

Mid

Quiz by Attiq Kundi

SUBSCRIBE [“Knowledge For Us”](#) **ON YOU TUBE**

100 % CORRECT MCSQ

AND Many MoRe

MGT-211

QUIZ FILE

SPRING 2021

Which of the following is NOT an aspect to purchase a franchise business?

Select the correct option

- a) **Attractive Location**
- b) High profitability
- c) Independency
- d) Well known customer base

2) Which of the following is not an example of non-profit making organization?

Select the correct option

- a) NGO's
- b) Trusts
- c) Cooperative societies
- d) **Partnership**

3) Statutory meeting is held by which of the following companies?

Select the correct option

- a) Every public company limited by shares
- b) Every public company limited by guarantee
- c) Every private company converted into a public company
- d) **All of the given options**

4) Which of the following is an example of genetic industry?

Select the correct option

- a) Sugar mill
- b) **Poultry Farms**
- c) Textile industries
- d) None of the given options

5) Sole proprietorship always enjoys:

Select the correct option

- a) Limited liability
- b) **100% of profit after tax**
- c) 100% of profit before tax
- d) All of the given options

6) A statutory report must be sent to every member of the company at least ____ days before the meeting is to be held.

Select the correct option

- a) **21 days**
- b) 30 days
- c) 45 days
- d) 51 days

7) The members of a cooperative society have ____ liability.

Select the correct option

- a) Joint
- b) **Limited**
- c) Unlimited
- d) Joint and Several

8) A major advantage of the cooperative form of organization is:

Select the correct option

- a) Reduction of double taxation
- b) **Limited owner liability**
- c) Legal restrictions
- d) Ease of organization

9) Which of the following is not the part of Partnership Deed?

Select the correct option

- a) Name of the business
- b) Capital of the business
- c) **Salaries of the partners**
- d) Rights of the partners

10) When international trade restricts due to safety, which one of the following barriers exists?

Select the correct option

- a) Political system
- b) Tariff
- c) **Laws**
- d) Subsidies

11) In which type of business, there is easiest dissolution?

Select the correct option

- a) **SOLE PROPRIETORSHIP**
- b) PARTNERSHIP
- c) JOINT STOCK COMPANY
- d) None of the given options

12) Which of the following is NOT an attribute of sole proprietor ship business?

Select the correct option

- a) Easy startup
- b) **Profit sharing**
- c) Limited capital requirements
- d) Unlimited liability

13) Business benefits the people by providing them

Select the correct option

- a) **Large number of services**
- b) Less number of services
- c) Environmental pollution
- d) Sub standard goods

14) Profit distributed among shareholders is called ____

Select the correct option

- a) Retained earning
- b) **Dividend**
- c) Debenture
- d) All of given options

15) Certificate of Commencement is issued by the:

Select the correct option

- a) Promoters
- b) Board of directors
- c) CEO of the company
- d) **Registrar of the companies**

16) Statutory report must be send to the shareholder before meeting that is certified by at least:

Select the correct option

- a) 2 directors including CEO
- b) **3 directors including CEO**
- c) 5 directors including CEO
- d) 7 directors including CEO

17) ____ generally has unlimited liability.

Select the correct option

- a) A shareholder in a public company
- b) A shareholder in a private company
- c) A director having share capital
- d) **The owner of a sole proprietorship**

18) A market survey is important because it tells you:

Select the correct option

- a) How many & what types of people are shopping at a store
- b) What the customer will buy
- c) How much the customer will pay for the product
- d) **All of the given option**

19) On which of the following dates Companies Ordinance came into force?

Select the correct option

- a) January 1, 1981
- b) January 1, 1984
- c) **January 1, 1985**
- d) January 1, 1983

20) The term tariff, as used in international trade, refers to:

Select the correct option

- a) The price of goods when they leave the producing country
- b) **A tax on imports**
- c) A limit on the quantity of a good that can be imported into a country
- d) A government payment to encourage exports

21) Which is first stage in the formation of Joint Stock Company?

Select the correct option

- a) Commencement Stage
- b) Incorporation stage
- c) Capital subscription stage
- d) **Promotion stage**

22) A cooperative society is formed by the people ____ for self-help through mutual help.

Select the correct option

- a) Having extra resources
- b) **Of limited means**
- c) Having government jobs only
- d) Running business only

23) Two or more organization combine together and form a new organization.

Select the correct option

- a) Joint venture
- b) **Merger**
- c) Strategic alliance
- d) All of given options

24) Those countries where people are earning below US \$765 are known as:

Select the correct option

- a) Middle income countries
- b) **Low income countries**
- c) High income countries
- d) None of the given options

25) The sale of products and services via internet is fall under the:

Select the correct option

- a) **E-commerce**
- b) Online shopping
- c) Real time trading
- d) Outwards trading

26) Formation of ____ is very lengthy, very complicated and very technical job?

Select the correct option

- a) Partnership
- b) **Joint stock company**
- c) Sole proprietorship
- d) None of the given option

27) First director are usually named in the ____

Select the correct option

- a) Memorandum of Association
- b) **Articles of Association**
- c) Prospectus
- d) None of the given options

28) ____ meeting is the first meeting after commencement of business.

Select the correct option

- a) **Annual general meeting**
- b) Extra ordinary general meeting
- c) Monthly meeting
- d) None of the given option

29) The country becomes a ____ when the value of exports exceeds than value of imports in the balance of trade

Select the correct option

- a) Debtor
- b) Borrower
- c) Creditor
- d) **Defaulter**

30) A sole proprietorship business may have:

Select the correct option

- a) One owner & one worker
- b) Single owner and many workers
- c) Direct dealing with customer
- d) **All of the given options**

[HomeSOLVED-QUIZ-1](#)MGT211 Quiz 1 Answers - Introduction to Business Solved Quizes

MGT211 Quiz 1 Answers - Introduction to Business Solved Quizes

VU Answer May 23, 2021

MGT211 Quiz 1 Solution

MGT211 QUIZ 1 ANSWER

A Solved Quiz of MGT211 Subjects. Get Easy to Prepare Your Quiz and See Answer of MGT211 Quiz 1 2021 on this post. Introduction to Bussiness Subject Quizzes with their Solved Answers.

MGT211 QUIZ 1 SOLVED

1) Which of the following is NOT an aspect to purchase a franchise business?

Select the correct option

- a) **Attractive Location**
- b) High profitability
- c) Independency
- d) Well known customer base

2) Which of the following is not an example of non-profit making organization?

Select the correct option

- a) NGO's
- b) Trusts
- c) Cooperative societies
- d) **Partnership**

3) Statutory meeting is held by which of the following companies?

Select the correct option

- a) Every public company limited by shares
- b) Every public company limited by guarantee
- c) Every private company converted into a public company
- d) **All of the given options**

4) Which of the following is an example of genetic industry?

Select the correct option

- a) Sugar mill
- b) **Poultry Farms**
- c) Textile industries
- d) None of the given options

5) Sole proprietorship always enjoys:

Select the correct option

- a) Limited liability
- b) 100% of profit after tax**
- c) 100% of profit before tax
- d) All of the given options

6) A statutory report must be sent to every member of the company at least _____ days before the meeting is to be held.

Select the correct option

a) **21 days**

b) 30 days

c) 45 days

d) 51 days

7) The members of a cooperative society have _____ liability.

Select the correct option

a) Joint

b) **Limited**

c) Unlimited

d) Joint and Several

8) A major advantage of the cooperative form of organization is:

Select the correct option

a) Reduction of double taxation

b) **Limited owner liability**

c) Legal restrictions

d) Ease of organization

9) Which of the following is not the part of Partnership Deed?

Select the correct option

a) Name of the business

b) Capital of the business

c) **Salaries of the partners**

d) Rights of the partners

10) When international trade restricts due to safety, which one of the following barriers exists?

Select the correct option

a) Political system

b) Tariff

c) **Laws**

d) Subsidies

11) In which type of business, there is easiest dissolution?

Select the correct option

a) **SOLE PROPRIETORSHIP**

b) PARTNERSHIP

c) JOINT STOCK COMPANY

d) None of the given options

12) Which of the following is NOT an attribute of sole proprietor ship business?

Select the correct option

a) Easy startup

b) **Profit sharing**

c) Limited capital requirements

d) Unlimited liability

13) Business benefits the people by providing them

Select the correct option

a) **Large number of services**

- b) Less number of services
- c) Environmental pollution
- d) Sub standard goods

14) Profit distributed among shareholders is called

Select the correct option

- a) Retained earning
- b) Dividend**
- c) Debenture
- d) All of given options

15) Certificate of Commencement is issued by the:

Select the correct option

- a) Promoters
- b) Board of directors
- c) CEO of the company
- d) Registrar of the companies**

16) Statutory report must be send to the shareholder before meeting that is certified by at least:

Select the correct option

- a) 2 directors including CEO
- b) 3 directors including CEO**
- c) 5 directors including CEO
- d) 7 directors including CEO

17) _____ generally has unlimited liability.

Select the correct option

- a) A shareholder in a public company
- b) A shareholder in a private company
- c) A director having share capital
- d) **The owner of a sole proprietorship**

18) A market survey is important because it tells you:

Select the correct option

- a) How many & what types of people are shopping at a store
- b) What the customer will buy
- c) How much the customer will pay for the product
- d) **All of the given option**

19) On which of the following dates Companies Ordinance came into force?

Select the correct option

- a) January 1, 1981
- b) January 1, 1984
- c) **January 1, 1985**
- d) January 1, 1983

20) The term tariff, as used in international trade, refers to:

Select the correct option

- a) The price of goods when they leave the producing country
- b) **A tax on imports**
- c) A limit on the quantity of a good that can be imported into a country
- d) A government payment to encourage exports

21) Which is first stage in the formation of Joint Stock Company?

Select the correct option

- a) Commencement Stage
- b) Incorporation stage
- c) Capital subscription stage
- d) **Promotion stage**

22) A cooperative society is formed by the people _____ for self-help through mutual help.

Select the correct option

- a) Having extra resources
- b) **Of limited means**
- c) Having government jobs only
- d) Running business only

23) Two or more organization combine together and form a new organization.

Select the correct option

- a) Joint venture
- b) **Merger**
- c) Strategic alliance
- d) All of given options

24) Those countries where people are earning below US \$765 are known as:

Select the correct option

- a) Middle income countries
- b) **Low income countries**
- c) High income countries
- d) None of the given options

25) The sale of products and services via internet is fall under the:

Select the correct option

- a) **E-commerce**
- b) Online shopping
- c) Real time trading
- d) Outwards trading

26) Formation of _____ is very lengthy, very complicated and very technical job?

