

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
Objective Question				
1	1	Which of the following is NOT a step in the research process? A1 : problem definition A2 : problem correction A3 : research design formulation A4 : report generation and presentation	4.0	1.00
Objective Question				
2	2	To identify the underlying causes of the problem, the researcher should _____. A1 : conduct a problem audit A2 : define the management decision problem A3 : assess what past research was done for the firm A4 : assess competitor success	4.0	1.00
Objective Question				
3	3	Deductive reasoning is: A1 : The logical process of establishing a general proposition on the basis of observation of particular facts. A2 : The logical process of inducing individuals to reason. A3 : The logical process of linking propositions via the ladder of abstraction. A4 : The logical process of deriving a conclusion from a known premise or something known to be true.	4.0	1.00
Objective Question				
4	4	Which of the following is true about secondary data? A1 : Collection time is long.	4.0	1.00

		<p>A2 Quality of data is high. :</p> <p>A3 Cost of collecting the data is low. :</p> <p>A4 It is easy to access. :</p>		
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Objective Question				
5	5	<p>_____ is particularly useful whenever research questions relate to describing a market phenomenon, such as frequency of purchase, identifying relationships, or making predictions.</p> <p>A1 Descriptive research :</p> <p>A2 Exploratory research :</p> <p>A3 Causal research :</p> <p>A4 Identifying research :</p>	4.0	1.00

Objective Question				
6	6	<p>A(n) _____ consists of a sample of respondents, generally households that have agreed to provide information over an extended period.</p> <p>A1 focus group :</p> <p>A2 panel :</p> <p>A3 hypothesis :</p> <p>A4 research mix :</p>	4.0	1.00

Objective Question				
7	7	<p>Which of the following is NOT an advantage of using the survey method?</p> <p>A1 ease of use :</p> <p>A2 reliability :</p> <p>A3 cost :</p> <p>A4 validity :</p>	4.0	1.00

Objective Question				
8	8	<p>Experimental design is the set of experimental procedures specifying the test units and sampling procedures and all of the following EXCEPT specifying _____.</p>	4.0	1.00

		<p>A1 independent variables :</p> <p>A2 dependent variables :</p> <p>A3 plan for data analysis :</p> <p>A4 how to control the extraneous variables :</p>		
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Objective Question

9	9	<p>The most complex of the primary scales of measurement is the _____.</p> <p>A1 ordinal scale :</p> <p>A2 interval scale :</p> <p>A3 ratio scale :</p> <p>A4 nominal scale :</p>	4.0	1.00
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Objective Question

10	10	<p>A(n) _____ is the basic unit containing the elements of the population to be sampled.</p> <p>A1 hypothesis :</p> <p>A2 theory :</p> <p>A3 sampling unit :</p> <p>A4 coefficient alpha :</p>	4.0	1.00
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Objective Question

11	11	<p>If the distribution is asymmetric, which measure of location is most appropriate if the data is in a nominal scale? If it is in an ordinal scale? If it is in an interval or ratio scale?</p> <p>A1 mode, mode, median :</p> <p>A2 median, median, median :</p> <p>A3 median, mean, mode :</p> <p>A4 mode, median, mean :</p>	4.0	1.00
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Objective Question				
12	12	<p>A test of the null hypothesis where the alternative hypothesis is not expressed directionally is called a _____ test.</p> <p>A1 one-tailed :</p> <p>A2 two-tailed :</p> <p>A3 three-tailed :</p> <p>A4 four-tailed :</p>	4.0	1.00
Objective Question				
13	13	<p>Which school of thought on strategy downplays the importance of deliberative, centralized planning, and instead emphasizes the role of organizational learning, intuition, and adaptation?</p> <p>A1 Resource-based view :</p> <p>A2 Emergent thinking :</p> <p>A3 Scenario planning :</p> <p>A4 Blue Ocean strategy :</p>	4.0	1.00
Objective Question				
14	14	<p>Business model refers to</p> <p>A1 How the organization is structured :</p> <p>A2 How the organization makes money :</p> <p>A3 How a business process is optimized :</p> <p>A4 Benchmarking a business process :</p>	4.0	1.00
Objective Question				
15	15	<p>Existing brand name extended to new sizes or variants in the existing product category is called</p> <p>A1 Brand extensions :</p> <p>A2 Co-branding :</p> <p>A3 Line extensions :</p>	4.0	1.00

