

OPERATION RESEARCH

Sr. No	Question	A	B	C	D
1	If slope of objective function coincides with slope of constraint	Unique Solution	Unbound ed	No solution	Multiple Solution
2	If each constraint is of type \geq & objective function is max z then	Unique Solution	Unbound ed	No solution	Multiple Solution
3	The objective function of LPP is Max $Z = 3x + 2y$ with optimal	10	50	75	120
4	Which of the following is not a vertex of the feasible region	(2,1)	(0,2)	(4,5)	(3,0)
5	In simplex method ,the variable which is subtracted to convert	Slack Variable	Surplus Variable	Artificial Variable	Decision Variable
6	In maximization LPP ,the simplex method is terminated	$c_j - z_j \leq 0$	$c_j - z_j \geq 0$	$c_j - z_j = 0$	$z_j \leq 0$
7	To convert given LPP into standard form we subtract	Only equality constraints	All constraint	Only \leq constraints	Only \geq constraint
8	To convert given LPP into standard form we add artificial	No constraint	All constraint	Only \leq constraints	Only \geq constraint
9	To convert \geq constraint into equality we must -----	Add Surplus variable	Subtract Surplus	Subtract Surplus	Add Surplus variable &
10	In simplex table , the variable which is not in the basis is	Slack	Surplus	Artificial	Non-Basic
11	In simple table ,the ----- indicates the variable that will	Key row	key column	c_j row	z_j row
12	In simplex method, we must add ----- variable if constraint is	Surplus Variable	Slack variable	Both slack & surplus	Artificial variable
13	In a simplex table of LPP of maximization type,the values of	Profit per unit	Gross profit	Net profit	Production cost per
14	Given transportation problem is said to be balanced if -----	Total Supply = Total	Total Supply <	Total Supply >	Number of Origins =
15	Given transportation problem is said to be unbalanced if -----	Number of Origins <	Number of Origins	Total Supply =	Total Supply \neq
16	The method to find IBFS in which we select the place for	Vogel's Approximation	Matrix Minima	North West Corner	Modified Disribution
17	One disadvantage of using North-West Corner rule method to find	It does not take into	It leads to	It can not be used in	It does not give optimal
18	A prohibited transportation problem can be handled by	A very large negative	Zero	A very large	Any Value
19	Solution of given transportation problem is optimal and unique if	each opportunity	each opportuni	each opportunity	each opportunity

20	If a_i represent supply from origin O_i & b_j represent demand	Balanced Transportatio	Unbalanc ed	Balanced Assignmen	Balanced Assignment
21	If a_i represent supply from origin O_i & b_j represent demand	Supply	Demand	Origin	Destination
22	If in an assignment problem , number of salesmen \neq number	Problem has	Problem	Problem has non-	Problem is balanced
23	In given assignment problem , we add dummy job if -----	Number of jobs <	Number of jobs >	Number of Origins	Number of Origins <
24	Given assignment problem is said to be balanced if -----	Number of jobs <	Number of origins	Number of jobs =	Number of Origins =
25	If m represent number of machines & n represent number	Unbalanced Assignbment	Unbalanc ed	Balanced	Balanced Transportati
26	If m represent number of machines & n represent number	Worker	Salesman	Machine	Job
27	Which is the second longest path in network diagram?	Alternate	Feasible	Sub-Critical	Second Critical
28	Which calculation is done to find the earlist occurance time of an	Latest Pass	Approximate Pass	Backword Pass	Forward Pass
29	What an event do you called, which represents start of	Merge Event	Burst Event	Critical Event	Non-Feasible
30	What is the imaginary activity?	End Activity	Dummy Activity	Start Activity	Critical Activity
31	What do you called an operation which has to be performed using	A Node	An Event	An Activity	A Network
32	How the Critical path is represented in Network	With Straight Line	With Zigzag	With Double	With Dotted Double line
33	For which activity the floats exist?	Non Critical	Critical	Exponentia l	Dummy
34	What is value of float considered for non-critical activity?	Zero	Infinity	Negative	Non-Zero
35	What do you called if the amount of time by which the	Free Float	Total Float	Independe nt Float	Interfering Float
36	In which type, the cost of rent, overheads, administrative work	Direct Cost	Significan t Cost	Indirect Cost	Insignificant Cost
37	Which activity/ activities is/are the critical activity laying on	All Activities	First Activity	Ending Activity	Alternate Activities
38	If the crash cost, normal cost, crash duration and normal	12	20	10	5
39	For which events the slack time is zero?	Real Events	Dummy Events	Critical Events	Non-critical Events

40	If all the activities on any one critical path is crashed then	Continue Crashing	Add Dummy	Remove Dummy	Stop Crashing
41	What is the symbolic representation of Pessimistic	tm	tp	tb	to
42	No job is required more urgently than the other. What this	Principle Assumption	Sequencing	theory Assumptio	formulation of
43	Transit time to move a job from one machine to another is	Basics of Sequencing	Assumption	theory Assumptio	formulation of
44	A three machines job sequencing problem can be	$A_{min} \geq B_{max}$	$B_{max} \geq A_{min}$	$B_{max} = A_{min}$	$B_{max} \leq A_{min}$
45	Game Theory implies to:	Playing Sport Games	Playing politics	n with Rivals	Contract of Game
46	What is the selection of minimum value out of	Maximin	Row Minima	Minimax	Column Maxima
47	What do you called if the condition occur Maximin of	Min. Point	Mean Point	Equation Point	Saddle Point
48	What is the minimum number of strategies that a player has to	One	Two	Three	Four
49	What is the loss of the players in Zero Sum Game?	High	Zero	Low	Moderate
50	What do you called the game in which saddle point is available?	Fixed Strategy	Mixed Strategy	Main Strategy	Pure Strategy