Select the correct option

- a) Partnership
- b) **Joint stock company**
- c) Sole proprietorship
- d) None of the given option

27) First director are usually named in the _____

Select the correct option

- a) Memorandum of Association
- b) **Articles of Association**
- c) Prospectus
- d) None of the given options

28) _____ meeting is the first meeting after commencement of business.

Select the correct option

- a) **Annual general meeting**
- b) Extra ordinary general meeting
- c) Monthly meeting
- d) None of the given option

29) The country becomes a _____ when the value of exports exceeds than value of imports in the balance of trade

Select the correct option

- a) Debtor
- b) Borrower
- c) Creditor
- d) **Defaulter**

30) A sole proprietorship business may have:

Select the correct option

- a) One owner & one worker
- b) Single owner and many workers
- c) Direct dealing with customer
- d) **All of the given options**

. Which of the following business type has longest life time?

- A. Sole proprietorship
- B. Partnership
- C. Joint stock company
- D. All of the given options

Joint stock company.

2. Election of the Board of Directors is done by Shareholders.

- A. Through special resolution
- B. In annual general meeting
- C. In Special meeting
- D. In statutory meeting

3. Which of the following business type, has to pay double taxes to the government?

- A. Sole proprietorship
- B. Partnership
- C. **Joint stock company**
- D. Cooperative Societies

Joint stock company.

4. _____ includes the rules and regulations, necessary to manage the internal affairs of the company.

- A. Memorandum of Association
- B. Article of Association
- C. Prospectus

D. All of the given option
Article of Association.

5. General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in _____.

- A. Charter of Company
- B. Article of Association

C. Prospectus

D. None of the given option
Prospectus.

6. To call the extraordinary meeting, how many days' notice is required?

- A. 21 days
 - B. 15 days
 - C. 07 days
 - D. 30 days
- 21 days.

7. According to Section 305 of Companies Ordinance, a company may wound up by court under which of the following circumstances:

- A. Statutory Declaration
 - B. Fails to submit statutory report
 - C. Expiry of Period
 - D. Appointment of Liquidators
- Fails to submit statutory report.

8. Which of the following is the source of acquiring of redeemable capital?

- A. Modarba Certificate
 - B. Debentures
 - C. Participation Term Certificates
 - D. All of the given option
- Participation Term Certificates.

9. Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:

- A. Reserve capital Correct
 - B. Un-Issued Capital
 - C. Un-Called up Capital
 - D. All of the given option
- Reserve capital .

10. The following person cannot make a petition to the court to get an order for winding up of a company.

- A. Petition by debtor
 - B. Petition by creditor
 - C. Petition by contributory
 - D. All of the above
- Petition by debtor.

Introduction to business MGT211 MCQs

1) Which of the following business type has longest life time?

1. Sole proprietorship
 2. Partnership
 3. **Joint stock company**
 4. All of the given options
- 2) Election of the Board of Directors is done by Shareholders.
1. Through special resolution
 2. **In annual general meeting**
 3. In Special meeting
 4. In statutory meeting
- 3) Which of the following business type, has to pay double taxes to the government?
1. Sole proprietorship
 2. Partnership
 3. **Joint stock company**
 4. Cooperative Societies
- 4) _____ includes the rules and regulations, necessary to manage the internal affairs of the company.
1. Memorandum of Association
 2. **Article of Association**
 3. Prospectus
 4. All of the given option
- 5) General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in _____.
1. Charter of Company
 2. Article of Association
 3. **Prospectus**
 4. None of the given option
- 6) To call the extraordinary meeting, how many days' notice is required?
1. **21 days**
 2. 15 days
 3. 07 days
 4. 30 days

- 7) According to Section 305 of Companies Ordinance, a company may wound up **by court** under which of the following circumstances:
1. Statutory Declaration
 2. **Fails to submit statutory report**
 3. Expiry of Period
 4. Appointment of Liquidators
- 8) Which of the following is the source of acquiring of redeemable capital?
1. Modarba Certificate
 2. Debentures
 3. **Participation Term Certificates**
 4. All of the given option
- 9) Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:
1. **Reserve capital**
 2. Un-Issued Capital
 3. Un-Called up Capital
 4. All of the given option
- 10) The following person cannot make a petition to the court to get an order for winding up of a company.
1. **Petition by debtor**
 2. Petition by creditor
 3. Petition by contributory
 4. All of the above
- 1) Which of the following is the disadvantage of modified schedules and alternative workplace?
- a. Freedom in professional and personal life
 - b. More Job satisfaction
 - c. **Complicated coordination**
 - d. Suitable for self starter who require little direct supervision
- 2) Among different managerial styles, which of the following allows most rapid decision making?
- a. **Autocratic styles**
 - b. Democratic styles
 - c. Free rein style

- d. None of the given option
- 3) _____ is the process of motivating others to work to meet specific objectives.
- a. **Leadership**
 - b. Motivation
 - c. Free rein style
 - d. Democratic style
- 4) Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?
- a. Participative Management and Empowerment
 - b. **Management by Objectives (MBO)**
 - c. Reinforcement/ Behavior Modification Theory
 - d. None of the given option
- 5) The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:
- a. Organization Policies
 - b. Product Policies
 - c. Management Structure
 - d. **All of the given option**
- 6) A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:
- a. Marketing Mix
 - b. **Advertising objective**
 - c. Market segmentation
 - d. Marketing process
- 7) Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.
- a. **Market segmentation**
 - b. Marketing Mix

- c. Marketing Penetration
 - d. Marketing control
- 8) The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:
- a. **Marketing Environment**
 - b. Market segmentation
 - c. Marketing Mix
 - d. Marketing Penetration
- 9) The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.
- a. Market segmentation
 - b. **Marketing Mix**
 - c. Marketing Penetration
 - d. Marketing Environment
- 10) Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:
- a. **Substitute product competition**
 - b. Brand competition
 - c. International competition:
 - d. Market competition
- 11) Physical distribution is a channel to make availability of _____ from producer to consumer.
- a. **Finished goods**
 - b. Work in process
 - c. Raw material
 - d. All of the given option
- 12) Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:
- a. Persuasive advertising
 - b. Comparative advertising
 - c. **Informative advertising**
 - d. Reminder advertising
 - e. None of the given options

- 13) A _____ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.
- a. **Pull strategy**
 - b. Push strategy
 - c. Persuasive advertising
 - d. Sales Promotion
- 14) _____ includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.
- a. **Warehousing cost**
 - b. Transportation cost
 - c. Distribution cost
 - d. Manufacturing cost
- 15) Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:
- a. Order Processing
 - b. **Creative Selling**
 - c. Missionary Selling
 - d. None of the given option
- 16) Consumer promotion aimed at the _____ and Trade promotion aimed at wholesalers and retailers.
- a. **Final consumer**
 - b. Retailer
 - c. Wholesalers
 - d. All of the given options
- 17) In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.
- a. **Trade Shows**
 - b. Contests
 - c. Cross-promotion
 - d. Special-event sponsorship
- 18) _____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.
- a. **Total quality management (TQM)**
 - b. Promotion strategy
 - c. Sales promotion
 - d. Management by objective (MBO)
- 19) A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.
- a. Public relation

- b. Trade Promotion
- c. **Publicity**
- d. Consumer Promotion

20) Advertising strategy that tries to keep a product's name in the consumer's mind.

- a. Persuasive advertising
- b. Comparative advertising
- c. Informative advertising
- d. **Reminder advertising**

21) A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

- a) 10%
- b) 15%
- c) 40%
- d) 80%

22) Components of Business Plan include all of the following except

- a) Marketing Component
- b) Administrative Component
- c) External Component
- d) Financial Component

3) An agreement between two parties in which one party possess the rights to the other party is

- a) Partnership
- b) Strategic Alliance
- c) Joint venture
- d) Franchising

4) The shareholders elect the Board of Directors in the

- a) Through special resolution

- b) In annual general meeting
 - c) In Special meeting
 - d) In statutory meeting
- 5)** Portion of the undistributed profit transferred to which of the following?
- a) General Reserve
 - b) Retained Earning
 - c) Appropriation account
 - d) All of the given options
- 6)** Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?
- a) Charter of Company
 - b) Article of Association
 - c) Prospectus
 - d) None of the given option
- 7)** A joint stock company may be wound up voluntarily in which of the following way:
- a) Expiry of Period
 - b) Fails to submit statutory report
 - c) Fails to start its business within one year from the date of incorporation
 - d) All of the following
- 8)** Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:
- a) Debt
 - b) Equity
 - c) None of the above
 - d) All of the given option

9) Cooperative Societies are not formed for:

- a) The serving of the orphans and widows
- b) The help of poor people
- c) For the earning of profit
- d) Social welfare

10) Which of the following is the source of acquiring of redeemable capital?

- a) Mudarbah Certificate
- b) Debentures
- c) Participation Term Certificates
- d) All of the given option

Q# 1:

Which one of the following statements about marketing is inaccurate?

- a) The growing number of products in all categories has made it easier for marketers to capture the attention of customers.
- b) Marketing has to do with persuading customers a product meets their needs.
- c) The mass market has fragmented into many different groups of customers.
- d) Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.

Q# 2:

The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is called _____.

- a) Marketing
- b) Business vision
- c) Product development
- d) Customer relationship management

Q# 3:

_____ is the typical sequence of changes in demand for a product that occurs over time.

- a) The business vision statement
- b) The product life cycle

- c) Marketing research
- d) A customer-oriented approach

Q# 4:

All of the following except _____ are considered to be correct statements about marketing research.

- a) It is a systematic search for information about customers' needs and how those needs differ
- b) Marketing research is geared to uncover unmet consumer needs
- c) With market research, the chance product development will be able to create a product consumers want to buy increases
- d) Marketing research provides an inexpensive method for tracking consumer behavior

Q#5:

When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its _____.

- a) Market differentiation
- b) Market mission
- c) Market segment
- d) Marketing plan

Q#6:

_____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

- a) Marketing mix
- b) Product mix
- c) Product differentiation
- d) Product positioning

Q# 7:

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

- a) Sales promotion
- b) Public relations
- c) Personal selling
- d) Advertising

Q# 8:

The specific method a company uses to sell and deliver its products to customers is known as its _____.

- a) Retail intermediaries

- b) Direct distribution
- c) Distribution mix
- d) Distribution channel

Q# 9:

Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

- a) Independent wholesalers
- b) Direct distribution
- c) Company-owned distributors
- d) Retail distributors

Q# 10:

The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

- a) Missionary selling
- b) Licensed distribution
- c) Distribution mix
- d) Distribution channel

Q# 11:

All of the following choices represent one of the four types of utility except:

- a) Time
- b) Form
- c) Loyalty
- d) Ownership

Q# 12:

The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

- a) Production
- b) Sales
- c) Marketing
- d) Relationship

Q# 13:

The marketing concept is:

- a) Companywide consumer orientation with the objective of achieving the maximum amount of profits.
- b) Long-run success page.

