

**TYBMS SEM VI 2020-21**  
**OPERATIONS RESEARCH SAMPLE QUESTIONS**

SR NO	QUESTION	OPTION A	OPTION B	OPTION C	OPTION D
1	The variables which are entities whose values are to be determined in LPP are	decision variables	objective function	constraints	Options
2	If the equation in LPP is of less than type then the feasible area will be	near the origin	away from the origin	in negative quadrant	in positive quadrant
3	If the equation is of greater than type in LPP the feasible region will be	near the origin	away from the origin	in negative quadrant	in positive quadrant
4	The objective function for profit and sales should always be	maximize	minimize	equal to	less than
5	. The objective function for cost and time should always be	maximize	minimize	equal to	less than
6	The equation for use of machine hours and labour hours should be	less than or equal to	greater than or equal to	equal to	minimize
7	The unutilized part of a variable is taken care by _____ variable in simplex method	redundant	unbalanced	slack	prohibited
8	Shadow prices are the _____ value of slack variable	b	c	z	delta
9	The key row in simplex table shall be the one which has the _____ b value	lowest	highest	equal to	limited
10	The key column in simplex table is the one with _____ delta value	highest	equal to	limited	lowest
11	the intersection of key row and key column gives the _____ element	unbalanced	restricted	key	prohibited
12	The number of supply centres and demand centres are	finite	infinite	always 1	always 5
13	For a problem to be balanced in transportation the supply and demand should be	more than	less than	equal	unequal

14	A penalty under VAM is the _____ the least two in a row or column	difference between	summation of	most likely	not likely
15	If demand and supply is not equal under transportation it becomes a case of	balanced	unbalanced	maximization	prohibition
16	_____ method is the only method to solve assignment problems	VAM	IFS	Hungarian	least cost
17	If number of lines in assignment problems is equal to the size the solution is optimal	matrix	unbalanced	balanced	prohibition
18	To balance an unbalanced problem in assignment we add a _____ to the matrix	dummy	redundant	slack	constraint
19	To find initial feasible solution of a transportation problem the method with start allocation from the lowest cost is called the _____ method.	North West corner	least cost	South East corner	Vogel's approximation
20	The full form of CPM is	critical path method	critical path methodology	criticize path method	critical pace method
21	Any task or operation which consumes resources is	activity	event	successor	predecessor
22	There are _____ floats in a network diagram	three	two	six	four
23	The full form of EST is	earliest starting time	earliest start time	earlier starting time	earliest start traffic
24	In project crashing the direct cost _____ with decrease in the number of days	increases	decreases	equals	not sure
25	The indirect cost _____ with decrease in the days in project crashing	increases	decreases	equals	not sure
26	The full form of PERT is	program evaluation and review technique	program enhancement and revision technique	program evaluation and research technique	program expert to review tax

27	The maximum possible time taken by an activity for completion is	optimistic	pessimistic	most likely	most unlikely
28	The time required by each machine at each job under job sequencing is called	processing time	processing order	elapsed time	idle time
29	The order in which machines are required for completing the job is	processing time	processing order	elapsed time	idle time
30	The time between the starting of the first job and completion of the last job is	processing time	processing order	elapsed time	idle time
31	The time during which a machine remains waiting or vacant during the total elapsed time is	processing time	processing order	elapsed time	idle time
32	When we sequence the Jobs the least time on machine A is placed on the hand side	left	right	centre	palm
33	When we sequence Jobs the least time on machine B is placed on the hand side	left	right	centre	palm
34	To solve job sequencing problem we assume that the processing time of all jobs on all machines are	unknown	not sure	cannot be determined	known
35	The participants in a game are called .	Clients	customers	players	members
36	A game having more than two players is called .	Multi-person	Many person	N-person	Unknown person
37	The outcome of the interaction of selected strategy of in a game is called .	income	profit	gains	pay off
38	In a game, the alternatives or course of action available to each player are called .	options	choices	actions	strategies
39	Is situation in a game, where in the pay of	Centre point	saddle point	main point	equal point

	Matrix, maximum of a row is equal to minimax of column is called .				
40	The various alternatives or course of action available to each player in a game or called as .	Saddle point	Strategies	. Pay off	N player game
41	A game which has a saddle point is	mixed game	pure game	imperfect game	perfect game
42	The profits in games theory are also called	pay off	cost	purchases	regret
43	The intersection of row minima and column maxima is	optimality	redundancy	saddle point	prohibition
44	One of the methods of solving assignment problems is	North west corner	Least cost	VAM	Hungarian
45	From these what is a pre condition for job sequencing	All machines can do all the jobs	There is a particular job which is very urgent	The time required on each machine is known	There is a time gap for a job to reach from one machine to another
46	From the following what is not a condition for project crashing	Only crash the critical path	Crash any activity at any time	Critical path should be the longest	Crash the activity with the least rank first
47.	One of the methods of solving a simplex problem is	Simple	Simplex	Simplicity	simpler
48.	From the following which is not a method of getting IFS for transportation	NWCR	LCM	VAM	MODI
49.	In case if the LPP involves raw materials then we use---- constraint	Less than	Greater than	Equal to	Mixed
50.	The matrix made to convert a maximize case to minimize is	Pay off table	Profit matrix	Minimum matrix	Regret matrix

**TYBMS SEMESTER 6 INTERNATIONAL FINANCE SAMPLE QUESTIONS**

Sr No	Question	Option A	Option B	Option C	Option D
1	Which of the following statements is correct regarding International Finance?	It has a physical, centralised market	It is available only on the stock exchange	It is required by importers and exporters	It is the world's smallest financial market
2	Which of these statements is correct regarding Balance of Trade?	includes trade of goods	if import > export, BoT is favourable	capital transactions are included	Balance of Payments is a part of Balance of Trade
3	_____ reflects the difficulties involved in recording accurately a wide variety of transactions that occur within a given period of 12 months.	Current Account	Capital Account	Accommodating Items	Errors and omissions
4	Bretton Woods System came into effect in the year_____.	1917	1925	1944	1947
5	Gold Standard originated in _____	USA	Smithsonian Agreement	Bank of England	New Hampshire
6	NZD/GBP 1.6542/1.6568 Calculate percentage spread.	0.1572%	0.0967%	0.1569%	0.1571%
7	_____ system of exchange rate is influenced by inflation rates.	Gold standard	Fixed exchange rate	Crawling Peg system	Smithsonian Agreement
8	Artificial currency created by IMF is_____.	USD	GBP	EURO	SDR
9	Latin word _____ means our account with you.	NOSTRO	VOSTRO	LORO	MIRROR
10	USD/CAD 1.1630-1.1650 Calculate inverse quote.	CAD/USD 0.8583-0.8598	CAD/USD 0.8593-0.8598	CAD/USD 0.8583-0.8607	USD/CAD 0.8583-0.8598
11	_____ is viewed as money only in the country of issue, all other countries it is viewed as commodity.	foreign currency	bonds	GDR	promissory notes
12	_____ is the association of authorised dealers in India.	FERA	FEMA	FEDAI	AMFI
13	In Holgate Principle, if bid < ask, swap points for forward rates would be	added	subtracted	multiplied	divided
14	The largest financial market is_____.	Eurocurrency market	Forex market	Equity market	Debt market
15	The currency of Australia is_____.	AED	AUD	CAD	NOK

