

SECTION 1 - SECTION 1

Question No.1

ISO 9000 seeks standardization in terms of:

- Procedures to manage Quality
- Suppliers' specification
- Production Procedures
- Products

Question No.2

Advertorial is:

- Paid form of advertisement
- Sales promotion
- Publicity
- Public relations

Question No.3

DAGMAR was proposed by:

- Ramasamy
- Philip Kotler
- Russell Colley
- Peter Hechst

Question No.4

What kind of organizational structure combines a vertical chain of command with horizontal reporting requirements?

- Line Authority
- Matrix
- Quality Circle
- Functional

Question No.5

What is margin of safety?

- The amount of sales in total costs.
- The amount of sales above the fixed cost

- The amount of sales below the break-even point.
- The amount of sales above the break-even point

Question No.6

The concept of total quality control i.e that quality must be attended to at all stages of the industrial cycle and throughout the organization is the creation of which of the following pioneers?

- Joseph M Juran
- W.Edward Deming
- Genichi Taguchi
- Arnald Feigenbaum

Question No.7

Which of the following is a difference between merchant middlemen and agent middlemen?

- Merchant middlemen sell products directly to the consumer.
- Agent middlemen acquire ownership of the products they sell, while merchant middlemen do not.
- Merchant middlemen acquire ownership of the products they sell, while agent middlemen do not.
- Agent middlemen have no control over production processes.

Question No.8

The integrated internationalization of markets and corporations is called

- Nationalization
- Globalization
- Normalization
- Economic Integration

Question No.9

Which of the following is true regarding value engineering?

- Value engineering occurs only after the product is selected and designed
- Value engineering is same as value analysis
- Value engineering can save substantial amounts of product cost, but quality suffers
- Value engineering is oriented towards improvement of design

Question No.10

“Poka – Yoke” is the Japanese term for

- Continuous Improvement
- Just – in – Time Production
- Mistake Proofing
- A Visual Card

Question No.11

Pareto rule is also known as:

- 80:20 Rule
- 60:40 Rule
- 90:10 Rule
- 70:30 Rule

Question No.12

Which management concept suggests that low-importance decisions be handled by subordinates, so that managers can focus on high-importance decisions?

- Exclusionary Management
- Management By Exception
- Management By Objective
- Inclusionary Management

Question No.13

Which itemized rating scale takes longer to complete than other itemized rating scales because respondents have to read each statement?

- Semantic differential scale
- Stapel scale
- Likert scale
- Continuous rating scale

Question No.14

Cost minimization is an appropriate strategy in which stage of product life cycle?

- Introduction
- Growth
- Maturity
- Decline

Question No.15

A sample mean is a _____ estimate and we do not know how close it is to the population mean

- Point
- Confidence
- Sample
- Distribution

Question No.16

_____ price is set at a level that will permit the company to achieve a desired market share and sales volume and used for reducing a product cost over its entire life cycle

- Penetration
- Target
- Skimming
- Discretionary

Question No.17

Which of the following statements regarding Gantt chart is true?

- Gantt charts are expensive
- Gantt charts give a time line and precedence relationships for each activity of a project
- Gantt charts use the four standard spines of Methods, Materials, Manpower and Machinery
- Gantt charts are visual devices that show the duration of activities in a project

Question No.18

“Fortune at the bottom of the Pyramid” was written by:

- YLR Murthy
- CK Prahlad
- Henry Foyal
- Peter Drucker

Question No.19

The call-option value of a callable bond is likely to be high when

- interest rates are high but expected to remain high
- interest rates are low but expected to remain high

- markets are inefficient
- interest rates are volatile

Question No.20

Which of the determinants of service quality involves having the customer is best interests at heart?

- Responsiveness
- Courtesy
- Tangibles
- Credibility

Question No.21

Total Quality Management emphasizes

- A system where strong managers are the only decision makers.
- The responsibility of the Quality Control Staff to identify and solve all quality – related problems
- A process where mostly statisticians get involved
- A commitment to quality that goes beyond internal company issues to suppliers and customers

Question No.22

Which of the following is a subjective forecasting technique?

- Time series
- Delphi technique
- Moving Averages
- Periodic review

Question No.23

ABC Industries has a debt-to-equity ratio of 1.6 compared with the industry average of 1.3. This means that the company

- will not experience any difficulty with its creditors
- has less liquidity than other firms in the industry
- has greater than average financial risk when compared to other firms in its industry
- will be viewed as having high creditworthiness

Question No.24

Project Shakti was the pioneering concept by:

- TCS
- ITC
- Wipro
- HUL

Question No.25

Assignable causes

- Are also referred as “Chance” causes
- Are causes of variation that can be identified and removed
- Are not as important as natural causes
- Are within the limits of a control chart

Question No.26

Which of the following quality control tools helps in pin-pointing the exact points at which errors have crept in?