SFM

Q. No.	Question	Option A	Option B	Option C	Option D
1	Corporation tax does not exist is not the assumption of _____ theory.	Gordon	Fayol	Modigliani & Miller	Walter
2	Loan affects _____ of an organisation.	Irregular dividend	Dividend Paying	Regular dividend	Conservative dividend
3	Dividends are payments which are _____.	Compulsory	Non-obligatory	Obligatory	Occasionally
4	Payment of fixed dividend is known as	Constant Payout	Fluctuating Dividend	Cash Dividend	Stock Dividend
5	The policy in which less dividend is paid is	Liberal dividend	Conservative dividend	Stable dividend	Fluctuating dividend
6	XBRL presents solution to _____ problem.	Registered company	Government corporation	Communication	Loan
7	The first taxonomy for financial reporting was released on _____.	30th June, 2003	31 st July, 2000	26th January,	15th August, 2009
8	XBRL is based on _____.	Marketing function	XML	MCA	IDAR
9	XML stands for	Extensible mark up	Extensible marking	Extensible Marketing	Extensible Marketing
10	Higher the co-efficient the _____ is the project.	more risky	Less risky	Moderate	Negative
11	The project with _____ co-efficient of variation should be selected.	Lesser	Moderate	Higher	Zero
12	Management's main function is _____.	Decision Making	Doing audit	Employee supervision	To take loan
13	NPVI is equal to _____.	$NPV \div \text{Initial Cash Outflow}$	$\text{Initial Cash Outflow} \div$	Initial Cash	Initial cash inflow / Initial
14	NPV method is used when funds are scarce today and in _____ years.	Internal	Constraint	Subsequent	External
15	Co-efficient of variation indicates that _____.	Higher the co-efficient, the	Lower the co-efficient, the	Lower the co-	Higher the co-efficient, high
16	_____ is the full form of RADR.	Risk Adjusted Discount Rate	Rate Adjusted Discounting	Risk Automatic	Rate Automatic
17	_____ is the Full form of MPS.	Market Price Per share	Minimum Price Per	Maximum Price Per	Mix Price Per Share
18	Accounting Rate of Return is based on _____.	Average Expected	Average Past loss	Average cash	Life of the project
19	If the PI of a project is equal to 1, then _____.	$NPV = -1$	$NPV = 1$	$NPV = \text{PBP}$	$NPV = 0$
20	_____ is not an assumption of Gordon model.	The firm is an all equity	The firm is all debt financed	The firm has	Tax does not exist
21	_____ is not an assumption of Modigliani & Miller model.	There are no tax	There is no transaction	Dividend policy has	There is tax applicable
22	Retained earnings are _____.	An indication of company's	The same as the cash in	Not important	the cumulative earnings of the

23	The dividend payout ratio is equal to _____.	The dividend yield plus the	dividends per share divided	dividends per share	dividends per share divided
24	Amalgamation is governed by	AS 14	AS 3	AS 21	AS 32
25	In amalgamation, all the assets and liabilities of the transferor company are pooled into the books of transferee company at	Market value	Book value	Fair value	Realisable value
26	Which type of merger involves fusion of two or more companies and the original companies lose their identity and a new	Amalgamation	Absorption	Joint venture	Demerger
27	A financial ratio which counts net earnings against the total outstanding shares over a fixed period of time?	EPS	P/E	Dividend pay-out	Dividend yield
28	MVA stands for _____.	Market value amalgamation	Market of value	Market value	Market value absorption
29	MVA is considered as _____.	Internal Measure of	External Measure of	Competitors	market's Measure of
30	Which of the following is not an advantage of merger?	Economic of scale	Synergy	Tax benefits	Competitors growth
31	P/E Ratio =	Market price per share /	Dividend per share/Average	Value per share *	Total dividend / Average
32	Weighted average rate of dividend =	Total Dividend	Dividend per share/Average	Value per share *	Company's rate of
33	Chairman of the Board is _____ requirement of corporate governance.	Mandatory	Non-mandatory	Compulsory	Principal
34	Dividend Yield Method: Dividend per share =	Total Dividend	Dividend per share/Average	Value per share *	Total dividend / Average
35	_____ is the act of target company's management and board of directors agreeing to be absorbed by an acquiring company	Hostile	Reverse	Back flip	Friendly
36	Capital gearing Ratio =	Capital having fixed cost of	Equity / Debt	Debt/Equity	Operating Profit/Capital
37	Fair value_____	Intrinsic value + yield value/2	yield value	Normal rate of	liquidation value
38	Interest on debentures is	Paid out of income	Paid out of profit	Paid out of	Paid out of loans
39	Under aggressive approach more Funds are used.	Short term	Medium term	Long term	Personal term
40	What is the merit of debenture issue	very Risky	More costly	limit on raising	No dilution in control
41	What is the merit of preference share	No tax benefit	Trust cost is higher	Equity sharehold	Fixed Dividend
42	Cash credit and overdrafts is considered is treated as NPA when is remains out of order	90days	30days	60days	45days

43	Interest on loans and advances is an	Income	Loss	Expense	Profit
44	NPA stands for _____.	Net Performing	Non-Performing	Non-Privilege	Nor Performing
45	Which of the following is an internal source of finance?	Term loans	Bank Overdraft	Retained earnings	Debentures
46	Tier II capital includes	Statutory Reserves	Cumulative perpetual	Paid up share	Securities Premium
47	Which of the following is demerit of Equity shares	Dilution of control	Perpetual finance	Flexibility	No charge on assets
48	Which of the following is Merit of Retained Earnings	Misuse by management	Possibility of monopoly	Against social interest	Increase in reputation
49	Working Capital is _____.	Current asset	Current liability	Current asset	Current Asset + Current
50	What is the advantages of Amalgamation?	R&D facilities are increased	Loss	Competitors loss	Competitors profit

Bachelor of Management Studies(BMS)Programme
Third YearSemester Vand VIUnder Choice Based Credit, Grading and
Course : TYBMS
SEM : VI
Group A: Finance Electives
Paper :Project Management

Sr. No	Question	A	B	C	D
1	A _____ may be also be a set of interrelated task to be excuted over a fixed period and within certain cost and other limitation.	Plan	Schedul e	implem entatio n	Project
2	_____ emerged as a comprehensive project management technique emphasising the importance of continuous improvement,team work and management through PLC.	Total Quality Management	Project Management	Project	Manage ment
3	In ___organisational structure each individual is assigned a specific job.	Informa l	networ k	Formal	Matrix
4	_____ is the difference between the present value of cash inflows and the present value of cash outflow	NPV	ARR	IRR	Paybac k Period
5	Five dimensions that must be managed on a project	Feature s, Quality, Cost, Schedul e, custom er	Feature s, priority, Cost, Schedul e, Staff	Feature s, Quality, Cost, Schedul e, Staff	Constra int, Quality, Cost, Schedul e, Staff
6	Resorce requirement in project becomes constant while the project is in its _____ progress stage.	40 to 55%	55 to 70%	70 to 80%	80 to 95%
7	_____ is a preparatory step.	plannin g	organis ing	monitor ing	implem entatio n
8	_____ ensures that each integrated subsystem functions as required	system Integra tion	Project Plannin g	organis ing	monitor ing