- c) Largest market share.
- d) Highest paid staff.

Q# 14:

_____ involves long-term, value-added relationships developed over time with customers and suppliers:

- a) Relationship Marketing
- b) Marketing Era Marketing
- c) Consumer Marketing
- d) Exchange Marketing

Q# 15:

An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

- a) Sales process
- b) Exchange process
- c) Relationship process
- d) Production process

1. An enterprise that provides products or services that customers desire is a / an:
 - a. institution
 - b. market
 - c. agency
 - d. business
2. The different types of stakeholders involved in a business include all of the following except:
 - a. owners
 - b. creditors
 - c. couriers
 - d. employees
3. A certificate of ownership of a business is a:
 - a. bond
 - b. stock
 - c. mutual fund
 - d. contract
4. The following are possible forms of business ownership except:
 - a. proprietorship
 - b. partnership
 - c. bureaucracy
 - d. corporation

5. Partners have unlimited liability in a:
- a. general partnership
 - b. corporation
 - c. limited partnership
 - d. cooperative
- 1) An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is a :
- a. franchise
 - b. joint venture
 - c. distribution
 - d. cartel
6. A firm's _____ is measured by its stock price, which can be negatively affected by unethical business practices:
- a. bond rating
 - b. risk
 - c. value
 - d. return on investment
7. _____ conditions reflect the overall performance of the nation's economy.
- a. microeconomic
 - b. multieconomic
 - c. macroeconomic
 - d. all of the given options
8. The primary purpose of an industry business environmental assessment is to determine the:
- a. economic growth
 - b. degree of competition
 - c. inflation rate
 - d. population growth
9. The function of business responsible for the efficient use of employees and other resources (such as machinery) is:
- a. finance
 - b. marketing
 - c. production
 - d. management

1. If firms wish to avoid hiring during a temporary increase in production, they can offer _____ to existing employees.
 - a. overtime
 - b. training
 - c. affirmative action
 - d. orientation program
 2. _____ are employees hired on something other than a full-time basis to supplement an organization's permanent workforce.
 - a. Contingent Workers
 - b. Knowledge workers
 - c. Diverse workforce
 - d. None of the given options
 3. Group of individuals working together to achieve shared job-related goals, such as higher pay, shorter working hours, more job security, greater benefits, or better working conditions is a:
 - a. Labor Union
 - b. Informal organization
 - c. Team
 - d. Trade union
 4. Since they are closer to the production process, first line managers use their _____ skills more frequently.
 - a. conceptual
 - b. interpersonal
 - c. managerial
 - d. technical
 5. Which of the following allows employees to set their own goals and determine the manner in which they accomplish their tasks?
 - a. equity theory
 - b. management by objectives
 - c. theory X
 - d. theory Y
- Q 1. All of the following are key factors that influence consumer preferences and the size of target market except:
- a. social values
 - b. anthropology
 - c. geography
 - d. demographics

- Q 2. Cameras, clothes, and household items are examples of products that exist in:
- a. industrial markets
 - b. business markets
 - c. consumer markets
 - d. government markets
- Q 3. To develop new ideas for expanding their product lines, many firms have recently increased their investment in:
- a. research and development
 - b. production facilities
 - c. distribution facilities
 - d. inventory control
- Q 4. Products that are not branded by the producer or retailer are called:
- a. national brands
 - b. store brands
 - c. obsolete brands
 - d. generic brands
- Q 5. Managers typically attempt to set a price that will maximize a firm's:
- a. value
 - b. production
 - c. advertising
 - d. promotion

- Q 6. The manner by which a firm's products are made accessible to its customers is determined by its:
- advertising strategies
 - product decisions
 - pricing strategies
 - distribution decisions
- Q 7. Marketing intermediaries that match buyers and sellers of products without becoming owners of the products themselves are known as:
- single-service marketers
 - agents
 - stockers
 - mediators
- Q 8. All of the following are methods of promotion except:
- target marketing
 - personal selling
 - sales promotion
 - public relations
- Q 9. The type of advertising that is used for grocery products such as cereals, peanuts, cooking oil, and tea is:
- institutional advertising
 - the push strategy
 - reminder advertising
 - public relations advertising
- Q 10. Which of the following sales promotion strategies provide a gift or prize to consumers who purchase a specific product?
- pull
 - push
 - sampling
 - premiums
- Q1. A _____ represents a series of tasks in which resources are used to produce a product or service.
- Production process
 - Layout chart
 - Venn diagram
 - Organizational chart
- Q2. The act of setting time periods for each task in the process is called:
- Routing
 - Scheduling
 - Dispatching
 - None of the given options

Q3. A system that uses computers and telecommunication technology to share information across the organizational boundaries is known as _____ system.

- a. Gate-keeping
- b. Broadband
- c. Inter-organizational
- d. Internal information

Q4. Through _____, firms achieve a lower average cost by producing large volume.

- a. Inventory management
- b. Economies of scale
- c. De-integration
- d. Effective marketing

Q5. _____ is the management, technological, and production operations performed by the organization to convert inputs to outputs.

- a. Systems theory
- b. Entropy
- c. Synergy
- d. Transformation process

Q6. Comparing an organization's processes and products to the world's best and then matching or exceeding that quality is called:

- a. Benchmarking
- b. Quality assurance
- c. Continuous improvement process
- d. Total quality management

Q7. The heart of a computer is its:

- a. Power unit
- b. Central processing unit
- c. Random access memory
- d. Hard drive

Q8. In typical network architecture, workstations are connected to a _____, which is a machine that stores and provides access to centralized data.

- a. Main-frame
- b. Stand-alone computer
- c. File server
- d. Main-board

Q9. The exchange and comprehension of information is:

- a. Communication
- b. Promotion
- c. Posture
- d. Facial expression

Q10. Modems, printers, keyboards, monitors, and scanners are examples of computer _____.

- a. Core components
- b. Externalities
- c. Peripherals
- d. Serial interfaces

1) Which of the following is excluded from factors that can affect the business?

- Demographic Factors
- Economic factors Act of God
- None of the above

2) The function of business in which business man tries to find new techniques of production is

- Accounting

Management Function

Innovation

Quality improvement

3) If Trade Receipts are greater than Trade Payments then Balance of Payments is _____

Favorable

Unfavorable

Deficit

None of the above

4) Which of the following is excluded from the advantages of Sole Proprietorship?

Direct relationship with customers

Unlimited Liability

Easy transfer of Ownership

Entire Profit

5) Which of the following is an advantage of sole proprietorship?

Longest life

Availability of sufficient Capital

Direct contact with customer and workers
Separate Legal Entity

6) Which of the following is not among the benefits of Partnership Firm?

- Satisfaction of Partners
- Lack of Secrecy Moral
- Promotion Minority
- Protection

7) In partnership deed the profit & loss is distributed among the partners by the following ratio.

- 50:50
- As per percentage of Capital invested
- As per agreed ratio in Partnership deed
- 25:75

8) The company may raise its capital through which of the following sources:

- By Issuing Shares
- By Issuing Debentures
- By Savings
- All of the given options

9) Advantages of cooperative societies does not include

- Equal distribution of wealth
- Interference of Government
- No Monopoly
- Open Membership

10) WTO was organized on _____

- July 15, 1998
- January 01, 1990
- August 25, 1995
- January 01, 1995

1. A major disadvantage of corporate organization is Double Taxation of dividend

Inability of the firm to large sum of additional capital

- Limited liability of share holders
- Limited life of Cooperate firm

2. It is difficult to transfer to right of ownership is

Sole proprietor ship

Partner ship

All of given options

None of given options

3. Wages are paid for

Long term

Short term

All of given options

None of given options

4. Pakistan is exporting

Sports Item

Agriculture Product

Textile Product

All of given options

5. Managers have _____ type of skills

2

3

4

5

6. The process of attracting the people for job

Recruitment

Special skills

Supervision

Job Specification

7. What is the method of on job

training? Lectures

Vestibule

Videos

None of given options

8. The liability of a sole trader is _____

limited Only to his investment in the business

Limited to the total resources of the business

Unlimited

Not defined

9. Genetic industry

means Canal

Sugar mill

Poultry

Agriculture

10. The first stage Evolution business is?

Industry revolution

Globalization

Entrepreneurship

Marketing era

Question No: 1 (Marks: 1) - Please choose one

When entrepreneurs establish a business, they must first decide on the form of:

? Partnership

? Ownership

? Expansion

? Organization

Question No: 2 (Marks: 1) - Please choose one

Generally, in a limited partnership:

? All partners have limited liability.

? The partners exist for a limited time period.

? The limited partners do not participate in management of the company.

? Not more than 75 partners may invest in the company at one time.

Question No: 3 (Marks: 1) - Please choose one

The “leading” function of management should be conducted in a manner that is consistent with firm’s:

? Competition

? Strategic plan

? Industry demand

? Labor union

Question No: 4 (Marks: 1) - Please choose one

The skills managers use to understand the relationships among the various tasks of the firm are:

? Interpersonal skills

? Technical skills

? Decision making skills

? Conceptual skills

Question No: 5 (Marks: 1) - Please choose one

The four functions of management:

? Must be enacted in the proper sequence

? Must be integrated

- ? Are stand alone, independent functions
- ? Can not be performed by one individual

Question No: 6 (Marks: 1) - Please choose one

Social interaction and acceptance by others are examples of:

- ? Physiological needs
- ? Safety needs
- ? Affiliation needs
- ? Esteem needs

Question No: 7 (Marks: 1) - Please choose one

When firms delegate more authority to their employees, this strategy is referred to as:

- ? Empowerment
- ? Merit system
- ? Hygiene theory
- ? Equity system

Question No: 8 (Marks: 1) - Please choose one

The process used to determine the tasks and the necessary credentials for a particular position is referred to as:

- ? Job analysis
- ? Job screening
- ? Job evaluation
- ? Human resource planning

Question No: 9 (Marks: 1) - Please choose one

A _____ is an assignment to a higher level job with more responsibility and greater pay.

- ? Transfer
- ? Lateral assignment
- ? Appraisal
- ? Promotion

Question No: 10 (Marks: 1) - Please choose one

Products purchased by companies to produce other products are:

- ? Consumer Goods
- ? Industrial Goods
- ? Services
- ? Inventory

1.

People in business and government face important ethical issues and decisions.

