following steps of new product development?
- a. Idea screening
 - b. Idea generation
 - c. Test marketing
 - d. Concept testing
43. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need_____
- a. Need recognition
 - b. Information search
 - c. Evaluation of alternative
 - d. Purchase decision
44. Collecting customer data and checking lead customers is called _____.
- a. Prospecting
 - b. Approach
 - c. Selling
 - d. Marketing
45. _____ are adverse arguments.
- a. Refusal
 - b. Objections
 - c. Selling
 - d. Marketing
46. Contract/Agreement with channel partner acts as an instrument of _____.
- a. Distribution budget
 - b. Channel Control
 - c. Channel evaluation
 - d. Channel selection
47. Sales reports and sales analysis are _____ methods of supervision and control on sales personnel.
- a. Direct
 - b. Indirect
 - c. Ineffective

d. Useful

48. E-selling is one _____ in sales and distribution management.

a. New trends

b. Old trends

c. Outdated

d. Ineffective trends

49. _____ separates a good manager from bad one.

a. Consistency

b. Honesty

c. Ethics

d. All of the above

50. Call centre staff are _____ communication.

a. Backline

b. Frontline

c. Sideline

d. None of the above

Sample questions of TYBMS SEM -VI Regular Dec 2020 Exam
Subject Name :- Service marketing

1. _____ will ensure which group of customers the service firm is likely to target
 - A. Nature of interaction
 - B. Nature of customer's demand
 - C. Competitive positioning
 - D. Natural Geographical location

2. Health clubs may offer a range of facilities at a single price for customer's benefit is an example of
 - A. Value Based pricing
 - B. Relationship pricing
 - C. Price bundling
 - D. Penetration pricing

3. The objective of this pricing is to encourage customer loyalty by rewarding it
 - A. Value Based Pricing
 - B. Relationship pricing
 - C. Price bundling
 - D. service mix pricing

4. Price discrimination cannot be done on the basis of _____
 - A. Groups of buyers
 - B. Different points of consumption
 - C. Different time of consumption
 - D. Different way consumption

5. Which of the following statements about the pricing of services (compared to the pricing of goods) is false?
 - A. The demand for services tends to be more elastic than the demand for goods
 - B. Cost-oriented pricing is more difficult for services.
 - C. Comparing prices of competitors is more difficult for service consumers
 - D. Consumers are less able to stockpile services by taking advantage of discount prices

6. This line divides the front line employees and the operations support staff The interactions between them normally occur out of sight of customer
 - A. Line of interaction
 - B. Line of visibility
 - C. Line of internal interaction
 - D. Line of implementation

7. _____ is one who act on behalf of the principal and has the authority to create legal relationship between the customer and the service principal
- A. Franchising
 - B. Agents and Brokers
 - C. Electronic channels
 - D. Peripheral evidence
8. A retail store brings in fresh stock of merchandise at the beginning of the season Knowing the demand, and the type of customers, it can set a high price. As the season progresses, the store can keep lowering the price to bring in different types of customers who have differing demand
- A. Cost-oriented Method
 - B. Demand-oriented Method
 - C. Competition-oriented Pricing Method
 - D. Price-oriented method
9. Railway offering discounted fare to senior citizens is an example of _____ -
- A. Prestige
 - B. ROI
 - C. Profit maximization
 - D. Stimulating patronage
10. In their stage service usage rate will be low, low revenue with high production cost
- A. Introduction
 - B. Growth
 - C. Decline
 - D. Maturity
11. _____ involves translating the service idea into service concept with specific need satisfying aspects
- A. Idea Generation
 - B. Idea screening
 - C. Concept testing
 - D. Business analysis
12. Which of the following explain that the customer is a delighted customer
- A. Perceived performance = Expectations
 - B. Perceived performance < Expectations
 - C. Perceived performance > Expectations
 - D. Perceived performance + Expectations

13. _____ difference between customers' expectations about service quality and their perceptions of the service quality that is delivered
- A. Service Gap
 - B. Communication GAP
 - C. Delivery GAP
 - D. Standard GAP
14. _____ tourism itself can be further classified as religious tourism, industrial, and ethnicity.
- A. Medical tourism
 - B. Eco tourism
 - C. Heritage tourism
 - D. Adventure tourism
15. Word-of-Mouth communication networks are particularly important for service firms because
- A. Service customers tend to rely more on personal than the non-personal source of information
 - B. Service firms only offer one brand of service.
 - C. Service firms can seldom afford to pay for promotional efforts.
 - D. Service customers tend to rely more on non-personal than personal sources of information
16. Customers ultimately determine the services by.....
- A. The type of competitors.
 - B. The levels of marketing effectiveness and operational efficiency
 - C. The cycle of fluctuations
 - D. The price of the competitors
17. A waiter who is also trained to handle billing is an example of _____
- A. using part time employee
 - B. cross training employee
 - C. Scheduling down time
 - D. promoting off peak demand
18. Indian traditional rejuvenation therapy like yoga and ayurvedic therapy are one of the part of _____
- A. Medical tourism
 - B. Eco tourism
 - C. Heritage tourism
 - D. Adventure tourism

19. Which of the following is not a key consideration in developing a global business strategy?

- A. Country of origin
- B. Market entry methods
- C. Government
- D. Channels of distribution
- E. Organisational structure

20. According to Professor George Yip, there are three stages firms go through in becoming truly global companies. Which of the following is not one of these stages?