16	The most liquid financial market is ____.	Eurocurrency market	Forex market	Equity market	Debt market
17	Premium on base currency is always added whereas the discount on base currency is always subtracted from the spot rate to arrive at the corresponding forward rate. This principle is called as ____ principle.	Warner	Holgate	Buffet	Gates
18	Spot EUR/USD 1.3787-1.3797 2 month swap points 50/60 Calculate 2 month forward EUR/USD	1.3727/1.3747	1.3837/1.3857	1.3787-1.3797	1.3817-1.3825
19	____ is the smallest unit by which a currency quotation can change.	PiP	Bid	Ask	Spread
20	____ deal in currencies to benefit from movements in currency exchange markets.	Arbitrageurs	Hedgers	Speculators	Managers
21	____ is a market where foreign currencies are bought and sold.	Eurocurrency market	Forex market	Capital market	Debt market
22	____ is a real-time gross settlement funds transfer system operated by the United States Federal Reserve Bank.	SWIFT	CHIPS	CHAPS	Fedwire
23	Spot USD/INR 60 and six months forward USD/INR 61. AFM is ____.	1.13%	3.33%	2.33%	4.33%
24	Money market instruments include ____	Commercial Papers	Preference shares	Equity shares	Debentures
25	The income earned by commercial banks for buying and selling currency for their customers is called ____	fees	brokerage	spread	commission
26	Forex trading done by a commercial bank for the purpose of structuring the bank's assets and liabilities is called ____.	Speculation	Proprietary trading	Client trading	Arbitrage
27	GBP/USD 1.9378-1.9388 (Bank A) GBP/USD 1.9398-1.9404 (Bank B) Calculate arbitrage profit on a capital of GBP 1 million.	GBP 515.78	GBP 546.81	GBP 467.09	GBP 612.45
28	A call option is out-of-the-money when ____	the strike price is more than the spot price	the strike price is less than the spot price	strike price is equal to spot price	the option has a ready market
29	Currency options were first permitted in India in ____.	2006	2008	2010	2012

30	_____ is a feature of Eurocurrency Market.	Availability of Certificate of Deposits	Dealing with retail customers	Regulation by RBI	Purchase and sale of foreign currencies
31	Regulation_____of the Federal Reserve Act stipulated reserves to be maintained against deposits accepted by banks in the US.	A	M	R	Q
32	Royfield has invested USD 300,000 in a chemicals manufacturing facility. The cash inflow expected in Year 1 is USD145,000 and cash inflow expected in Year 2 is USD 189,000. Using discount rate of 7%, calculate Net Present Value of the investment.	USD 124	USD 594	USD 613	USD 752
33	Which of these is a feature of Level 3 American Depository Receipt?	It can be used to raise additional capital	It need not comply with US GAAP and IFRS requirements	Registration and reporting requirements with Securities Exchange Commission is minimal	They cannot be listed on the stock exchange.
34	The risk of change in exchange rate between the transaction date and subsequent settlement date is called ____ risk.	economic	transaction	translation	operating
35	One of the features of operating risk is _____.	it is extremely difficult to calculate	it deals with short-term cash flows	it is contract specific	firms have specific policies to manage the risk
36	One of the external techniques of managing foreign exchange risk is _____.	futures contract	invoicing in domestic currency	price adjustments	risk sharing agreement
37	The principle that all similarly situated taxpayers should participate in the cost of operating the government according to the same rules is called_.	capital export neutrality	national neutrality	capital import neutrality	tax equity

38	The technique of managing foreign exchange risk wherein the total value of the trade is split into two portions and invoiced in the currency of both the parties is called ____.	invoicing in domestic currency	split currency invoicing	price adjustments	risk sharing agreement
39	The parent company sets up a completely separate corporation in a low-tax jurisdiction. This mechanism of minimizing global tax liability is called ____.	foreign affiliate	transfer pricing	thin capitalisation	double irish
40	____ is also known as secrecy jurisdiction.	tax haven	transfer pricing	foreign affiliate	arbitrage
41	Subtraction method is commonly followed for ____ tax.	income	withholding	direct	value added
42	The monetary penalty payable under FERA was nearly ____ times the amount involved.	Two	Three	Five	Six
43	Level ____ ADRs must comply with various SEC rules, including full registration and reporting requirements of SEC.		1	2	3 Restricted
44	____ is a bond with variable interest rate.	FRN	Straight Bonds	Deep Discount	Sinking Fund
45	SEBI has set Rs. ____ as lower limit for the IDRs to be issued by the Indian companies.	5 crore	50 crore	500 crore	5000 crore
46	In the ____ method, the revenues and costs of a project are estimated and then are discounted and compared with the initial investment.	PBP	IRR	NPV	ARR
47	The risk that a government may default on its debt obligations is called ____ risk.	political	sovereign	transfer	transaction
48	All the following features of real option are correct, except ____	it can navigate options in highly uncertain business conditions	it seeks to uncover in built options or key decision points of projects	it deals with lot of uncertainty and flexibility	low information is required for making capital investment decision
49	A good portfolio consists of ____	inactive assets	illiquid assets	loss-making assets	marketable assets
50	Decrease in interest rate causes a country's currency to	appreciate	depreciate	add	subtract

**TYBMS SEMESTER 6 INNOVATIVE FINANCIAL SERVICES**

<b>Sr No</b>	<b>Question</b>	<b>Option A</b>	<b>Option B</b>	<b>Option C</b>	<b>Option D</b>
1	_____ is a non-fund based activity.	Project advisory services	Hire purchase	Housing finance	Equipment leasing
2	Lack of transparency is a _____ of the Indian financial system.	strength	weakness	opportunity	threat
3	Reserve Bank of India was established in the year _____	1935	1951	1911	1995
4	The regulator of NBFCs in India is _____	RBI	SEBI	Ministry of Finance	Ministry of Corporate Affairs
5	Factoring arrangement helps the client(seller) to _____ the risk of bad debts.	minimize	maximise	fluctuate	even out
6	The minimum number of parties in a factoring arrangement is _____.	1	2	3	4
7	The process of selling trade debts of a client to a financial intermediary is called _____.	Bill discounting	Factoring	Securitisation	Dematerialisation
8	The idea of providing factoring services was first thought of in India by _____ Committee.	Tandon	Malhotra	Vaghul	Narsimhan
9	In forfaiting, _____ rate of finance is charged to the client.	fixed	variable	inflation-linked	low

10	Under the advance factoring arrangement, Denila Ltd. has agreed to advance a sum of Rs.60 lakhs against the receivables purchased from Evelyn Traders Ltd. The factoring agreement provides for guaranteed payment after 3 months from the date of purchasing the receivables. The advance carries a rate of interest of 16% p.a compounded quarterly. Calculate the amount actually charged as Interest.	Rs.24,000	Rs.12,500	Rs.30,000	Rs.18,500
11	Under the advance factoring arrangement, Prestine Ltd. has charged a sum of Rs.1,52,000 as interest against the receivables purchased from Babbar Traders Ltd. The interest is compounded quarterly. The funds made available to Babbar Traders Ltd. is Rs.41,74,000. Calculate the annualised effective cost of funds.	15.20%	15.98%	15.84%	17.45%
12	A bill of exchange which is not accompanied by any documentary evidence is called _____ bill.	documentary	clean	usance	demand
13	RBI launched the first Bill Market Scheme in the year _____.	1948	1950	1952	1956
14	Bill discounting provides _____ term finance	short	medium	long	infinite
15	The activity which cannot be undertaken by merchant bankers is _____.	capital issue management	corporate restructuring	project counselling	factoring