Only in the United States

Primarily in capitalist countries

Primarily in communist countries

In many different countries around the world

2. Following are the advantages of cooperative society except:

Increase in employment

Lack of profit incentive

Friendly relation

Easy formation

3. _____ refers to the standards of moral behavior.

Legality

Loyalty

Integrity

Ethics

4. Which of the following is included in job specification?

Working environment

Experience

Job title

Job location

5. Which of the following is included in economic factors?

Religion

Value system

Norms

Exchange rate

6. Wages are paid for :

Short term period

Long term period

All of the given options

None of the given options

7. The first stage in Evolution of business is:

Industrial revolution

Marketing Era

Entrepreneurship

Globalization

8. Which of the following statements about franchising is true?

Franchising is a type of corporate system.

Franchising is used to achieve coordination at successive stages of production

Franchising is a type of administered vertical marketing system.

Franchising is the most visible variation of contractual systems

9. The liability of a sole trader is:

Limited only to his investment in the business

Limited to the total resources of the business

Unlimited

Not defined

10. Which of the following is not an example of non-profit making organization?

NGO's

Trusts

Cooperative societies

Partnership

11. First directors are usually named in the _____

Memorandum of Association

Articles of Association

Prospectus

None of the above

12. Barriers to international trade include:

Social and cultural differences

Political and legal differences

Economic differences

All of the given options

13. The first stage in Evolution of business is:

Industrial revolution

Marketing Era

Entrepreneurship

Globalization

14. Political and legal barriers to trade include:

Tariffs

Quotas

All of the given options

None of the given options

15. Which of the following is not the disadvantage of cooperative society?

Lack of secrecy

No profit incentive

Untrained supervision

Protection of mutual interest

16. A statutory report must be sent to every member of the company at least _____ days before the meeting is to be held.

21 days

30 days

45 days

51 days

17. A market survey is important because it tells you:

How many & what types of people are shopping at a store.

Tells you what the customer will buy.

Tells you how much the customer will pay for the product.

All of the above.

18. A market survey is important because it tells you:

How many & what types of people are shopping at a store.

Tells you what the customer will buy.

Tells you how much the customer will pay for the product.

All of the above.

19. Barriers to international trade include:

Social and cultural differences

Political and legal differences

Economic differences

All of the given options

20. Which of the following is NOT a core function of management?

Planning

Organizing

Motivating

Leading

21. In-----industry, raw material is converted into some goods finished or semi finished:

Manufacturing

Constructive

Genetic

Extractive

22. A major advantage of the corporate form of organization is:

Reduction of double taxation.

Limited owner liability.

Legal restrictions.

Ease of organization

23. The formation of ____ does not require any legal formality like registration.

Sole proprietorship

Company

Cooperative society

Partnership

24. Compared to licensing, franchising is a more advantageous entry mode because:

It generates economies of scale in marketing to international customers.

It offers greater control.

It is low-risk and low-cost.

Of all the above

25. ____ population size is included in

Economic factors

Demographic factors

Legal factors

Technological

26. Which of the following is excluded from factors that can affect the business?

Demographic Factors

Economic and social factors

Natural factors

None of the above

27. Components of Business Plan include all of the following except:

- e) Marketing Component
- f) Administrative Component
- g) External Component
- d) Financial Component

28. An agreement between two parties in which one party possess the rights to the other party is:

- e) Partnership
- f) Strategic Alliance
- g) Joint venture
- d] Franchising

29. Many organizations provide guidelines of behavior to employees through a code of:

- a) Cartel arrangements
- b) Kickback agreements
- c) Production manuals
- d) Responsibility and ethics

30. A firm can charge a higher price without losing its customers if it does not have much:

- a) Production
- b) Competition
- c) Advertising
- d) Industry demand

31. A distribution channel represents the path of a product from a producer to:

- a) Retailer
- b) Wholesaler
- c) Consumer
- d) Manufacturer

32. Process by which a company analyzes a competitor's products to identify desirable improvements is:

- a) Competitive product analysis
- b) Value-Added Analysis
- c) Statistical Process Control
- d) Quality/Cost Studies

33. Spreadsheets, database and word processing software are all types of:

- a) Operating systems
- b) Utility programs
- c) Application software
- d) Firmware

34. Which of the following is the most important determinant of a firm's value?

- a) Earnings
- b) Debt
- c) Liabilities
- d) Liquidity

35. How funds are obtained and invested by the firm is determined by the:

- a) Finance function
- b) Marketing function
- c) Organizing function
- d) Accounting function

36. _____ is used to cover long-term expenses such as assets.

- a) Line of Credit
- b) Debt Financing
- c) Preferred Stock
- d) Financial Management

37. _____ is the range of workers' attitudes, values, and behaviors that differ by gender, race, and ethnicity.

- a) Knowledge Worker
- b) Labor Markets
- c) Contingent Worker
- d) Workforce Diversity

38. An increase in the general level of prices of products over a specified period of time is called:

- a) Inflation
- b) Gross domestic product
- c) Disinflation
- d) Equilibrium

a. Which of the following business type has longest life time?

Sole proprietorship

Partnership

Joint stock company All

of the given options

- b. Election of the Board of Directors is done by
Shareholders. Through special resolution
In annual general meeting
In Special meeting
In statutory meeting
- c. Which of the following business type, has to pay double taxes to the government?
Sole proprietorship
Partnership
Joint stock company
Cooperative Societies
- d. _____ includes the rules and regulations, necessary to manage the internal affairs of the company.
Memorandum of Association
Article of Association
Prospectus
All of the given option
- e. General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in _____.
Charter of Company
Article of Association
Prospectus
None of the given option
- f. To call the extraordinary meeting, how many days' notice is required?
21 days
15 days
07 days
30 days
- g. According to Section 305 of Companies Ordinance, a company may wound up by court under which of the following circumstances:
Statutory Declaration
Fails to submit statutory report
Expiry of Period
Appointment of Liquidators
- h. Which of the following is the source of acquiring of redeemable capital? Modarba Certificate
Debentures
Participation Term Certificates
All of the given option
- i. Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:
Reserve capital
Un-Issued Capital
Un-Called up Capital
All of the given option
- j. The following person cannot make a petition to the court to get an order for winding up of a company.
Petition by debtor
Petition by creditor

Petition by contributory

All of the above

Sr. #	Questions	Correct answer
1	Many organizations provide guidelines of behavior to employees through a code of: e) Cartel arrangements f) Kickback agreements g) Production manuals h) Responsibility and ethics	
2	A firm can charge a higher price without loosing its customers if it does not have much: e) Production f) Competition g) Advertising h) Industry demand	
3	A distribution channel represents the path of a product from a producer to: e) Retailer f) Wholesaler g) Consumer h) Manufacturer	
4	Process by which a company analyzes a competitor's products to identify desirable improvements is: e) Competitive product analysis f) Value-Added Analysis g) Statistical Process Control h) Quality/Cost Studies	
5	Spreadsheets, database and word processing software are all types of: e) Operating systems f) Utility programs	

	g) Application software h) Firmware	
6	Which of the following is the most important determinant of a firm's value? a) Earnings b) Debt c) Liabilities d) Liquidity	
7	How funds are obtained and invested by the firm is determined by the: d) Finance function e) Marketing function f) Organizing function g) Accounting function	
8	_____ is used to cover long-term expenses such as assets. e) Line of Credit f) Debt Financing g) Preferred Stock h) Financial Management	
9	_____ is the range of workers' attitudes, values, and behaviors that differ by gender, race, and ethnicity. e) Knowledge Worker f) Labor Markets g) Contingent Worker h) Workforce Diversity	
10	An increase in the general level of prices of products over a specified period of time is called:	

	e) Inflation f) Gross domestic product g) Disinflation h) Equilibrium	
--	--	--

MGT211 Introduction To Business More than 200 MCQs
For Preparation of Midterm Exam

Question No: 1 Which of the following business type has longest life time? Sole proprietorship Partnership

Joint stock company All of the given options

Question No: 2 Election of the Board of Directors is done by Shareholders.

Through special resolution **In annual general meeting**

In Special meeting In statutory meeting

Question No: 3 Which of the following business type, has to pay double taxes to the government?

Sole proprietorship Partnership

Joint stock company Cooperative Societies

Question No: 4 _____ includes the rules and regulations, necessary to manage the internal affairs of the company.

Memorandum of Association **Article of Association**

Prospectus All of the given option

Question No: 5 General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in _____.

Charter of Company Article of Association

Prospectus None of the given option

Question No: 6 To call the extraordinary meeting, how many days' notice is required?

21 days 15 days 07 days 30 days

Question No: 7 According to Section 305 of Companies Ordinance, a company may wound up **by court** under which of the following circumstances:

Statutory Declaration

Fails to submit statutory report

Expiry of Period

Appointment of Liquidators

Question No: 8 Which of the following is the source of acquiring of redeemable capital?

Modarba Certificate

Debentures

Participation Term Certificates

All of the given option

Question No: 9 Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:

Reserve capital

Un-Issued Capital

Un-Called up Capital

All of the given option

Question No: 10 The following person cannot make a petition to the court to get an order for winding up of a company.

Petition by debtor

Petition by creditor

Petition by contributory

All of the above

Question No: 11 Which of the following is the disadvantage of modified schedules and alternative workplace?

Freedom in professional and personal life

More Job satisfaction

Complicated coordination

Suitable for self starter who require little direct supervision

Question No: 12 Among different managerial styles, which of the following allows most rapid decision making?

Autocratic styles

Democratic styles

Free rein style

None of the given option

Question No: 13 _____ is the process of motivating others to work to meet specific objectives.

Leadership

Motivation

Free rein style

Democratic style

Question No: 14 Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?

Participative Management and Empowerment

Management by Objectives (MBO)

Reinforcement/Behavior Modification Theory

None of the given option

Question No: 15 The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:

Organization Policies

Product Policies

Management Structure

All of the given option

Question No: 16 A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

Marketing Mix

Advertising objective

Market segmentation

Marketing process

Question No: 17 Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

Market segmentation

Marketing Mix

Marketing Penetration

Marketing control

Question No: 18 The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

Marketing Environment

Market segmentation

Marketing Mix

Marketing Penetration

Question No: 19 The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Market segmentation

Marketing Mix

Marketing Penetration

Marketing Environment

Question No: 20 Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

Substitute product competition

Brand competition

International competition:

Market competition

Question No: 21 Physical distribution is a channel to make availability of _____ from producer to consumer.

Finished goods

Raw material

Work in process

All of the given option

Question No: 22 Advertising strategies often depend on the product life cycle stage.

