

145 PU Ph D International Business

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The glossary is the list of:-

- References
- Subjects covered in the report
- Diagrams used in the report
- Technical terms used in the report

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The riskiest form of organization for international marketing:-

- management contracting
- exporting
- direct ownership
- joint venture

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Credits transferable by original beneficiary in favor of secondary beneficiary are known as:-

- Installment credits
- Transit credits
- Deferred credits
- Transferable credits

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Standardized international marketing plans:-

- involve decentralized control
- are sensitive to local needs
- present a uniform image
- work best when distinctive foreign markets are involved

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The Grameen Bank model is affectively used by which of the following institute?

- Education Sector
- Rural Sector
- Finance Sector

- NGOs

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Identify a factor that doesn't play an important role in attracting FDI.

- Laws, rules and regulations
- Languages
- Administrative procedures and efficiency
- Infrastructure related factors

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Which one of the following areas is related to blue revolution in Agriculture sector?

- Dairy
- Horticulture
- Aqua-culture
- Poultry

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When the change in the consumer's tastes and preferences and market structures in general occurs, termed as:-

- Market inertia
- Market drift
- Market planning
- Market change

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An organization's direction within its chosen environment and its allocation of resources is usually determined by:-

- diversification
- strategic planning
- tactics
- strategic business units

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When the exporter, expects the importer, to make the payment immediately upon the draft being presented to him is called:-

- Sight Draft

- Usance Draft
- Pay Note
- Demand draft

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The world trade organization was formed in the year _____ with GATT as its basis.

- 1994
- 1996
- 1993
- 1995

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Which of the management thinkers coined the basic fourteen elements of administration?

- Henry Fayol
- FW Taylor
- Luther Gulick & Lyndall Urwick
- MP Follette

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Theory of Mercantilism propagates:-

- Discourage exports and imports
- Encourage exports and discourage imports
- Discourage exports and encourage imports
- Encourage exports and imports

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A Most Favored nation status doesn't necessarily refer to:-

- Same tariff rates applicable
- Non-discriminatory treatment
- Uniform civil code
- Same and equal economic treatment

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Leadership roles first emerge in which of the following kinds of communication?

- interpersonal communication

- face-to-face public communication
- small group communication
- media-like cell phones and instant messenger

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Which of the following approaches is based on the assumption that there exist one or more solutions to a problem that could result in a win- win situation:-

- Distributive bargaining
- Integrative bargaining
- Collective bargaining
- Individual bargaining

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Another name for interpersonal communication is:-

- mass communication
- virtual reality
- dyadic communication
- face to face public communication

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Which of the following approaches to Human Resource Management suggests that treating employees with respect would improve employee satisfaction and help in achieving higher productivity?

- Human accounting approach
- Human relations approach
- Scientific management approach
- Human resource approach

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Which of the following is not a subsidiary part of a formal report?

- References
- Glossary
- Appendix
- Table of contents

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SBA stands for:-

- Small business adequacy
- Small business advisors
- Small business administration
- Small Business accountants

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Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?

- Majority Interest
- Merger
- Joint Venture
- Minority Interest

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General Agreement on Trade in Services will not be applicable to:-

- Transaction of goods across the border - Export Import
- Services supplied from one country to another - cross border supply
- Individuals traveling from own country to supply services in another - presence of natural persons
- Consumers/firms making use of a service in another country - consumption abroad

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B2B sector specific policy of Indian Government is:-

- FDI up to 100% subject to condition that they invest 26 % in favor of Indian Public within 5 yrs
- FDI up to 100%
- FDI up to 100% subject to condition that they invest 26% in favor of Indian Public within 10 yrs
- FDI up to 49%

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Professional culture refers to:-

- shared belief of top managers about how they should manage about themselves and their employees
- Professional ethics and culture
- Shared code of ethics and other commonalities shared by members of a give group
- shared belief of top managers about how they should manage about themselves and their employees and Shared code of ethics and other commonalities shared by members of a give group

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What are the earnings per share (EPS) for a company that earned \$ 600,000 last year in after-tax profits, has \$ 800,000 common shares outstanding and \$12 million in retained earnings at the year end?

- \$7.50
- \$0.75
- 7
- \$1000

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The responses the change depend upon the employee's _____ about the change.