16	The primary role of the _____ is to purchase securities from the issuer and resell them to investors.	underwriter	shareholder	bankers	promoters
17	SEBI (Merchant Bankers) Rules was published in the year _____	1991	1992	1999	2011
18	The depository system was introduced with the concept of paperless trading through the dematerialisation of _____.	interest	securities	entitlement	rights
19	Which of these is not a feature of a forward contract?	not standardized	not traded on stock exchange	call option	minimum 2 parties
20	A clearing member who is also a _____ may clear and settle their own proprietary trades.	trading member	board member	family member	business member
21	Buying low in one market and selling high in the other market is called _____	arbitrage	clearing	hedging	underwriting
22	_____ are agreements between two counterparties to exchange a series of cash payments for a stated period of time.	futures	forwards	clearing	swaps
23	Which of these is not a feature of securitisation?	provides marketability to financial claims	the security created should be of merchantable quality	the security created should be packaged as into homogeneous lots	mainly associated with trade receivables
24	Which of these is not a party in the securitisation process?	Special Purpose Vehicle	Credit Rating Agency	Originator	Clearing house

25	All periodic payments of principal and interest pass through certificates are collected by the _____ and passed on to the investors.	lead manager	banker to the issue	registrar	servicing agent
26	Securitization facilitates the spreading of _____ risk to different parties involved in the process of securitization.	debit	credit	price	volatility
27	In the case of _____ securities, only interest received is passed on to the investors by the Special Purpose Vehicle.	Pass through	Pay through	Interest only certificates	venture capital
28	_____ is an arrangement between lessor and lessee.	factoring	hire purchase	leasing	banker
29	In hire purchase, depreciation can be claimed by the _____.	vendor	hirer	financiers	1978
30	Hire Purchase Act in India was passed in the year _____.	1972	1973	1975	Rs6,20,000
31	On January 1, 2019 a road construction company buys on the hire-purchase system a bulldozer for Rs. 22,00,000 payable Rs.2,00,000 cash as a down payment. The balance payment shall be made in four annual installments of Rs.5,00,000 principal portion plus interest at 12% per annum. The installments are payable on 31st December each year. The first installment being payable on 31.12.2019. How much is the instalment amount payable on 31.12.2019?	Rs.7,40,000	Rs5,60,000	Rs.7,64,000	Truck A/c ...Dr. Rs.7,40,000 To Hire Purchase Vendor A/c Rs.7,40,000

32	On January 1, 2019 a road construction company buys on the hire-purchase system a bulldozer for Rs. 22,00,000 payable Rs.2,00,000 cash as a down payment. The balance payment shall be made in four annual installments of Rs.5,00,000 principal portion plus interest at 12% per annum. The installments are payable on 31st December each year. The first installment being payable on 31.12.2019. What journal entry will the road construction company pass in its books of accounts on 31.12.2019?	Truck A/c ...Dr. Rs.7,40,000 To Cash A/c Rs.7,40,000	Hire Purchase Vendor A/c ...Dr.Rs.7,40,000 To Cash A/c Rs.7,40,000	Hire Purchase Vendor A/c ...Dr. Rs.7,40,000 To Truck A/c Rs.7,40,000	extend financial support to the housing finance institutions
33	One of the objectives of National Housing Bank is ____	to reduce the number of housing finance institutions	to make housing finance unaffordable	reduce the supply of buildable land	risk enhancement
34	One of the sources of funds for housing finance institutions is ____.	public deposits	savings deposits	certificate of deposit	government bonds
35	The Asset-Liability Management (ALM) process consists of the following processes, except ____.	management information system	risk parameters	ALM organisation	hire purchase
36	____ finance predominantly invests in the form of equity.	venture capital	bank	lease	Replacement
37	Mezzanine capital is issued at ____ stage of venture capital financing.	Early	Development	Expansion	credit rating

38	___ is a road towards high growth of innovative entrepreneurs.	venture capital	merchant banking	leasing	government bonds
39	High risk is a feature of ____.	RBI bonds	venture capital	debentures	banking
40	The division of retail banking that deals with lending money to customers is called as _____ finance.	consumer	housing	short term	experience
41	Credit score shows the _____ of the borrower.	credit rating	income	honesty	credit union
42	A _____ is an association of people who agree to save their money together and in turn provide loans to each other.	investor union	capitalist union	social union	ineligible
43	A borrower who provides security of higher value will receive _____ credit score.	no	low	higher	high interest rates
44	One of the disadvantages of credit card is _____	reward points	secure transactions	welcome offers	white plastic
45	A close replica made of the original card through photo-mechanical processes is called _____ fraud.	application	multiple imprints	duplicate card	term loan
46	Credit card facility is an excellent example of _____	cash credit	revolving credit	secured credit	FITCH
47	_____ is a subsidiary of American company S&P Global	CRISIL	CARE	SMERA	SMERA
48	India's first credit rating agency primarily focusing on the Indian MSME segment is _____	CRISIL	ICRA	CARE	Rating coverage
49	_____ indicates that there is a heightened probability of a rating change and the likely direction of such a change	Rating watch	Credit score	Credit rating	1987

50	CRISIL was incorporated in the year _____.	1991	1999	2001	2011
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TYBMS SEM VI 2020-21

**Strategic Financial Management Sample Questions**

Sr	Question	A	B	C	D
1	Earning per share equal to	$(PAT + Preference\ div) / \text{no of equity share}$	$(PAT + Tax) / \text{No of Called up Capital}$	$(PAT - Preference\ Dividend) / \text{No of Paid Up shares}$	$(EBIT - Interest - Preference\ Dividend) / \text{No of Paid Up Shares}$
2	_____ Policy is what a company uses to decide how much it will pay the share holders in the form of returns	Dividend	Investment	Interest	Company
3	Investor discounts the Future capital Gain at a _____ rate	Lower Rate	Medium Rate	Zero Rate	Higher Rate
4	If EPS of the Firm is 10 and retention is Zero %. The dividend Pay Out ratio will be	10	Zero	5	20
5	The most common form of dividend payment is _____ Dividend	Stock Dividend	Cash Dividend	Stock Split	Bonus Issue
6	Dividend Cover is:	DPS/ EPS	MPS/ DPS	EPS/ DPS	PAT/ DPS
7	What is the Percentage yeild on shares of face value Rs. 10, Purchased at Rs. 30 which pay a dividend of 30%	10%	Rs. 2	Rs. 4	30%
8	XBRL india is formed as one of the following	Registered Company	Government Corporation	Trust	Partnership with XBRL International
9	XBRL is used	In India	In Few Countries	Internationally	In Two or Three Countries
10	What is the advantage of IRR	It Considers Time Value of Money	Judgement of Project risk	Elaborated Calculation	It helps in Comparison of 2 mutually Exclusive Projects

11	Calculate Profitability Index, IF Net present Value of Cash Flow is Rs. 5,290 with Initial outlay of Rs. 32,000	1.1	1.17	1.27	1.2
12	Estimate of Cashflow is Affected by	Future Price Trend	Perfect Competition	Sales Price	Past Trend
13	An Improper NPV analysis lead to _____ of project	Wrong Impression	Depression	recession	Wrong Selection
14	_____ is the rate of Return that a project generates	NPV	IRR	MIRR	RADR
15	RADR equals to	risk free rate + cost of equity	risk free + risk Premium	return on market less risk free rate	return on market + risk free
16	Which one is disadvantage of IRR	not a superior method	risky	inconsistency	easy
17	Capital Rationing helps in _____ Share	Identifying	Investing	Diversifying	Maximizing

	holders wealth				
18	In _____ Capital Rationing an absolute limit on the amount of finance available is imposed	Soft	Hard	Positive	Negative
19	When Potential Projects are able to be divided they are termed as, _____ Projects	Indivisible	Divisible	Mutually Exclusive	Mutually Inclusive
20	Total Funds available for capital expenditure in a Year, with the Firm is estimated at Rs. 1,00,000. The mutually Exclusive Investment Proposals along with Profitability Index are given below.  Initial Outlay   PI A. 25   0.94 B. 35   1.16 C. 25   1.14 D. 40   1.09  Which of the above projects should be rejected:	A	B	C	D
21	The taking on of a project will preclude, the taking on of another, such projects are called as:	Mutually Inclusive Projects	Mutually Neutral Project	Mutually Exclusive Projects	Investment Project
22	_____ Ensures that less number of projects are selected from imposing capital restriction	Capital Structure	Capital Budgeting	Capital Rationing	Capital Employed
23	Dividend Yield Equals to	Dividend Per Share / Face Value	Dividend Per share / Market price per share	Dividend per share / Earning per share	Earnings per share / Market Price per share