- Histogram
- Control charts
- Scatter diagram
- Flow chart

Question No.27

An information system that supports the planning and assessment needs of executive management is

- TPS
- ERP
- DSS
- TRP

Question No.28

In TQM, “Make things work the way they are supposed to work” is:

- Atarimae hinshitsu
- Miryokuteki hinshitsu
- Kansei
- Kaizen

Question No.29

Pixel means:

- Self-creating image proposition
- Part of a paintable display
- Smallest part of a picture display
- Largest part of a picture display

Question No.30

When two parties attempt to resolve a dispute with the assistance of an objective third party, it is called:

- Arbitration
- Negotiation
- Mediation
- Conciliation

Question No.31

Which of the objectives below would best represent conclusive research?

- Determine cause and effect relationships
- Test specific hypotheses and examine relationship
- Provide insights and understanding
- Describe market characteristics or functions.

Question No.32

The term maquiladora is most synonymous with:

- Area that do not meet standards for work place safety and pollution
- Home – based industry
- Free trade zones
- Chinese forced labour campus

Question No.33

Which of the following information is not required for an inventory database?

- Color
- Manufacturer's ID number
- Price
- Acquisition date

Question No.34

Strategic planning with in a small organization:

Should always be formalized and explicitly stated.

-
- May be in formal and irregular
- Must be elaborate to allow for future growth
- Should be done by the CEO only

Question No.35

The type of lease that includes a third party, a lender, is called a(n):.

- Operating lease
- Sale and leaseback
- Direct leasing arrangement
- Leveraging lease

Question No.36

A manager wants to build 3σ control limit for a process. The target value for the mean of the process is 10 units, and the standard deviation of the process is 6. If

- 8 and 12
- 12 and 8
- 16 and 4
- 4 and 16

Question No.37

_____ requires no data entry of any kind until a finished product is completed.

- Trail blazing
- Back flushing
- Inventory control systems
- Traditional accounting systems

Question No.38

The purpose of an \bar{x} chart is to determine whether there has been a

- Change in the percent defective in a sample
- Change in the central tendency of the process output
- Gain or Loss in uniformity
- Change in the number of defects in a sample

Question No.39

The process improvement techniques that sorts the “Vital few” from the “Trivial many” is

- Taguchi analysis
- Bench Marking
- Deming analysis
- Pareto analysis

Question No.40



The actual average observed time for a given job is 10 minutes. The performance rating is 80% and allowances are set by contract at 10%. What is the standard time?

- 8.88 min
- 10 min
- 19.0 min
- 8.80 min

Question No.41



The measure of how efficiently the assets resources are employed by the firm is called

- Leverage ratio
- Liquidity ratio
- Productivity ratio
- Activity ratio

Question No.42



The market segmentation where buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product :

- Demographic
- Behavioural
- Geographic
- Psychographic

Question No.43



VDU means:

- Vector display unit
- Video deployment unit
- Video display unit
- Visual display unit

Question No.44

The degree of competition in industrial environment is highly influenced by?

- Threat of new entrant and substitute
- All the stakeholders
- Bargaining power of suppliers and buyers
- Bargaining of buyers and threat of substitute

Question No.45

Your business makes shoes, and you want to introduce a new line. Your assessment of the market tells you that you shouldn't charge more than Rs.1660 per pair. If you desire a markup of 25 percent over cost, then you must be able to produce each pair for less than 25 percent of your final price. This method of pricing is called:

- Target costing
- Marginal pricing
- Mark up pricing
- Cost plus pricing

Question No.46

The EOQ determines:

- The point at which the sum of carrying costs and ordering costs is maximized
- The point at which carrying costs equal ordering costs
- The relevant inventory flow for a particular time period
- The point at which a company should reorder

Question No.47

The simplest technique for scheduling of tasks and tracking the progress is

- CPM
- TRIAL
- Gantt Chart
- PERT

Question No.48

Which of the following is a scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one – to – one correspondence between the numbers and the objects.

- Ratio scale

- Ordinal scale
- Nominal scale
- Interval Scale

Question No.49

Which of the following layouts generally has the best machine utilization?