Refine the core strategy

Globalise the strategy

Develop the core strategy

Internationalise the core strategy

21. _____ is any performance or act one party can provide to another that is essentially intangible and doesn't provides ownership of anything

- A. Service
- B. Product
- C. Price
- D. Place

The main features of services are

- a. Intangibility
- b. perishability
- c. Inseparability
- d. Variability

- A. Only a and b
- B. Only c and d
- C. Only a and d
- D. a, b, c and d

10. When a music concert is recorded in a CD, which of the following sentences are correct?

- A. The CD becomes a service
- B. The CD becomes a service product
- C. The CD becomes both neither product nor service
- D. The concert and the CD together become a service with a tangible product

13. Robert is a marketer for a global consumer products company. He is working on the promotional campaign designed to reach a target audience in a new international market. Robert is working hard to make sure that the promotional campaign is clearly understood by the nation's consumers and doesn't offend anyone. By which of the factors in the external environment is he being influenced?

- A. Socio-cultural environment
- B. Competitive environment
- C. Economic environment
- D. Legal environment.

21. Which are the Factors Influencing Customer Satisfaction

- A. Product/service attributes or features
- B. Consumer Emotions
- C. Perceptions of equity or fairness
- D. Price

22. 100 tables in a restaurant and 200 reservations for the tables is an example of _____

- A. Excess Demand
- B. Demand exceeds optimum capacity
- C. Well balanced demand and supply
- D. Excess capacity

23. Strategies for Managing capacity to match Demand

- A. Customer Involvement
- B. Using part time employees
- C. Cross – training employee
- D. Modifying or moving facilities of equipment

24. _____ place where the service is performed delivered and consumed

- A. Service Scape
- B. Service Policy
- C. Service place
- D. Service product

25. _____ have an impact on the consumer perception about the quality of service

- A. Physical Evidence
- B. Process

- C. Product
- D. Price

26. Which one is not a part of Peripheral evidence _____

- A. Furniture
- B. Stationery
- C. Brochure
- D. Letter head

27. _____ will decide where the service is to be delivered

- A. Nature of interaction
- B. Nature of customer's demand
- C. Competitive positioning
- D. Natural Geographical location

28. This is the strategy in which new services are introduced at high prices

- A. Skimming pricing strategy
- B. Penetration pricing strategy
- C. Differential pricing
- D. Captive pricing

29. Charging customers different prices for essentially the same service is called _____

- A. Price discrimination
- B. Supply and demand.
- C. Complementary
- D. Substitutes.

30. A buyer's perception of value is considered a trade-off between _____

- A. Product value and psychic cost.
- B. Total customer value and total customer cost
- C. Image value and energy cost
- D. Service value and monetary cost

31. Services are characterized by all of the following characteristics except for _____

- A. Intangibility.
- B. Homogeneity
- C. Perishability.
- D. Inseparability

32. Marketing problems caused by inseparability include all of the following except for _____

- A. The service provides a physical connection to the service
- B. The involvement of the customer in the production process
- C. Service standardization and quality control are difficult to achieve.

D. The involvement of other customers in the production process

33. The _____ dimension is an assessment of the firm's consistency and dependability in service performance

- A. Empathy.
- B. Responsiveness.
- C. Assurance
- D. Reliability.

34. Soft technologies refer to _____

- A. Flexible rules that can be bent to meet customer needs.
- B. The personal touches that ultimately lead to customer satisfaction.
- C. Guidelines that permit employee empowerment
- D. Hardware that facilitates the production of a standardized

35. Which of the following is not a step in the construction process of a service blueprint?

- A. Obtaining scripts from both customers and employees
- B. Segmenting customers based on the content of the script.
- C. Identify steps in the process where the system can go awry.
- D. Calculating the time frame for the service execution.

36. The technique that allows consumers to either buy Service A and Service B together or purchase one service separately is called _____

- A. Long-term bundling
- B. Mixed bundling
- C. Price bundling.
- D. Product bundling

37. The appropriate communication content during the introduction stage of the product life cycle would be

- A. Informational.
- B. Informational and persuasive
- C. Persuasive.
- D. Persuasive and reminder.

38. Branding of services becomes difficult because they are

- A. Intangible.
- B. Heterogeneous.
- C. Perishable.
- D. Inseparable.

39. Which of the following is not a component of service firms physical evidence?

- A. Parking.
- B. Employee appearance
- C. Billing statements.
- D. In-house process equipment

40. Demand is below the optimum capacity and productive resources are underutilized. Customers may have doubts about the viability of the service.

