

M.Com semester I – ATKT
Strategic Management
Sample Questions

Following questions are provided for the benefit of students. These are indicative only.

Unit I

1. _____ statement answers the question 'where we want to be'.
2. _____ strategy is one of the business level strategies
3. Strategic Management selects a set of _____
4. Vision is shared across entire _____
5. _____ are time bound
6. Adaptability of _____ strategy is high
7. _____ marketing is a sponsored advertisement
8. Make or buy decision is a part of _____
9. SWOT analysis is used at _____ interval
10. Environmental _____ identifies opportunities and threats affecting the business.
11. Strategy _____ is the final step of strategic management process
12. Supplier is a part of _____ factor of the business environment.

UNIT – II

13. Crafting strategy is a part of strategy _____
14. Strategies must be continuously _____
15. _____ values determine image of the business.
16. _____ advantages ensure the firm earns higher profits than rivals.
17. _____ strategy involves liquidation of a portion of business.
18. Strategic _____ is the heartbeat of any strategic management process
19. In network structure, maintaining secrecy about internal matters is _____
20. Strategic _____ evaluates strategic alternatives.
21. _____ earn huge cash but their rate of growth is low.
22. Strategy implementation is the _____ of management.

- 23 Budgetary control is a _____ device
- 24 Resource allocation must meet _____ needs of SBUs
- 25 _____ basically start for short term benefits

UNIT III

- 26 Restructuring is an integrated _____ options
- 27 _____ restructuring covers adjustment in the sales territories
- 28 Strategic _____ is creative reconstruction
- 29 Big business requires _____ finance
- 30 Joint R & D is an integral part of strategic _____.
- 31 _____ brings success to mergers & acquisitions
- 32 _____ servers are the backbone of a company's business
- 33 Data management facilitates _____ of data
- 34 _____ means unauthorised access to data.
- 35 _____ is the most common reasons for restructuring a company
- 36 Make in India aims at making India a _____ manufacturing hub

UNIT IV

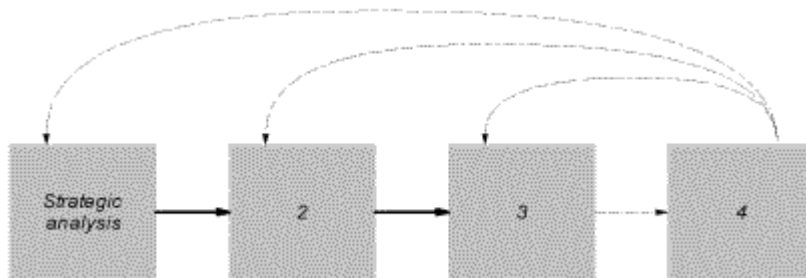
- 37 BPO firm can effectively deal with _____ factor
- 38 _____ investment is primary requirement for start – ups
- 39 _____ effects of disasters are proportional to the degree of exposure to hazards and losses.
- 40 Entrepreneurs are accustomed to _____
- 41 National Manufacturing policy aims to _____ business regulation
- 42 Public Private Partnership can implement _____
- 43 Full form of KPO is _____ Process outsourcing
- 44 Business process reengineering focuses on the analysis and _____ of workflows.
- 45 Man – made disasters are called _____ emergencies
- 46 R & D is a process to develop, redevelop and _____

- 47 Crisis map visualisation is a component of crisis _____
- 48 Rebuilding life & property is well handled by _____ strategies
- 49 Social trauma lasts for a _____ period
- 50 Post disaster recovery includes _____
- 51 KAPKAL Power's interested to achieve a 10 percent return on equity (ROE) in their core electric utility, 14 percent ROE on water resource operations, and 15 percent ROE on support businesses. It is _____
- 52 "The perfect search engine would understand exactly what you mean and give back exactly what you want", this statement is included in the mission statement of an online firm and is showing which one of the following components?

53 . **Match the following**

Question	Correct Answer
a. Retrenchment Strategies	1. Retrenchments – either internally or externally
b. Divestment Strategies	2. Contraction of activities through elimination of the scope of one or more of its business
c. Turnaround Strategies	3. Involves the sale or liquidation of a portion of a business

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What are stages 2, 3 and 4 of the outline strategy process?

