In marketing, a flying car and an electric bike can best be called:-
- Both breakthrough innovations
- Breakthrough and incremental innovations respectively
- Both incremental innovations
- Incremental and breakthrough innovations respectively

Monopolistic competition in comparison to perfect competition ensures:
- Higher price and lower output
- Price equal to marginal cost
- Lower price and higher output
- Output at the minimum average cost

Open market operation means:
- Lending by Commercial Banks to industry and trade
- Borrowing by scheduled banks from the Central Bank
- Deposit mobilization
- Purchase and sale of Government Securities by the Central Bank

Which of the following is an opportunity for effective management in the Supply chain?
- channel assembly
- the bullwhip effect
- multistage control of replenishment
- random "pull" data

The prime cost may be considered as:
- Direct cost
- Fixed cost
- Sunk cost
Variable cost

6 of 100
178 PU_2015_117
What does discipline mean in the context of the workplace?

☐ Exercising control
☐ A system of rules designed to improve and correct behaviour through teaching or training
☐ Punishment
☐ Enforcing compliance and order

7 of 100
219 PU_2015_117
In the make-or-buy decision, one of the reasons for making is:-

☐ to reduce inventory costs
☐ to assure adequate supply in terms of quantity
☐ to obtain technical or management ability
☐ inadequate capacity

8 of 100
128 PU_2015_117
Process of Financial Planning ends with:-

☐ Comparison of Actual with Projected
☐ Preparation of Projected Statements
☐ Ordering the employees that projected figures m come true
☐ Preparation of Actual Statements

9 of 100
140 PU_2015_117
______ marketing is the targeting strategy of selling products to a small, clearly identifiable, profitable segment of a market.

☐ Segment marketing
☐ Micro marketing
☐ Niche marketing
☐ Concentrated marketing

10 of 100
101 PU_2015_117
A model containing a linear objective function and linear constraints but requiring that one or more of the decision variables take on an integer value in the final solution is called ________.

☐ A goal programming problem
☐ A multiple objective LP problem
A Service Blueprint does not include:
- Line of interaction
- Line of customers
- Line of visibility
- Line of implementation

A Wage differentials depend on the following factor / factors ____________.
- Difference in labour efficiency
- Obedience
- Social esteem
- Occupation

An organization is ____________.
- a group of individuals focused on profit-making for their shareholders
- the physical location where people work
- any collection of people who all perform similar tasks
- a deliberate arrangement of people to accomplish some specific purpose

Which of the following is a WTO procedure to promote globalisation?
- Reduction of budgetary subsidies.
- Promotion of foreign portfolio investment
- Promotion of free trade.
- Reduction in shipping costs.

In designing recruitment activities, what two central issues are addressed?
- Cost and applicant fit within organizational culture
- Methods to use to find applicants and sources to target
Cost and methods to use to find applicants
Cost and places to look for applicants

16 of 100
198 PU_2015_117
How organizations should be rewarding their employees is based:
- Is based on Herzberg theory
- On best practice
- Is arbitrary
- Is based on understanding behavioural theories

17 of 100
100 PU_2015_117
The saddle point in a payoff matrix is always the ________.
- Smallest number in its column and the smallest number in its row
- Largest number in its column and the smallest number in its row
- Largest number in its column and the largest number in its row
- Smallest number in its column and the largest number in its row

18 of 100
121 PU_2015_117
Which one of the following is NOT a key risk associated with a cost leadership oriented business strategy?
- Exclusive cost leadership can become a trap
- Obsessive cost cutting can shrink other competitive advantages involving key product attributes
- Many cost-saving activates are easily duplicated
- Cost differences seldom decline over time

19 of 100
210 PU_2015_117
__________ is the application of a set of techniques to a new product at the design stage, project concept or preliminary design when no hardware exists to ensure that bad features are not added.
- Value creation
- Value analysis
- Value engineering
- Value stream mapping