		A4 : multi-brand strategy		
Objective Question				
16	16	Which is the #1 promotional mix element in a B2B marketing mix? A1 : Advertising A2 : Public relations A3 : Personal selling A4 : Sales promotion	4.0	1.00
Objective Question				
17	17	This concept refers to the Internet marketing phenomenon of being able to generate demand and high profits for less popular products A1 : Short tail concept A2 : Long tail concept A3 : Search Engine Optimization A4 : Product leverage	4.0	1.00
Objective Question				
18	18	The term Marketing Myopia refers to A1 : A short-term sales quota to be achieved in a month A2 : Satisfying every small need of a customer A3 : Assuming that making the best possible product will attract buyers A4 : Making products that will become obsolete very quickly	4.0	1.00
Objective Question				
19	19	The Consumer Protection Act is not applicable for A1 : Any products or services provided by Government organizations A2 : Subsidized products / services	4.0	1.00

		<p>A3 Products bought by availing zero-interest loans :</p> <p>A4 Products / services that are given as freebies :</p>		
Objective Question				
20	20	<p>The term VAS means</p> <p>A1 Value added services :</p> <p>A2 Volume of additional sales :</p> <p>A3 Value of advertising to sales :</p> <p>A4 Volume of additional services :</p>	4.0	1.00
Objective Question				
21	21	<p>The DAGMAR model is related to</p> <p>A1 Marketing research :</p> <p>A2 Sales audit :</p> <p>A3 Advertising objectives :</p> <p>A4 Direct marketing :</p>	4.0	1.00
Objective Question				
22	22	<p>The verbal or written portion of an advertising message that summarizes the main idea in a few memorable words is not called</p> <p>A1 Tag line :</p> <p>A2 Slogan :</p> <p>A3 Theme line :</p> <p>A4 Headline :</p>	4.0	1.00
Objective Question				
23	23	<p>A group of products having some characteristics, technologies, distribution channels, prices, services, customers, and/or uses in common, and marketed by an organization to one general market is best called</p> <p>A1 Product mix :</p>	4.0	1.00

		<p>A2 Product line :</p> <p>A3 Product variants :</p> <p>A4 Product items :</p>		
Objective Question				
24	24	<p>Backward integration is the strategy of</p> <p>A1 Linking the sales history of a product to the sales forecast :</p> <p>A2 Acquiring one or more suppliers to gain more control :</p> <p>A3 Anchoring the product to the most basic need of the customer :</p> <p>A4 Managing the back-office processes by efficient outsourcing :</p>	4.0	1.00
Objective Question				
25	25	<p>AIO Inventories are used for the purpose of determining</p> <p>A1 Acceptance of a product in International markets :</p> <p>A2 Attention, Interest and Order of purchase :</p> <p>A3 Psycho-graphic segments of customers :</p> <p>A4 None of these :</p>	4.0	1.00
Objective Question				
26	26	<p>The practice of television viewers changing channels to avoid commercials is called</p> <p>A1 Channel Surfing :</p> <p>A2 Zapping :</p> <p>A3 Zipping :</p> <p>A4 Commercial Breaks :</p>	4.0	1.00
Objective Question				
27	27	<p>The BCG Growth-Share matrix classifies a firm's businesses into:</p>	4.0	1.00

		<p>A1 Ideal, Speculative, Troubled and Mature :</p> <p>A2 Question marks, Stars, Cash cows and Dogs :</p> <p>A3 Strong, Medium and Weak :</p> <p>A4 Intensive, Integrated, Diversified and New :</p>		
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Objective Question