- A. Excess demand
- B. Demand exceed optimum capacity
- C. Well balanced demand and supply
- D. Excess capacity

41. In this strategy the customer has no choice but to get additional service from the service provider along with the core service

- A. Competing service
- B. Captive service
- C. Optional additional service
- D. Price bundling

42. This line divides the front line employees and the operations support staff. The interactions between them normally occur out of sight of customers

- A. Line of interaction
- B. Line of Visibility
- C. Line of Implementation
- D. Line of internal interaction

43. This line provides distinction between customer's and front line staff's parts in the service encounter

- A. Line of interaction
- B. Line of Visibility
- C. Line of Implementation
- D. Line of internal interaction

44. _____ Involve visiting natural areas without disturbing the fragile ecosystem

- A. Medical tourism
- B. Eco tourism
- C. Heritage tourism
- D. Adventure tourism

45. When an organisation sends unsolicited emails to potential customers encouraging them to buy your product or service is called as _____

- A. Demeaning references
- B. spamming
- C. Exploitation
- D. Plagiarism

46. charging customer much more than the actual value of a product or service is called as _____ Immersive Reader

- A. Using Fear tactics
- B. Bad mouthing rival products
- C. Exploitation
- D. Plagiarism

47. New service becomes necessary under which of the following circumstances

- a. current service reaches the maturity/saturation stage
- b. In order to use the spare capacity
- c. An opportunity in the form of unmet needs of the customers

- A. a,b and c
- B. a and c
- C. b and c
- D. only a

48. in which of the following stage business proposal must then be converted into the actual service that will be delivered to the customer.

- A. Concept testing
- B. Business analysis
- C. Service development
- D. Market testing

49. Price discrimination may be done on which of the following basis as per Differential pricing strategy

- a. Groups of buyers
- b. Different points of consumption
- c. Different time of consumption

- A. a,b and c
- B. a and b
- C. a and c

50. The service provider may offer a new service offer similar to the existing one but at a low price. The service firm competes with its own offerings.

- A. Competing Services
- B. Captive Service

C. Optional additional service

SAMPLE QUESTIONS
TYBMS_SHRM
HR SPECIALIZATION

1. _____ is concerned with the long term direction and scope of an organization
 - a. Strategy
 - b. Policy
 - c. Recruitment
 - d. Retention
2. _____ strategies are policies and plans that organisations follow to reduce employee turnover and attrition
 - a. Retention
 - b. Recruitment
 - c. Selection
 - d. Development
3. _____ policy appears because the particular case was not covered in earlier policies.
 - a. Implicit
 - b. Appealed
 - c. Originated
 - d. External
4. _____ policies are not related to any specific issues in organization
 - a. Originated policies
 - b. Implicit Policies
 - c. General Policies
 - d. Appealed Policies
5. _____ is a framework that added strategic non-financial performance measures to traditional financial metrics
 - a. Balance Score card
 - b. HR score card
 - c. HR Benchmarking
 - d. HR AUDIT
6. _____ is / are the factors that influence the HR selection method
 - a. Education
 - b. Relocation
 - c. Salary
 - d. All of the above
7. A high Performance model works well in _____ organization
 - a. Developing
 - b. Learning
 - c. Growing
 - d. Evolving
8. _____ aims at giving the employees certain degrees of autonomy and authority to make a decision.

- a. Empowerment
 - b. Productivity
 - c. Brain Drain
 - d. Job Insecurity
9. _____ selection strategy combines a number of assessment tools as a part of the process
- a. Multistage
 - b. Compensatory
 - c. Conjunctive
 - d. None
10. _____ stage in SHRM is the complex process that involves making decision about HR activities based on forecast, organizational strategy, and the anticipated effects of HR programs on strategic objectives
- a. Anticipating
 - b. Planning
 - c. HR Strategy Formulation
 - d. Implementation
11. Personnel management was replaced by the term HRM in _____
- a. 1960
 - b. 1965
 - c. 1970
 - d. 1985
12. _____ Challenges refers to forces and institution that are beyond the access of management
- a. Organizational
 - b. Environmental
 - c. Individual
 - d. All of the above
13. _____ Challenges are internal to the firm
- a. Organizational
 - b. Environmental
 - c. Individual
 - d. All of the above
14. Companies implements _____ initiative to improve the quality of all the processes.
- a. Controlling Cost
 - b. TQM
 - c. Restructuring
 - d. Rearrangement
15. _____ model involves continuous exchange of information between the superiors and subordinates through opinion, ideas and suggestion
- a. High Involvement model
 - b. High Performance Model

- c. High Commitment Model
 - d. High Work Performance model
16. _____ strategy is linked with the short term and the long term goals of the business
- a. Selection
 - b. Resourcing
 - c. Performance
 - d. Recruitment
17. _____ policies are not formally expressed
- a. Implicit
 - b. Appealed
 - c. Originated
 - d. External
18. _____ Policy aims to appoint the best candidate solely on merit basis
- a. Reward
 - b. Recruitment
 - c. Performance
 - d. Development
19. _____ are known as Total Quality Management models
- a. Business Development Model
 - b. Business Success Model
 - c. Business excellent Model
 - d. Human Capital Model
20. _____ aims to produce a coherent and comprehensive framework for developing people
- a. Strategic HRP
 - b. Strategic HRD
 - c. Strategic HRM
 - d. Strategic Recruitment
21. _____ are the policies usually established by the senior managers
- a. Originated policies
 - b. Implicit Policies
 - c. Imposed Policies
 - d. Appealed Policies
22. _____ policies are imposed by external agencies
- a. Originated policies
 - b. Implicit Policies
 - c. Imposed Policies
 - d. Appealed Policies
23. In _____ approach organizations do not favour any region or country, but views the whole world as an unified market
- a. Ethnocentric Approach
 - b. Polycentric Approach
 - c. Geocentric Approach
 - d. Regio centric Approach
 - e.

