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| <b>Id</b> | <b>1</b>   |
| Question  | What do you mean by standard error in a distribution |
| A         | Standard deviation of sample                         |
| B         | Standard deviation of population                     |
| C         | Standard deviation of sample mean                    |
| D         | Standard deviation of population mean                |
| Answer    | C  |

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| <b>Id</b> | <b>2</b>   |
| Question  | If sample size increases then standard error ----- |
| A         | Remain constant                                    |
| B         | Decreases  |
| C         | Also increases                                     |
| D         | None of these                                      |
| Answer    | C  |

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| <b>Id</b> | <b>3</b>  |
| Question  | The central limit theorem tells :                             |
| A         | Sample distribution is always normal if sample size $>30$     |
| B         | Sample mean distribution is always normal sample size $>30$   |
| C         | Large population is always normal if population size $>10000$ |
| D         | None of these   |
| Answer    | B   |

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| <b>Id</b> | <b>4</b>   |
| Question  | Convert data point 25 in to a standard score, when mean is 10, standard deviation is 5 |
| A         | Standard score is 3  |
| B         | Standard score is 2.5  |
| C         | Standard score is 2  |
| D         | Standard score is 1  |
| Answer    | A  |

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| <b>Id</b> | <b>5</b>   |
| Question  | If a data set is converted into standard score then Mean and Standard deviation of standardized data will be : |
| A         | Mean is 1 standard deviation is also 1   |
| B         | Mean is 2 standard deviation is 0  |
| C         | Mean is 1 standard deviation is 0  |
| D         | None of these  |
| Answer    | D  |

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| <b>Id</b> | <b>6</b>                                   |
| Question  | Operations Management is associated with : |
| A         | Managing Resources                         |
| B         | Researching new methods of efficiency      |
| C         | Managing Employees                         |
| D         | All of the above                           |
| Answer    | D  |

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| <b>Id</b> | <b>7</b>   |
| Question  | Mass production is associated with                 |
| A         | High volume  |
| B         | High volume , standardized product for mass market |
| C         | Low volume   |
| D         | High volume, standardized product                  |
| Answer    | B  |

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| <b>Id</b> | <b>8</b>  |
| Question  | Flexibility is :                                  |
| A         | Ability to change as per the business requirement |
| B         | Ability to produce                                |
| C         | Ability to manage Quality                         |
| D         | None of the above                                 |
| Answer    | A   |

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| <b>Id</b> | <b>9</b>                                    |
| Question  | Operations management involves              |
| A         | Deploying strategy                          |
| B         | Designing products and services             |
| C         | Arranging facilities and forecasting demand |
| D         | All of the above                            |
| Answer    | D   |

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| <b>Id</b> | <b>10</b>  |
| Question  | Which of the following is not a key activity of an operations manager? |
| A         | Understanding the needs of customer                                    |
| B         | Continually learning   |
| C         | Managing cash flows  |
| D         | Exploiting technology to produce goods & services                      |
| Answer    | C  |

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| <b>Id</b> | <b>11</b>  |
| Question  | Auditing is  |
| A         | The independent examination of financial information |
| B         | Process of recording accounting transactions         |
| C         | Analysis of financial information                    |
| D         | Interpretation of accounting data                    |
| Answer    | A  |

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| <b>Id</b> | <b>12</b>   |
| Question  | The business entity concept assumes that, for accounting purposes           |
| A         | The business enterprise and its owner are two separate independent entities |
| B         | The business enterprise and its owner are same entities                     |
| C         | Business is continued forever   |
| D         | None of the above   |
| Answer    | A   |

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| <b>Id</b> | <b>13</b>  |
| Question  | M/s Kanha Enterprises follows the written – down value method of depreciating machinery year after year due to |
| A         | Comparability  |
| B         | Consistency  |
| C         | Convenience  |
| D         | All of the above   |
| Answer    | B  |

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| <b>Id</b> | <b>14</b>   |
| Question  | The determination of expenses for an accounting period is based on the principle of |
| A         | Objectivity   |
| B         | Materiality   |
| C         | Matching  |
| D         | Periodicity   |
| Answer    | C   |