24	With the help of following information, calculate PE ratio for WAT Ltd  Equity Share Capital: Rs. 20000000, with a face value of: Rs. 10, Profit After Tax: Rs. 50,00,000, Preference dividend paid: Rs. 960,000, Market Price Per share: Rs. 100.	49.5	50.1	41.9	55.1
25	Calculate interest coverage ratio if interest is 150000 and PAT is 1000000 and EBIT IS 1500000	20	10	1.5	6.67
26	working capital is also called as	current assets	quick assets	net current assets	liquid assets
27	Public deposits are accepted for a maximum of _____ years	1	2	3	5

28	In India, Commercial papers are issued as per the guidelines issued by	SEBI	RBI	Forward Market commission	GOI
29	which is not a type of working Capital	New working capital	Positive working capital	Quick working capital	Negative working capital
30	what are elements of Working capital	cash+ receivable+inventories- payables	cash+ receivable+inventories + payables	cash+ receivable- inventories- payables	cash- receivable- inventories+ payables
31	Debenture is a Security	Ownership	Creditorship	Government	Private

32	Dividend declared between 2 annual general meeting is termed as:	Interim Dividend	Proposed Dividend	Cash Dividend	Stock Dividend
33	Types of Preference share, which can be converted into equity shares	Cumulative Preference shares	Participating Preference Shares	Redemable Preference shares	Convertible Preference Shares
34	Balance Sheet Tallies Cause	Accounting System is Double Entry Accounting System	Accounting System is Single Entry Accounting System	All Accounts are computerised	Total Asset is equal to total Liability
35	Inventory is also termed as	Stock	Goods	Raw Material	Current Asset
36	Calculate maximum permissible bank finance as per method ONE if current asset is Rs 62,500, with current liability: Rs. 9,000, and core current asset of Rs. 9,375	Rs. 37,875	Rs. 30,843	Rs. 40,125	Rs. 53500
37	Calculate working capital cycle, if collection period is 65 days, and payment period is 85 days, with Inventory holding of 80 days	145 days	60 days	5 days	15 days
38	NPA Stands for	Net Performing Asset	Non Performing Asset	Non Previliged Asset	Non Profit Asset
39	_____ Bank In India ranks Number 1 in Terms of Capitalization	SBI	ICICI	HDFC	RBI
40	_____ is a rate at which RBI lends short term money to the bank against securities	Reverse Repo	Mid rate	Repo	Exchange rate
41	_____ committee was established in 1991 to look into the banking sector reforms in India	Narasimham	Tandon	Basel	Herstatt
42	In Amalgamation, all the assets and liabilities of the transferor company are pooled into books of	Market Value	Book Value	Fair Value	Realizable value

	transferee company at				
43	_____restructuring includes re-organisation of capital	Financial	Capital	Asset	Investment
44	_____Merger is a merger of a healthy company with a financially weak company	Partial	Horizontol	Reverse	Vertical
45	_____growth is the growth of business by acquiring new businesses by way of mergers, acquisitions and takeovers	organic	inorganic	aggressive	private equity
46	Which of the following is an item of Current Liability	Bank Balance	Bank Overdraft	Cash Balance	Unsecured Loans
47	An Ideal Liquid ratio must be	1:1	1:2	02:01	1.33:1

48	An Ideal Current Ratio must be	2:1	1:2	01:01	2.5:1
49	In the Balance Sheet _____ Stock is indicated	Opening	Closing	Average	Finished Goods
50	A _____ Tallies on its own	Manufacturing A/c	Trading A/c	Profit & Loss A/c	Balance Sheet

**TYBMS**  
**Indirect Taxes**  
**Semester VI 2020-21**  
**Sample Multiple Choice**  
**Questions**

Sr. No.	Question Text	Option 1	Option 2	Option 3	Option 4
1	E-way bill is required if goods are transported by a_____.	Truck	Hand Cart	Bullock Cart	Cycle
2	Ms. Sowmya, a trader of goods in Puducherry, has opted for composition scheme of taxation under GST. She makes a supply of ₹50 lakh in Puducherry. Calculate her tax liability under composition scheme.	CGST= ₹25000 and SGST= ₹25000	CGST= ₹25000 and UTGST= ₹25000	CGST= ₹125000 and SGST= ₹125000	CGST= ₹125000 and UTGST= ₹125000
3	Aggregate turnover under Composition Levy does not include_____.	Inward Supplies under Reverse Charge Mechanism	Taxable Supplies	Exempt Supplies	Non-Taxable Supplies
4	Funeral, burial, crematorium or mortuary services including transportation of the deceased is an example of _____ under GST.	supply of goods	supply of services	neither a supply of goods nor supply of services	obligation
5	A single amount charged by an Airline for providing food, beverages, entertainment and travel service is called as _____.	Mixed Supply	Composite Supply	Essential Supply	Non-essential supply
6	_____means any person who owns, operates or manages digital or electronic facility or platform for electronic commerce .	Trader	Electronic Commerce Operator	Manual Commerce Operator	Custodian
7	_____is not included under the term "Goods" under GST.	Actionable Claims	Growing Crops	Motor Car	Money

Sr. No.	Question Text	Option 1	Option 2	Option 3	Option 4
8	In case of continuous supply of services, the invoice shall be issued_____. (i) on a before the due date of payment, where the due date of payment is ascertainable from the contract. (ii) before or at the time when the supplier of service receives the payment, where the due date of payment is not ascertainable from the contract. (iii) on or before the date of completion of that event, where the payment is linked to the completion of an event	(i), (ii)	(iii) only	(ii), (iii)	(i), (ii) & (iii)
9	A vehicle has to travel from Place A to Place B, which is 360kms in total. What shall be the validity of e-way bill generated in this case?	1 day	2 days	3 days	4 days
10	The E-way bill can be cancelled within_____hours of generation.	12	18	24	48
11	For goods on sale or return basis, the invoice shall be issued before or at the time of supply or from the date of removal.	4 months	2 months	6 months	12 months
12	A consigner can remove goods for transportation by issuing a _____.	Delivery challan	Notice	Refund voucher	No Objection Certificate
13	A bill of supply can be issued by _____	Composition dealer	E-commerce operator	Registered Person supplying goods and services or both	Casual Taxable Person
14	_____is an instrument containing all the necessary details of transaction of supply of goods / services.	E-Way bill	Sales voucher	Invoice	Purchase Order