28	28	<p>The acronym ABC stands fo</p> <p>A1 Advertising & Business Corporations :</p> <p>A2 Ahmedabad Bangalore Calcutta :</p> <p>A3 Audit of Business Corporations :</p> <p>A4 Audit Bureau of Circulations :</p>	4.0	1.00
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Objective Question

29	29	<p>The process of reducing the demand or decreasing consumption of a product to match supply is called</p> <p>A1 Counter marketing :</p> <p>A2 Unmarketing :</p> <p>A3 Demarketing :</p> <p>A4 All of these :</p>	4.0	1.00
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Objective Question

30	30	<p>Which of the following is referred to as the predecessor to WTO?</p> <p>A1 UNO :</p> <p>A2 IMF :</p> <p>A3 GATT :</p> <p>A4 OPEC :</p>	4.0	1.00
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Objective Question				
31	31	Hyper-globalization is a process of globalization which —	4.0	1.00
		A1 : emphasizes the rise of nation states		
		A2 : emphasizes the rise of the TNC and decline of the nation state		
		A3 : emphasizes the rise of regionalism		
		A4 : emphasizes the decline of the TNC		

Objective Question				
32	32	The most common route for investments by MNCs in countries around the world is to:	4.0	1.00
		A1 : set up new factories		
		A2 : buy existing local companies		
		A3 : form partnerships with local companies		
		A4 : form joint ventures		

Objective Question				
33	33	Globalization has posed major challenges for:	4.0	1.00
		A1 : big producers		
		A2 : small producers		
		A3 : rural poor		
		A4 : public sector		

Objective Question				
34	34	WTO aims at:	4.0	1.00
		A1 : establishing rules for domestic trade		
		A2 : restricting trade practices		
		A3 : liberalizing international trade		
		A4 : change in civil laws		

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Objective Question				
35	35	<p>The low income economies are sometimes referred to as</p> <p>A1 First world :</p> <p>A2 Second world :</p> <p>A3 Third world :</p> <p>A4 Fourth world :</p>	4.0	1.00
Objective Question				
36	36	<p>Which of the following is the governments' strategy in respect of public expenditure and revenue which have a significant impact on business.</p> <p>A1 Monetary policy :</p> <p>A2 Fiscal Policy :</p> <p>A3 Trade policy :</p> <p>A4 Foreign exchange policy :</p>	4.0	1.00
Objective Question				
37	37	<p>Who is concerned with the auditing of the receipts and expenditure of the State and Central Government?</p> <p>A1 Accountant General :</p> <p>A2 Comptroller and Auditor General :</p> <p>A3 Reserve Bank of India :</p> <p>A4 Chartered Accountant appointed by Govt. :</p>	4.0	1.00
Objective Question				
38	38	<p>Which of the following is not part of the external business environment?</p> <p>A1 Political. :</p> <p>A2 Legal. :</p> <p>A3 Product.</p>	4.0	1.00

		:		
		A4 Socio-cultural.		

Objective Question

39	39	<p>Liberalization means</p> <p>A1 Reducing number of reserved industries from 17 to 8</p> <p>A2 Liberating the industry, trade and economy from unwanted restrictions</p> <p>A3 Opening up of economy to the world by attaining international competitiveness</p> <p>A4 Free determination of interest rates</p>	4.0	1.00
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Objective Question

40	40	<p>Wide span demands _____ objectives.</p> <p>A1 Control</p> <p>A2 Communicational</p> <p>A3 Divisional</p> <p>A4 Verifiable</p>	4.0	1.00
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Objective Question

41	41	<p>Line and staff are forms of _____.</p> <p>A1 Functional</p> <p>A2 Control</p> <p>A3 Authority</p> <p>A4 Communication</p>	4.0	1.00
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Objective Question