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| <b>Id</b> | <b>15</b>  |
| Question  | Mr. A purchased an asset for Rs.75,000 but its fair value on the date of purchase was Rs.85,000 Mr. A recorded the value of the asset in his books at Rs 75,000 this is done in line with which concept? |
| A         | Accrual  |
| B         | Conservatism   |
| C         | Historical cost  |
| D         | Materiality  |
| Answer    | C  |

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| <b>Id</b> | <b>16</b>  |
| Question  | To improve the orientation process some firms provide their incoming managers with |
| A         | Preloaded personal digital assistants  |
| B         | Disks containing discussions of corporate culture                                  |
| C         | A free breakfast   |
| D         | A and B only   |
| Answer    | D  |

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| <b>Id</b> | <b>17</b>                             |
| Question  | Who performs the initial orientation? |
| A         | An HR specialist                      |
| B         | The supervisor                        |
| C         | The management head                   |
| D         | None of these                         |
| Answer    | A                                     |

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| <b>Id</b> | <b>18</b>  |
| Question  | Orientation typically includes information on ---- |
| A         | Employee benefits                                  |
| B         | Daily routine                                      |
| C         | Safety measures                                    |
| D         | All of the above                                   |
| Answer    | D  |

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| <b>Id</b> | <b>19</b>  |
| Question  | A successful orientation should achieve which of the following ?     |
| A         | The new employee should feel welcome                                 |
| B         | The new employee should understand the organization in a broad sense |
| C         | The new employee should have clear understanding of what is expected |
| D         | The employee should begin the process of socialization               |
| Answer    | A  |

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| <b>Id</b> | <b>20</b>  |
| Question  | What is the second step in the training process? |
| A         | Assess the program's successes or failures       |
| B         | Present the program to a small test audience     |
| C         | Design the instructional content                 |
| D         | Conduct a needs analysis                         |
| Answer    | C  |

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| <b>Id</b> | <b>21</b>                                       |
| Question  | What is the final step in the training process? |
| A         | Evaluate the program's successes or failures    |
| B         | Present the program to a small test audience    |
| C         | Conduct a needs analysis                        |
| D         | Train the targeted group of employees           |
| Answer    | A   |

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| <b>Id</b> | <b>22</b>  |
| Question  | Which of the following characterizes training today?               |
| A         | Training is increasingly technology based                          |
| B         | Training is more prevalent in the higher levels of an organization |
| C         | Training is developing a great reputation for getting results      |
| D         | Training is being evaluated extensively                            |
| Answer    | A  |

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| <b>Id</b> | <b>23</b>  |
| Question  | Which of the following training methods is the most popular? |
| A         | On – the – job training                                      |
| B         | Apprenticeship training                                      |
| C         | Informal learning  |
| D         | Lectures   |
| Answer    | A  |

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| <b>Id</b> | <b>24</b>  |
| Question  | Where is teamwork training for managers most likely to take place? |
| A         | In nearby parks  |
| B         | In rugged mountainous terrain                                      |
| C         | At corporate headquarters  |
| D         | None of the above  |
| Answer    | B  |

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| <b>Id</b> | <b>25</b>  |
| Question  | In the – method a manager is presented with a written description of an organizational problem to diagnose and solve |
| A         | Case study   |
| B         | Diagnose and learn   |
| C         | Action learning  |
| D         | Job rotation   |
| Answer    | A  |

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| <b>Id</b> | <b>26</b>   |
| Question  | Which of the following is a property of an indifference curve?                        |
| A         | The marginal rate of substitution is constant as you move along an indifference curve |
| B         | It is convex to the origin  |
| C         | Total utility is greatest where the 45 degree line cuts the indifference curve        |
| D         | Marginal utility is constant as you move along an indifference curve                  |
| Answer    | B   |

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| <b>Id</b> | <b>27</b>   |
| Question  | The limits imposed on household choices by income, wealth ,and product prices are the |
| A         | Preference set  |
| B         | Choice set  |
| C         | Budget constraint   |
| D         | Assumption of perfect knowledge   |
| Answer    | C   |