Example in case of introductory stage, which of the following advertising strategy is used:

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

None of the given options

Question No: 23 _____ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

Pull strategy

Push strategy

Persuasive advertising

Sales Promotion

Question No: 24 _____ includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.

Warehousing cost

Transportation cost

Distribution cost

Manufacturing cost

Question No: 25 Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

Order Processing

Creative Selling

Missionary Selling

None of the given option

Question No: 26 Consumer promotion aimed at the _____ and Trade promotion aimed at wholesalers and retailers.

Final consumer

Retailer

Wholesalers

All of the given options

Question No: 27 In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

Trade Shows

Contests

Cross-promotion

Special-event sponsorship

Question No: 28 _____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.

Total quality management (TQM)

Promotion strategy Sales

promotion

Management by objective (MBO)

Question No: 29 A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

Public relation

Trade Promotion

Publicity

Consumer

Promotion

Question No: 30 Advertising strategy that tries to keep a product's name in the consumer's mind.

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

Question No: 31 Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

10%

15%

40%

80%

Question No: 32 Components of Business Plan include all of the following except:

Marketing Component

Administrative Component

External Component

Financial Component

Question No: 33 An agreement between two parties in which one party possess the rights to the other party is:

Partnership

Strategic Alliance

Joint venture

Franchising

Question No: 34 The shareholders elect the Board of Directors in the Through special resolution In annual general meeting

In Special meeting

In statutory meeting

Question No: 35 Portion of the undistributed profit transferred to which of the following?

General Reserve

Retained Earning

Appropriation account

All of the given options

Question No: 36 Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

Charter of Company

Article of Association

Prospectus

None of the given option

Question No: 37 A joint stock company may be wound up voluntarily in which of the following way:

Expiry of Period

Fails to submit statutory report

Fails to start its business within one year from the date of incorporation All of the following

Question No: 38 Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:

Debt

Equity

None of the above

All of the given option

Question No: 39 Cooperative Societies are not formed for:

The serving of the orphans and widows

The help of poor people For

the earning of profit

Social welfare

Question No: 40 Which one of the following statements about marketing is inaccurate?

(The growing number of products in all categories has made it easier for marketers to capture the attention of customers.)

(Marketing has to do with persuading customers a product meets their needs.)

(The mass market has fragmented into many different groups of customers.) (Marketing

is an organizational function and a set of processes for creating, communicating, and

delivering value to customers.)

Question No: 41 The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is called_____.

Marketing

Business vision

Product development

Customer relationship management

Question No: 42 _____is the typical sequence of changes in demand for a product that occurs over time.

The business vision statement
research

The product life cycle Marketing
A customer-oriented approach

Question No: 43 All of the following except _____ are considered to be correct statements about marketing research.

(It is a systematic search for information about customers' needs and how those needs differ)

(Marketing research is geared to uncover unmet consumer needs) (With market research, the chance product development will be able to create a product consumers want to buy increases)

(Marketing research provides an inexpensive method for tracking consumer behavior)

Question No:44 When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its _____.

Market differentiation

Market mission

Market segment

Marketing plan

Question No: 45 _____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

Marketing mix
differentiation

Product mix Product
Product positioning

Question No: 46 Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Sales promotion

Public relations

Personal selling

Advertising

Question No: 47 The specific method a company uses to sell and deliver its products to customers is known as its _____.

Retail intermediaries

Direct distribution

Distribution mix

Distribution channel

Question No: 48 Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

Independent wholesalers

Direct distribution

Company-owned distributors

Retail distributors

Question No: 49 The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

Missionary selling Licensed distribution

Distribution mix Distribution channel

Question No: 50 All of the following choices represent one of the four types of utility except:

Time Form Loyalty Ownership

Question No: 51 The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

Production Sales Marketing Relationship

Question No: 52 The marketing concept is:

Companywide consumer orientation with the objective of achieving the maximum amount of profits.

Long-run success page. Largest market share. Highest paid staff.

Question No: 53 _____ involves long-term, value-added relationships developed over time with customers and suppliers:

Relationship Marketing Marketing Era Marketing

Consumer Marketing Exchange Marketing

Question No: 54 An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

Sales process Exchange process

Relationship process Production process

Question No: 55 An enterprise that provides products or services that customers desire is a / an:

Institution market agency business

Question No: 56 The different types of stakeholders involved in a business include all of the following except:

Owners creditors couriers employees

Question No: 57 A certificate of ownership of a business is a:

Bond stock mutual fund contract

Question No: 58 The following are possible forms of business ownership except:

Proprietorship partnership bureaucracy corporation

Question No: 59 Partners have unlimited liability in a:

general partnership corporation limited partnership cooperative

Question No: 60 An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is

Franchise joint venture distribution cartel

Question No: 61 A firm's _____ is measured by its stock price, which can be negatively affected by unethical business practices:

bond rating risk value return on investment

Question No: 62 _____ conditions reflect the overall performance of the nation's economy.

Microeconomic multieconomic
macroeconomic all of the given options

Question No: 63 The primary purpose of an industry business environmental assessment is to determine the:

economic growth degree of competition
inflation rate population growth

Question No: 64 The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

Finance marketing production management

Question No: 65 If firms wish to avoid hiring during a temporary increase in production, they can offer _____ to existing employees.

Overtime training affirmative action orientation program

Question No: 66 Group of individuals working together to achieve shared job-related goals, such as higher pay, shorter working hours, more job security, greater benefits, or better working conditions is a:

Labor Union Informal organization Team Trade union

Question No: 67 Since they are closer to the production process, first line managers use their _____ skills more frequently.

Conceptual interpersonal managerial technical

Question No: 68 Which of the following allows employees to set their own goals and determine the manner in which they accomplish their tasks?

equity theory management by objectives theory X theory Y

Question No: 69 All of the following are key factors that influence consumer preferences and the size of target market except:

social values anthropology geography demographics

Question No: 70 Cameras, clothes, and household items are examples of products that exist in:

industrial markets business markets
consumer markets government markets

Question No: 71 To develop new ideas for expanding their product lines, many firms have recently increased their investment in:

research and development production facilities
distribution facilities inventory control

Question No: 72 Products that are not branded by the producer or retailer are called:

national brands store brands obsolete brands generic brands

Question No: 73 Managers typically attempt to set a price that will maximize a firm's:

Value production advertising promotion

Question No: 74 The manner by which a firm's products are made accessible to its customers is determined by its:

advertising strategies product decisions
pricing strategies distribution decisions

Question No: 75 Marketing intermediaries that match buyers and sellers of products without becoming owners of the products themselves are known as:

single-service marketers agents stockers mediators

Question No: 76 All of the following are methods of promotion except:

target marketing personal selling sales promotion public relations

Question No: 77 The type of advertising that is used for grocery products such as cereals, peanuts, cooking oil, and tea is:

institutional advertising the push strategy
reminder advertising public relations advertising

Question No: 78 Which of the following sales promotion strategies provide a gift or prize to consumers who purchase a specific product?

Pull push sampling premiums

Question No: 79 _____ are employees hired on something other than a full-time basis to supplement an organization's permanent workforce.

Contingent Workers Knowledge workers
Diverse workforce None of the given options

Question No: 80 _____ represents a series of tasks in which resources are used to produce a product or service.

Production process Layout chart Venn diagram Organizational chart

Question No: 81 The act of setting time periods for each task in the process is called:

Routing Scheduling Dispatching None of the given options

Question No: 82 A system that uses computers and telecommunication technology to share information across the organizational boundaries is known as _____ system.

Gate-keeping Broadband Inter-organizational Internal information

Question No: 83 Through _____, firms achieve a lower average cost by producing large volume.

Inventory management Economies of scale
De-integration Effective marketing

Question No: 84 _____ is the management, technological, and production operations performed by the organization to convert inputs to outputs.

Systems theory Entropy Synergy Transformation process

Question No: 85 Comparing an organization's processes and products to the world's best and then matching or exceeding that quality is called:

Benchmarking Quality assurance
Continuous improvement process Total quality management

Question No: 86 The heart of a computer is its:

Power unit Central processing unit
Random access memory Hard drive

Question No: 87 In typical network architecture, workstations are connected to a _____, which is a machine that stores and provides access to centralized data.

Main-frame Stand-alone computer File server Main-board

Question No: 88 The exchange and comprehension of information is:

Communication Promotion Posture Facial expression

Question No: 89 Modems, printers, keyboards, monitors, and scanners are examples of computer _____.

Core components Externalities Peripherals Serial interfaces

Question No: 90 Which of the following is excluded from factors that can affect the business?

Demographic Factors Economic factors Act of God **None of the above**

Question No: 91 The function of business in which business man tries to find new techniques of production is

Accounting Management Function **Innovation** Quality improvement

Question No: 92 If Trade Receipts are greater than Trade Payments then Balance of Payments is

Favorable Unfavorable Deficit None of the above

Question No: 93 Which of the following is excluded from the advantages of Sole Proprietorship?

Direct relationship with customers Unlimited Liability
Easy transfer of Ownership Entire Profit

Question No: 94 Which of the following is an advantage of sole proprietorship?

Longest life Availability of sufficient Capital
Direct contact with customer and workers Separate Legal Entity

Question No: 95 Which of the following is not among the benefits of Partnership Firm?

Satisfaction of Partners

Lack of Secrecy

Moral Promotion

Minority Protection

Question No: 96 In partnership deed the profit & loss is distributed among the partners by the following ratio.

50:50

As per percentage of Capital invested

As per agreed ratio in Partnership deed

25:75

Question No: 97 The company may raise its capital through which of the following sources:

By Issuing Shares

By Issuing Debentures

By Savings

All of the given options

Question No: 98 Advantages of cooperative societies does not include

Equal distribution of wealth

Interference of Government

No Monopoly

Open Membership

Question No: 99 WTO was organized on _____

July 15, 1998

January 01, 1990

August 25, 1995

January 01, 1995

Question No: 100 A major disadvantage of corporate organization is

Double Taxation of dividend

Inability of the firm to large sum of additional capital

Limited liability of share holders

Limited life of Cooperate firm

Question No: 101 It is difficult to transfer to right of ownership is

Sole proprietor ship

Partner ship

All of given options

None of given options

Question No: 102 Wages are paid for

Long term

Short term

All of given options

None of given options

Question No: 103 Pakistan is exporting

Sports Item

Agriculture Product

Textile Product

All of given options

Question No: 104 Managers have _____ type of skills

2

3

4

5

Question No: 105 The process of attracting the people for job

Recruitment

pecial skills

Supervision

Job Specification

Question No: 106 What is the method of on job training?