9	_____ is a head of all schedules and provides manager with all information needed to plan and control manufacturing operations.	planning schedule	Master Product ion Schedule	organising schedule	implementing schedule
10	_____ negotiation include discussion to resolve conflict or discussion to obtain internal resources	collaborative	competitive	informal	formal
11	_____ are internal conditions that helps to achieve the project objectives	strengt hs	weaknes ses	opportu nities	Threats
12	_____ are external conditions that help achieve the project objectives.	strengt hs	opportu nities	weaknes ses	Threats
13	_____ are attribute of the organisation that stop achievement of the project objective.	strengt hs	opportu nities	weaknes ses	Threats
14	_____ analysis enables the government to take up new developments which will benefit everyone.	SWOT	Social Cost Benefit	Environ ment Impact Assess ment	feasibili ty study
15	_____ is also known by the term "techno - economic study".	SWOT	Social Cost Benefit	feasibili ty study	Environ ment Impact Assess ment
16	_____ study aims to analyse whether the technology proposed to be adapted is capable of producing the intended goods and services.	Financi al Feasibili ty	Schedul e feasibili ty	Ethical Feasibili ty	Technic al feasibili ty

17	The _____ examines the workability of Project proposal in respect of raising finance to meet the Investment required for the Project.	Financial Feasibility	Schedule feasibility	Ethical Feasibility	Technical feasibility
18	_____provides with a holistic or well rounded picture of the markets you are interested in operating in.	Market analysis	Technical Analysis	Financial Analysis	Economic Analysis
19	The size of the _____ is a key factor in a marketing analysis.	Market	Demand	Financial Analysis	Environment
20	_____ refers to the process of predicting the future demand for the Firm's product.	Market analysis	Technical Analysis	demand forecasting	Economic Analysis
21	_____ is comprised of a series of steps that involves the anticipation of demand for a product in future under both controllable and non-controllable factors.	Market analysis	Technical Analysis	demand forecasting	Economic Analysis
22	_____ refers to a method in which experts are requested to provide their opinion about the product.	Trend Projection Method	experts' 'Opinion Poll	Delphi Method	Survey Method
23	In _____organisation conducts surveys with consumers to determine the demand for their existing products and services and anticipate the future demand accordingly.	Trend Projection Method	experts' 'Opinion Poll	Delphi Method	survey method
24	_____ uses time series data on sales for forecasting the demand of a product.	Trend Projection Method	experts' 'Opinion Poll	Delphi Method	Survey Method

25	In _____ demand is predicted on the basis of past events or key variables occurring in the present.	Trend Projection Method	Barometric method	Delphi Method	Survey Method
26	_____ combine statistical tools with economic theories for forecasting.	Trend Projection Method	Barometric method	Econometric methods	delphi methods
27	_____ drawn out by the central as well as state government form a very significant type of funds for implementing its project	debenture	Subsidi es	Seed Capital	prefere nce shares
28	_____ are those which do not have any special rights in respect to dividend and capital	subsidi es	seed capital	debent ure	Equity shares
29	_____ are those shares which have priorities in the payment of dividend as well as in the repayment of capital	seed capital	prefere nce shares	debent ure	equity shares
30	Preference shareholders receive a _____ rate of dividend	fixed	double	zero	quotien t
31	In finance, _____ is a long term debt instrument used by governments and large companies to obtain funds	venture capital	prefere nce shares	denben ture	fixed rate bonds
32	These bonds carry interest rate which is linked to independent reference rates, independent index commodities etc	public sector bonds	deep discount bonds	glits	floating rate bonds

33	Profit left after paying dividend to the shareholders or drawings by the capital owners	debenture	venture capital	retained earnings	preference shares
34	_____phenomenon is also known as 'Ploughing back of profits'	floating rate bond	retained earnings	venture capital	preference shares
35	Cost benefit analysis provides information about_____ to be earned	loss	amount	profit	present value
36	_____ is simple both in concept and application	leverages	payback period	venture capital	risk management
37	_____period is the method of project evaluation	discounted payback	risk	average	positive
38	_____measure the length of time required to recovered the initial outlay in the project	Payback period	Net present value	Internal rate of return	accounting rate of return
39	A project will be accepted if Net Present Value is _____	negative	positive	zero	only one
40	Project Management _____ is a formal tool developed by PM solutions and used to measure an organizations project management maturity	maturity model	challenges	software model	workflow

41	_____ is a method to identify opportunities for streamlining work and reducing waste	Continu ous plannin g	Continu ous monitor ing	Continu ous improv ement	Continu ous working
42	A company that focuses on deliberate and continual process improvement can be said to be operating in the _____ level	risk	optimizi ng	manage ment	initial
43	_____ and kanban can be integrated together to allow for continuous improve through visualization of workflow	Kaizen	Kelen	Kaiten	Kazam
44	Continuous improvement is a _____ improvement technique that helps to streamline workflow	level	lean	lame	process
45	Project managers can reduce project cost and prevent overages using _____ software	correlat ion	timeser ies	forecast ing	process ing
46	Project termination becomes necessary because of _____ support	project manage r	functio nal manage r	lack of manage ment	team membe rs
47	Project _____ is the last stage of managing the project	lifecycle	manage ment style	monitor ing	termina tion
48	_____ diagram is also called as cause and effect diagram	Bone	Fishbon e	Fish	Line

49	Project management _____ is conducted to measure the deliverables produced by the project	integrat ion	approac h	extincti on	review
50	The close-out report will include an _____, the final status report, and an analysis of lessons learned that includes recommendations for improvements to be implemented in the handling of future projects.	report	status	executi ve summa ry	technic al resourc es

Bachelor of Management Studies(BMS)Programme

Third Year Semester Vand VI Under Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS

SEM : VI

Group A: Finance Electives

Paper : International Finance

Sr. No	Question	A	B	C	D
1	The full form of WTO is	World Trade Organisation	World Traffic Organization	World Tariff Organization	World Tourist Organization
2	The full form of FDI is	Foreign Disbursal Investment	Foreign Dynamic Investment	Foreign Direct Investment	Foreign Date Investment
3	Bid quote is for	buyer	seller	hedger	speculators
4	_____ is always lower than ask.	Ask	Bid	Mid	Spread
5	_____ is always higher than bid	Ask	Bid	Mid	Spread
6	Gold standard introduced in	1913	1914	1876	1944
7	A firm that purpose to connect sellers and buyers of foreign currency, denominated bank	a wholesaler	a broker	a bank	a investor
8	The currency which varies is called the	Fixed currency	Variable currency	Base currency	Domestic Currency
9	A simultaneous purchase and sale of foreign exchange for two different dates	currency devalue	currency swap	currency valuation	currency exchange
10	Holding an inventory have	buying cost	selling cost	opportunity cost	exchnage rate risk
11	If the spot rate is 20 and the forward rate is 20.5 then 2 months AFM is	15	14	16	18
12	If spot rate is 12 and forward rate is 13.what is the 1 month AFM	50	30	70	100
13	In the foreign exchange market, the _____ of one country is traded for the _____ of _____ of	currency; currency	currency, financial instruments	currency; goods	goods; goods
14	By definition, currency appreciation occurs when	the value of all currencies	the value of all currencies	the value of one currency	the value of one currency
15	The date of settlement for a foreign exchange transaction is referred to as:	Clearing date	Swap date	Maturity date	Value date
16	Hedging is used by companies to:	Decrease the variability of	Decrease the spread between	increase the variability of expected	Decrease the variability
17	which of the following is not a type of foreign exchange exposure?	Tax exposure	Translation exposure	Transaction exposure	Economic exposure
18	If one anticipates that the pound sterling is going to appreciate against the US dollar, one might	buying; buying	selling; buying	selling; selling	buying; selling