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| <b>Id</b> | <b>28</b>   |
| Question  | If a household's money income is doubled                        |
| A         | The budget constraint is not affected                           |
| B         | The budget constraint will shift in and parallel to the old one |
| C         | The budget constraint will shift out parallel to the old one    |
| D         | The budget constraint will swivel at the Y- intercept           |
| Answer    | C   |

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| <b>Id</b> | <b>29</b>  |
| Question  | Diminishing marginal rate of substitution can be seen when indifference curves |
| A         | Cross  |
| B         | Are convex   |
| C         | Are downward sloping   |
| D         | Become flatter as we move down and to the right                                |
| Answer    | D  |

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| <b>Id</b> | <b>30</b>   |
| Question  | If two goods are perfect substitutes, then the indifference curves for those two goods would be |
| A         | Upward sloping and concave to the origin  |
| B         | Downward sloping and convex to the origin   |
| C         | Downward sloping and straight   |
| D         | L shaped  |
| Answer    | C   |

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| <b>Id</b> | <b>31</b>                           |
| Question  | In costing Profit & Loss Account is |
| A         | Statement for the year              |
| B         | Statement for the day               |
| C         | Account for the day                 |
| D         | Account for the year                |
| Answer    | D                                   |

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| <b>Id</b> | <b>32</b>                                   |
| Question  | High Gross profit will always lead to ----- |
| A         | High net profit                             |
| B         | High operating expenses                     |
| C         | Low net profit                              |
| D         | High operating Cost                         |
| Answer    | A   |



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| <b>Id</b> | <b>33</b>   |
| Question  | Machinery worth Rs. 8,50,000 is bought and the installation charges paid were Rs. 85,000 in this case the Machinery Account will be debited for ----- on which depreciation will be calculated. |
| A         | Rs. 850000  |
| B         | Rs. 935000  |
| C         | Rs.765000   |
| D         | Rs.705000   |
| Answer    | B   |

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| <b>Id</b> | <b>34</b>                          |
| Question  | Cost of consumables is part of     |
| A         | Admin Overheads                    |
| B         | Selling and distribution Overheads |
| C         | Factory Overheads                  |
| D         | Distribution overheads             |
| Answer    | C                                  |

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| <b>Id</b> | <b>35</b>                                  |
| Question  | A debit may signify                        |
| A         | An increase in a liability account         |
| B         | An increase in an assent account           |
| C         | A decrease in an asset account             |
| D         | An increase in the owner's capital account |
| Answer    | B  |

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| <b>Id</b> | <b>36</b>   |
| Question  | After a couple of years of successful business, an experimental theatre company based in Aurora is unable to sell tickets for its theatre shows. They have been using profits from previous shows to run the business. the company is in the ----- phase of its life cycle. |
| A         | Obsolescence  |
| B         | Maturity  |
| C         | Introduction  |
| D         | Decline   |
| Answer    | D   |

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| <b>Id</b> | <b>37</b>   |
| Question  | A music school in LA, specializes in teaching the guitar and the violin. After a spurt in growth and a few successful years, the school is experiencing a slowdown in sales and stability in its profits due to an increase in competition. the school is in the ----- stage of its life cycle. |
| A         | Introduction  |
| B         | Growth  |
| C         | Decline   |
| D         | Maturity  |
| Answer    | D   |

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| <b>Id</b> | <b>38</b>   |
| Question  | Apply juices, a company that manufactures bottled water diversified into soft drinks before any of its opponents could launch a diversified product. This would be an example of a (n) ----- attack |
| A         | Flank   |
| B         | Bypass  |
| C         | Guerrilla   |
| D         | Encirclement  |
| Answer    | B   |

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| <b>Id</b> | <b>39</b>   |
| Question  | Pepsodent launched a new product that could whiten teeth, fight decay ,and maintain fresh breath. Observing that pepsodent did not focus on the dental sensitivity aspect ,Colgate introduced a toothpaste which did all of the above and also protected sensitive teeth. This is an example of a (n) ---- attack |
| A         | Frontal   |
| B         | Flank   |
| C         | Guerrilla   |
| D         | Encirclement  |
| Answer    | B   |