- Motivation
- Attitude
- Perception
- Loyalty

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Trade Related Investment Measures (TRIMS) doesn't apply for:-

- Discouraging measures that limit a company's imports
- Measures that affect trade in goods
- Discouraging measures that limit a company's exports
- Measures that lead to restrictions in quantities

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Culture shock is:-

- a psychological reaction that can occur when overexposed to a culture different from your own
- a psychological reaction that can occur when experiencing a culture for the first time
- physiological reaction that can occur when experiencing a culture for the first time
- the honeymoon period experienced when introduced to a different way of life

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DU PONT Analysis deals with:-

- Analysis of Current Assets
- Analysis of Profit
- Analysis of Fixed Assets
- Capital Budgeting

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The process by which people try to manage or control the perceptions formed by other:-

- Group management
- Impression management
- Perceptual management
- perceptual grouping

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The term 'Caveat Emptor' means:-

- The buyer beware
- The seller beware
- Both the seller beware and the buyer beware
- The Customer beware

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ECGC stands for:-

- Export Country General Company
- Export Credit Guarantee Corporation
- Export Credit General Corporation
- Export Certificate on General Credit

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The term 'EVA' is used for:-

- Economic Value Added
- Extra Value Analysis
- Expected Value Analysis
- Engineering Value Analysis

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In selecting a target market, marketers usually:-

- create a differential advantage
- control the marketing plan
- engage in market segmentation
- determine the marketing mix

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Alpha sells a futures contract for London Pound and on the settlement date the price of London Pound is lower Alpha will have:-

- gained money on his short position
- gained money on his long position
- lost money on his short position
- lost money on his long position

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Working Capital Turnover measures the relationship of Working Capital with:-

- Fixed Assets
- Stock
- Purchases
- Sales

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Generated increased sales by neglecting quality control, production efficiency and cash flow management is:-

- Demarketing
- Under marketing
- Remarketing
- Over marketing

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Which of the following is the fourth step in the process of negotiation?

- Preparing and planning
- Clarification and justification
- Defining rules
- Bargaining and problem solving

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An attachment notation is included to remind the reader to check for additional pages of information This is typed single or double space below the reference initials Match the above statement with one of the followings:-

- Postscript
- Copy Notation

- Enclosure(s)
- Attention line

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The process whereby people tend to seek information for what they think is true and neglect the search for evidence that does not support their position is called _____.

- Groupthink
- Conflict trap
- Information share
- Confirmation trap

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Adding a security that has a low correlation to an existing portfolio will:-

- increase the overall variability of the portfolio
- ensure the portfolio achieves a good rate of return
- make the portfolio more risky
- lower the overall variability of the portfolio

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How much percentage is allowed FDI in insurance sector?

- 51%
- 49%
- 100%
- 26%

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'The process of formulating and implementing market strategies by a firm that ensures flow of need satisfying goods & services at a profit', is an approach of:-

- Straight Marketing
- System Marketing
- Micro Marketing
- Macro Marketing

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Meta marketing concept was originally used by:-

- Peter F Drucker

- Philip Kotler
- Kelly EJ
- R Meyer

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Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?

- Anatomization
- Creative Destruction
- New Business Model
- Old Business Model

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Expatriates means:-

- One who work in MNCs
- One who moved for foreign job
- One who returned from the foreign country
- One who transferred by company

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A reporting relationship in which an employee receives orders from and reports only one supervisor is known as:-

- Centralization
- Line of authority
- Unity of direction
- Unity of command

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The Forward exchange rate is:-

- the rate today for exchange one currency for another at a specific location on a specific future date
- the rate today for exchange one currency for another at a specific location for immediate delivery
- the rate today for exchange one currency for another at a specific future date
- the rate today for exchange one currency for another for immediate delivery

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Written Summary of a business meeting is called:-

- Motion
- Minutes
- Circular
- Agenda

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Which of the following was an early key management idea, pre dating the work of Frederick Taylor and Max Weber:-

- Work Specialization
- Rule by the office
- Differential piece rate system
- Classical management theory

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Who has given four basic elements of marketing mix?

- M.C Carthy
- Philip Kotler
- N.H Bordon
- Peter F Drucker

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Which activity is a central aspect of the definition of marketing?

- Selling
- Advertising
- The exchange process
- Buying

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The estimated benefits from a project are expressed as cash flows instead of income flows because:-

- this is required by the Internal Revenue Service
- this is required by the Securities and Exchange Commission
- it is simpler to calculate cash flows than income flows
- it is cash, not accounting income, that is central to the firm's capital budgeting decision

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Dividend Payout Ratio is:-

- DPS÷EPS
- Pref Dividend÷Equity Dividend
- PAT÷Capital
- Pref Dividend÷PAT

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Which of the following was the key aim of scientific management?