24. In _____ the organization together host job fairs and creates a forum for the talent potential candidate.
- Special event recruitment
 - Employer branding
 - Summer internship
 - Context recruitment
25. _____ is the process of forecasting an organization future demand for, and supply of the right type of people in the right number
- Human Resource planning
 - Recruitment
 - Human Resource Management
 - Human Capital Management
26. _____ helps to Measures the effectiveness & efficiency of HR function.
- Balance score card
 - HR score card
 - Human Capital Management
 - HR Audit
27. _____ is the extent to which employees feel passionate about their jobs, are committed to the organization, and put discretionary effort into their work.
- Employee Commitment
 - Employee Retention
 - Employee Satisfaction
 - Employee engagement
28. In Traditional HRM Job design is _____
- Tight division
 - Flexible
 - broad
 - None
29. Excess of Labour laws related to employment, working conditions, pay & wages, and laws related to industrial disputes are part of _____ environment
- Political
 - Economic
 - Technological
 - Socio – Culture
30. Career development, coaching, mentoring, training are the part of _____ strategy for enhancing work performance
- Employee development
 - Rewarding
 - Modification in job description
 - Involving employees
31. _____ play a full strategic role as business partners and are involved in business planning
- Lower Level Management
 - Top Level Management

- c. Executive
 - d. HR Director
32. _____ are the ways to handle employee surplus
- a. Freeze recruitment
 - b. Outsourcing
 - c. Internal transfer
 - d. Additional role to staff
33. _____ Policies are related to specific issues and department in organization
- a. Originated policies
 - b. Implicit Policies
 - c. Appealed Policies
 - d. Specific Policies
34. In _____ Approach all the key positions are held by the parent company
- a. Ethnocentric Approach
 - b. Polycentric Approach
 - c. Geocentric Approach
 - d. Regiocentric Approach
35. _____ is the process of retaining employees with the organization
- a. Recruitment
 - b. Retention
 - c. Selection
 - d. Development
36. _____ means organization loses its intellectual property
- a. Job Rotation
 - b. Brain Drain
 - c. Job Design
 - d. Human Capital Management
37. The term _____ refers to a company's efforts to manage to maintain positive relationships between employers and employees.
- a. Employee Performance
 - b. Employee development
 - c. Employee relation
 - d. Employee satisfaction
38. Match the columns
- | A | B |
|-----------------------|--------------------------|
| a. Development Policy | 1 . Resolve Conflicts |
| b. Voice Policy | 2 . Suggestion scheme |
| c. Reward Policy | 3 . Skills and abilities |
| d. Grievance Policy | 4 . Share the success |
- a. a - 2, b - 1, c - 3, d - 4
 - b. a - 4, b - 3, c - 2, d - 1
 - c. a - 3, b - 4, c - 2, d - 1
 - d. a - 3, b - 2, c - 4, d - 1

39. Personnel management was replaced by the term HRM in _____.
- 1960
 - 1965
 - 1970
 - 1985
40. The _____ perspective refers to internal business processes
- Business Process
 - Customer Perspective
 - Financial Perspective
 - Learning and growth Perspective
41. in strategic HRM the role of HR is of a _____
- Change Leader
 - Change Follower
 - Transaction leader
 - Transformational Leader
42. _____ is a planned and systemmatic activities designed to provide its employee with future job demands
- Retention
 - Training
 - Selection
 - Development
43. The Primary source of Competitive advantage in SHRM is
- People
 - Technology
 - Pattern
 - Process
44. Which of the following is not the component od SHRM
- Process
 - Pattern
 - People
 - Procedure
45. SHRM Develops an organization culture that fosters
- Innovation
 - Flexibility
 - Competitive advantage
 - All of the above
46. The "balanced scorecard" supplies top managers with a _____view of the business.
- longterm financial
 - detailed and complex

- c. simple and routine
 - d. fast but comprehensive
47. Why are employers interested in employee engagement?
- a. To encourage employees to trust their managers
 - b. To make a quick profit
 - c. Because engaged employees are more motivated and prepared to give of their best to make the firm succeed
 - d. To make employees work harder for less
48. developing best practices and processes
- a. Strategic T &D
 - b. Strategic Reward
 - c. Strategic Recruitment
 - d. Strategic Selection
49. A _____ is defined as a ready pool of potential candidates who are qualified and prepared to step up and fill relevant key roles within the organization
- a. Headhunting
 - b. Employment Branding
 - c. Pipeline Approach
 - d. Candidate centric approach
50. _____ are policies and plans that organisations follow to reduce employee turnover and attrition
- a. Attrition Strategies
 - b. Retention strategies
 - c. Recruitment strategies
 - d. Human Resource Development

1) _____ planning involves an analysis of the various choices you can make today to help provide for your financial future.