42	42	<p>Statements:</p> <p>a. All pencils are pens.</p> <p>b. No pens are markers.</p> <p>c. All markers are drawings.</p> <p>Conclusions:</p> <p>I. No pencil is a marker.</p> <p>II. No pencil is a drawing.</p>	4.0	1.00
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		<p>III. Some drawings are pens. IV. Some markers are pencils.</p> <p>A1 Only I follows :</p> <p>A2 Only I and II follow :</p> <p>A3 Only II and III follow :</p> <p>A4 Only III and IV follow :</p>		
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Objective Question

43	43	<p>Privatization of ownership through sale of equity share is called</p> <p>A1 Denationalization :</p> <p>A2 Disinvestment :</p> <p>A3 Contracting :</p> <p>A4 Reinvestment :</p>	4.0	1.00
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Objective Question

44	44	<p>'The age of Discontinuity' (1969) has been authored by</p> <p>A1 John Drydon :</p> <p>A2 Cyril Debydeen :</p> <p>A3 Peter F. Drucker :</p> <p>A4 Billgates :</p>	4.0	1.00
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Objective Question

45	45	<p>Laissez Faire policy is adopted in</p> <p>A1 Socialist Economic system :</p> <p>A2 Capitalist Economic system :</p> <p>A3 Mixed Economic System :</p> <p>A4 Communist Economic System :</p>	4.0	1.00
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Objective Question				
46	46	FEMA signifies	4.0	1.00
		A1 : Free Export Management Act		
		A2 : Foreign Exchange Management Act		
		A3 : Foreign Exchange Monitoring Act		
		A4 : Free Export Marketing Act		
Objective Question				
47	47	The National Institution for Transforming India, also called NITI Aayog replaced the following:	4.0	1.00
		A1 : Planning commission of India		
		A2 : Planning cells in key ministries		
		A3 : Department of planning in state governments		
		A4 : Planning board of India		
Objective Question				
48	48	Which among the following is not the instrument of monetary policy	4.0	1.00
		A1 : Deficit financing		
		A2 : Statutory liquidity Ratio		
		A3 : Cash reserve ratio		
		A4 : Open market operation		
Objective Question				
49	49	What is sustainable development?	4.0	1.00
		A1 : Continuous development		
		A2 : High-level of economic growth in the company		
		A3 : Sustainable development is a way for people to use resources without the resources running out		

		A4 Increase in economic activities :		
Objective Question				
50	50	Identify the managerial function out of the following functions of HR managers. A1 Procurement : A2 Development : A3 Organizing : A4 performance appraisal :	4.0	1.00
Objective Question				
51	51	Human resource management is normally _____ in nature A1 Proactive : A2 Reactive : A3 Combative : A4 Impulsive. :	4.0	1.00
Objective Question				
52	52	The human resource management functions aim at A1 Ensuring that the human resources possess adequate capital, tool, equipment and material to perform the job successfully : A2 Helping the organization deal with its employees in different stages of employment : A3 Improving an organization's creditworthiness among financial institutions : A4 Improving the image of the organization. :	4.0	1.00
Objective Question				
53	53	Organization relies on the following sources of capital A1 Cultural, human and system capital : A2 Social, cultural and human capital : A3 Cultural, human and source capital	4.0	1.00

		: A4 Social and ethical. :		
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Objective Question

54	54	<p>The balanced scorecard proposes that organizational success depends on:</p> <p>A1 : A focus on only the internal environment of the organization</p> <p>A2 : A constantly changing external environment</p> <p>A3 : The belief that it is impossible to take a rationalist view of the organization to make optimal choices</p> <p>A4 : An ability to develop a complete list of cause and effect relationships driving a firm's success</p>	4.0	1.00
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Objective Question

55	55	<p>Which consulting company is associated with the concept of talent management?</p> <p>A1 : Price Waterhouse Coopers</p> <p>A2 : Boston Consulting Group</p> <p>A3 : Deloitte</p> <p>A4 : McKinsey</p>	4.0	1.00
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Objective Question