20 of 100
156 PU_2015_117
__________ _________ is a tool can be employed to forecast the effect of sales on several independent variables.
A competitive advantage that is derived from human resources is sustainable for a company when it(s):-
- uses a centralized program of close supervision
- product is intangible
- employees have some rare or specialized skill not easily copied
- has a newly-created organizational culture

All of the following factors would be listed as psychological factors that influence consumer behaviour except:-
- Learning
- Perception
- Values
- Motives

________________ is the determination of wages, benefits, and working conditions through bargaining with unions that represent public employees.
- Arbitration
- Affirmative Action
- Collective Bargaining
- Representativeness

The performance appraisal method which rates the appraisee on various parameters on a point scale is:-
- Critical Incident Method
- Bell Curve Appraisal
- Graphic Rating Sheet
- MBO Method
What is WERS?

- Work Employment Regulation Survey.
- Worker Employer Relations Survey.
- Work Employment Regular Statistics
- Workplace Employment Relations Survey.

In marketing, the diffusion of products from higher to lower socio-economic classes is called:-

- Trickle across
- Mass appeal
- Status Float
- Trickle-down

Reward management in the modern era involves:-

- Dealing solely with trade unions
- A total reward approach
- Just dealing with issues of pay
- Dealing solely with legal issues

Criticisms of training are based on the understanding that:-

- Disliked by trade unions
- The nature of work has changed and therefore it is unsuitable for the type of employees engaged
- It's linked with short-term goals
- It's an outmoded method of providing learning

Custom as a source of law:-

- Is limited in its application
- A part of ordinary law of the land
- Has unlimited application
- Is of recent origin
Which among the following is the low risk entry strategy in foreign markets?
- Export strategies
- Licensing strategies
- Strategic alliances
- Franchising strategies

Among the tools of TQM, the tool ordinarily used to aid in understanding the sequence of events through which a product travels is:
- Check sheet
- Process chart
- Taguchi map
- Pareto chart

Which of the following is not an advantage of the "few suppliers" concept?
- suppliers' willingness to participate in JIT systems
- trust
- vulnerability of trade secrets
- creation of value by allowing suppliers to have economies of scale

FMCG marketers use ___________ distribution to distribute the products.
- Channel
- Selective
- Intensive
- Retailer

What is a heuristic?
- a complicated and systematic method of decision making
- a shortcut or rule of thumb that is used for decision making
- a purely intuitive method of decision making
- a totally unreliable method of decision making
What is ‘Stagflation’?
- Inflation with growth
- Deflation with growth
- Inflation after deflations
- Inflation with depression

Which term refers to an organization's capital, workers, and patents?
- Abilities
- Core competencies
- Capabilities
- Resources

The role of __________ is more important for managers of small organizations than for managers working in large corporations.
- spokesperson
- resource allocator
- entrepreneur
- disseminator

The basic objective of financial management is:-
- maximization of shareholders' wealth
- maximization of profits
- ensuring financial discipline in the organization
- maximizing wealth

Minimum Rate of Return that a firm must earn in order to satisfy its investors, is also known as:-
- Net Profit Ratio
- Average Cost of borrowing
- Weighted Average Cost of Capital
- Average Return on Investment
The transfer of some of what are traditional internal activities and resources of a firm to outside vendors is:

- offshoring
- not allowed by the ethics code of the Supply Management Institute
- outsourcing
- a standard use of the make or buy decision

How many management functions were originally proposed by Henri Fayol?

- four: plan organize, lead, control
- ten: 3 interpersonal, 3 informational, 4 decisional
- three: plan, organize, lead
- five: plan, organize, command, coordinate, control

Market skimming as a new product pricing strategy is advisable if:

- Product's quality and image must support its higher price
- Market entry barriers are minimal
- The market is not crowded with competition
- Customers are highly price-sensitive

A multinational company that manufactures leather products employs third-country nationals (TCNs) as managers. How is the employment of TCNs advantageous to the company?