19	Which of the following is true of foreign exchange markets?	The futures market is mainly used	The futures market and the forward	The futures market is mainly used	The futures market of
20	The exchange rate is the	total yearly amount of money	total monetary value of	country's currency	one country's
21	Exchange rates	are always fixed	fluctuate to equate the quantity of	fluctuate to equate	to equate
22	An arbitrageur in foreign exchange is a person who	earns illegal profit by manipulating	causes differences in exchange	simultaneously buys	it is called a
23	The treasury bonds and notes pay the interest rate is classified as	LIBOR rate monthly	Coupon interest	Coupon interest	Coupon interest
24	The promised payments on the Eurobonds will be paid in the	Currency of denomination	Currency of home	Currency of Australia	Currency of local
25	FPI is usually a Market transaction.	Primary market	Secondary market	Tertiary market	Service market
26	FDI is usually a Market transaction,	Primary market	Secondary market	Tertiary market	Service market
27	_____ is an innovation in the euro bond	Swap	Option	Futures	Forward
28	_____ is an innovation in euro bond market .	Derivative	Option	Futures	Swap
29	The full form of GDR is _____.	Global Depository	Global Depository	Global Development	Global Development
30	A eurocurrency is:	A bank deposit in a	A bank deposit held	A bank deposit in a	The currency
31	The foreign direct investment includes	Intellectual Property	Human Resource	Tangible Good	Intangible Goods
32	As compared to Treasury bonds, the trading of municipal bonds in	More index inflation	Less indexed inflation	Less active	More active
33	The three disputes of FDI are over	Concern	Interest	Regard	Hobby
34	Formula basis =	Spot price - Future price	Spot price/Future	Spot price+Future	Spot price*Future
35	Bond issued simultaneously in several global financial centre is	Domestic Bond	Foreign Bond	Global bond	Eurobond
36	FPI stands for _____	Foreign Portfolio	Foreign Partner	Foreign Payment	Foreign Purchase
37	FEDI stands for _____	Foreign Exchange	Foreign Exchange	Foreign Exchange	Foreign Exchange
38	In NDP Market market condition will be	Primary market	Secondary market	Unregulated market	Regulated market
39	In NDP Market credit risk is	High	Low	Medium	No
40	Euro is the official currency of	All the states of	All the states of	Only 12 of the states of	Only 19 of the

41	USD/EUR 0.8868-78 This quote is	American	European	Canadian	Indian
42	What is the formula of Accounting rate of return method =	Average Annual NPAT	Average Annual NPAT	Average Annual NPAT	Average Annual NPAT
43	The risk of loss in your purchasing power because the value of your	Concentration risk	Liquidity risk	Credit risk	Inflation risk
44	The project is financially viable if NPV is	Positive	Negative	Zero	One
45	The risk also called as accounting exposure is	Transaction risk	Economic risk	Translation risk	Social risk
46	The type of security listed in Luxembourg is	ADR	GDR	IDR	GMR
47	In a exchange rate market the currency that is to purchase with	Liquid currency	Foreign currency	Local currency	Base currency
48	Risk management is responsibility of the _____.	Customer	Investor	Developer	Project team
49	The type of risk in which payments are interrupted by the	Channel risk	Globalization risk	State risk	Country risk
50	More expansion of foreign direct investment can boost _____	Money circulation	Demand	Employment	Unemployment

Group A: Finance Electives
Paper :Innovative financial services

Sr. No	Question	A	B	C	D
1	The term smart money refers to	Foreign currency	Internet banking	US dollars	Credit card
2	_____ market facilitate the trading of foreign exchange.	capital market	money market	commodity market	forex market
3	Credit Protection is available in _____	Without Recourse factoring	With recourse factoring	Bill discounting	securitization
4	Full-service factoring is often _____	Recourse factoring	Non-recourse factoring	Agency factoring	factoring
5	The _____ bill is properly stamped.	Demand	Usance	Expired	Un-expired
6	_____ is a market for financial assets which have a long or indefinite maturity.	Financial market	Capital market	Money market	industry
7	NBFC is a company registered under _____.	The Indian Contract Act	The Companies Act, 1956	The RBI Act	Partnership Act 1932
8	which of the following not a type of bill of exchange	Demand bill	Usance bill	Documentary bills	underwriting bill
9	what are the parties involved in factoring	firm-customer-factor	manufacturer-agent-	customer-factor-agent	Firm-agent-customer
10	bill discounting is governed by _____.	Negotiable instrument act	the contract act	sales of goods act	companies act
11	parties involved in bill discounting are	drawer, drawee, payee	debtor, factor, client	drawee, factor, payee	factor, payee, drawer

12	_____ refers to the capital which is available for financing the new business venture	venture capital	merchant banking	factoring	bill discounting
13	_____ requires letter of credit.	forfaiting	factoring	securitization	underwriting
14	NBFC performs great role for finance in _____	Wholesale sector	Big Scale industries	Small scale and Retail	big business houses
15	NBFC is a company registered under _____.	The Indian Contract Act	The Companies Act, 1956	The RBI Act	Negotiable instrument act
16	Sales Ledger Administration is available in the following factoring services_____	Without Recourse factoring	With recourse factoring	Invoice discounting	forfeiting
17	Credit Protection is not available in _____	Without Recourse factoring	With recourse factoring	bill discounting	venture capital
18	The greatest security for a banker is that a_____	Bill of Exchange	Mutual fund	Commercial Paper	property paper.
19	Which of the following is not necessarily a party to a forfaiting transaction?	Exporter	Broker	Bank	Agent
20	No stamp duties are levied on LC backed bills up to _____ days.	120	100	90	70
21	_____ is a road towards a high growth economy	Venture capital	Merchant bank	Leasing	hire purchase
22	which of the following is not a benefit of forfaiting to exporter	100% finance	improves cashflow	protective tool	fee based income