(i) Rich (ii) Capable (iii) Retirement (iv) Maturity

2) A _____ is generally defined as a person or firm that has agreed to act for and on behalf of someone else in a role and manner that produces a relationship of trust and confidence.

(i) Advocate (ii) Advisor (iii) Legislative (iv) Fiduciary

3) _____ planning is a way by which you can reduce your tax liability without breaking any law.

(i) Finance (ii) Exemption (iii) Tax (iv) Rebate

4) _____ refers to the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources.

(i) Financial Etiquettes (ii) Financial illiteracy (iii) Financial literacy (iv) Financial Planning

5) A _____ interest rate stays the same over the life of a loan.

(i) sacred (ii) floating (iii) fixed (iv) varied

6) The _____ gives the investor a clue concerning the future course of interest rates.

(i) Yield Curve (ii) Supply Curve (iii) Demand Curve (iv) Interest Curve

7) _____ plan includes expenses pertaining to pre and postnatal care, your baby's birth, ambulance costs and everything that is related to maternity.

(i) maternity (ii) critical illness (iii) disease (iv) Viral

8) _____ are the most basic form of life insurance.

(i) Term plans (ii) ULIP (iii) Endowment Plans (iv) Mediclaim

9) A _____ policy is a variant of the endowment plan.

(i) Accidental Cover Policy (ii) Money Back Policy (iii) Health Policy (iv) Term Policy

10) Under _____ Medclaim policy, one gets coverage for his or her family as well.

(i) Individual (ii) Family floater (iii) Life (iv) Fixed

11) _____ gives a clear picture of inflow and outflow of cash.

(i) Cash flow (ii) Asset flow (iii) Loan inflow (iv) Credit outflow

12) _____ management is the art and sciences of making decision about investment mix.

(i) Event (ii) Portfolio (iii) Policy (iv) Compliance

13) _____ planning is a way by which you can reduce your tax liability without breaking any law.

(i) Tax (ii) Wealth (iii) Loan (iv) Credit

14) _____ is a dynamic process that does not end when you take a particular action.

(i) Financial potential (ii) Financial planning (iii) Financial processing (iv) Financial outlay

15) _____ is the education and understanding of various financial areas.

(i) Financial well-being (ii) Financially unaware (iii) Financial literacy (iv) Financial degree

16) A/ an _____ is the cost of borrowing money or conversely, the income earned from lending money.

(i) Risk (ii) return (iii) interest rate (iv) yield

17) _____ combines both investment and insurance.

(i) ULIP (ii) TULIP (iii) LIUP (iv) PLI

18) _____ provide life cover with no savings profits component.

(i) Term Insurance (ii) ULIP (iii) Endowment Plans (iv) Investment

19) _____ is a type of general insurance policy.

(i) Fire Policy (ii) Life Insurance Policy (iii) Health Policy (iv) Term Policy

20) Under _____ Mediciam policy, only a single person can be covered.

(i) Individual (ii) Family (iii) Floater (iv) Fixed

21) Deduction for donation to a charitable trust can be claimed under:

(i) Section 80C (ii) Section 88 (iii) Section 80D (iv) Section 80G

22) A joint will can be enforced:

(i) On the death of the First Testator (ii) On the death of the second Testator (iii) On the death of both the testator (iv) On the death of either of the Testator

23) As per current tax laws a super senior citizen pays NIL income tax for income upto:

(i) 2 Lakhs (ii) 3 Lakhs (iii) 5 Lakhs (iv) None of these

24) A super senior citizen is an individual:

(i) More than 85 years of age (ii) More than 75 years of age (iii) More than 90 years of age (iv) More than 80 years of age

25) Inflation adjusted return is:

(i) Greater than the Nominal return (ii) Lesser than the Nominal return (iii) Equal to the Nominal Return (iv) Unrelated to the Nominal Return

26) Total Return includes:

(i) Dividends (ii) Capital Gains (iii) All of these (iv) None of these

27) Gather current information to determine your _____.

(i) Financial Plan (ii) Personal Plan (iii) Critical Plan (iv) Executionary Plan

28) The _____ of shares varies all the time depending on demand and supply.

(i) Market value (ii) Face Value (iii) Resale value (iv) Par value

29) Reinvestment risk will not apply if you intend to spend the regular interest payments or the _____ at maturity.

(i) Principal (ii) Principle (iii) Amount (iv) Interest

30) The chance that a pooled fund will underperform due to poor investment decisions of the fund manager is called _____.

(i) Manager Risk (ii) Sector Risk (iii) Political Risk (iv) Systematic Risk

31) A _____ is an evaluation of an individual or organisation's willingness to take risks, as well as the threats to which an organisation is exposed.

(i) Risk Profile (ii) Level of Risk (iii) Market Risk (iv) Individual risk

32) Clients _____ willingness to take risk can sometimes clash with their financial ability to do so.

(i) Psychological (ii) Physiological (iii) Personal (iv) Professional

33) _____ represents ownership in a company.

(i) Bonds (ii) Cash Investment (iii) Equities (iv) Debentures

34) The _____ portfolio has a lower percentage of equities compared to bonds, and may suit investors with medium risk tolerance and/or a medium investment time frame.