Sr. No.	Question Text	Option 1	Option 2	Option 3	Option 4
15	Capital Goods sent for job work shall be deemed to be supplied by principal to job worker if not received back within_____.	6 months	180 days	3 years	45 days
16	Input Tax credit refers to credit of _____ Tax.	Output	Input	Direct	Indirect
17	GST is currently applicable to which of the following supplies?	Motor spirit(commonly known as petrol)	Alcohol for human consumption	Aviation Turbine Fuel	Alcohol for Medicinal and Toilet Preparations
18	Indirect Tax is a_____.	Regressive tax	Progressive tax	Tax on tax	Value added tax.
19	Which of the following is not subsumed in GST?	Value Added Tax	Stamp Duty	Entry Tax	Entertainment Tax
20	The Maximum rate prescribed under the CGST Act is	20%	12%	28%	18%
21	Tax payable by the supplier is known as _____ charge.	Reverse	Forward	Definite	Indefinite
22	Balance in electronic credit ledger under SGST can be utilized against which liability?	SGST only	SGST and IGST	SGST, CGST and IGST	SGST and CGST
23	Due date of payment of CGST/SGST/IGST by normal taxpayer is _____ day of the succeeding month	10th	11th	15th	20th
24	What is the validity of challan in Form GST PMT-06?	1 day	5 days	15 days	Forever
25	Which of the following concept doesn't exist under GST?	Electronic Cash Ledger	Electronic Record Ledger	Electronic Liability Register	Electronic Credit Ledger
26	Ragini Technologies LLP(registered in Bangalore) sends trainers from its Mysore office to provide SAP training to the employees of Swarnam Steels Pvt. Ltd.(registered in Mangalore) at the company's Udupi office. The place of supply is_____.	Bangalore	Mangalore	Udupi	Mysore

Sr. No.	Question Text	Option 1	Option 2	Option 3	Option 4
27	When the location of the supplier and the place of supply are in two different states; or two different union territories; or a state and a union territory, such supplies are said to be _____ supplies.	Inter-State	Intra-State	Composite	Mixed
28	Place of supply provisions have been framed considering the _____ principle.	Destination	Origin	Conservatism	Transit
29	The place of supply of goods exported from India shall be the location_____.	of the importer	of the exporter	of the agent of exporter	outside India
30	The default rule of place of supply of services made to a registered person shall be the _____.	Location of the registered person	Location of the service provider	Location where the service is provided	Location of the nearest office of supplier
31	Transportation of passengers by _____are exempt from GST	Railways in first class	Railways in Air Conditioned Coach	Air, from Mumbai Airport	Air, from Bagdogra Airport
32	Which among the following is exempt from GST?	Residential property for Commercial Purpose	Commercial Property for Residential Purpose	Residential property for Residential Purpose	Commercial Property for Commercial Purpose
33	Which among the following is exempt from GST?	Speed Post	Inland Letter Post	Express Parcel Post	Life Insurance
34	X is a salaried employee(salary income being ₹80 lakh). He owns a fleet of multi-speciality ambulances for transportation of patients, from which annual receipts are ₹45 lakhs. The aggregate turnover is ₹_____lakhs.	125	80	5	45
35	Which of the following forms are used for Registration?	GSTR-1	GSTAPL-01	GST REG-01	GST RFD-01
36	Person liable for registration is covered under section_____.	22	23	24	25
37	The first two digits of GSTIN indicate	PAN Number	State Code	Entity Code	Check digit

Sr. No.	Question Text	Option 1	Option 2	Option 3	Option 4
38	Interstate supplies irrespective of any amount is liable for _____ registration	Voluntary	No	Compulsory	Combined
39	Who among the following persons is not liable for registration?	Agriculturist	person registered under earlier law	person engaged in inter-state supplies	person whose aggregate turnover exceeds ₹20 lakh in a Financial Year
40	The maximum late fee for delayed furnishing of _____ is 0.25% of turnover in the state or Union Territory.	Annual Return	Monthly return	Final Return	None of the above
41	GST returns are filed	Manually	Electronically	By Post/Courier	at GST Office
42	E-commerce operators are required to file return in Form _____.	GSTR-5	GSTR-6	GSTR-8	GSTR-10
43	HSN stands for _____.	Harmonised System of Nomenclature	Hazardous Structure of Nomenclature	Harmonised System of Nomination	Hazardous Structure of Nomination
44	Final return is to be furnished by a registered person whose registration is _____.	suspended	revoked	cancelled	transferred
45	The maximum late fee for delayed furnishing of returns other than the Annual Return is _____.	₹5000	₹10000	₹2,000	₹15,000
46	Value of services rendered is ₹ 2,36,000. Date of invoice is 5th August, 2019. Advance of ₹ 40,000 is received on 14th July, 2019. Balance amount is received on 7th August, 2019. What is the time of supply of service?	5th August, 2019-₹ 2,36,000	14th July, 2019-₹ 2,36,000	14th July, 2019-₹ 40,000 and 5th August, 2019-₹ 1,96,000	14th July, 2019-₹ 40,000 and 7th August, 2019-₹ 1,96,000
47	GST is chargeable at _____.	Place of Supply	Time of Supply	Value of Supply	Frequency of Supply

Sr. No.	Question Text	Option 1	Option 2	Option 3	Option 4
48	An insurer or a banking company or a financial institution or a non-banking financial institution can issue a tax invoice within _____ from the date of supply of service.	15 days	30 days	45 days	90 days
49	Subsidies provided by the Central or State Government shall be _____ from the value of taxable supply.	included	ignored	excluded	compensated
50	_____ of supply is the amount upon which tax is levied and collected.	Value	Cost	Turnover	Place

**TYBMS : Semester VI 2020-21: Brand Management  
Sample Questions**

S r N o	Questi on	Option A	Option B	Option C	Option D
1	Consumer opinions, values and views keep over a period of time.	changing	rotating	shifting	transforming
2	The ___ need to ensure that brand elements are descriptive and should give general information about the function of the product or service.	company	advisor	manager	marketer
3	In recent times has transformed.	technologies	media	choices	preferences
4	A ___ is an idea in the mind.	strategy	brand	imagination	brand identity
5	___ becomes a reputation	goodwill	behaviour	relationship	Brand
6	Today every brand or firm has embraced ___, a means to open up in new markets.	liberalization	Globalization	privatization	opportunities
7	To ___ and other channel members distributing products, brands provide a number of important functions.	wholesaler	retailer	employees	manufacturer
8	A term used ___, to describe all goods, services, and knowledge sold.	Company	raw materials	Catalogue	product
9	In case of service brands, the ___ include the customers' experience.	non-tangible	tangible	Service	engagement
10	Even public figures such as politicians, entertainers, and professional athletes are brands in their own way and they are ___ in customer buying behaviour	commoners	famous	influencers	followers
11	A brand element that gives a contribution to brand equity conveys or implies certain valued associations or responses.	high	none	positive	negative
12	Brand management is a series of ___ used to increase the perceived value of a product or service.	functions	process	techniques	series
13	URLs (Uniform Resource Locators) specify locations of pages on the ___ and are also referred to as domain names.	internet	digital	Web	online
14	A special type of brand ___ one that takes on human or real-life characteristics.	recall	pyramid	Symbol	gesture

1 5	_____ helps in reinforcing brand positioning	creativity	slogan	advertisements	promotions
1 6	Jingles are musical__ written around the brand.	tone	sound	Message	creativity
1 7	Slogans are short phrases that descriptive or persuasive information about the brand.	reconnects	connects	communicates	enhances