23	_____ is regarded as the fourth element of the financial system.	Financial services	Financial markets	Financial instruments	Financial institutions
24	Chief characteristics of financial services: 1 intangible 2 customer orientation 3 insaperable, 4 dynamism	1, 2, 3	2, 3, 4	1, 3, 4	1, 2, 3, 4
25	----- is a financial intermediary who helps to mobilize and transfer capital from those who possess it to those who need it.	Lease finance	Venture capital	Merchant banker	hire purchaser
26	A banker to an issue is required to maintain books of accounts for a minimum period of _____	two	three	four	five
27	The _____ also offer certain specialized services such as advisory services on matters such as merger and amalgamations.	underwriters	merchant bankers	Brokers	Banker
28	The issuing company is expected to pay brokerage within _____ months from the date of allotment.	two	one	four	three
29	An _____relieves the company of the risk and uncertainty of marketing the securities.	Underwriter	Shareholder	Banker	debenture holder
30	The primary role of the _____ is to purchase securities from the issuer and resell them to investor.	Underwriter	Shareholder	Banker	Broker
31	where in a order the client places a limit on the securities it is a case of _____	"limit order"	"best rate order"	"immediate or cancel order"	"stop loss order"
32	which of the following service is not provided by merchant bank	Raising finance	corporate advisory service	loan syndication	marketing
33	In India Merchant Banking along with management of public issues and loan syndication covering activities like1. Project counseling 2. Portfolio	1, 2, 4, 5	1,2, 3, 5	1, 2, 3, 4	2, 3, 4, 5

34	steps for trading in derivative market 1 research, 2 arranging for requisite margin amount, 3 conducting the transaction, 4 stock selection, 5 settlement	1,2,3,4,5	1,2,3,4,5	5,4,3,2,1	5,4,2,3,1
35	Companies raise funds for the purposes of: 1. Financing new projects 2. Expansion of existing units 3. Modernization & diversification of existing units 4. Organizing long term resources for working capital purposes	1, 2, 3	2, 3, 4	1,2, 3, 4	1, 3, 4
36	_____ % is the minimum subscription for allotment.	60%	70%	80%	90%
37	if the share is not allotted to the applicant, then the refund of money has to be done in _____ days	15	20	10	30
38	securities are not issued under :	Public issue	Rights issue	Private placement	public relation
39	Equity funding is preferable especially when the project is_____.	Fund intensive	Finance intensive	Capital intensive	Application intensive
40	"Prospectus" is the most important document for the Company to come out with a _____ issue.	Private	Public	company	firm
41	the process of securitization starts when the originator identifies the pool of _____ assets that is suitable	homogeneous	heterogeneous	different	uneven
42	In Hire Purchase System the amount which has to be paid on entering into the agreement is known as-----	Down Payment	First Installment	First Payment	Last Payment
43	The basic structure of land administration involves ____ main institutions	4	5	6	8

44	A company with a limited operating history means that	It is no more than 2 years old	It is generally limited in its	It has limited start-up costs	It was set up at least 10 years
45	The predominant Agencies involved in providing consumer finance are	Sales Finance Companies	Hire purchase, sales Finance	Other non-banking institutio	Other non-banking instituti
46	Types of smart card	Contact Smart cards	Contactless smart card, contact Smart cards	Dual interface ,contact Smart cards	Contactless smart card, contact Smart cards and contact Smart cards
47	The term smart money refers to	Foreign currency	Internet banking	US dollars	Credit card
48	Is a process of evaluating risk associated with the credit instrument	Financial rating	Merchant rating	Credit rating	Sales rating
49	ICRA is the India's second credit rating agency , What is the full form of I in the ICRA ?	Investment	Information	Indian	Investment information
50	Is used to estimate the worthiness of the credit of the company country or any individual company	Financial rating	Merchant rating	Credit rating	Sales rating

Bachelor of Management Studies(BMS)Programme

Third Year Semester Vand VI Under Choice Based Credit, Grading and Semester

Course : TYBMS

SEM : VI

Group A: Marketing Electives

Paper :Media Planning and Management

Sr. No	Question	A	B	C	D
1	In mass communication, there is _____ of direct feedback from receivers.	presence	good chance	absence	high probability
2	Media is an _____ term as it includes press, radio, TV, cinema, outdoor etc.	narrow	restricted	singular	umbrella
3	Readership figures are usually _____ than circulation figures because the newspaper is read by more than one person.	higher	exact	same	lower
4	The _____ consists of members from the INS (Indian Newspaper Society), AAAI (Advertising Associations of India) and ABC (Audit Bureau of Circulation).	Media Research Users Council	National Readership Survey	Readership Studies Council of India	IMRB International
5	The term, _____ (CPM) is a commonly used measurement in advertising.	Cost Per Thousand	Click Per Million	Case Per Million	Customer Per Minute
6	_____ is a measure in advertising media which denotes number of times the viewer is most likely to see the advertisement.	Gross rating points	Cost per click	Opportunity to see	Pay per click
7	Circulation figures are usually _____ than readership figures.	lower	higher	more	greater
8	_____ is the most sophisticated medium when it comes to tracking media users.	Internet	Print	Television	Outdoor
9	A _____ is a document provided by a newspaper featuring its advertising rates.	cost sheet	program guide	rate card	coupon book
10	Share of _____ refers to a brand's expenditure compared to the overall product category advertising expenditure.	mind	market	voice	communication

11	_____ means using the remote control to switch to another channel as soon as the commercial break comes on.	Zipping	Zapping	Gripping	Surfing
12	The _____ department is <u>NOT</u> related to advertising agencies.	creative	media planning	client servicing	customer care
13	If media planners want to market products all-India, they should use _____ newspapers and magazines.	national	international	local	regional
14	In _____ segmentation consumers are divided into sub-groups based on values, beliefs, lifestyle, attitudes and interests.	demographic	psychographic	geographic	economic
15	_____ exposure may not work in creating awareness or persuading product purchase.	Multiple	Single	Numerous	Repeated
16	The _____ measures the sales strength of a brand in a particular market area.	Sales benchmark	Category Development Index	Brand Development Index	Product Index
17	_____ scheduling strategy is used for products which are in demand all through the year.	Pulsing	Bursting	Continuity	Flighting
18	Television advertising offers great scope for _____.	creativity	flexibility	low cost	last minute changes
19	Which of the following statements is <u>TRUE</u> ?	Each medium possesses unique	Every medium has uniform reach	Media is a narrow term	The field of media has remained the same
20	_____ scheduling strategy involves alternating periods of advertising with periods of no advertising at all.	Bursting	Flighting	Pulsing	Continuity
21	The selection of the right medium avoids _____ in advertising.	cost benefit	exposure	wastage	reach
22	The media planner's task is challenging because they must _____.	know everything about radio stations	watch television continuously	read every newspaper	have knowledge of traditional as well as
23	Which of these is an advertising objective?	employee promotion	product launch	community welfare	Research & Development