- To develop time and motion studies
- To increase productivity
- To decrease absenteeism
- To increase the worker control of production

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The best way to measure adherence to the objectives of money managers and the financial needs of investors is:-

- to calculate the total returns on the portfolios that they manage
- to calculate the capital gains that the portfolio has achieved
- to calculate the dividend income that the portfolio has achieved
- to evaluate the risk exposure that the fund manager has accepted

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Select the CORRECT sequence of organization behavior modification process:-

- Identify, Measure, Intervene, Analyze and Evaluate
- Analyze, Measure, Identify , Intervene and Evaluate and Identify, Measure, Intervene, Analyze and Evaluate
- Analyze, Measure, Identify , Intervene and Evaluate
- Identify, Measure, Analyze, Intervene and Evaluate

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As a part of WTO guidelines, Agreement on Agriculture (AOA) doesn't consider:-

- Domestic policies which directly effect on production and trade have to be cut back
- Direct payments to farmers are permitted
- Indirect assistance and support to farmers including R & D support by govt are not permitted
- Least developed countries do not need to make any cuts

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"Make in India" Scheme meant for:-

- To Boost IT and ITES Services Exports
- To Boost Agricultural sector Exports
- To Boost Services sector Exports
- To Boost Manufacturing Sector Exports

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Net Profit Ratio Signifies:-

- Profit for Lenders
- Liquidity Position
- Operational Profitability
- Big-term Solvency

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Net Interest income is:-

- Total interest earned on advances and investment
- Interest earned on advances
- Interest earned on investments
- Difference between interest earned and interest paid

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Conflict is inevitable in any organization, however there are three ways to solve the conflict. Who said this?

- MP Follett
- Elton Mayo
- Douglas McGregor
- FW Taylor

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A bank suffers loss due to adverse market movement of a security The security was however held beyond the defeasance period What is the type of the risk that the bank has suffered?

- Credit Risk
- Market Liquidation Risk
- Operational Risk

- Market Risk

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With Sales of \$480million and an initial cash balance of \$ 22million, calculate the cash turnover ratio for Mac Ltd:-

- 19
- 24.11
- 22.33
- 21.81

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223 PU_2016_145_M

Which of the following connectionist theories is used in associating an unconditioned stimulus with a conditioned one to get a response which is conditioned?

- Classical conditioning
- Negative conditioning
- Instrumental conditioning
- Cognitive conditioning

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Suppose that a firm uses equity costing 13 per cent and debt costing 10 per cent. If the proportions in which equity and debt are used are respectively 55 per cent and 70 per cent, its WACC will be:-

- 7%
- 13%
- 7.15%
- 14.15%

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When it is considered important by a firm, marketing is:-

- the recipient of line authority
- equated with sales
- controlled by a production vice-president
- given staff status

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Victor Vroom's expectancy theory of motivation is based on the formula: Motivation = E x I x V. The I stands for _____ and V stands for _____.

- Instrumentality; value

- Inventory; valence
- Innovation; victory
- Instrumentality; valence

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Which one is NOT TRUE about bonds?

- bondholders do not have right to share in firm's profit
- if bond prices decrease, bond yields would increase
- a bond is a fixed income security as it offers a fixed annual percentage return no matter which year it is purchased
- when interest rates rise, bond holders will suffer a loss (in value of securities they own)

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Financial intermediaries:-

- include insurance companies and pension funds
- include the national and regional stock exchanges
- are usually underwriting syndicates
- do not invest in new long-term securities

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228 PU_2016_145_M

The most effective approach to the uncontrollable factor in the marketing environment is:-

- continuous monitoring of their effects
- constantly reorganizing the marketing organization
- the practice of marketing myopia
- insulating the marketing plan from them

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Who developed the concept of MBO?

- Peter Drucker
- Herzberg
- Maslow
- Herbert Simon

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If an investment banker has agreed to sell a new issue of securities on a best-efforts basis, the issue:-

- most likely involves a well-established, large company
- most likely involves bonds instead of common stock
- most likely involves an unusually large stock offering
- results in no assumption of underwriting risk by the investment banker

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The _____ agreement makes settlement payment when LIBOR is less than the striking rate of the agreement.