- Process – Oriented layout
- Repetitive and product – oriented layout
- Fixed – position layout
- Product – oriented layout

Question No.50

The opening vignette on Washington mutual indicates that, as the Washington mutual experience shows, successful marketers are the ones that fully;

- Diversify their product line
- Satisfy their customers
- Understand promotional strategy
- Understand the sales concept.

Question No.51

The internet is the fastest method of obtaining data from a large number of respondents. There are many reasons for this speed. Which of the following is NOT one of those reasons?

- The speed with which the incentive is sent
- The speed with which the questionnaire can be created
- The speed with which the data are returned
- The speed with which the questionnaire is distributed to respondents

Question No.52

Job rotation is an example of:

- Job scheduling
- Job enlargement
- Job Training
- Job enrichment

Question No.53

When an organization is evaluating its strategic position, which is NOT one of

the strategic questions that an organization generally may ask itself?

- Where is the organization now?
- If the evaluation is negative, what specific actions should management take?
- If no changes are made, where will the organization be in one year?
- Are we on target to hit our financial objectives next year?

Question No.54

The dividend payout ratio is equivalent to:

- dividends per share divided by par value per share
- dividends per share divided by current price per share
- the dividend yield plus the capital gains yield
- dividends per share divided by earnings per share

Question No.55

Which is the factor that cannot be the part of micro environment?

- Suppliers and employees
- Shareholders
- Competitors and customers
- Technological and social factors

Question No.56

The process of entering all transactions from the journal to ledger is called

- Accounting
- Entry
- Posting
- Ledgering

Question No.57

A derivative is a financial instrument or contract that settles at a

- Trade date
- Future date
- Past two dates
- Current date

Question No.58

With reference to cultural and ethical issues, the NTO has:

- Succeeded in providing equal protection of intellectual property among nations
- Eliminated slave labour and child labour
- Phased out all trade and trade barriers between the U.S and Mexico
- Made progress in providing equal protection of intellectual property among nations

Question No.59

The person most responsible for popularizing interchangeable parts in manufacturing was

- Eli whitney
- Henry Ford
- Lilian Gilberth
- F.W.Taylor

Question No.60

An accounting system wherein the operations are broken down into cost centers controllable by a foreman, sales manager, or supervisor, is known as:

- Budgetary accounting
- Responsibility accounting
- Control accounting
- Allocated cost accounting

Question No.61

The first step in the marketing research is to:

- Consultations
- Define the problem and Research objectives
- Analyze the internal environment
- Develop a research plan

Question No.62

The statistical process control chart used to control the defects per unit of output is the

- \bar{x} – charts
- C – chart
- P – chart
- R – chart

Question No.63

Your client wishes to purchase a hundred personal computers and ten printers. Which of the following actions should you take first?

- Do a request for quotation (RFQ)
- Check the available standing offers
- Check telephone directories
- Send the client to an electronics store

Question No.64

Organisational culture is seen to have tremendous impact on all but one of the following:

- Productivity
- Commitment to distinctive ideology
- Performance
- Motivation

Question No.65

Net working capital refers to:

- total assets minus current liabilities
- total assets minus fixed assets
- current assets minus inventories
- current assets minus current liabilities

Question No.66

RF technology means:

- Ratio Frequency
- Ratio Forward
- Radio Frequency
- Radio Forward

Question No.67

Which of the following will more likely locate near their customers?

- An aluminium manufacturer
- A medical clinic
- An insurance company Head quarters
- An automobile manufacturer

Question No.68

In a modern exchange economy, all of the following markets are likely to exist EXCEPT:

- Consumer Market
- Resource Market
- Class Market
- Government Market

Question No.69

Demand is variable; customisation is normal; and the customer may seek a change of service. For which type of service do these issues make scheduling particularly difficult?

- Self service
- Personal
- Professional
- Indirect

Question No.70

The ability of an organization to produce goods or services that have some uniqueness in their characteristics is:

- Time – based competition
- Competing on differentiation
- Mass production
- Competing on productivity

Question No.71

One of the elements of ergonomics is

- Allocating work time based on economic studies
- The cost justification of technology
- Designing tools and machines that facilitate human work
- The establishment of time standards

Question No.72

Which of the following lets an organization get the right goods and services to the place they are needed at the right time, in the proper quantity and at an acceptable cost?

- Total quality management (TQM)
- Customer relationship management (CRM)

- Material requirements planning (MRP)
- Supply Chain Management (SCM)

Question No.73

The inventory which is dependent on alternative modes of transportation is known as

- Safety inventory
- Pipeline inventory
- Cycle inventory
- Seasonal inventory

Question No.74

The discount rate at which two projects have identical _____ is referred to as Fisher's rate of intersection

- Profitability index
- Net Present value
- Present value
- Internal rate of return

Question No.75

Charles Revson of Revlon observed "In the factory, we make cosmetics; in the store _____."