Lectures

Vestibule

Videos

None of given options

Question No: 107 The liability of a sole trader is _____

limited Only to his investment in the business

Limited to the total resources of the business

Unlimited

Not defined

Question No: 108 Genetic industry means

Canal

Sugar mill

Poultry

Agriculture

Question No: 109 The first stage Evolution business is?

Industry revolution

Globalization

Entrepreneurship

Marketing era

Question No: 110 When entrepreneurs establish a business, they must first decide on the form of:

Partnership

Ownership

Expansion

Organization

Question No: 111 Generally, in a limited partnership:

All partners have limited liability.

The partners exist for a limited time period.

The limited partners do not participate in management of the company.

Not more than 75 partners may invest in the company at one time.

Question No: 112 The “leading” function of management should be conducted in a manner that is consistent with firm’s:

Competition Strategic plan Industry demand Labor union

Question No: 113 The skills managers use to understand the relationships among the various tasks of the firm are:

Interpersonal skills Technical skills Decision making skills Conceptual skills

Question No: 114 The four functions of management:

Must be enacted in the proper sequence Must be integrated

Are stand alone, independent functions Can not be performed by one individual

Question No: 115 Social interaction and acceptance by others are examples of:

Physiological needs Safety needs Affiliation needs Esteem needs

Question No: 116 When firms delegate more authority to their employees, this strategy is referred to as:

Empowerment Merit system Hygiene theory Equity system

Question No: 117 The process used to determine the tasks and the necessary credentials for a particular position is referred to as:

Job analysis Job screening Job evaluation Human resource planning

Question No: 118 A _____ is an assignment to a higher level job with more responsibility and greater pay.

Transfer Lateral assignment Appraisal Promotion

Question No: 119 Products purchased by companies to produce other products are:

Consumer Goods Industrial Goods Services Inventory

Question No: 120 Many organizations provide guidelines of behavior to employees through a code of:

Cartel arrangements Kickback agreements
Production manuals Responsibility and ethics

Question No: 121 A firm can charge a higher price without losing its customers if it does not have much:

Production Competition Advertising Industry demand

Question No: 122 A distribution channel represents the path of a product from a producer to:

Retailer Wholesaler Consumer Manufacturer

Question No: 123 Process by which a company analyzes a competitor’s products to identify desirable improvements is:

Competitive product analysis Value-Added Analysis
Statistical Process Control Quality/Cost Studies

Question No: 124 Spreadsheets, database and word processing software are all types of:

Operating systems Utility programs Application software Firmware

Question No: 125 Which of the following is the most important determinant of a firm’s value?

Earnings Debt Liabilities Liquidity

Question No: 126 How funds are obtained and invested by the firm is determined by the:

Finance function Marketing function
Organizing function Accounting function

Question No: 127 _____ is used to cover long-term expenses such as assets.

Line of Credit Debt Financing Preferred Stock Financial Management

Question No: 128 _____ is the range of workers' attitudes, values, and behaviors that differ by gender, race, and ethnicity.

Knowledge Worker Labor Markets Contingent Worker Workforce Diversity

Question No: 129 An increase in the general level of prices of products over a specified period of time is called:

Inflation Gross domestic product
Disinflation Equilibrium

Question No: 130 The formation of _____ does not require any legal formality like registration.

Company Cooperative society Partnership **Ans Sole proprietorship**

Question No: 131 Which of the following is a disadvantage of partnership?

Distribution of work Sufficient capital
Prime credit standing **Ans Profit sharing**

Question No: 132 In partnership deed, profit and loss is distributed among the partners:

In equal percentage As per percentage of capital invested
Ans As per agreed ratio in partnership deed None of the given options

Question No: 133 The powers of the Board of Directors to borrow from the bank are mentioned in:

Ans Article of Association Memorandum of
Association Special Resolution None of the given options

Question No: 134 Which of the following should be considered when designing a business plan?

Objectives of the business Marketing components of the
business Financial components of the business **Ans All of the given options**

Question No: 135 A firm that acquires another firm as part of its overall business strategy is engaging in _____.

Ans A strategic acquisition A financial acquisition
A two-tier tender offer A shark repellent

Question No: 136 The record of a country's imports and exports of goods and services is called its:

Visible trade balance. **Ans Balance of payments**
Balance of payments on current account. Balance of trade.

Question No: 137 which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATT EU **Ans WTO** NAFTA

Question No: 138 Export subsidies are:

Maximum limits on the quantity of specific products imported to a nation.
Taxes placed on imported products.
Licensing requirements or unreasonable quality standards designed to reduce imports.

Ans Government payments to domestic producers to reduce the price on exported goods .

Question No: 139 If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

Ans Ethics Profitability. Productivity. Game plan

Question No: 140 _____ is a dimension of social responsibility that includes hiring minority workers, making safe products, minimizing pollution, using energy wisely, and providing a safe work environment

Corporate philanthropy Corporate policy Corporate governance

Ans Corporate responsibility

Question No: 141 Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

Ans The right quantity and quality of employees needed when and where

What physical resources the organization needs

Who the organization's main competitors are

Question No: 142 The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid

Ans Valid but not reliable

Reliable but not valid

Reliable but not legal

Question No: 143 Selection devices that are based upon physical condition of the candidates are known as:

Ans Medical tests

Background investigations.

Aptitude tests

Application forms.

Question No: 144 Which of the following chart shows turnover in an organization? GANTT chart **Ans Replacement chart** PERT chart Bar chart

Question No: 145 The Hawthorne Studies found:

Ans That social and psychological factors could significantly affect productivity

That economic factors affect productivity

Money to be the primary motivator of female employees.

That workers were motivated to produce more when managers left them alone.

Question No: 146 According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem.

Ans Security Social Self-actualization.

Question No: 147 Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth factors

Ans Hygiene factors

Esteem factors

Motivating factors

Question No: 148 Which of the following step is important to improve expectancy?

Ans Deliver rewards as promised.

Observe and recognize performance.

Create the belief that effort is related to performance

Make the rewards meaningful.

Question No: 149 The term "Job Rotation":

Is another term for employee empowerment Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy **Ans**

Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 150 Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Ans Total company effort Profit Productivity Customer satisfaction

Question No: 151 In _____ of marketing, unsatisfied need of the customers are satisfied.

Social oriented stage Product oriented stage

Ans Marketing oriented stage None of the given options

Question No: 152 Which of the following statements is NOT true about services?

They are experienced, used or consumed. They are often sold first, then consumed.

They are perishable.

Ans They are tangible.

Question No: 153 The degree to which a tool or test measures what it is supposed to measure is known as:

Ans Validity Reliability Dependability Goodness of fit.

Question No: 154 Which of the following would generally have *unlimited* liability?

A limited partner in a partnership

A shareholder in a corporation

Ans The owner of a sole proprietorship

A member in a limited liability company (LLC)

Question No: 155 What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Unlimited liability

Single tax filing

Difficult ownership resale

Ans Raising capital

Question No: 156 Which of the following enjoys limited liability?

A general partnership

Ans A Corporation

A sole proprietorship

None of the given options

Question No: 157 In which type of business entity the entire ownership interest is transferable most freely ?

General partnership

Limited partnership

Corporation

Ans Limited liability company **Question**

No: 158 Which of the following is false? I don't know the answer One

reason for failure of businesses is lack of managerial experience

One reason for failure of businesses is that most entrepreneurs are younger than 25 years old

One reason for failure of businesses is to neglect

One reason for failure of businesses is weak control systems

Question No: 159 What is a business plan? Discuss the purpose and significance of a business plan.

Question No: 160 What is Maslow's hierarchy of needs model? What are management implications of Maslow's Hierarchy need theory?

QuestionNo:161

People in business and government face important ethical issues and decisions.

Only in the United States

Primarily in capitalist countries

Primarily in communist countries

In many different countries around the world

QuestionNo:162

Following are the advantages of cooperative society except:

Increase in employment

Lack of profit incentive

Friendly relation

Easy formation

QuestionNo:163

_____ refers to the standards of moral behavior.

Legality



Integrity

Ethics

QuestionNo:164

Which of the following is included in job specification?

Working environment

Experience

Job title

Job location

QuestionNo:165

Which of the following is included in economic factors?

Religion

Value system

Norms

Exchange rate

QuestionNo:166

Wages are paid for :

- Short term period
- Long term period
- All of the given options
- None of the given options

The first stage in Evolution of business is:

QuestionNo:167

- Industrial revolution
- Marketing Era
- Entrepreneurship
- Globalization

QuestionNo:168

Which of the following statements about franchising is true?

- Franchising is a type of corporate system.
- Franchising is used to achieve coordination at successive stages of production
- Franchising is a type of administered vertical marketing system.
- Franchising is the most visible variation of contractual systems

The liability of a sole trader is:

QuestionNo:169

- Limited only to his investment in the business
- Limited to the total resources of the business
- Unlimited
- Not defined

Which of the following is not an example of non-profit making organization?

QuestionNo:170

- NGO's
- Trusts
- Cooperative societies
- Partnership

First directors are usually named in the _____

QuestionNo:171

Memorandum of Association

Articles of Association

Prospectus

None of the above

QuestionNo:172

Barriers to international trade include:

Social and cultural differences

Political and legal differences

Economic differences

All of the given options

QuestionNo:173

The first stage in Evolution of business is:

Industrial revolution

Marketing Era

Entrepreneurship

Globalization

QuestionNo:174

Political and legal barriers to trade include:

Tariffs

Quotas

All of the given options

None of the given options

QuestionNo:175

Which of the following is not the disadvantage of cooperative society?

Lack of secrecy

No profit incentive

Untrained supervision

Protection of mutual interest

QuestionNo:176

A statutory report must be sent to every member of the company at least _____ days before the meeting is to be held.

21 days

30 days

45 days

51 days

QuestionNo:177

A market survey is important because it tells you:

- How many & what types of people are shopping at a store.
- Tells you what the customer will buy.
- Tells you how much the customer will pay for the product.
- All of the above.

QuestionNo:178

A market survey is important because it tells you:

- How many & what types of people are shopping at a store.
- Tells you what the customer will buy.
- Tells you how much the customer will pay for the product.
- All of the above.

QuestionNo:179

Barriers to international trade include:

- Social and cultural differences
- Political and legal differences
- Economic differences
- All of the given options

QuestionNo:180

Which of the following is NOT a core function of management?

- Planning
- Organizing
- Motivating
- Leading

QuestionNo:181

In-----industry,raw material is converted into some goods finished or semi finished:

- Manufacturing
- Constructive
- Genetic
- Extractive

QuestionNo:182

A major advantage of the corporate form of organization is:

Reduction of double taxation.

Limited owner liability.

Legal restrictions.

Ease of organization

QuestionNo:183

The formation of ____ does not require any legal formality like registration.