56	56	<p>A marketing department that promises delivery quicker than the production department's ability to produce is an example of a lack of understanding of the:</p> <p>A1 : Synergy of the business units.</p> <p>A2 : Need to maintain the reputation of the company.</p> <p>A3 : Organisational culture and leadership</p> <p>A4 : Interrelationships among functional areas and firm strategies</p>	4.0	1.00
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Objective Question

57	57	<p>A company's ability to meet its short-term financial obligations is measured by which of the following categories?</p> <p>A1 : Liquidity ratios</p> <p>A2 Profitability ratios</p>	4.0	1.00
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		: A3 Activity ratios : A4 Leverage ratios :		
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Objective Question

58	58	Procedures provide for an important element of consistency in managerial. A1 Direction : A2 Strategy : A3 Recruitment : A4 Decision-making :	4.0	1.00
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Objective Question

59	59	The most pertinent criticism of the empowerment concept concerns A1 The balance between customers' wishes and efficiency. : A2 The limited evidence for any shift towards a substantially more empowered workforce : A3 The over-empowerment of employees : A4 The limited theorizing of the concept. :	4.0	1.00
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Objective Question

60	60	The two dimensions of leadership, which emerged from the Leader Behavior Description Questionnaire, were 'consideration' and '_____'. A1 Energizing : A2 Initiating structure : A3 Deliberate : A4 Commanding :	4.0	1.00
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Objective Question

61	61	The philosophy that guides an organization's policies towards its employees and customers is an important part of A1 Management strategy	4.0	1.00
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		<p>:</p> <p>A2 Organization behavior :</p> <p>A3 Organizational culture :</p> <p>A4 Organization development :</p>		
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Objective Question

62	62	<p>All the unique traits and patterns of adjustment of the individual is known as</p> <p>A1 Personality :</p> <p>A2 Responsibility :</p> <p>A3 Creativity :</p> <p>A4 Authority :</p>	4.0	1.00
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Objective Question

63	63	<p>Organization's using _____ model are very successful in the era of globalisation.</p> <p>A1 Delegative :</p> <p>A2 Authorative :</p> <p>A3 Supportive :</p> <p>A4 Responsive :</p>	4.0	1.00
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Objective Question

64	64	<p>Organizational _____ is the systematic process by which an organization brings a new employee into its culture.</p> <p>A1 Socialization :</p> <p>A2 Development :</p> <p>A3 Behavior :</p> <p>A4 Structure :</p>	4.0	1.00
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Objective Question

65	65	<p>What is the other name for vertical job loading?</p>	4.0	1.00
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		<p>A1 Job analysis :</p> <p>A2 Job enrichment :</p> <p>A3 Job evaluation :</p> <p>A4 Job enlargement :</p>		
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Objective Question

66	66	<p>Handling of crises by managers and employees reveals an organizational _____</p> <p>A1 Culture :</p> <p>A2 Society :</p> <p>A3 Environment :</p> <p>A4 Structure :</p>	4.0	1.00
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Objective Question

67	67	<p>The _____ teams are concerned with rotating tasks and assignments amongst its members.</p> <p>A1 Self-managed :</p> <p>A2 Self styled :</p> <p>A3 Self motivated :</p> <p>A4 Self concerned :</p>	4.0	1.00
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Objective Question

68	68	<p>The stage which relates to development of decision making abilities, interpersonal and technical competencies is known as:</p> <p>A1 Storming :</p> <p>A2 Norming :</p> <p>A3 Forming :</p> <p>A4 Worming :</p>	4.0	1.00
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Objective Question

69	69	<p>The different types of fatigue are</p> <p>A1 : Mental, physical, psychological</p> <p>A2 : Mental, physical, professional</p> <p>A3 : Mental, energy, psychological</p> <p>A4 : Muscle, physical, psychological</p>	4.0	1.00
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Objective Question