- The host countries welcome the hiring of TCNs and are more cooperative with the company
- TCNs are happy to return to their own country when they finish their assignment for the parent company
- The salary and benefit requirements for TCNs are typically lower than for PCNs
- Hiring TCNs expands the opportunities for parent-company nationals (PCNs) to gain overseas experience

_____________ pattern exists when there is no trend in data and when the mean value does not change over time.

- Cyclical
Latent demand
Historical
Seasonal demand

45 of 100
204 PU_2015_117
A disadvantage of the "few suppliers" strategy is:-
- the lack of cost savings for customers and suppliers
- possible violations of the Sherman Antitrust Act
- the high cost of changing partners
- the risk of not being ready for technological change

46 of 100
201 PU_2015_117
Vertical integration appears particularly advantageous when the organization has:-
- little experience operating an acquired vendor
- a large market share
- a very specialized product
- a very common, undifferentiated product

47 of 100
145 PU_2015_117
A group of individuals from different functional areas of an organization that makes decisions about a substantial purchase is referred to as ________________.
- Assessment team
- Buying centre
- Buying process
- Purchase influencers

48 of 100
159 PU_2015_117
*Sound sensation* store offers stereo equipments and accessories. It has a deep assortment and low prices and operated on a self-service, no-frills concept. This store is a:-
- Warehouse membership club
- Specialty store
- Factory outlet
- Discount store

49 of 100
118 PU_2015_117
Developing a vision and mission, identifying an organization’s external opportunities and threats, and determining internal strengths and weaknesses are all __________ activities.

- long-range planning
- short-range planning
- strategy-implementation
- strategy-formulation

50 of 100

The responsiveness of the demand for a good to a change in the price of another good is called _______ demand.

- Joint
- Inelastic
- Elastic
- Cross-elastic

51 of 100

What term is used to describe the process which basic goods pass through as they are transformed into goods for final consumption?

- circular flow of income
- value chain
- final delivery
- logistics

52 of 100

Which of the following is not a concern of the supply chain?

- Maintenance scheduling
- Suppliers
- Warehousing and inventory level
- Credit and cash transfers

53 of 100

How do you call the act of behaving like an entrepreneur, except within a larger organization?

- Innovative leadership
- Intrapreneurship
- Interpreneurship
- Entrepreneurship
When respondents are asked to rank-order their preferences for a new set of automobile tires in terms of their three most likely brands to be selected, this is an example of which type of scale?

- Ratio scale
- Ordinal scale
- Interval scale
- Nominal scale

The solution to many so-called ‘people problems’ is often associated with improving the effectiveness of the recruitment process by:-

- Devolving to line managers
- Careful selection of the right people for the job
- Outsourcing the HR department
- Having a robust HR department to carry out the process

The origins of Personnel Management were an outcome of:-

- The government
- Legislation relating to factory reform
- Welfare workers
- The work of nineteenth century social reformers and Quaker employers

Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization’s present products?

- Market penetration
- Horizontal diversification
- Retrenchment
- Forward integration

Which aspect of employment is fairness in the management of HR linked to?

- Reward management
- Just recruitment and selection
All aspects of HR
- Grievance and discipline

59 of 100
137 PU_2015_117
The approach to cost reduction in which components are studied to determine if they can be redesigned or standardized or made by cheaper methods of production is referred to as:-
- Cost leadership strategy
- Downsizing
- Product Value analysis
- Lean technology

60 of 100
124 PU_2015_117
Government can make globalization more 'fair' by:-
- Increasing competition
- Implementing the labour laws
- Increasing employment
- Imposing trade barriers

61 of 100
248 PU_2015_117
What term refers to the usefulness of a predictor for correctly inferring the future job behavior of applicants?
- Effectiveness
- Congruency
- Validity
- Reliability

62 of 100
246 PU_2015_117
The number of different merchandising categories within a store or department is called:-
- Categories
- Depth
- Assortment
- Breadth

63 of 100
241 PU_2015_117
Strategic Intent of an Organization should clearly spell out:-
- How will we measure the performance
The phenomenon that customers are happy to work with companies and organizations to solve problems is referred as:

- crowd-sourcing
- mass-sourcing
- communication-sourcing
- customer co-creation

The F-test is frequently used in conjunction with:

- t-test of three means
- Analysis of variance
- Chi-square analysis
- Z-test of three proportions

The theory of diffusion of ____________ suggests that every market has groups of customers who differ in their readiness and willingness to adopt a new product.