M.Com Semester I – ATKT

Business Ethics & CSR

Following questions are indicative

- 1) The principle of _____ is the basic principle in Utilitarian theory
- 2) Which ethics deals with personal values and moral principles
- 3) What is Insider trading?
- 4) Ramalinga Raju was a fraudster involved in which scam?
- 5) Which issues are concerned with Performance Management?
- 6) _____ is the application of double entry book keeping to social economic analysis
- 7) Transparency in business means_
- 8) Green washing means_____
- 9) What is the meaning of karma?
- 10) ISO 14000 is _
- 11) Duty theory is a type of _____ theory.
- 12) The term ethics is derived from the Greek word ethos which means_____.
- 13) Principles or standards of behaviour.
- 14) _____ means non-injury and non-killing.
- 15) Immanuel Kant , German philosopher developed _____
- 16) Which pricing strategy ,lower prices are fixed as compared to the competitors to gain large market share.
- 17) Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor
- 18) Which can be considered an important element of marketing.
- 19) _____refers to any marketing effort that helps to create a distinct image of the brand.
- 20) Which refers to any unpaid form of non-personal presentation of ideas, goods and services by the media.
- 21) Some marketers who are not allowed to advertise their products in certain media undertake back door or _____
- 22) What is a statement given by a popular personality claiming the superiority of the brand.
- 23) What is the incremental value of the brand over and above its physical assets.
- 24) Who stated that one and only responsibility of business is to use its resources and engage in activities designed to increase profits.
- 25) A description of employees' job relevant strengths and weaknesses.
- 26) What helps firms to track sales data.

- 27) . A set of rules and norms for interacting with others on the internet.
- 28) . A bundle of rights given by the law to the creators of musical and artistic works.
- 29) Corporate Government must ensure
- 30) What brings social change in the society.
- 31) The word philanthropy comes from Greek word
- 32) UNDP stands for
- 33) The aim of fair Labour Association is to improve conditions in factories.
- 34) Which places emphasis on meeting the needs of present and future generations.
35. The primary stakeholders are:
- 36) Expand SEBI
- 37) ‘How much recycling of waste and paper undertaken by an organisation?’ relates to which one of the following?
- 38) SA 8000 guidelines are in respect of working conditions in the _____
- 39) A business metric used to evaluate factors that are crucial to the success of an organization.
- 40) A set of rules, regulations and practices to be adopted by a firm’s management to maintain its affairs in the interest of stakeholders.
- 41) Which is a series of environmental management standards developed and published by International Organisation for standardisation for organizations.
- 42) What refers to going beyond others published work.
- 43) Which awards are regarded as benchmark of corporate excellence worldwide.
- 44) An organization’s appropriate tone at the top promoting ethical conduct is an example of:
- 45) The framework for establishing good corporate governance and accountability was originally set up by the
- 46) Which of the following is not one of the underlying principles of the corporate governance Combined Code of Practice?
47. The goal of corporate governance and business ethics education is to:
- 48) All definitions of Corporate Social Responsibility recognize that:
- 49) Which of the following is not a social sustainability issue?
- 50) Triple Bottom Line consists of three main elements-

M. Com Semester 1 – ATKT

Economics for Business Decision

Following questions are indicative

1. The central problem of economics and business is _____ of resources
2. If the production is not efficient, the economy will be _____ the PPC
3. Slope of production possibility curve is _____.
4. _____ costs are due to the factor which the entrepreneur him self owns and Employs in the firm
5. _____ cost is the total money expense incurred by a firm in producing a commodity
6. If the government increases the rate of indirect taxes on goods and services, the the demand will _____
7. Market failure take place due to _____
8. Imperfect information possesses the problem of _____ information
9. The goods having the features of non-rival in consumption and non-excludability are called _____ goods
10. A set of ICs drawn in a graph is called as _____
11. Unit elastic demand means
12. In indifference map, higher IC indicates:
13. Which of the following would cause a demand curve for a good to be price inelastic?
14. If the income elasticity of demand for a good is negative, it must be:
15. Two indifference curves cannot cut each other because:
16. Cross elasticity of demand is:
17. Total revenue means
18. When the quantity of a good that a buyer demands rises, when there is a growth of purchases by other individuals such an effect is called as _____
19. When the quantity of a good that a buyer demands falls, when there is a growth of purchases by other individuals such an effect is called as _____
20. Some buyer's demand more of certain commodities at a higher price, such an effect is called as _____
21. _____ is the total amount of sales receipts received by a firm by selling the output produced over a given period of time.
22. Under Perfect Competition (equilibrium condition)
23. The relationship between MR and AR under perfect competition is _____
24. Under monopoly Average and Marginal revenue curves are
25. When all consumers purchased together total quantity of commodity or services at different prices, it is called _____ demand.
26. Production function refers to the functional relationship between _____ .
27. Under long run, firms have sufficient time period, so they can adjust _____ .
28. The law of Variable proportion operates in the _____ .
29. Expansion Path is also called as _____.
30. Law of Variable proportion stage III is also called as _____ .
31. AFC curve is _____.