18	Wal - Marts slogan, 'Save Money, Live Better' describes the _____ strategy that has allowed it to become the world's largest retailer.	pricing	selling	communicating	attracting
19	Advertising consists of advertising copy and the artwork that the _____ is intended to see or hear.	viewers	masses	media	target audience
20	Personal selling is a person to person process by which the seller learns about the prospective buyer's wants and seeks to satisfy them by making a _____.	want	desire	Sale	contact
21	Direct marketing enables organizations to communicate _____ with the end-users.	indirectly	relatively	directly	respectively
22	Celebrity endorser should have a _____ & a rich set of potentially useful associations, judgment & feelings.	high level of visibility	low level of visibility	high level of influencing	low level of influencing
23	Relationship marketing attempts to provide a more holistic, personalized brand _____ to create stronger consumer ties.	connectivity	feel	support	experience
24	Value pricing strategy is a strategy that uncover the right blend of product _____, produce cost and product prices that fully satisfies the needs and wants of consumers and profits of marketer.	quantity	information	quality	variations
25	Co-branding is an arrangement that associates a _____ product or service with more than one brand name, or otherwise associates a product with someone other than the principal producer.	single	double	quality	multiple
26	_____ licensing has certainly become big business in recent years.	Films	Fun	Entertainment	Digital
27	A brand value is not just how much extra a customer will pay for a brand over an _____ one, but also how often they will choose the particular brand and for what reason.	branded	first copy	unbranded	common
28	Sophistication and _____ tap dimensions that individual's desire but do not necessarily have.	ruggedness	power	cultured	experience
29	Sense marketing appeals to consumers' _____	sight	touch	smell	sense
30	Co-branding is _____	integrated branding	ingredient branding	communication mix	brand building
31	A more rigorous test of brand _____ is brand recall.	recognition	identity	awareness	Image

3 2	Global brands must build __strong Brand strength, Brandstature, & power on key factors that drive brand in the market.	consistency	complexity	flexibility	composite
3 3	Brand image is the __view of the customers about a brand	future	past	current	imaginary
3 4	Brand Value Chain provides insights to support the various _____ makers in the company and stresses that every member of the company contribute to this branding effort.	creative	visionors	dissscuion	decision
3 5	Young & Rubicam (Y&R) a major global advertising agency, who measured brand equity for 450 global brands and more than 8,000 _____ brands in twenty-four countries.	local	superior	branded	known brands
3 6	_____measures how distinctive the brand is in the marketplace	relevance	differentiat ion	esteem	knowledge

3 7	_____exists in three levels	Brand recongition	Brand recall	top of the mind	Brand awaren ess
3 8	The rows of the brand-product matrix represent brand-product relationships and capture the brand _____strategy of the firm in terms of the number and nature of products sold under the firm's brands.	leverage	product line	extension	effective
3 9	_____marketing is the marketing of products that are presumed to beenvironmentally safe	Blue	Orange	Red	Green
4 0	Green marketing ensures sustained long-term growth along with_____	sustainability	profitabilit y.	functionality	reliability
4 1	Cause marketing or cause-related marketing refers to a type of marketinginvolving the____efforts of a for-profit business and a non-profit organization for mutual benefit.	cooperative	Co- branding	understandin g	coordinating
4 2	Corporate brands is also called_____or family branding	co-branding	family	umbrella	parent
4 3	Reinforcing brands involves ensuring_____in product design, manufacturing, and merchandising and ensuring relevance in user andusage imagery.	attractiveness	innovation	out of the box	satisfaction
4 4	The company should try to give something_along with the productthat is not expected by the customer.	discounts	extra	happening	special
4 5	A number of top global firms have introduced extensive _____programs.	integrated marketing communicat ions	marketi ngmix	product mix	modern
4 6	The challenge is to get the right balance to know which elements to _____or adapt and which to standardize	accept	mix and match	customize	Reject
4 7	Brand definition and_often revolve around two related issues	connectivity	identity	relationship	communicati on
4 8	The_____line should reflect only those products consistent with thedefinition.	brand	identity	privacy	product
4 9	The goal is for everyone within the organization is to understand thebrand's meaning and be able to translate it to satisfy local consumer_____	performances	behaviour	Preferences	demands
5 0	Global brand equity measurement system can make the best possible tactical decisions in the__run and strategic decisions in the longrun in all relevant market.	short	long	Little	unofficial

**TYBMS : Semester VI 2020-21: Retail Management  
Sample Questions**

Sr No	Question	Option A	Option B	Option C	Option D
1	Retailers are part of an integrated system called the _____	supply chain	logistics	supply management	association
2	Retailing includes _____ services, such as delivery.	quick	sub-head	sub-group	subordinated
3	The term "retailer" is also applied where a service provider services the needs of a large number of _____ such as for the public	groups	individuals	organisations	societies
4	When the product is sold, by the retailer he creates _____ utility	distributor	purchase	ownership	transfer of ownership
5	_____ have to keep upgrading the products effectively against the local competitors & other competitors from other countries.	Global wholesalers	Global retailers	Global producer	Manufacturer
6	Retail management includes all the steps required to bring the customers into the store and fulfill their _____	buying needs	shopping	brand recall	demands
7	Retail management makes shopping a pleasurable experience and ensures the customers leave the store with a _____	good experience	smile	positive word of mouth	satisfaction
8	Retail management helps customers shop without any _____	disappointments	confusion	difficulty	doubts
9	_____ design and produce goods and products	Employee	Advertiser	Owner	Manufacturers
10	Being able to produce goods is much _____ than being able to sell the goods to end-users.	different	challenging	similar	opposite
11	Retailers spend millions of dollars on _____ to advertise, advertising budgets come from the markup on the goods.	brand building	marketing campaigns	communication mix	promotions

12	IT enables retailers to increase efficiency productivity & _____ in new ways in which retailers can serve the public & compete with one another.	marketing needs	relationships	contacts	distribution
13	Demographic information about the customers is known from a _____ database.	loyalty	satisfactory	secured	target audience
14	An individual who buys products or services for personal use and not for _____ or resale is a Retail Shopper.	wholesaler	manufacturer	retailer	advertiser
15	The range of _____ is the most important reason for customers to patronize a particular outlet.	franchise	awareness	merchandise	information
16	The stage of the family life cycle that the customer belongs to also largely influences his _____.	needs	behaviour	demands	thoughts
17	In a well-performing market, customers don't mind spending on _____ and luxuries.	quality	attractive	expensive	comfort
18	Buying behaviour differs in people depending on the various _____ they are brought up in and different demographics they come from.	ritual	traditions	cultures	Religion
19	A vertical organisation has _____ of management.	more than two levels	less than two level	more than one	more than two or three
20	Consumers with high _____ has high self-respect and expects everything best when it comes to buying products or availing services.	income	Attitude	status	social acceptance
21	The Socializer Buyer is often called as _____ as he operates with a nice between people & task orientation.	Social purchaser	Integrated purchaser	Integrated buyer	social buyer
22	Customers of different lifestyles choose different products within the same _____.	religion	Rituals	traditions	culture
23	_____ factors are a major influence in customer's buying behaviour	Psychological	Socio-economic	Political	Physiological
24	The resources that a retailer needs to compete are _____ as well as _____	purchase/distribution	image/identity	marketing/sales	human/financial