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| <b>Id</b> | <b>40</b>  |
| Question  | Epic Inc., firm that produces chairs for offices, uses comparative advertising to inform the consumers that its products offer the same features and quality as the competitor's. this is an example of a (n) ----- attack |
| A         | Guerilla   |
| B         | Frontal  |
| C         | Encirclement   |
| D         | Bypass   |
| Answer    | B  |

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| <b>Id</b> | <b>41</b>  |
| Question  | After Olay entered and took over the Indian market with its anti – aging lotion Ponds decided to defend its home turf by investing heavily in a similar product, but that which used only natural ingredients. this is an example of a ----- |
| A         | Position defense   |
| B         | Flank defense  |
| C         | Counteroffensive defense   |
| D         | Contraction defense  |
| Answer    | C  |

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| <b>Id</b> | <b>42</b>   |
| Question  | Clorox runs ads stressing the many benefits of its bleach, such as how it eliminates kitchen odors, in order to generate additional opportunities to use the brand in the same basic way. this is an attempt to ----- |
| A         | Increase the amount of consumption  |
| B         | Increase the level of consumption   |
| C         | Increase the perception of consumption  |
| D         | Increase the frequency of consumption   |
| Answer    | D   |

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| <b>Id</b> | <b>43</b>  |
| Question  | Oliver, a company that produces different types of olive oil, launched a promotional campaign focusing on the alternative uses of olive oil. What strategy is the company implementing to expand its total market demand |
| A         | Using the new – market segment strategy to attract new customers   |
| B         | Improving the current level of product performance   |
| C         | Advertising new and different applications of the brand  |
| D         | Protecting its market share  |
| Answer    | C  |

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| <b>Id</b> | <b>44</b>  |
| Question  | When food product companies advertise recipes that use their branded products in entirely different ways, they are increasing the ----- of the brand |
| A         | Amount of consumption  |
| B         | Level of consumption   |
| C         | Dedication to consumption  |
| D         | Frequency of consumption   |
| Answer    | D  |

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| <b>Id</b> | <b>45</b>   |
| Question  | Trendz Inc. is a leading brand of fashion clothing and accessories based in Houston. After gaining a strong foothold in the U.S the company wants to foray into foreign markets. the management at Trends knows that people residing in other countries are likely to have different tastes and preferences, so they may have to redesign some of their offerings. Which of the following strategies is Trendz using? |
| A         | Market penetration strategy   |
| B         | Outsourcing strategy  |
| C         | Geographic – expansion strategy   |
| D         | Ethnocentric strategy   |
| Answer    | C   |

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| <b>Id</b> | <b>46</b>   |
| Question  | When the total market expands, the ----- usually gains the most |
| A         | Market challenger   |
| B         | Market leader   |
| C         | Market follower   |
| D         | Market nicher   |
| Answer    | B   |

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| <b>Id</b> | <b>47</b>                                    |
| Question  | The message framework design AIDA stands for |
| A         | Action , intention, design and attention     |
| B         | Action ,interest ,desire and attention       |
| C         | Agency, intention, design and attention      |
| D         | Attention ,interest ,desire and action       |
| Answer    | D  |

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| <b>Id</b> | <b>48</b>   |
| Question  | The pricing method that is most commonly used in retailing is competitive pricing |
| A         | Super market pricing  |
| B         | Markup pricing  |
| C         | Skimming pricing  |
| D         | Super pricing   |
| Answer    | C   |

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| <b>Id</b> | <b>49</b>  |
| Question  | Personal selling will be appropriate for which one of these products |
| A         | Honda – SUV car  |
| B         | A Eurostar ticket from London to Paris                               |
| C         | A four pack of Heinz backed beans                                    |
| D         | A Rado watch   |
| Answer    | D  |

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| <b>Id</b> | <b>50</b>   |
| Question  | Marriott Corporation now contains hotels and motels from the “budget” end of the consumer spectrum to the “premium” end with their JD Marriott flagship locations. This is an example of a firm that successfully performed a ----- to reach more consumers and ventures that are more profitable |
| A         | Upstream integration  |
| B         | Two – way stretch   |
| C         | Up – market stretch   |
| D         | Down – market stretch   |
| Answer    | B   |