(i) Conservative (ii) Moderate (iii) Adventurous (iv) Low

35) Factors to be considered while building your allocation are all except:

(i) Investment time frame (ii) Taxation (iii) Return Expectation / Perception (iv) Value of Allocation

36) Insurance sector plays a significant role in

(i) Economic Growth (ii) Stock markets Advisory (iii) Mutual Fund Industry (iv) Social sector

37) Premium cannot be counted without

(i) Principle of Co-operation (ii) Theory of Probabilities (iii) Both (iv) None of the above

38) A surety has insurable interest in the life of

(i) Principal Creditor (ii) Principal Debtor (iii) Both (iv) None of these

39) Indisputability clause is specified in section

(i) 50 (ii) 43 (iii) 45 (iv) 49

40) Human Life value considers

(i) Human Capital or Income Potential (ii) Age (iii) Salary of his previous job (iv) Family History

41) Medical Insurance is offered by

(i) Banks (ii) Life insurers (iii) Non-life insurers (iv) Both life & Non-life insurers

42) When you buy the pension plan contract, if the payment to you starts immediately it is called

(i) an Immediate annuity contract (ii) deferred annuity (iii) both (iv) None of these

43) Full form of IGMS:

(i) Integrated Grievance Management System (ii) Integrated Grievance Monitory system (iii) Integrated Grievance Multi system (iv) Integrated Grievance Management sessions

44) Cash flow Management is a _____, not a budget.

(i) System, plan (ii) Device (iii) Structure (iv) Advice

45) Setting up a _____ to help you live within your budget.

(i) Cash Flow Management System (ii) Building Financial Plans (iii) Current Financial Plans (iv) Forecast Financial Plans

46) When developing your goals, be SMART & S stands for _____.

(i) Simple (ii) Specific (iii) Sorted (iv) Small

47) _____ is a Financial plan often requires discipline and perseverance.

(i) Execution (ii) Monitoring (iii) Demonstrating (iv) Planning

48) The goal of Wealth management is to sustain and grow _____ wealth.

(i) Long-term (ii) Short-term (iii) Medium-term (iv) None of these

49) Banks are known to have _____

(i) Larger investment distribution Model (ii) Large Business Model (iii) Smaller Investment Distribution model (iv) Small Business Model

50) _____ India banned the entry load (commission) on Mutual Funds.

(i) SEBI (ii) IRDA (iii) RBI (iv) SBI

TYBMS SEM - V Regular Dec 2020 Exam

Finances for HR Professionals and Compensation Management

1) Variance analysis is done in case of:-

Marginal costing

Historical costing

Standard costing

Absorption costing

2) Profit making organizations offer _____ schemes to its managers as a part of compensation package.

Guilt

Bonus

Tailormade

Sport

3) Inter-firm differentials reflect _____ wage levels of workers.

Minimum

Relative

Maximum

Irrelevant

4) Wage Policy is of great concern to:-

Labour Management

Government

Both (A) and (B)

Company Management

5) _____ means round the clock availability for the employees, managers and HR Professionals.

E-commerce

E-compensation

E-consultancy

E-competition

6) _____ of payment recognizes that individuals are concerned about the money paid to them and also the relationship of this amount to what others are paid.

Monetary approach

Equity approach

Absorption approach

Any of the above

7) During the research it was found that in certain cities prevailing wage rate are _____ where as organizational ability to pay is more.

Very low

Low

Medium

High

8) In modern times, the organizations are designing and implementing _____ pay.

Manpower based

Unskilled based

Skill based

Technology based

9) Gate time keeping helps for:-

Overtime payments

Payroll preparations

Allowances payments

Undertime payments

10) _____ method was developed by Rensis Likert and Eric G. Flamholtz.

Replacement taxation

Replacement cost

Replacement finance

Replacement management

11) Cost of employee welfare activities comes under _____ cost.

Prevention

Appraisal

Internal failure

External failure

12) As industrialization taking place, the family values have:-

Changed

Lowered

Improved

Disturbed

13) Control of labour cost is essential in every organization to:-

Determine indirect labour cost

Determine of direct labour cost

Determine of direct material cost

Determine of indirect material cost

14) Carpenters engaged in cutting of wood in a furniture making shop, is an example of:-

Direct labour

Indirect labour

Miscellaneous expenses

Scaling expense

15) Time spent by same worker on various jobs is recorded on daily basis in: -

Daily time sheet

Weekly time sheet

Monthly time sheet

Hourly time sheet

16) The basic objective of _____ is to guide the management in systematic planning and controlling human resources.

Human Resource Action

Human Resource Backlog

Human Resource Accounting

Human Resource Banking

17) Travel & Tourism agencies, is an example of: -

Primary industry

Secondary industry

Tertiary industry

Quaternary industry

18) The objective of evaluation & analysis of labour cost is: -

To control direct labour cost for increasing efficiency of worker

To control overtime for increasing efficiency of worker

To control indirect labour cost for increasing efficiency of worker

To control undertime for increasing efficiency of worker

19) _____ cost do not vary much in proportion to output or volume of production.

Direct labour

Indirect labour

Indirect material

Direct material

20) In following circumstances of overtimes, which cost is not treated indirect costs: -

Inefficiency

General pressure of work

Uncontrollable reasons

Working hours capacity

21) Piece workers come under _____ class of workers.