25	Customers learn about new products or services in the market from various resources such as peers, advertisements, and	sighting	imaging	Internet	word of mouth
26	The main objective for retailers is to balance out price and demand, ensuring that incremental price increases don't have a effect on quantities of goods sold.	negative	complex	fall	dissatisfying
27	An alternative offering is not _____.	satisfying	enjoyed	comfortable	acceptable
28	_____ should be capable of offering regularly as to what his customer's desire.	Employee	Retailers	Production	Manufacturing
29	The consumer's decision to buy a product is not always governed by _____ alone.	informations	size	price	shape
30	In case of high _____ the prices may be set low to face the competition effectively, and if there is less competition, the prices may be kept high.	competition	choices	demands	inflation
31	The _____ of the customer towards price variation and purchasing power of the customer contribute to setting price.	comfortability	sensitivity	affordability	value for money
32	The deeper the level of _____ the higher would be the product prices.	branding	advertising	channels	awareness
33	An organisation may seek out _____ sources from where merchandise can be purchased or made	worldwide	regional	local	foreign
34	The _____ available to the retailer are trade discounts, chain discounts, quantity discounts, seasonal discounts and cash discounts.	discounts	benefits	additional	offers
35	_____ and cooperation between the buyers and the vendors is necessary to build long term relationships.	Understanding	Loyalty	Respect	Coordination
36	Many products may be available in the market through the medium of _____	wholesalers	Retailers	Manufacturer	producers
37	_____ is one of the most important roles in the retail and consumer sector.	Contacts	Production	Distribution	Buying

38	Leader pricing is a common pricing strategy used by _____ to attract customers	sales person	retailers	wholesalers	advertiser
39	Odd pricing refers to the practice of setting retail prices that end in an _____ number or just under an even rupee value	infinite	odd	decimal	even
40	A _____ price policy may also mean that prices are set and cannot be negotiated by customers.	original	unchanged	one	fixed
41	The _____ in case of multiple products is called multiple product pricing.	promotions	sales	pricing	advertising
42	Anchor pricing refers to establishing a price point that your customers then use as a reference point for all _____ purchases.	future	present	past	existing
43	An individual responsible for managing the overall _____ of the store is called a store manager.	management	functioning	smoothing	working
44	The store manager must ensure that his store meets the expectations of the customers and lives up to its predefined brand _____	value	value	identity	image
45	Standards refers to the set of _____	quality	guidelines	status	trademarks
46	_____ refers to the processes and the procedures that the retailer has in place for ensuring a smooth functioning of the retail store.	Methods	Procedure	System	Process
47	A good standard of the store will lay a good brand _____ goodwill thereby generating more cash inflows for the store and would lead to a strong positioning of the store in the competitive market.	identity	image	value	reputation
48	A good store design helps the manager to assort its merchandise properly, resulting into a strong visibility factor to the customer which can be altered from time to time depending on the arrival of _____ stock at the store.	superior	fresh	branded	new
49	A well-organized store is one that makes customers feel _____ and comfortable, and is structured so that they can get what they need without wasting time.	value for money	worth	safe	satisfying

50	Visual information includes signage, branding, and other written and graphical information that communicates essential _____ to customers.	information	details	importance	details
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**TYBMS SEM VI 2020-21 INTERNATIONAL MARKETING SAMPLE QUESTIONS**

Sr No	Question	Option A	Option B	Option C	Option D
1	. _____ is usually the first mode of foreign entry used many organisations, it early on tends to give them advantages.	Importing	Exporting	Franchising	Direct investment
2	Belief that our own political and legal system is always better than those of other countries and that they should change their system to ours is known as	Jingoism	Polycentrism	Racism	Ethnocentrism
3	Which of the following is not shared in a joint venture?	Assets	Profits	Risks	Competition sunk costs
4	The person act as connecting links between an exporter and importe and charge commission for their service, is called	Agent	Broker	Distributor	Retailer
5	Trade barriers are _____ to the growth of international trade	Useful	Harmful	Supportive	Bad
6	_____ is a horizontal expansion of a firm.	Merger	Diversification	Combination	None
7	Customs regulations are _____ barriers to trade.	Tariff	Non tariff	Political	Social
8	Quota system is a _____ barrier to trade.	Tariff	Non tariff	Political	Social
9	Franchising is a form of _____.	Merger	Diversification	Combination	Licensing
10	Regionalism should be replaced by _____.	Multilateralism	Free trade	Trading Bloc	Diversification
11	International marketing is dominated by _____ countries	Poor	Developing	Developed	Rich
12	Contract manufacturing is a type of _____.	Outsourcing	Merger	Diversification	Combination
13	The international marketing manager must, therefore, posses a degree as well as knowledge of more specific differences _____	nation understanding	law and resources	Cross cultural empathy and language skills	market understanding

14	Culture consists of many components that interrelate with one another. Those elements that are most likely to matter to international marketers include the following except	Material life	Social interactions	Aesthetics	Money
15	IFC is one_____of world bank	Sister institute	Affiliate	Financial agency	Advisory
16	Which of the following is an example of a regional economic agreement?	WTO	GATT	NAFTA	United Nations
17	Companies that ignore cultural needs often:	Lose permission to export	Lose permission to import	Miss marketplace opportunities	Lose more salespeople
18	Which type of cultures use and interpret more of the elements surrounding the message to develop their understanding of the message?	Low context	Average context	Medium context	High context
19	The most dramatic of the environments the effect marketing and appears to be now shaping our world is the environment	Natural	Demographic	Economic	Technological
20	On which basis normally the market is distributed?	Demographic base	Economic base	Geographical base	Multi factors
21	Cultural environment is _____	Static	Flexible	Stable	None
22	Which one is not the technique of Environmental Analysis of international marketing?	Verbal and written information	Search and Scanning	Bargaining Power	Forecasting and formal Studies
23	Which one is not the export promotion agency in India?	Export Promotion Council	World Trade Organisation	Commercial Banks	Export Credit and Guarantee
24	International marketing environment is_____in character	Stable	Static	Flexible	Fluid
25	EU is the best example of _____	Economic Union	Free Trade Area	Common market	Custom union
26	_____ means offering a uniform product on a regional or worldwide basis (only minor alterations are made to meet local standards).	Customisation	Standardisation	Miniaturisation	Assimilation
27	Another name for grey market channels is _____.	positioned imports	concentric marketing	strategic entry imports	hidden economy

28	The primary advantage to using a standardisation approach to marketing a product in the international arena is:	minimisation of costs	more profit	less service complaints	less product returns
29	A _____ is a name, term, sign, symbol or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors	trademark	patent	brand	figure
30	Which of the following is not a general price-setting strategy international marketing?	Base plus cost margin	Standard worldwide price	Dual pricing	Market-differentiated pricing
31	_____ is an International price discrimination	Buy Back	Counter Trade	Dumping	Anti dumping
32	_____ is the characteristic of foreign products that provides cachet and differentiation from the local brands	foreignness	price	customisation	adaptation
33	Product life cycle is _____ factor influencing pricing.	Internal	External	Insider	Exterior
34	Which of the following is not a general alternative pricing mechanism?	Posting	Skimming	Market Pricing	Penetration
35	Advertising to some extent is a _____ phenomenon	cultural	social	static	global
36	Which of the following promotion at budget method wrongly views sales as the cause of promotion rather than as the result?	Affordable methods	Percentage of sales method	Competitive part method	Objective and task method
37	Which of the following is the first stage for market segmentation?	Analysis	Future generation	Investigation and Research	None of these
38	The approach of clustering those homogeneous countries is	To identify target markets	To group prospective markets	To target prospective markets	To classify the target markets
39	What is the crucial step in developing an international expansion strategy?	The selection of potential target markets	Market research.	Research and development	Marketing mix activities