- We implement ads
- We challenge competitors furnishings
- We make profits
- We sell hope

Question No.76

_____ varies inversely with profitability:

- Assets
- Beta
- Liquidity
- Risk

Question No.77

What is the more formal term for what is known as 'Plan B'?

- Master plan

- Crisis plan
- Convergence plan
- Contingency plan

Question No.78

A quality loss function utilizes all of the following cost except

- The cost of scrap and repair
- The cost of customer dissatisfaction
- Sales costs
- Inspection, warranty, and service costs

Question No.79

What is the name given to the economic policy of using government spending and taxes to influence short-run levels of GDP?

- Classical economics
- Keynesian monetary policy
- Keynesian fiscal policy
- Fiscal responsibility

Question No.80

In BCG Matrix, what is the label of the Vertical axis?

- Market growth rate
- Relative market share
- Industry growth rate
- Business strength

Question No.81

Which of the following distribution is used in PERT to calculate the expected duration?

- Binomial
- Beta
- Normal
- Gaussian

Question No.82

“KAIZEN” is a Japanese term meaning

- A foolproof mechanism

- Just – in – Time (JIT)
- Setting standards
- Continuous improvement

Question No.83

Which leadership theory suggests that management style should adapt itself to changing circumstances?

- Participatory Theory
- Autocratic Theory
- Contingency Theory
- Permissive Theory

Question No.84

Rising promotion costs and shrinking profit margins are the results of:

- Heightened Competition
- Globalization
- Changing Technology
- Privatization

Question No.85

Canada, the United States, and Mexico are affiliated economically under which trade alliance?

- CAFTA
- EU
- NAFTA
- ASEAN

Question No.86

If EOQ = 360 units, order costs are Rs.5 per order, and carrying costs are 20 paise per unit, what is the usage in units?

- 18720
- 2592
- 129600
- 4596

Question No.87

India's first model e-governance city is

- Chennai
- Banglaore
- Hyderabad
- Vadodara

Question No.88

The Myers-Briggs Type Indicator (MBTI) is based on the theories proposed by:

- John Bradshaw
- Sigmund Freud
- Carl Jung
- Abraham Maslow

Question No.89

Which of the following is NOT among the ethical and social challenges facing operations managers?

- Maintaining a clean environment
- Honoring Community Commitments
- Increasing Executive pay
- Developing safe quality products

Question No.90

NUF means:

- Non Urban Family
- New Urban Fiat
- Non Urban Follower
- New Urban Family

Question No.91

When the purchasing role is further broadened to become a more strategic, value adding operation, this is referred to as;

- Sellers orientation
- Routine orientation
- Supply chain orientation
- Buying orientation

Question No.92

Focus groups can be used to address substantive issues such as:

- Generating new ideas about older products
- Interpreting previously obtained quantitative results
- Developing an approach to a problem
- Defining a problem more precisely

Question No.93

To increase the trail of a local brand curry powder from 7 % to 12% of companies target group by March 2019". Which type of objective is above statement?

- Growth
- Profitability
- Survival
- Promotional

Question No.94

Which one not the part of Kurt Lewin three step models for change implementation?

- Unfreezing
- Driving
- Refreezing
- Movement

Question No.95

"Quality is free" meaning that the cost of poor quality have been understated is the work of

- Frank Giberth
- Philip.B.Crosby
- Joseph.Juran
- Lillian Gilberth

Question No.96

Which of the following refers to an extraneous variable attributable to the improper assignment of test units to treatment conditions.

- Instrumentation
- Selection bias
- Interactive testing effect
- Statistical regression

Question No.97

Forfeiting most closely resembles

- Counter trade
- Netting
- Re invoicing
- Export factoring

Question No.98

Activity D on a CPM network has predecessors B and C, and has successor F. D has duration 6. B's earliest finish is 18, while C's is 20. F's late start is 26.

Which of the following is true?

- B is a critical activity
- D has no slack but is not critical
- D is critical, and has zero slack
- C is completed before B

Question No.99

In an organization if the manager once determines policy, program's and limitations for action and the entire process is entrusting to the subordinates for execution, then the leadership style is called?

- Benevolent autocrat
- Laissez faire
- Participative leadership
- Dominant leadership

Question No.100

The ability of corporation to shift from one dominant strategy to another is called.

- Chaos formulation
- Strategy Implementation
- Logical incrementalism
- Strategic flexibility