Un-skilled

Semi – skilled

Skilled

Super-skilled

22) Time spent by different workers on same job is recorded in:-

Job sheet

Job chart

Job card

Job retrenchment

23) Group incentive plans are best suited for: -

Small work groups

Medium work groups

Large work groups

Seasonal work groups

24) Overtime payment given to the worker due to general pressure of work is treated as _____ cost.

Indirect

Direct

Miscellaneous

General

25) Wages have at least _____ connotations from stand points of employers and employees.

Two

Three

Four

Five

26) Remuneration paid for the service of the labour in production is:-

Wage

Incentive

Allowance

Bonus

27) Where Provident Funds cannot be of the following types: -

Statutory Provident Fund

Recognized Provident Fund

Public Provident Fund

Derecognized Provident Fund

28) Following is not a function of personnel department: -

Grievance handling

Procurement of personnel

Time keeping

Compensation

29) To enable employees to participate in profit sharing, employees should: -

Have worked for certain number of years in company

Be a regular employee

Be in higher management

Work as a social reformer

30) Process of readjustment inevitable calls for changes in the _____ system and its practice.

Management

Human Resource

Organizational system

Production

31) Gross Earnings – Deductions equals _____.

Net sales

Net Earnings

Gross revenue

Net Loss

32) When the cost of living increases, workmen and trade unions demanded to:-

Promotion

Increase in production

Increase the wage

Decrease in the wage

33) If the employment is merely incidental to the exercise of a profession, the gains from such employment would be: -

Freelance earnings

Business earnings

Cumulative earnings

Professional earnings

34) Wage differentials have been classified into _____ categories.

Two

Three

Four

Five

35) _____ compensation is the total reward provided by the firm to the executives in the organization.

BODs

CEOs

Executives

Officers

36) In order to balance the compensation received for the international assignment with compensation received in the home country, MNCs usually provide additional

_____.

Refreshment

Technology

Salary

Holiday

37) _____ are expensive feature of expatriate remuneration.

Credits

Allowances

Grievances

Packages

38) The golden parachute is called that because it provides a _____ for a terminated executive.

Hard landing

Soft landing

Disturbed landing

Difficult landing

39) Accounting for costs of developing people as human assets, also known as human asset accounting.

Human Asset Financing

Human Asset Accounting

Human Asset Budgeting

Human Asset Costing

40) A _____ asset is the only asset that is appreciated every year whereas all other assets are depreciated.

Furniture

Fixture

Human

Machinery

41) Insurance gives them the _____ they feel themselves valued.

Money

Gift

Emotional security

House

42) _____ structure establishes a logic and designed framework within which the equitable, consistent and fair reward policies can be implemented.

Infra

Cost

Pay

Tool

43) _____ refers to the determination of wage rates for jobs with the organization based on job evaluation and salary survey.

Hierarchy Pricing

Incentive pricing

Job pricing

Location pricing

44) In _____ pay system worker receives a set of payment for each piece produced or processed in a factory or a shop.

Upward Piecework Plan

Straight Piecework Plan

Down Piecework Plan

Right Piecework Plan

45) _____ encourages employees to develop a sense of ownership and commitment towards the Company.

Salary

Consultancy

ESOP

DA

46) _____ plan should be fair and justifiable to the employees and organization.

Incentive

Increment

Wage

Commission

47) _____ theory was developed by J. S. Mill in 1891.

Wage Fund Theory

Talent hunt Theory

Subsistence Fund Theory

Marginal Fund Theory

48) Compensation management is a/ an _____ part of human resource management related

competing

integral

traditional

49) Compensation management helps in _____ the employees and improving organisational effectiveness

Defining

Motivating

Loosing

Risking

50) Compensation is the _____ received by the employees for her/his service.

Donation

Litigation

Remuneration

Wage

TYBMS Finance – Sem 5
Risk Management
Sample Questions

- 1 _____ is defined as volatility of actual returns from an investment with respect to expected returns.
 - a. Risk
 - b. Return
 - c. Change
 - d. Constant

- 2 _____ refers to gain expected by investor from investments made by him.
 - a. Risk
 - b. Return
 - c. Change
 - d. Constant

- 3 If P1 is the price of the security at the end of the holding period, P2 is purchase price of security and I is the cash flow in form of dividend or interest, then the formula for Rate of Return is
 - a. $[(P1 - P2) + I]/P2$
 - b. $[(P1 - P2) + I]/P1$
 - c. $[(P2 - P1) + I]/P2$
 - d. $[(P2 - P1) + I]/P1$

- 4 An investor bought 20 shares of ABC Ltd. at Rs 150 per share. After 2 years he sold the same at Rs 200 per share. During the period he earned, dividend Rs 200. He also paid commission of Rs 200 to the broker. Calculate rate of return earned by the investor
 - a. 33.33 %
 - b. 22.24 %
 - c. 18.22 %
 - d. 32.44 %

- 5 An investor bought 10 shares of ABC Ltd at Rs 100/share. After 2 years he sold the same at Rs 150/share. During the period he earned dividend Rs 50/share. Calculate return earned by the investor.
 - a. 50 %
 - b. 100 %
 - c. 75 %
 - d. 150 %