32. The shape of the Average Cost curve is _____.
33. Implicit costs are:

34. Which would be an implicit cost for a firm? The cost:
35. Consumer surplus is
36. If a firm's revenues just cover all its opportunity costs, then:
37. If all resources used in the production of a product are increased by 20 percent and output increases by 20 percent, then there must be:
38. Economies and diseconomies of scale explain why the:
39. Perfect competition is a market situation where we have
40. A firm and industry are one and the same under
41. Under which of the following forms of market structure a firm does has no control over the price of its product?
42. In the long run, monopolistically competitive firms maximize profit at the output where:
43. Who is the price-leader under oligopoly ?
44. In this one firm assumes the role of price leader and fixes the price of the product for the entire industry
45. If there are many firms in an industry producing goods that are similar but slightly different, this is an example of:
46. Which of the following characterizes monopolistic competition?
47. Game theory is concerned with:
48. Which one of the following is not a part of every game theory model?
49. In game theory, a situation in which one firm can gain only what another firm loses is called a _____
50. Which of the following is a nonzero-sum game?
51. A prisoners' dilemma is a game with all of the following characteristics except one. Which one is not present in a prisoners' dilemma?
52. Among the following what causes market failure.

- (A) externality
- (B) asymmetry information
- (C) Perfect competition

52. Which of the following statements about opportunity cost is TRUE?

- I. Opportunity cost is equal to implicit costs plus explicit costs.
- II. Opportunity cost only measures direct monetary costs.
- III. Opportunity cost accounts for alternative uses of resources such as time and money.

53. Which of the following statements about demand curves is TRUE?

- I. The "Law of Demand" holds if a consumer's marginal benefit is lower at higher quantities consumed than it is at lower quantities consumed.
- II. If the consumer's marginal benefit is the same no matter what quantity is consumed, then her demand curve will be vertical.
- III. All else equal, the marginal benefit of consuming a normal good will be higher for richer consumers than for poorer consumers.

54. Suppose the supply for product A is perfectly elastic. If the demand for this product increases:

55. If the coefficient of income elasticity of demand is higher than 1 and the revenue increases, the share of expenditures for commodity X in total expenditure:
56. If the demand for agricultural products is inelastic:
57. Fixed cost includes:

58. When production volume is zero:
- A. the fixed cost is 0;
 - B. the variable cost is 0;
 - C. the fixed cost is higher than the variable cost;
 - D. the variable cost is higher than the fixed cost
59. A 10 percent increase in income has caused a 5 percent decrease in the quantity demanded.
The income elasticity is _____
60. The price elasticity of demand is 5.0 if a 10 percent increase in the price results in a _____ decrease in the quantity demanded.

Sample Questions

M.Com Part I Sem I

Following questions are provided for the benefit of students. These are indicative only.

Subject: Cost and Management Accounting

Unit I - Marginal Costing, Absorption Costing and Management Decisions

1. The other name of marginal costing is / are _____.
2. Expenses that do not vary with the volume of production are known as...
3. Expenses that varies with the volume of production are known as...
4. _____ is a profit before deduction of Fixed cost
5. _____ is excess of sales over Variable cost.
6. _____ means a level of sales where there is no profit no loss.
7. _____ is a relation between Contribution and Sales.
8. _____ is an Excess of Actual Sales over BEP sales.
9. Profit volume ratio establishes the relationship between...
10. The P/V ratio can be increased by...
 - A. Reducing the variable cost
 - B. Increasing the selling price
11. Which of the following statement are True?
 - A. Overvaluation of stock is practiced on absorption costing technique.
 - B. Marginal cost and Variable cost are same.
12. Marginal costing is the most useful technique for the...
13. Marginal costing technique helps the management in which of the following decisions.
 - A. Pricing
 - B. accepting fresh orders at low price
 - C. make or buy decisions
14. The break-even chart helps the management in...
 - A. Forecasting costs and profits
 - B. Cost control
 - C. Long term planning and growth
15. Sales Rs. 200000, variable cost Rs. 120000 and net profit is Rs. 20000, find out fixed cost.
16. Sales Rs. 100000, variable cost Rs. 50000 and net profit ratio is 10% on sales, find out fixed cost.
17. If Selling price is Rs 200 and contribution is Rs. 80 then Variable Cost will be _____.
18. If Selling price is Rs 200 and contribution is Rs. 80 then Profit volume ratio will be _____.
19. If Selling price is Rs 100 and contribution is Rs. 30 then Profit volume ratio will be _____.
20. If Variable cost is Rs. 60 and selling price is Rs 100 then Contribution will be _____.