Sole proprietorship

Company

Cooperative society

Partnership

QuestionNo:184

Compared to licensing, franchising is a more advantageous entry mode because:

It generates economies of scale in marketing to international customers.

It offers greater control.

It is low-risk and low-cost.

Of all the above

QuestionNo:185

population size is included in

Economic factors

Demographic factors

Legal factors

Technological

QuestionNo:186

Which of the following is excluded from factors that can affect the business?

Demographic Factors

Economic and social factors

Natural factors

None of the above

QuestionNo:187 A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

a) 10%

b) 15%

c) 40%

d) 80%

SPRING 2007 MGT211 - (Session - 4)

QuestionNo:188 the return on investment in a firm is derived from the firm's ability to earn _____.

Question No: 12 the total market value of all final goods and services produced in a country is known as _____.

QuestionNo:189 _____ theory of motivation holds that people evaluate their treatment by employers relative to the treatment of others.

QuestionNo:190 if a manager is having difficulties in managing his or her subordinates, _____ would be recommended to cope with the situation.

QuestionNo:191 Redesigned conventional office space to accommodate jobs and schedules that are far less dependent on assigned spaces and personal apparatus is called _____.

QuestionNo:192 Discuss some of the concerns an entrepreneur may have when starting a new business.

QuestionNo:193 Discuss and give examples of what you believe is the most common form of business ownership in your hometown.

QuestionNo:194 Distinguish between management and leadership. Do you think a person could be an effective manager but an ineffective leader?

QuestionNo:195 Describe the tasks involved in developing a human resource plan.

Spring 2007

QuestionNo:196 All of the following are considered crucial ingredients that are needed in order for a business to be able to make a profit except -----.

Land Capital Labor FinancialCounselors **QuestionNo:197**

Jahanzaib's restaurant was sued when a customer suffered a severe allergic reaction. As sole proprietor of the establishment, Jahanzaib's will be personally liable for any judgment against the restaurant due to -----.

Charter Laws Unlimited Liability

terms of his property insurance Limited Liability

QuestionNo:198 ----- comprise partners whose liability is limited to the cash or property they contributed to the partnership.

Limited partnerships Limited Liability Companies

Sole Corporations General Partnership

QuestionNo:199 ----- is considered a primary advantage to forming a business partnership.

Shared Profit Increase Specialization Shared Control UnlimitedLiability

QuestionNo:200 Disadvantages associated with being an entrepreneur include all of the following except -----.

Ensuring the business functions properly Possibly incurring large losses
Possibly losing source of income Having an increased amount of
control

QuestionNo:201 All of the following except -----are considered to be barriers to free trade

Tariffs

Quotas

Subsidies

Taxes

QuestionNo:202 A----- is an economic system in which the production of goods and services is left in the hands of private enterprise.

Totalitarian government

Representative

democracy Mixed Economy

Free Market Economy

QuestionNo:203----- are those persons who guarantee the company, to buy the remaining shares if minimum requirement is not met.

Promoters

Brokers

Underwriters

Directors

MC100403657

MGT211- INTRODUCTION TO BUSINESS-OPKST MIDTERM PAPER FALL2010-

1. Which of the following must hold a statutory meeting?

Statutory companies

Private limited companies

Public limited companies

Chartered companies

2. Which of the following is NOT included in aids to trade?

Insurance

Warehousing

Transportation

Foreign trade

3. The portion of capital kept at the winding up of a company for the payment of debts is known as:

Reserve capital

Issued capital

Subscribed capital

Authorized capital

4. Which of the following business type can avail some concessions from the government? Sole proprietorship

Partnership

Joint Stock company

Cooperative society

5. While making financial projections in a business plan, which of these would NOT form part of the plan?

Source of loan

Audit

Net income or profit

Expected revenues

6. Which of the following are included in a business plan?

Financial information, production plans, personal policies. Goals of the business and how they will be achieved. Market analysis

All of the given options.

7. Which of the following is not a reason for a business failure?

Managerial experience or inexperience

Effective control systems

Insufficient control system

None of the given options

8. In which of the following two or more organizations collaborate on a project for mutual gain? Limited partnership

Public corporation

Strategic alliance

None of the given options

9. The difference between a country's merchandise exports and its merchandise imports is the:

Current account
Capital account
Balance of trade
Balance of payments

10. One of the best solutions to get rid of non-biodegradable wastes is:

Dumping
Recycling

11. The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid
Valid but not reliable
Reliable but not valid
Reliable but not legal

12. _____ is a written statement which contains the duties and responsibilities of a job.

Job analysis
Job specification
Job description
Job inventory chart

13. According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem
Security

Social

Self-actualization

14. Douglas McGregor is associated with which of the following?

Scientific management

Motivational factors

Theory X and theory Y

The Hawthorne studies

15. Which step in Maslow's Hierarchy of Needs Theory deals with achieving one's potential? Safety

Self actualization

Physiological

Social

16. The term "Job Rotation":

Is another term for employee empowerment?

Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy Means that staff is moved periodically from task to task in order to increase variety and interest.

17. Which of the following statements is NOT true about services?

They are experienced, used or consumed

They are often sold first, and then consumed

They are perishable

They are tangible

18. Which of the following generic terms is not a management function?

Leading

Systemizing

Planning

Organizing

19) Increases in the degree of responsibility a worker has over his or her job is referred to as job: Empowerment

Enlargement

t

Enrichment

Entitlement

20. ABC Company is currently hiring employees from different countries. ABC Company is said to be implementing _____ strategy.

Decentralization

Downsizing

Workforce diversity

Retrenchment

21. What is potentially the biggest advantage of a small partnership over a sole proprietorship? Unlimited liability

Single tax filing

Difficult ownership resale

Raising capital

22. Which of the following is the oldest form of business organization?

- Sole proprietorship
- Partnership
- Company
- Cooperative society

23. Which of the following is an advantage of a corporation that is *not* an advantage as a limited partner in a partnership?

- Limited liability
- Easy transfer of ownership position
- Double taxation
- All of the given options are advantages that the corporation has over limited partner

24. Examples of constructive industries include:

- Canals
- Fishery
- Sugar mills
- Plant nurseries

25. Which of the following statement shows the Trade Deficit process? A process in which country imports are higher than the exports
A process in which country exports are equal to the exports

- A process in which country imports are less than the country exports
- All of the given options

26. Mr. Saleem has invested 20,000 Rs in a business but did not take part in the management of the business. In which category of partner he falls?

- Secret partner
 Silent partner
 Sleeping partner
 All of the given options
27. Name of the business should:
 Be simple
 Indicates the type of business
 Be familiar
 All of the given options
28. Hormel Foods Corporation in the USA allows the Danish company Tulip International to produce and market SPAM for the UK market under its own name. What kind of market entry strategy is Hormel using?
 Licensing
 Joint venturing
 Contracting
 Franchising
29. What are some of the non financial ways of compensation for employees? (3 marks)
30. How does the term Merger differs from the term Acquisition. (3 marks)
31. What do you mean by recruitment? What are the different ways of recruitment? (5 marks)
32. Describe Expectancy theory. (5 marks)
- [Come and join us in http://groups.google.com/group/vustudymania](http://groups.google.com/group/vustudymania)

----- is the lifeblood of every business.

goods
 wealth
capital
 buying

-----is connected with the production and preparation of goods and services.

business
 system
 social process
industry

----- is the second component of business.

commerce
 industry
 primary industry
 secondary industry

Commerce can be-----

trade
 aids to trade
trade and aids to trade
 home trade

A good business person must have the knowledge about ----- skills.

personal
technical
 leadership

decision making

----- separates the organization from its environment.

external environment

multiple environment

economic environment

organizational boundaries

Measure of ----- by which we compare that how much a system can produce with the resources needed to produce it

purchasing

selling

GDP per capital

capital

Minimum members of public limited company should be

5

7

Come and join us in <http://groups.google.com/group/vustudymania>

9
10

Cooperative society is set up to protect economically the ----- sections of the society.

Middle

Poor

Stable

Wealthy

Due to the absence of ----- the performance of cooperative society is very poor.

Discipline

Experience

Capital

Profit incentive

— **are the objectives that a business hopes and plan to achieve**

Plans

Goals

Mission

SWOT analysis

In Private limited company minimum members can be 2 and maximum members should not exceed-----

50

20

10

40

A public company must have ----- basic legal document.

2

3

5

6

A notice of annual general meeting should be sent to the shareholders at least----- days before the date of meeting.

15

30

21

51

Company must hold an annual general meeting of its shareholders -----in a year.

once

twice

thrice

four times

Come and join us in <http://groups.google.com/group/vustudymania>

----- skills are necessary to compete in a global environment.

Technical skills

Global management skills

Time management skills

Human relation skills

Skills used in understanding and getting along with people is -----

Decision making skills

Technical skills

Human relation skills

Conceptual skills

----- are responsible for the development, pricing, promotion and distribution of goods and services

Operation managers

Marketing managers

Information managers

Financial managers

Commerce can be-----

trade

aids to trade

trade and aids to trade

home trade

Measure of ----- by which we compare that how much a system can produce with the resources needed to produce it

purchasing

selling

GDP per capital

capital

Minimum members of public limited company should be

5

7

9

10

Cooperative society is set up to protect economically the ----- sections of the society.

Middle

Poor

Stable

Wealthy

MIDTERM EXAMINATION
Spring 2010
MGT211- Introduction To Business (Session - 1)

- 1) Which of the following must hold a statutory meeting?
Statutory companies
Private limited companies
Public limited companies
Chartered companies
- 2) Which of the following is NOT included in aids to trade?
Insurance
Warehousing
Transportation
Foreign trade
- 3) The portion of capital kept at the winding up of a company for the payment of debts is known as:
Reserve capital
Issued capital
Subscribed capital

Authorized capital

4 Which of the following business type can avail some concessions from the government?

Sole proprietorship
Partnership
Joint Stock company
Cooperative society

5 While making financial projections in a business plan, which of these would NOT form part of the plan?

Source of loan
Audit
Net income or profit
Expected revenues

6 Which of the following are included in a business plan?
Financial information, production plans, personal policies.

Goals of the business and how they will be achieved.
Market analysis
All of the given options.

7 Which of the following is not a reason for a business failure?

Managerial experience or inexperience
Effective control systems
Insufficient control system
None of the given options

8 In which of the following two or more organizations collaborate on a project for mutual gain?

Limited partnership

Public corporation
Strategic alliance
None of the given options

9) The difference between a country's merchandise exports and its merchandise imports is the:

Current account
Capital account
Balance of trade
Balance of payments

10 One of the best solutions to get rid of non-biodegradable wastes is:

Dumping
Recycling

11 The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid
Valid but not reliable
Reliable but not valid
Reliable but not legal

12. _____ is a written statement which contains the duties and responsibilities of a job.