- 6 _____ is the first step in the process of Risk Management
 - a. Evaluate or Rank the Risk
 - b. Analyse the Risk
 - c. Identify the Risk
 - d. Treat the Risk

- 7 _____ is the second step in the process of Risk Management
 - a. Identify the Risk
 - b. Treat the Risk
 - c. Evaluate or Rank the Risk
 - d. Analyse the Risk

- 8 _____ is the third step in the process of Risk Management.
 - a. Evaluate or Rank the Risk
 - b. Treat the Risk
 - c. Analyse the Risk
 - d. Identify the Risk

- 9 _____ is the risk that arises from volatility of interest rates in economy.
 - a. Equity Risk
 - b. Term Risk
 - c. Interest Rate risk
 - d. Commodity Risk

- 10 _____ risk arises if there is maturity mismatch between liabilities and offsetting assets.
- | | |
|--------------|-------------------|
| a. Equity | b. Term Structure |
| c. Commodity | d. Beta |
- 11 _____ risk is the risk due to possible changes in spreads.
- | | |
|-----------|---------------|
| a. Basis | b. Difference |
| c. Common | d. Sigma |
- 12 _____ risk refers to risk arising from political instability in a country or sudden change in policies of a country due to change in government
- | | |
|-----------|----------------|
| Equity | Social |
| Commodity | Political Risk |
- 13 _____ is defined as actual or potential threat of negative effects on living organisms and environment by wastes, emissions, wastes etc coming out of an organisation's activities.
- | | |
|--------------------|------------------|
| Environmental Risk | Degradation Risk |
| Exhaustive Risk | Definite Risk |
- 14 _____ is the potential for losses due to regulatory or legal action.
- | | |
|----------------|------------|
| Equity | Legal Risk |
| Term Structure | Political |
- 15 _____ refers to constructing portfolio comprising of various groups of Assets.
- | | |
|-------|-----------------|
| Alpha | Construction |
| Beta | Diversification |
- 16 _____ refers to change in output with change in one or more input variables.
- | | |
|-------|-------------|
| Alpha | Sensitivity |
| Beta | Gamma |
- 17 _____ is defined as study of change in returns from financial asset due to change in one or more input variable.
- | | |
|----------------------|------------|
| Alpha Risk | Gamma Risk |
| Sensitivity Analysis | Beta Risk |
- 18 _____ explains relation between systematic risk of a portfolio or security and market risk.
- | | |
|----------|-------|
| Beta | Alpha |
| Variance | Gamma |
- 19 The _____ of an asset's rate of return can be found as a sum of squared deviation of each possible rate of return from expected rate of return multiplied by probability that the rate of return occurs.
- | | |
|-------|----------|
| Gamma | Variance |
| Beta | Alpha |

20 _____ is the square root of variance of rate of return
 Alpha Beta
 Standard Deviation Gamma

21 Calculate expected rate of return

Situation	Probability	Stock Return
Normal	0.3	15 %
Recession	0.4	20 %
Boom	0.3	12 %

20 % 14 %
 22 % 16.1 %

22 Calculate expected rate of return

Situation	Probability	Stock Return
Normal	0.3	25 %
Recession	0.2	40 %
Boom	0.5	-10 %

10.5 % 25 %
 15.6 % 30 %

23 _____ is a party that has an interest in a company, and can either affect or be affected by the business.

- a. Stakeholder b. Friends
 c. Peers d. Common Man

24 Covariance between the return on security i and the return on market portfolio = 11

Variance of return on the market portfolio = 10

Calculate Beta

0.8 1.1
 0.6 1.5

25 Covariance between the return on security i and the return on market portfolio = 0.21

Beta = 0.011

Calculate Variance of return on the market portfolio

14.21 10.21
 17.55 21.22

26 Suppose Mr Amit buys Futures Contract on shares of Reliance Ltd at a strike price of Rs 800/- per share. Suppose the spot price is Rs. 750. What is the profit/loss to Mr. Amit

Profit of Rs 100 Profit of Rs 50
 Loss of Rs 100 Loss of Rs 50

27 Suppose Mr Jijo sell Futures Contract on shares of L&T Ltd at a strike price of Rs 650/- per share. Suppose the spot price is Rs 550/- What is the profit/loss to Mr. Jijo

Loss of Rs 200 Profit of Rs 200

- a. Socialization
- b. Integration
- c. Securitization
- d. Transformation

47 Two commonly known methods of Insurance Pricing are Ratemaking &

_____.

- a. Pure Premium
- b. Complex Premium
- c. Mixed Premium
- d. Dark Premium

48 In insurance, The Loading charges is often referred to as an _____.

- a. Expense Ratio
- b. Fixed Ratio
- c. Current Ratio
- d. Liquid Ratio

49 _____ is the extent to which a person feels threatened by a particular risk.

- a. Subjective Risk
- b. Political Risk
- c. Market Risk
- d. Technology Risk

50 _____ is the level of subjective risks which an individual or company feels comfortable in facing and the size of loss that could be absorbed

- a. Acceptable Risk
- b. Political Risk
- c. Market Risk
- d. Technology Risk