24	Newspapers and magazines that enjoy prestige and status are able to charge advertisers _____.	meagre	less	more	lower
25	The life of media like print and handbills is extremely _____.	long	short	high	big
26	For a multi-linguistic country like India, _____ used in ads is an important consideration.	language	images	pictures	graphics
27	In the case of television and radio advertising, _____ is the basis for cost calculation.	size	time	distance	colour
28	_____ analysis is the common way to understand environmental analysis.	AIDA	SWOT	PESTLE	Case rate
29	Benchmarking buying plan is a _____ matter.	Absolute	Relative	Balanced	Simplified
30	_____ measures television viewership.	ABC	TRP	TAM	AIR
31	Deal management is _____ in a multi-campaign	Simplified	Complicated	Involved	Deviation
32	Post buy deals with the question of _____.	Performance	Results	Accountability	Profits
33	Day - part purchase pattern is checked if any _____ has taken place.	Disputes	Deviation	Conflict	Factual
34	_____ method is slightly modified version of the status quo method	Media budget	Inflation adjusted	Case rate to advertising	yardstick method
35	_____ method is identical to the A-S method expect that the budgeting is linked to the number of cases or units sold and not to sales revenue.	Media budget	Inflation adjusted	Case rate to advertising	Breakeven planning
36	_____ relates to the rate at which new buyers enter the market.	sales turnover	Competition	Buyer Turnover	Forgetting rate

37	In order to reduce or remove forgetting rate, advertiser adopt _____.	Aggressive advertising	Comparative advertising	Heavy advertising	Retentive advertising
38	_____ refers to a particular group of people that an advertisement is intended to reach.	Target group	Customer Group	Market group	Population
39	It is characterized by alternating periods of high media weight followed by periods of no advertising.	Pulsing	Continuity	Flighting	Teaser
40	_____ include the people who saw the ad once for more time.	Reach	Frequency	Circulation	Metrics
41	TV viewership in India has_____.	Increased	Decreased	Multiplied	balance
42	_____ is the feedback on viewers of different TV programmes.	TVR	TRP	TAM	AIR
43	Viewership gets_____ at minute.	Evaluated	Computed	Discounted	compared
44	Reach of newspaper is seen through_____	Readership	Distribution	Circulation	viewership
45	Costly brands enjoy higher_____.	Visibility	Patronage	Screening	bonus percentage
46	_____ refers to the number of a targeted audience or readership is expanded to the media vehicle during a given period	Average frequency	Frequency	Frequency distribution	Reach
47	Cumulative reach is also known as_____.	Duplicated audience	Unduplicated audience	natural audience	Target audience
48	We can define _____ as the percentage of the audience who had viewed a certain program or timeslot.	GI	TRP	SOV	AOTS
49	_____ is defined as TRP of the program divided by the reach of the program.	Stickiness	Program reach	AD viewership	peoplemeter

50	_____ is a specialised measurement service focused on the FM radio industry	RAM	TAM	ABC	PPM
----	---	-----	-----	-----	-----

Bachelor of Management Studies(BMS)Programme Third Year Semester Vand VI Under Choice Based Credit, Grading and Semester System (REV 18-19) Course : TYBMS SEM : VI Group A: Marketing Electives Paper : Retail Management

Sr. No	Question	A	B	C	D
1	marketer see the process of retailing as a necessary part of their overall _____ strategy.	distribution	marketing	production	purchasing
2	the _____ has direct link with the manufacturer and buy product and goods directly from him.	retailer	wholesaler	distributor	intermediaries
3	retailer make purchase from various manufacturer or wholesaler thus each one of them offering wide variety of product or services , this role is known as _____	follow on sales	customer satisfaction	arrangement of varieties	customer inquiries
4	_____ retail sector is holding the larger share of the retail market.	unorganized	organized	small	large
5	for _____ retailers a store physical layout is an important component in creating a retail experience that	non-store based	store based	public based	private based
6	_____ will bring about multi-brand selling in the area of retailing.	interactive marketing	virtual shopping	consolidation	franchising
7	_____ often referred to as in-house brand or store brand that are owned by retailers themselves.	private labels	virtual shopping	multiservice retail	franchising
8	retailing of various product by carrying out operations form store is known as _____ retailing	store	non-store	e-tailing	online retailing
9	retailing done without conventional store-based location is called as _____ retailing.	non-store based	store based	direct	indirect
10	_____ store are having narrow product line with deep variety, viz. apparel stores,book stores etc.	speciality	super market	general store	local store
11	a _____ is a large, self-service retail food store offering groceries, meat as well as some non-food items ,	kiraana store	hyper market	super market	speciality store
12	a _____ store stock a particular type of merchandise	convenience	speciality	off prise	super market
13	_____ stock items , ranging from groceries, hardware, and sports equipment to furniture and appliances to computers and electronics	kiraana store	departmental store	hyper market	super market
14	under this _____ a large retail store offering wide variety of products under one roof separated by different	departmental store	speciality store	super market	discount store
15	buying decision process starts with _____.	recognition of needs	purchase decision	evaluation of alternative	post purchase

16	buying decision process ends with_____ .	recognition of needs	post purchase	purchase decision	evaluation of
17	_____ is the person who senses the need to buy a product.	influencer	buyer	decider	user
18	_____ is the person who take a final decision to buy a product.	influencer	buyer	decider	user
19	_____ is generated more sales as compare to cash sales.	market research	consumer credit	market sales	installment
20	examining the product is related to_____ step in buying process.	recognition of needs	search information	buys the product	purchase decision
21	nowdays companies evolve from product or campaign centric to _____ centric increasing the lifetime	market	price	customer	sales
22	customer relation ship management is a comprehensive set of _____ and technologies for managing the	activity	process	mangement	information
23	_____ is concern with tracking of demographic dataof customer along with their preferences and making this data	point of sale	in store CRM	consumer analytics	customer loyalty
24	_____ management automates and integrates the planing, execution, assessment, and refinement of possibly	point of sale	frequent shopper	campaign	CRM
25	_____ is the element that define the rules and guidelines developed by management.	formalization	span of control	centralization	unity of command
26	two or more outlets that have common ownership and control, centralized buying and merchandising operation	convenience store	discount store	departmental store	corporate chain
27	_____ are the association of independent retailers.	corporate chain	retailers co-operatives	super market	department al store
28	_____ management is concerned with the acquisition financing and management of assets with	finance managemen	legal managemen	marketing managemen	accounting managemen
29	best buyers are those buyers who know what the requirement are and how to fulfill them	focused buyers	impulse buyers	target buyers	legal managemen
30	_____ manager role is to plan, manage and integrate buying for an entire merchandise division	Divisional merchandis	Assistance store	Group manager	Dapartmen t Manager
31	_____ manager role is to manage a number of department managers in different merchandise	Divisional merchandis	Assistance store	Group manager	Dapartmen t Manager
32	is the planning and control of the merchandise Inventory of the retailer firm	merchandis e planning	reviewing past sales	analysis the changes	creating the sales
33	is the projection of achievable sales revenue based on historical sales data	merchandis e planning	sales forecast	determining the	understan d the
34	the purpose of the concept of open to buy is	one fold	twofold	unfold	threefold
35	EOM stands for	end of month	earn oof month	end of monsoon	end of material
36	which plan gives the precise items and quantities that need to be e purchased for merchandise line	model stock plan	range plan	assortment plan	open to buy plan
37	category management is considered as the	new science of retailing	old science of retailing	current science of	past science of
38	this form of pricing is a variation of multiple pricing where various products are bundled together and sold	price bundling	multi unit pricing	everyday low pricing	leader pricing