- products
- illusion
- leadership
- innovation

Which of the following is synonymous with work specialization?

- chain of command
- job discrimination
- division of labor
- job preference
Marketers attempt to reduce the demand for a product when the demand is greater than the manufacturer's ability to produce, is called:-

- Reverse marketing
- Neuro-marketing
- Synchro-marketing
- De-marketing

69 of 100
221 PU_2015_117
A chi-square test between a measure of price consciousness and a measure of brand awareness will:-

- Show if the variables are related
- Show the strength of the relationship
- Show the direction of the relationship
- Be meaningless

70 of 100
244 PU_2015_117
Which of the following do not necessarily describe the practice of Green Marketing?

- Using bio-degradable materials for making products
- Using non-polluting or eco-friendly technology
- Using alternatives to non-renewable natural resources
- Making vegetarian or agro-based products

71 of 100
226 PU_2015_117
When current income of the Government is less than its current expenditure, it is known as:-

- Primary deficit
- Revenue deficit
- Budget deficit
- Fiscal deficit

72 of 100
255 PU_2015_117
A quality loss function utilizes all of the following costs except:-

- sales cost
- inspection, warranty, and service costs
- the cost of customer dissatisfaction
- the cost of scrap and repair

73 of 100
An equal opportunities approach to fairness at work is essentially about:
- Taking a more strategic approach
- Taking a business perspective
- Having a diverse workforce
- Compliance and maintaining minimum standards

An assortment of items that the customer sees as reasonable substitutes for each other is called:-
- Category
- Variety
- Assortment
- Backup

Market risk is also known as:-
- Systematic risk or diversifiable risk
- Unsystematic risk or non-diversifiable risk
- Systematic risk or non-diversifiable risk
- Unsystematic risk or diversifiable risk

In ____________, the peak manpower requirement is minimized without extending the project completion time.
- PERT
- Resource allocation
- Network Crashing
- Resource leveling

Calculate the Degree of Total Leverage of Monica Enterprises Ltd. The information regarding the expenses, shares, and sales of the company is 10,000 units, variable cost per unit is Rs. 300 per unit, selling price per unit is Rs. 500, fixed expenses is Rs. 10,00,000, number of equity shares is 1,00,000, debt is 10,00,000 at 10% interest, preference shares dividend is 10,000 shares of Rs.100 each at 5% and tax rate 40%.
- 3.15
- 2.44
In a multiple regression equation, the coefficient of each independent variable shows:
- The effect on the dependent variable of a unit increase in the independent variable
- The amount of explained variation in \( Y \)
- The precision of the estimated value of \( Y \)

Line authority gives a manager the ability to direct the work of ________.
- any employee in the firm
- only subordinates one level down
- any subordinate, after consulting with the next higher level
- any subordinate

A simple random sample of 100 observations was taken from a large population. The sample mean and the standard deviation were determined to be 80 and 12 respectively. The standard error of the mean is ________.
- 0.80
- 1.20
- 8.00
- 0.12

Which of the following transactions reflect economic exposure but not transaction exposure?
- Interest owed on foreign funds borrowed
Interest received from foreign investments
A firm's imports/exports denominated in local currency
A firm's imports/exports denominated in foreign currency

83 of 100
268 PU_2015_117
The seller's duties according to Free Alongside Ship refer to:-
☐ To carry the goods freely
☐ To deliver the goods alongside the ship
☐ To deliver when possible
☐ To deliver when demanded