- Floor
- Cap
- Collar
- Swap

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The possible rate of return for a portfolio for an investment is shown below:-

Probability	Possible rate of return
0.25	0.09
0.25	0.11
0.25	0.13
0.25	0.16

The expected rate of return for the investment is:-

- 3.25%
- 2.25%
- 4%
- 12.25%

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The following information is available for Deek Instrumental Company:-

Earnings per share =Rs 5.00

Rate of return required by shareholders = 16 per cent

Assuming that the Gordon valuation model holds, what rate of return should be earned on investments to ensure that the market price is Rs 50 when the dividend payout is 40 per cent?

- 20 per cent
- 22 per cent
- 18 per cent
- 12 per cent

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Which researcher coined the term "groupthink"?

- Irving Janis
- Leon Festinger
- Norman Triplett
- Irwin Yalom

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Under Herzberg's two factor approach, motivation comes from factors to the work itself, such as recognition:-

- External
- Beyond
- Intrinsic
- Extrinsic

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Market Orchestration is the technique of selecting:-

- Concentrated marketing
- Additional segmentation
- Product Integration
- Marketing-Mix

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Factors/Forces which directly affect the market operation ability of the company are:-

- Semi-controllable
- Controllable
- Uncontrollable
- Fully controllable

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If one event is unaffected by the outcome of another event, the two events are said to be:-

- Dependent
- Mutually exclusive
- Independent

- Mutually inclusive

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Forecasting determines organizational:-

- Performance
- Budget
- Feedback
- Objectives and Policies

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265 PU_2016_145_D

They maintain friendly, pleasant relations with you, regardless, whether you agree with them or not Good communicators command your respect and goodwill You are willing to work with them again, despite their differences:-

Match the above statement with one of the followings.

- Congeniality
- Credibility
- Precision
- Control

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AIDA plan stands for:-

- Authority, Interest, Disclose, Accuracy
- Accuracy, Internal, Diction, Attention
- Attention, Interest, Desire, Action
- Action, Interest, Desire, Authority

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While writing and presenting your Thesis or Dissertation, you go through many stages First stage is:-

- Writing the Research Paper
- Thinking about It
- Preparing the Proposal
- Making an outline

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If you are citing a work done by three to five authors what will be the proper way to refer them?

- Kernis, Cornell, Sun, Berry & Harlow, 1993

- Kernis and Cornel, Sun and Berry and Harlow 1993
- Kernis and Cornell, Sun, Berry, & Harlow, 1993
- Kernis, Cornell, and Sun, and Berry, & Harlow 1993

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A large increase in oil prices, such as the ones occurring in 1973 and 1979, will cause:-

- recession and disinflation
- inflation and expansion
- expansion and deflation
- inflation and recession

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Managers need effective communication skills to perform the following roles:-

- Impersonal
- Personal
- Interpersonal
- Decisional

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Attributes that have a positive connotation in our culture tend to be positively related to group productivity. They include:-

- Sociability
- Dominance
- Convention
- Authoritarianism

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Technical accuracy of language means:-

- Direct narrative
- Active Voice
- Correctness of grammar, spelling and punctuation
- Simplicity

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The activity which occurs when the new venture is started is called:-

- Business Skills
- Goal orientation
- Motivation
- Departure point

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When we judge someone on the basis of our perception of the group to which he or she belongs, we are using the shortcut called:-

- Grouping
- Contrasting
- Categorizing
- Stereotyping

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Which organization has released a report titled "Women at Work: Trends 2016"?

- OECD
- International Labour Organization (ILO)
- United Nations Development Programme (UNDP)
- World Bank

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The entrepreneur was distinguished from capital provider in:-

- Middle ages
- 19th and 20th Century
- 17th Century
- 18th Century

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When your text says that interpersonal communication can be thought of as a constellation of behaviors, it means that:-

- interpersonal communication is not a constellation of behaviors
- It is important to understand the joint actions people perform when they are together,
- It is important to understand how people label and evaluate relationships
- It is important to understand the opposing forces that pull communicators in different directions

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Who wrote Management and Moral?

- Roethliberger
- Taylor
- Riggs
- Lynda Gratton

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F.W.Taylor stress for:-

- Selecting right people for the job
- Effective supervision
- Unity of Command
- Division of Labour

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275 PU_2016_145_D

Assume that a Chi-square test is to be performed on a contingency table with four rows and four columns. How many degrees of freedom should be used?

- 6
- 16
- 8
- 9

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A cover letter is normally written by the:-

- CEO
- reader
- report writer
- top management

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The Human Relations Theory rejects:-

- Formal institutionalization
- Informal functioning
- People
- Human Motivation