39	_____ with the vendors often goes a long way in creating a sense of responsibility and involvement	sharing of information	sharing of ideas	sharing of values	information
40	_____ means establishing merchandise prices to drive competition away from market place	predatory pricing	skimming pricing	odd pricing	premium pricing
41	_____ is a function of the aesthetics within the store	exterior store design	interior store design	in store design	marketer
42	the _____ is the place where customers take a decision on the purchase of the products offered by	retail store	retail design	store layout	store manager
43	_____ is the person ultimately responsible for the day to day operations or management of a retail store	store manager	operation manager	accountant	worker
44	the first and the foremost responsibility of the retail store manager is the management of _____	employees	employer	people	manager
45	_____ is the responsibility of store manager	management of	handling the accounts	handling the HR	taking a decision
46	New phenomena which has emerged over the last decade is the concept of _____ store	flagship	retail design	retail innovation	retail store
47	_____ refers to the design of an environment via visual communications lighting colours music and	atmospheric	good lighting	signage	scent
48	_____ system helps create a sense of excitement in the store	good lighting	colours	music	scent
49	many _____ decisions are based on emotions and smell has a large impact on our emotions	buying	selling	transferring	manufacturing
50	_____ act has been enacted to regulate the payment of wages to workers employed in certain	payment of wages act	industrial dispute act	consumer protection	essential commodities

Bachelor of Management Studies(BMS)Programme
Third Year Semester Vand VI Under Choice Based Credit, Grading and Semester

Course : TYBMS
SEM : VI
Group A: Marketing Electives
Paper : International Marketing

Sr. No.	Question	A	B	C	D
1	Direct exporting ensures_____.	low profit margin	high profit margin	normal profit margin	equal profit margin
2	Quota system is a type of _____ barrier	tariff	non-tariff	revenue	non-revenue
3	Franchising is a form of _____.	exporting	licensing	merger	strategic alliance
4	In merger, two companies come together and _____ survives.	only one	both	new company formed	old company formed
5	Customs regulations are _____ barriers.	tariff	non-tariff	economic	social
6	Regionalism in trade should be replaced by_____.	multilateralism	free trade	trading blocs	free agreement
7	OPEC is an organization of _____ countries.	software producing	steel producing	oil producing	computer producing
8	_____ marketing is highly competitive	Local	National	State	International
9	_____ is an easy and quick method for entering international market.	Franchise	Joint venture	Licensing	Exporting
10	_____ is a powerful trade bloc of the world, operating since 1994.	OPEC	NAFTA	SAARC	EU
11	Global factors affect _____ trade.	international	local	domestic	state
12	Geocentric orientation firms adopt a _____ approach to marketing and its operations	local	national	worldwide	state
13	An indirect exporter will have _____ burden of overheads as compared to direct exporter	less	more	equal	zero
14	_____ is a kind of outsourcing.	Joint Venture	Contract Manufacturing	Merger	Franchise
15	NTBs restrictions are also called _____ tariffs	invisible	visible	protective	qualitative

16	The SAARC member countries framed _____.	EU	ASEAN	SAPTA	NAFTA
17	The NAFTA agreement was signed in _____.	1994	1992	1991	1990
18	_____ in international trade means agreement between group of countries in geographic region.	Trading blocs	licensing	Joint venture	Contract Manufacturing
19	_____ orientation does not equate superiority with nationality.	Ethnocentric	Regiocentric	Geocentric	Polycentric
20	In _____ the exporter's primary responsibility is confined to producing the goods to be exported.	direct exporting	indirect exporting	Licensing	Contract Manufacturing
21	_____ is another form of licensing.	Joint Venture	Contract Manufacturing	Merger	Franchising
22	The study of political system is _____ and complex.	simple	easy	extensive	difficult
23	Language is the basis of _____ and communication among people.	social	internal	interaction	reaction
24	Legal environment is the result of _____ intervention in the economic and business spheres.	government	public	social	customer
25	Traditions, custom, culture, precedent and usage are used as based for _____.	civil law	common law	theocratic law	foreign law
26	The US anti-dumping act of _____ referred dumping as unfair competition.	1921	1931	1923	1991
27	Culture was defined by listing its five basic elements: Value, ritual, symbols, _____ and thought processes.	system	economic	colour	beliefs
28	Overseas marketing research involves _____ and time consuming procedure with many steps.	easy	simple	short	lengthy
29	Pricing research involves prediction of the _____ demanded at various prices.	quality	quantity	availability	possibility
30	_____ is a major and critical step in the international marketing research procedure.	collection of data	determining research objectives	determining areas of study	presentation of research
31	_____ is Dual Adaptation Strategy.	Both product and	Both product and	Both price and message	Both price and qualities
32	What is the other name of Family Brand Name?	Umbrella Brand	Local Brand	Quality Brand	Mnc Brand