40	Which one of the following is not an alternative Market Strategies toward Market segment?	Undifferentiated Marketing Strategy	Differentiate Marketing Strategy	Concentrate Marketing	International Marketing Strategy
41	What are the major roles of international market research?	Cross-cultural, multi-country and foreign research	Cross-cultural and multi-country research	Multi-country and foreign research	Foreign research
42	All of the following are drivers that govern global pricing decisions EXCEPT:	Company	Customer	Controls	Competition
43	In a modern sense, the goal of many MNCs is to pursue a(n)_____program. In this program, coordination of all communication vehicles would take place. Key ideas would be communicated in a unified manner.	vertical communications	horizontal communications	integrated marketing communications	global communications
44	When the global level plans are prepared at international head quarters, it is known as-	Operational planning	Strategic planning	Corporate planning	National planning
45	Global Presence of giant multinational corporations is and evidence for the existence of globalization.	Ecological	Political	Agricultural	Economic
46	Services are delivered through_____channels	Distribution	Indirect	Interactive	Direct
47	Service sector acts as_____of growth	Barometer	Engine	Basis	Steer
48	_____structure violates the principle of unity of command	Matrix	Network	Product	Line
49	_____analysis computes financial statements	Break even	Budgetary	Ratio	Regression
50	Multi domestic companies_____decision making.	Centralise	Decentralise	Delegate	Direct

**TYBMS SEM VI 2020-21**

**Media Planning and Management Sample Questions**

<b>Sr</b>	<b>Question</b>	<b>Option A</b>	<b>Option B</b>	<b>Option C</b>	<b>Option D</b>
1	Media planning is carried out through	An intuitive process	Research and tested Formulas	Both of the above	None of the above
2	Reach is defined as	Insufficient exposure to the target audience	The total number of duplicated exposures	The total number of unduplicated exposures	The Number of times a reader is exposed to a message
3	Which of the following is not a valid statement	Media planning is less important than creative	It is necessary to plan for out-of-home media	The media environment has become fiercely competitive	Independent media buying services specialise in media planning
4	_____, in advertising, is a series of decisions involving the delivery of message to the targeted audience.	Market Analysis	Media Objective	Media Planning	Media Strategy
5	Media planning has a much greater role today in the advertising industry than it did 15 years ago.	Unsuitable Statement	Wrong Statement	Immoral Statement	Correct statement
6	The estimated number of people an advertisement reaches is called	Subscriptions	Metrics	Impressions	Newsstand Purchases
7	Consider the following statements: Statement 1: Media planning refers to series of decision involving delivery of messages to the target audience Statement 2: The central theme of media planning is message dissemination.	Both statements are right	Both statements are wrong	Only Statement 1 is correct	Only statement 2 is correct
8	The large volume of advertising in a society is known as	Advertising clutter	Deception	Mass advertising	Large scale advertising
9	Media broad class is _____	Particular time slot	Particular time slot	Specific broadcast	General communication

				program	method
10	When the market represents good sales potential for both product and brand it shows	High BDI and High CDI	High BDI and Low CDI	Low BDI and Low CDI	Low BDI and High CDI
11	The term Medium is derived from _____ which means intermediary.	medius	Medival	middle	media

12	Media planners begin their work by doing media	Research	Message	Buying	selling
13	The print medium continues to rely heavily on CPM to determine scheduling. What is CPM	A percentage of impressions that results in a click	A payment received for each action	A percentage of households tuned to TV	The relative average cost to reach one thousand people
14	_____ is a highly negotiable medium when it comes to pricing	News paper	Radio	Television	Internet
15	Companies are exploring the _____ for communicating their advertising message because of its several attractive features.	Television	Radio	Newspaper	Online media
16	The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe	Web	TV	Radio	Newspaper
17	Extensive local penetration and coverage is indicative of	magazines	newspapers	online media	social media
18	Which of the following is not strength of the television medium?	Cost Efficient Medium for Reach	High Initial Production Cost	High Impact and Dynamic Medium	High Reach Medium
19	One weakness in using out-of-home media is	Relatively Low Cost	Difficult to Measure and Control	Delivers Excellent Reach	Demographic Flexibility
20	Name the strengths in using radio in a media plan	Cost effective	Time effective	Measurable Results	All of the above
21	Print advertising is sometimes also called	Business Advertising	Press Advertising	Electronic Advertising	Media Advertising
22	Which of the following is more of personal medium of advertisement	Internet Advertisement	Broadcast Media	Direct Mail Advertising	Print Media
23	An outdoor medium transporting to different locations carrying ads, is an example of,	Mobile Billboard	Dynamic ad	Media Vehicle	Transport Ad
24	The media which is considered to have highest credibility is _____.	Newspaper	Television	Radio	Social media
25	_____ is a specialised measurement service focused on the FM Radio Industry	RAM	PPM	TVR	TRP

26	A graphical representation of the media schedule information is called a	A Timetable	Media Objectives	A Media Flowchart	A Media Plan
27	The 'flighting' media schedule is	An intermittent pattern of high activity and low activity	A continuous pattern of messaging	Intermittent, intense activity within a continuous pattern	A hybrid strategy of scheduling
28	The implementation of media plan requires	Media slot	Media mix	Media buying	Media selection
29	Media Buying refers to buying in the selected media	Slot	Space	Vehicle	Time and Sapce

30	_____ Relates to advertising primarily to create and build excitement & intersection in a product without showing it	Roadblock	Day or day part emphasis	multiple spotting	teaser
31	The _____ should be the formal summation of the advertising task that the media planner will take on to a solution	Media brief	Media Buying	Media scheduling	Media expansion
32	_____ is placing media throughout the year with equal weight in each month	Pulsing	Flighting	Continuous scheduling	Zapping
33	_____ is a factor affecting the scheduling of the advertisement	Sales pattern,	purchase cycle	product availability	all of these
34	A product's purchase cycle may also influence media	planning	scheduling	mix	pricing
35	Media scheduling and the development of creative materials must be integrated so that a company does not miss opportunities for reaching the right __, at the right time, in dynamic ways	manufactures	customers	audience	individuals
36	Media strategy is making media decisions based on	Understanding customers wants and needs	The clients wishes	Whims of the market	Brand awareness
37	Media scheduling is a very next managerial task, once the _____ is developed	Media plan	Research	Media mix	Deep impact
38	Gross impressions means	The standard for a communication message to have an impact on the consumer	All possible exposures to a given medium at a given time	Both 1 and 2 above	The percentage of the target audience exposed to a message
39	In media planning, what does CPM stand for	Cost Per Thousand	Cost Per Million	Cost, Planning, Marketing	Cost, Promotions, Management
40	Expand GRP;	Group Rating Programme	Group Rating Points	Gross Rating Points	Gross Ratio Points

41	High TRP Programme & Highly Promoted programme are the two types of	Upgrades	sponsorship	visibility spots	none of above
42	Readers who are loyal to a certain publication are called	sole readers	clamied readers	average readers	non-readers
43	Average opportunity to see is equal to	<u>Gross reach</u> /Net reach	gross reach - net reach	grossreach+ net reach	none of these
44	Which of the following measurement cues does mobile measurement borrow from traditional measurement	Service quality	High Reach Medium	Device share	Opportunity to See (OTS)
45	Cumulative reach is	Audience accumulate over time	Reach	unduplicated reach	duplicated reach

46	TAB stands for _____	Traffic Audio Bureau	Traffic audience bureau	Test Audit Bureau	none
47	Stickiness Index =	program TRP/reach of program *100	program TRP - reach of program *100	both	none
48	The cost of an advertisement or a schedule of ads is often based on _____	CPP	CPR	CPI	CPM
49	Which of the following concepts may enter into media buying negotiations?	Rate cards	Preferred position	Volume buys	All of the above
50	What is the formula for calculating Gross Rating Points?	SOA x frequency = GRP	HUT x reach = GRP	Reach x frequency = GRP	SOA x Reach = GRP