21. If selling price is Rs 100, Variable cost is Rs. 60 and Fixed cost is Rs. 2000 then BEP sales will be _____.
22. If Actual sales Rs. 60000 and BEP sales is Rs. 50000 then Margin of safety will be _____.
23. If Profit is Rs. 1000 and Profit Volume Ratio is 50% the Margin of Safety will be _____.

Unit II - Standard Costing

24. _____ costing is, "the preparation and use of standard costs, their comparison with actual cost and the analysis of variances to their causes and points of incidence."
25. The term standard cost refers to the:
26. The term budgeted cost refers to the:
27. _____ cost is "a predetermined cost which is calculated from management's standards of efficient operation and the relevant necessary expenditure."
28. Standard costing makes the work of valuation of inventory easier because inventory is valued at _____.
29. Due to what reason revision of standards cannot be eliminated?
30. Why the Standard costing technique is not ideal for small business concerns?
31. Which type of business the standard costing technique is unsuitable for?
32. Standard costs are determined based on _____
33. On what basis are Cost estimates made?
 - A. Past Experience
 - B. Future anticipation
 - C. Intention
34. The standards should be set for _____.
 - A. Direct material
 - B. Direct labour
 - C. Overheads
35. The standard cost card shows the details of _____
36. On what base is Standard for various overhead?
 - A. The past performance
 - B. Budget output
 - C. Forecast
37. Standard costing is helping the management in _____.
38. Difference between standard and actual cost is known as _____
39. The variance which occurs due to difference in quantity of material predetermined and actual quantity of material consumed in the production is known as _____.
40. The variance which occurs due to price of material predetermined and Actual price of material consumed in the production is known as _____.
41. The variance which occurs due to difference in Actual labour hours consumed for the production is known as _____.
42. The variance which occurs due to difference in rate of labour hour predetermined and actual rate of labour hour consumed for the production is known as _____.
43. Which of the following formula can be used to calculate a material price variance?
44. Which of the following equations can be used to calculate a material quantity variance?
45. Which of the following formula can be used to calculate a material usage variance?
46. Which of the following formula can be used to calculate a Labour Cost variance?

47. Which of the following formula can be used to calculate a Labour Rate variance?
48. Which of the following formula can be used to calculate a Variable Overhead variance?
49. Which of the following formula can be used to calculate a Fixed Overhead variance?
50. Which of the following formula can be used to calculate a Sales Price Variance?
51. Which of the following formula can be used to calculate a Sales Volume variance?
52. Which of the following formula can be used to calculate a Labour Efficiency variance?
53. A favourable direct materials price variance occurs when:
54. Which of the following is not an advantage of standard costing?
55. Which of the following is NOT a limitation of a standard-costing system?
56. To produce a particular batch of product, ABC Ltd. Used 500 kgs of Material at Rs.10.00 per Kg. The standards for the quantity units produced in the batch were and 550 kgs of material at Rs.10.50 per kg. What was the Material Cost variance?
57. To produce a particular batch of product, ABC Ltd. Used 1000 kgs of Material at Rs.9.00 per Kg. The standards for the quantity units produced in the batch were and 1050 kgs of material at Rs.9.50 per kg. What was the Material usage variance?
58. To produce a particular batch of product, ABC Ltd. Used 500 kgs of Material at Rs.12.00 per Kg. The standards for the quantity units produced in the batch were and 550 kgs of material at Rs.12.50 per kg. What was the Material Rate variance?
59. To produce a particular batch of product, ABC Ltd. paid its workers Rs.12.00 per hour for 6,000 hours of work. The standards for the quantity of work represented by the batch were Rs.12.50 per hour and 6,600 hours. What was the labour Rate variance?
60. To produce a particular batch of product, ABC Ltd. paid its workers Rs.10.00 per hour for 5,000 hours of work. The standards for the quantity of work represented by the batch were Rs.10.50 per hour and 5,400 hours. What was the labour efficiency variance?
61. To produce a particular batch of product, ABC Ltd. paid its workers Rs.8.00 per hour for 44,000 hours of work. The standards for the quantity of work represented by the batch were Rs.7.50 per hour and 44,000 hours. What was the labour Cost variance?
62. The organization budgeted Rs.400,000 for 40,000 hours of direct labour to complete 16,000 units of finished product. The firm used 42,000 direct-labour hours and completed 17,000 units of finished product. What is the direct-labour rate variance?