33	WEB Marketing means _____	Internet Marketing	National Marketing	Financial Marketing	Social Marketing
34	Which country does not permit marketing techniques like unconditional lifetime guarantees?	France	Germany	Japan	India
35	What are trade fairs and exhibitions useful for?	outing	shopping	getting a fair deal	giving publicity to
36	What is Probe Pricing strategy?	When exporter has	When importer has	When importer has	When exporter does not
37	_____ helps in protecting the product.	Packaging	Labelling	Augmentation	Innovation
38	_____ is Situation Analysis.	Marketing Scheme	Advertising policy	Financial Plan	Review of Current Business
39	Reducing or removing unnecessary and unprofitable products is known as _____.	Product line expansion	Stretching up	Product Line Pruning	Deepening the Product
40	The firm introduces more items to its product line to plug certain gaps in its current range of offers.	Line Pruning	Stretching down	Line contraction	Line filling
41	Under _____ pricing goods and services are priced at such a low level that other firms cannot compete and they are forced to leave.	Skimming	Discounted	Premium	Predatory
42	_____ is a technique in which both supervisor and subordinate jointly set the objective.	MIS	MBO	ROI	PERT
43	_____ organization structure is newer type in which there is less hierarchy , more decentralization and more flexibility.	Geographic	Network	Divisional	Matrix
44	It enables customer feedback and educate employees about new challenges.	Service recognition	Service Communication	Service Benchmark	Service Role model
45	Focuses on giving standardized product and treating world as one _____ single market.	Multi domestic	Transactional	Global Strategy	Multi Domain
46	Strategic control includes _____ aspect.	audit	functional	observation	evaluation
47	MBO stands for _____.	Multi dimension Objective	Management by Objective	Managerial Behavior Objective	Marketing By Objective
48	Service culture develops when employees of organization are motivated to take a _____ approach.	Customer - Centric	Self - oriented	Profit - oriented	Negligible
49	It develops plans to target growth on a global level for sale of products and services.	Multi domestic strategy	Global Strategy	Domestic Strateg	Transnational Strategy
50	Which of the following is not a promotional tool?	Advertising	Trade fair & Exhibition	Skimming	Sales Promotion

Bachelor of Management Studies(BMS)Programme

Third Year Semester V and VI Under Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS

SEM : VI

Group A: Marketing Electives

Paper : Brand Management

Q. No.	Question	Option A	Option B	Option C	Option D
1	To create a strong customer loyalty, Brands help in building a strong level of _____	identity	image	recall	trust
2	Branding is assembling of various marketing mix medium into a whole so as to give you an ...	identity	goodwill	recognition	attractiveness
3	Brand management begins with having a thorough _____ of the term "brand"	knowledge	target market	target audience	raw suppliers
4	Effective brand management builds loyal customers through _____ brand association.	maintaining	combining	satisfactory	positive
5	Brands can reduce the _____ in product decisions	costs	expense	risks	confusions
6	When consumers are _____ with brand they will continue buying it.	happy	bored	loyalty	satisfied
7	_____ attributes are those descriptive features that characterize a product or service.	brand	product	goods	service
8	Unique selling Proposition gives consumers a compelling reason answering _____ they should buy it.	what	why	how much	when
9	Brands are bundles of _____ benefits, emotional benefits and self-expressive benefits	functional	systematical	similar	outstanding
10	_____ defines what the brand thinks about the consumer, as per the consumer.	Brand attitude	Brand positioning	Brand relationship	Brand Image
11	_____ can increase the visibility and market share of both the products.	Promotions	Advertisements	Banners	Co-branding
12	Post tests are recommended to evaluate the impact of each promotion and the contribution of the promotion toward achieving the objective.	campaign	motive	program	companies
13	Promotion is one of the Ps in the ...	product mix	marketing mix	brand building	IMC
14	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

15	Customers are more comfortable to provide personal information to their favorite ..	brands	employee	retailer	wholesaler
16	At the heart of a great brand is always a great ..	thinker	visualiser	product	advertiser
17	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
18	Brand elements need to _____ the consumers attention in order to become memorable .	attract	catch	aware	grab
19	Selecting a brand _____ for a new product is certainly an art and a science	name	position	uniqueness	strategy
20	Logos can be easily adapted over time to achieve a more _____ look	temporary	contemporary	functional	systematic
24	When the parent brand includes a new product within a category it already serves is	Line extension	Brand extension	Category extension	Brand usage
25	_____ includes all products original, line extensions and category extensions sold under a specific brand.	Brand mix	Brand variants	Brand extension	Brand line
26	The strategy used by TATA to name its products is known as	Individual names	Blanket family names	Flavored names	Combined names
27	_____ includes two aspects of a brand – its associations and its personality.	Brand attitude	Brand positioning	Brand relationship	Brand image
28	When a seller forms a set of brand lines and makes it available to buyers, it is known as	Brand mix	Brand variants	Brand extension	Brand line
29	Customer equity perspective focuses on	Supply chain partners	Bottom line financial values	High quality employees	High quantity employees
30	A's list to BRAND measures Awareness, Associations, _____ Attachment & Activity.	Assistance	Attitude	Aptitudes	Alternatives
31	_____ includes two visual signals of a brand – its character (e.g. Amul girl,	Repetition	Brand symbol	Relevance	Recognition
32	_____ is the starting point of all brands.	Differentiation	Apperication	Equalisation	Specialisation
32	The internalisation theme used while designing holistic marketing activities focuses on	Customers	Products	Employees	Retailers
34	Brand product matrix guides _____ of several marketing tactics	Preparation	Production	Development	Maintenance
35	Generally, top most level of hierarchy consists of _____ brand.	One	Two	Eight	Ten
36	As strategy, brand-extension capitalise the	Brand service	Brand Assets	Brand market	Brand firm
37	_____ becomes an essential part of any business.	Liberalisation	Privatisation	Globalisation	Conceptualisation

38	A family_____ is used in more than one product category but is not necessarily the name of the company or firm.	Brand	Branding	Brand Identity	Brand essence
39	_____ is an organizing structure of brand portfolio that specifies the brand roles and relationship among the brands and different product market context.	Brand architecture	Brand hierarchy	Brand Identity	Brand essence
40	_____ is just one method of marketing communication.	Advertising	Marketing	Branding	Communicating
41	A _____ is used in more than one product category but is not necessarily the name of the company.	Family brand	Individual brand	Corporate brand	Cause brand
42	The brand can be modified through the Involvement of _____	Producer	Supplier	Customer	Retailer
43	_____ is a combination of the single brand and branded house strategies.	Individual brand	Multiple brand	Hybrid brand	Product brand
44	A well-integrated marketing program helps to achieve better return on _____	Profit	Investment	Purchase	Service
45	_____ ensures the smooth running of an organisation	Brand architecture	Brand equity	Brand matrix	Brand value
46	Brand attachment is the degree of loyalty the customer feels toward the _____	Product	Brand	Market	Producer
47	Depth of branding strategy is based on the _____ principle	Cardinal	Ordinal	General	Special
48	_____ involvement is best seen in service sector.	Suppliers	Customers	Wholesalers	Retailers
49	In the era of _____ revolution, consumers are well aware of various brands available in the market.	Communication	Information	Globalisation	Research
50	_____ marketing affects positively the health of people and the ecological environment.	Green Marketing	Product marketing	Consumer marketing	Gray marketing