70	70	<p>What is CSR?</p> <p>A1 : Corporate Social Responsibility</p> <p>A2 : Company Social Responsibility</p> <p>A3 : Corporate Society Responsibility</p> <p>A4 : Company Society Responsibility</p>	4.0	1.00
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Objective Question

71	71	<p>What is meant by the phrase 'teleological ethics'?</p> <p>A1 : Is used to judge is an action is right, fair and honest.</p> <p>A2 : An action can only be judged by its consequences.</p> <p>A3 : Developing the individual personal characteristics.</p> <p>A4 : The key purpose of ethics is to increase freedom.</p>	4.0	1.00
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Objective Question

72	72	<p>What is green washing?</p> <p>A1 : Transforming products to be more ethical.</p> <p>A2 : Making a product appear more ethical than it really is.</p> <p>A3 : Converting the company to green production methods.</p> <p>A4 : Convincing customers to buy ethically.</p>	4.0	1.00
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Objective Question				
73	73	<p>What is triple bottom line?</p> <p>A1 : An accounting tool that looks at the impact on people, planet and profits.</p> <p>A2 : A management strategy which states all the attention should be on profits.</p> <p>A3 : An accounting tool that looks at cost, profit and loss.</p> <p>A4 : A management strategy which focuses on corporate social responsibility.</p>	4.0	1.00
Objective Question				
74	74	<p>Why do alternative organizations run differently from conventional shareholder led approach?</p> <p>A1 : They do not have shareholders.</p> <p>A2 : They are run in non-hierarchical ways which aim to provide a positive impact on society rather than to make profit.</p> <p>A3 : They priorities corporate social responsibility.</p> <p>A4 : They aim to give money to charities and good causes.</p>	4.0	1.00
Objective Question				
75	75	<p>A _____ sets out the purpose and general direction for the organization.</p> <p>A1 : Mission statement</p> <p>A2 : Purpose statement</p> <p>A3 : Vision</p> <p>A4 : Profit statement</p>	4.0	1.00
Objective Question				
76	76	<p>What is Ethics to do with?</p> <p>A1 : The wider community</p> <p>A2 : Business</p> <p>A3 : Right and wrong</p>	4.0	1.00

		A4 : Morality		
Objective Question				
77	77	Which of the following is an example of an area where business ethics apply? A1 : Conduct of international operations A2 : Sales A3 : In the personal life of staff A4 : with customers.	4.0	1.00
Objective Question				
78	78	The four types of social responsibility include: A1 : Legal, philanthropic, economic, and ethical A2 : Ethical, moral, social, and economic A3 : Philanthropic, justice, economic, and ethical A4 : Legal, moral, ethical, and economic	4.0	1.00
Objective Question				
79	79	_____ is a problem, situation, or opportunity requiring an individual, group, or organization to choose among several actions that must be evaluated as right or wrong. A1 : Crisis A2 : ethical issue A3 : indictment A4 : fraud	4.0	1.00
Objective Question				
80	80	Book keeping is to A1 : record all business transactions A2 : interpret the financial data	4.0	1.00

		<p>A3 assist the management in performing its functions effectively :</p> <p>A4 all of these :</p>		
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Objective Question

81	81	<p>Accounting which helps to ascertain the results of the business is termed as</p> <p>A1 Financial Accounting :</p> <p>A2 Management Accounting :</p> <p>A3 Cost Accounting :</p> <p>A4 Environmental Accounting. :</p>	4.0	1.00
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Objective Question

82	82	<p>Fixed cost per unit</p> <p>A1 fluctuates with the volume of productivity :</p> <p>A2 varies in sympathy with the volume of sales :</p> <p>A3 remains fixed :</p> <p>A4 None of these :</p>	4.0	1.00
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Objective Question

83	83	<p>The term current asset includes</p> <p>A1 Bills Payable :</p> <p>A2 Bills Receivable :</p> <p>A3 Land and building :</p> <p>A4 All of these :</p>	4.0	1.00
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Objective Question