84 of 100
260 PU_2015_117
If \( n = 10 \) and \( p = 0.70 \), then the mean of the binomial distribution is ________.
☐ 7.00
☐ 14.29
☐ 0.07
☐ 1.45

85 of 100
284 PU_2015_117
Laddering is a marketing research technique that has been developed to identify links between
☐ attributes, consequences, and values
☐ attributes, consumers, and values
☐ attitudes, consequences, and values
☐ attitudes, consumers, and values

86 of 100
286 PU_2015_117
A measure of the customer's current and future opportunity value if the current level of business is
maintained over time and how much you could expand the customer's share of wallet is termed as:-
☐ Customer Potential
☐ Customer Market Share
☐ Customer Loyalty
☐ Customer Lifetime Value

87 of 100
272 PU_2015_117
In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, are called:

- conversion strategies
- strategic leverage
- Vulnerability
- strategic windows

**88 of 100**
277 PU_2015_117
A firm has Capital of Rs.10,00,000; Sales of 5,00,000; Gross Profit of Rs.2,00,000 and Expenses of Rs.1,00,000. What is the Net Profit Ratio?

- 40 %
- 10 %
- 20 %
- 50 %

**89 of 100**
294 PU_2015_117
Post-modernist ideas have impacted our understanding of the role of rationality in workplaces by recognizing:

- Employees must learn to respect management’s version of rationality at work
- One type of rationality prevails
- More than one type of rationality prevails in work organizations
- That management’s type of rationality is the only true one to exist at work

**90 of 100**
269 PU_2015_117
Under section 55 of the Indian Partnership Act, the state of goodwill after dissolution of the firm will be:

- Included in the assets
- Will not be included in the assets
- Will be treated as liability
- Will be totally ignored

**91 of 100**
299 PU_2015_117
The Johnson’s rule can be extended to 3 machines and n jobs flow shop scheduling problem, if

- four conditions are satisfied
- two conditions are satisfied
- three conditions are satisfied
any one of the two conditions is satisfied

92 of 100
295 PU_2015_117
A carpet manufacturer has delivered carpet directly to the end consumer rather than to the carpet dealer. The carpet manufacturer is practicing:-
- channel assembly
- Postponement
- direct shipping
- drop shipping

93 of 100
266 PU_2015_117
A project management team is evaluating the causes that might contribute to unsatisfactory performance and quality. Which of the following statements is not true?
- Special causes are unusual events
- Normal process variation is attributable to random causes
- A process can be optimized to limit the bandwidth of variations due to random causes
- Special causes are easier to predict and handle than random causes

94 of 100
264 PU_2015_117
Game theory assumes that players behave:-
- Emotionally
- Rationally
- Logically
- A, B, and NOT C

95 of 100
289 PU_2015_117
The type of market where a single seller dominates the entire market is referred to as:-
- Local
- Perfect
- Imperfect
- Global

96 of 100
281 PU_2015_117
The technique of *embedding* messages in advertisements which can be perceived by the subconscious human mind is called:-
- Subliminal advertising
Sensual advertising
Sublime advertising
Surrogate advertising

97 of 100
297 PU_2015_117
If the annual demand of a product is 1,000 units, the ordering cost is Rs.50 per order and the carrying cost is Rs.10 per unit per year, then the EOQ is ___________ units.

☐ 10
☐ 20
☐ 100
☐ 200

98 of 100
291 PU_2015_117
For managers, communication can't be overemphasized because ________ requires communication.

☐ planning
☐ supervising and monitoring employees
☐ decision making
☐ everything a manager does

99 of 100
273 PU_2015_117
These products and brands can shape the nature of competition in the market, set out standards relating to price, quality, speed of innovation, communications, as well as influencing the key distribution channels. This market positioning is called:-

☐ market leader
☐ market nicher
☐ market challenger
☐ market follower

100 of 100
288 PU_2015_117
Entry of laggards happens in which stage of Product Life Cycle?

☐ Introduction stage
☐ Maturity stage
☐ Decline stage
☐ Growth stage