Unit III - Budgetary Control

63. Plant utilization budget and Manufacturing overhead budgets are types of
64. R&D budget and Capital expenditure budget are examples of
65. A budgeting process which demands each manager to justify his entire budget in detail from beginning is
66. A budget is not _____
67. The broad purposes of budgeting do not include _____
68. A budget is a plan of action expressed in...
69. Budget is prepared for a...
70. A budget is tool which helps the management in planning and control of...

71. Budgetary control system acts as a friend, philosopher, and guide to the...
72. Budgetary control system defines the objectives and policies of the...
73. Budgetary control helps the management in...
74. Budgetary control helps to introduce a suitable incentive and remuneration based on...
75. The success of budgetary control system depends upon the willing cooperation
76. Usually the production budget is stated in terms of...
77. Budget period is the...
78. Budget period depends upon...
79. The budgets are classified on the basis of...
80. An example of long period budget is...
81. The main objective of budgetary control is...
82. A budget centre is...
83. The budget starts without any base is _____.
84. The budget committee consists of...
85. Fixed budget is useless for comparison when the level of activity...
86. A ltd is a manufacturing company that has no production resource limitations for the foreseeable future. The Managing Director has asked the company mangers to coordinate the preparation of their budgets for the next financial year. In what order should the following budgets be prepared?
 - A. Sales budget
 - B. Cash budget
 - C. Production budget
 - D. Purchase budget
 - E. Finished goods inventory budget
87. While preparing Flexible Budget If Rent of Building is Rs. 50000 at the level of production of 50000 units then what will be amount of rent of building charged in case of production of 100000 units?
88. While preparing Flexible Budget If Material Cost is Rs. 60000 at the level of production of 10000 units then what will be amount of Material Cost charged in case of production of 20000 units?
89. While preparing Flexible Budget If Depreciation of Machinery is Rs. 10000 at the level of production of 50000 units then what will be amount of Depreciation of Machinery charged in case of production of 100000 units?
90. While preparing Flexible Budget If Labour Cost is Rs. 600000 at the level of production of 60000 units then what will be amount of Labour Cost charged in case of production of 80000 units?
91. If wages are paid half a month in arrears and wages for November and December 2020 is Rs. 40000 and 44000 then payment of wages to be paid in the month of December 2020 will be RS. _____.
92. Expected Sales for the month of November and December 2020 is RS. 100000 and RS. 200000, respectively. 10% of sales is cash basis and balance are on 1-month credit. What will be the total receipt from sales in the month of December 2020?

Unit IV Operating Costing

93. Operating Costing is also called as _____.
94. _____ costing is used in transport undertaking.
95. Operating Costing is applicable to _____ industry only
96. Match the following

Group A: Name of Industry	Group B: Cost unit
Hotel	Per day per bed.
Transport	Per day per room
Hospitals	Per tonne per km.

97. Cost units used in power sector is: _____.
98. In _____ costing cost is computed based on composite units is.
99. Diesel and other oils are which type of expenses for Operating Costing?
100. Driver's Tiffin allowance is which type of expenses for Operating Costing?
101. In case product produced or jobs undertaken are of diverse nature, the system of costing to be used should be _____.
102. The most suitable cost system where the products differ in type of materials and work performed is : _____.
103. Which of the following are false statement?
 A. In a Sugar Industry, operating costing is used.
 B. Oil Company is not included in operating industry.
104. Which of the following statement is correct?
 A. Operating Costing is different from Operation Costing.
 B. Operating Costing and Service Costing are same.
105. Cost per passenger km is Re. 0.5. Distance between two cities is 200 km. Profit expected is 50% of fare income. What will be the bus fare?
106. No. of buses 5 Days operated in the month 25 Daily round trips of each bus 4
 Distance between two places 20kms Capacity of the bus 100 passenger Normal passengers travelling 90% of the capacity Find out Total kms.
107. No. of buses 5 Days operated in the month 25 Daily round trips of each bus 4
 Distance between two places 20kms Capacity of the bus 100 passenger Normal passengers travelling 90% of the capacity Find out Passenger kms.
108. The following details are obtained from Kamal Transport Company. Find out total tonne kilometres: Total actual kms during the month 2,000 No. of trips 10 Total load carried 180 tonnes