84	84	<p>Long Term Solvency is indicated by</p> <p>A1 Current Ratio :</p>	4.0	1.00
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		<p>A2 Debt Equity Ratio :</p> <p>A3 Net Profit Ratio :</p> <p>A4 Liquidity Ratio :</p>		
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Objective Question

85	85	<p>Observing changes in the financial variables of a firm for various years is</p> <p>A1 Horizontal Analysis :</p> <p>A2 Vertical Analysis :</p> <p>A3 Inter-firm comparison :</p> <p>A4 Intra-firm comparison :</p>	4.0	1.00
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Objective Question

86	86	<p>Stock is a</p> <p>A1 Fixed asset :</p> <p>A2 Current asset :</p> <p>A3 Current liability :</p> <p>A4 None of these :</p>	4.0	1.00
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Objective Question

87	87	<p>The cost is bifurcated into fixed and variable in</p> <p>A1 Sales budget :</p> <p>A2 Flexible Budget :</p> <p>A3 Master budget :</p> <p>A4 Cash budget :</p>	4.0	1.00
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Objective Question

88	88	<p>A budget prepared based on the availability of raw material is called</p> <p>A1 Budget for the key factor</p>	4.0	1.00
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		: A2 Cash budget : A3 Master Budget : A4 Sales budget :		
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Objective Question

89	89	The difference between the actual sales and breakeven sales is called A1 Contribution : A2 Profit : A3 Margin of safety : A4 Fixed cost :	4.0	1.00
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Objective Question

90	90	Overhead refers to A1 Direct Expenses : A2 Capital Expenses : A3 Indirect Expenses : A4 None of these :	4.0	1.00
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Objective Question

91	91	Total investment in current assets is A1 Net Working Capital : A2 Temporary Working Capital : A3 Permanent Working Capital : A4 Gross Working Capital :	4.0	1.00
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Objective Question

92	92	The first Universal Bank in India is	4.0	1.00
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		<p>A1 IDBI Bank :</p> <p>A2 ICICI Bank :</p> <p>A3 HDFC Bank :</p> <p>A4 None of these :</p>		
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Objective Question

93	93	<p>Short-term money market instrument issued by banks is</p> <p>A1 Certificate of Deposits :</p> <p>A2 Commercial Papers :</p> <p>A3 Intercorporate Deposits :</p> <p>A4 None of these :</p>	4.0	1.00
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Objective Question

94	94	<p>If P/V is 30%, what is Variable Cost Ratio?</p> <p>A1 75% :</p> <p>A2 40% :</p> <p>A3 70% :</p> <p>A4 60% :</p>	4.0	1.00
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Objective Question

95	95	<p>Time value of money is considered in</p> <p>A1 ARR Method :</p> <p>A2 IRR Method :</p> <p>A3 Pay back Method :</p> <p>A4 None of these :</p>	4.0	1.00
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Objective Question				
96	96	Applying debt finance in the capital structure is called as	4.0	1.00
		A1 Operating leverage :		
		A2 Financial Leverage :		
		A3 Combined Leverage :		
		A4 None of these :		
Objective Question				
97	97	Analysing the deviations between actual and standard is known as	4.0	1.00
		A1 Marginal Costing :		
		A2 Budgeting :		
		A3 Standard Costing :		
		A4 None of these :		
Objective Question				
98	98	Where the net present value is zero, that rate is known as	4.0	1.00
		A1 Normal Rate of Return :		
		A2 Industrial Rate of Return :		
		A3 Average Rate of Return :		
		A4 Internal Rate of Return :		
Objective Question				
99	99	Hospitals use	4.0	1.00
		A1 Performance Budgeting :		
		A2 Zero Base Budgeting :		
		A3 Programme Budgeting :		
		A4 None of these		

		:		
Objective Question				
100	100	Accounting Equation is	4.0	1.00
		A1 Capital+Liabilities = Assets :		
		A2 Capital = Assets + Liabilities :		
		A3 Assets = Capital - Liabilities :		
		A4 None of these :		