Job analysis
Job specification
Job description
Job inventory chart

13) According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem
Security

Social
Self-actualization

14 following? Douglas McGregor is associated with which of the

Scientific management
Motivational factors
Theory X and theory Y
The Hawthorne studies

15 Which step in Maslow's Hierarchy of Needs Theory deals with achieving one's potential?

Safety
Self actualization
Physiological
Social

16 The term "Job Rotation":
Is another term for employee empowerment?
Involves allocating a wider range of similar tasks to individuals
Involves giving employees work with a greater degree of responsibility and autonomy
Means that staff is moved periodically from task to task in order to increase variety and interest.

17)
services?

Which of the following statements is NOT true about

They are experienced, used or consumed
They are often sold first, and then consumed
They are perishable

They are tangible

18)
management function?

Which of the following generic terms is not a

Leading
Systemizing
Planning
Organizing

19)
over his or her job is referred to as job:

Increases in the degree of responsibility a worker has

Empowerment
Enlargement
Enrichment
Entitlement

20)
different countries. ABC Company is said to be implementing
_____ strategy.

ABC Company is currently hiring employees from

Decentralization
Downsizing
Workforce diversity
Retrenchment

21)
partnership over a sole proprietorship?

What is potentially the biggest advantage of a small

Unlimited liability
Single tax filing

Difficult ownership resale
Raising capital

22
organization?

Which of the following is the oldest form of business

Sole proprietorship
Partnership
Company
Cooperative society

23
that is *not* an advantage as a limited
partner in a partnership?

Limited liability
Easy transfer of ownership position
Double taxation
All of the given options are advantages that the
corporation has over limited partner

24

Examples of constructive industries include:

Canals
Fishery
Sugar mills
Plant nurseries

25)
Deficit process?

Which of the following statement shows the Trade

A process in which country imports are higher than
the exports
A process in which country exports are equal to the
exports
A process in which country imports are less than
the country exports
All of the given options

26)
not take part in the management of the

Mr. Saleem has invested 20,000 Rs in a business but did

business. In which category of partner he falls?

- Secret partner
- Silent partner
- Sleeping partner
- All of the given options

27
Be simple

Name of the business should:

- Indicates the type of business
- Be familiar
- All of the given options

28
Danish company Tulip International to
Hormel Foods Corporation in the USA allows the
produce and market SPAM for the UK market under its own
name. What kind of market entry
strategy is Hormel using?

- Licensing
- Joint venturing
- Contracting
- Franchising

29
What are some of the non financial ways of
compensation for employees? (3 marks)

30
How does the term Merger differs from the term
Acquisition. (3 marks)

31
What do you mean by recruitment? What are the
different ways of recruitment? (5 marks)

32
Describe Expectancy theory. (5 marks)

MIDTERM EXAMINATION
Spring 2009
MGT211- Introduction To Business (Session - 2)

Question No: 1 (Marks: 1) - Please choose one

Which of the following is excluded from factors that can affect the business?

Demographic Factors

Economic and social factors

Natural factors

None of the above

Question No: 2 (Marks: 1) - Please choose one

The formation of _____ does not require any legal formality like registration.

Company

Cooperative society

Partnership

Sole proprietorship

Question No: 3 (Marks: 1) - Please choose one

Which of the following is a disadvantage of partnership?

Distribution of work

Sufficient capital

Prime credit standing

Profit sharing

Question No: 4 (Marks: 1) - Please choose one

In partnership deed, profit and loss is distributed among the partners:

In equal percentage

As per percentage of capital invested

As per agreed ratio in partnership deed

None of the given options

Question No: 5 (Marks: 1) - Please choose one

The powers of the Board of Directors to borrow from the bank are mentioned in:

Article of Association

Memorandum of Association

Special Resolution

None of the given options

Question No: 6 (Marks: 1) - Please choose one

Which of the following should be considered when designing a business plan?

Objectives of the business

Marketing components of the business

Financial components of the business

All of the given options

Question No: 7 (Marks: 1) - Please choose one

A firm that acquires another firm as part of its overall business strategy is engaging in _____.

A strategic acquisition

A financial acquisition

A two-tier tender offer

A shark repellent

Question No: 8 (Marks: 1) - Please choose one

The record of a country's imports and exports of goods and services is called its:

Visible trade balance.

Balance of payments

Balance of payments on current account.

Balance of trade.

Question No: 9 (Marks: 1) - Please choose one

which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATT

EU

WTO

NAFTA

Question No: 10 (Marks: 1) - Please choose one

Export subsidies are:

Maximum limits on the quantity of specific products imported to a nation.

Taxes placed on imported products.

Licensing requirements or unreasonable quality standards designed to reduce imports.

Government payments to domestic producers to reduce the price on exported goods.

Question No: 11 (Marks: 1) - Please choose one

If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

Ethics

Profitability.

Productivity.

Game plan

Question No: 12 (Marks: 1) - Please choose one

_____ is a dimension of social responsibility that includes hiring minority workers, making safe products, minimizing pollution, using energy wisely, and providing a safe work environment

Corporate philanthropy

Corporate policy

Corporate governance

Corporate responsibility

Question No: 13 (Marks: 1) - Please choose one

Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

The right quantity and quality of employees needed when and where

What physical resources the organization needs

Who the organization's main competitors are

Question No: 14 (Marks: 1) - Please choose one

The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops.

Therefore the MBTI personality test may be:

Legal but not valid

Valid but not reliable

Reliable but not valid

Reliable but not legal

Question No: 15 (Marks: 1) - Please choose one

Selection devices that are based upon physical condition of the candidates are known as:

Medical tests

Background investigations.

Apptitude tests

Application forms.

Question No: 16 (Marks: 1) - Please choose one

Which of the following chart shows turnover in an organization?

GANNT chart

Replacement chart

PERT chart

Bar chart

Question No: 17 (Marks: 1) - Please choose one

The Hawthorne Studies found:

That social and psychological factors could significantly affect productivity

That economic factors affect productivity

Money to be the primary motivator of female employees.
That workers were motivated to produce more when managers left them alone.

Question No: 18 (Marks: 1) - Please choose one

According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:
Esteem.

Security

Social

Self-actualization.

Question No: 19 (Marks: 1) - Please choose one

Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth factors

Hygiene factors

Esteem factors

Motivating factors

Question No: 20 (Marks: 1) - Please choose one

Which of the following step is important to improve expectancy?

Deliver rewards as promised.

Observe and recognize performance.

Create the belief that effort is related to performance

Make the rewards meaningful.

Question No: 21 (Marks: 1) - Please choose one

The term "Job Rotation":

Is another term for employee empowerment

Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy

Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Total company effort

Profit

Productivity

Customer satisfaction

Question No: 23 (Marks: 1) - Please choose one

In _____ of marketing, unsatisfied need of the customers are satisfied.

Social oriented stage

Product oriented stage

Marketing oriented stage

None of the given options

Question No: 24 (Marks: 1) - Please choose one

Which of the following statements is NOT true about services?

They are experienced, used or consumed.

They are often sold first, then consumed.

They are perishable.

They are tangible.

Question No: 25 (Marks: 1) - Please choose one

The degree to which a tool or test measures what it is supposed to measure is known as:

Validity

Reliability

Dependability

Goodness of fit.

Question No: 26 (Marks: 1) - Please choose one

Which of the following would generally have

unlimited

liability?

A limited partner in a partnership

A shareholder in a corporation

The owner of a sole proprietorship

A member in a limited liability company (LLC)

Question No: 27 (Marks: 1) - Please choose one

What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Unlimited liability

Single tax filing

Difficult ownership resale

Raising capital

Question No: 28 (Marks: 1) - Please choose one

Which of the following enjoys limited liability?

A general partnership

A corporation

A sole proprietorship

None of the given options

Question No: 29 (Marks: 1) - Please choose one

In which type of business entity the entire ownership interest is transferable most freely ?

General partnership

Limited partnership

Corporation

Limited liability company

Question No: 30 (Marks: 1) - Please choose one

Which of the following is false?

One reason for failure of businesses is lack of managerial experience

One reason for failure of businesses is that most entrepreneurs are younger than 25 years old

One reason for failure of businesses is to neglect

One reason for failure of businesses is weak control systems

Question No: 31 (Marks: 5)

What is a business plan? Discuss the purpose and significance of a business plan.

Question No: 32 (Marks: 10)

What is Maslow's hierarchy of needs model? What are management implications of Maslow's Hierarchy need theory?

INTRODUCTION TO BUSINESS

MGT 211

Fall semester 2007

Mid term paper

Please highlight the correct option from the given choices.

1) A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

a) 10%

b) 15%

c) 40%

d) 80%

2) Components of Business Plan include all of the following except

- a) Marketing Component
- b) Administrative Component
- c) External Component**
- d) Financial Component

3) An agreement between two parties in which one party possess the rights to the other party is

- a) Partnership
- b) Strategic Alliance
- c) Joint venture
- d) Franchising**

4) The shareholders elect the Board of Directors in the

- a) Through special resolution
- b) In annual general meeting**
- c) In Special meeting
- d) In statutory meeting

5) Portion of the undistributed profit transferred to which of the following?

- a) General Reserve
- b) Retained Earning
- c) Appropriation account
- d) All of the given options**

6) Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

- a) Charter of Company
- b) Article of Association
- c) Prospectus**
- d) None of the given option

7 A joint stock company may be wound up voluntarily in which of the following way:

- a) Expiry of Period**
- b) Fails to submit statutory report
- c) Fails to start its business within one year from the date of incorporation
- d) All of the following

8 Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:

- a) Debt
- b) Equity
- c) None of the above
- d) All of the given option**

9 Cooperative Societies are not formed for:

- a) The serving of the orphans and widows
- b) The help of poor people
- c) For the earning of profit**
- d) Social welfare

10 Which of the following is the source of acquiring of redeemable capital?

- a) Mudarbah Certificate
- b) Debentures
- c) Participation Term Certificates**
- d) All of the given option

Q# 11:

Which one of the following statements about marketing is inaccurate?

- 1) The growing number of products in all categories has made it easier for marketers to capture the attention of customers.**

- 2) Marketing has to do with persuading customers a product meets their needs.
- 3) The mass market has fragmented into many different groups of customers.
- 4) Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.

Q# 12:

The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is called _____.

- a) Marketing
- b) Business vision
- c) Product development
- d) **Customer relationship management**

Q# 13:

_____ is the typical sequence of changes in demand for a product that occurs over time.

- a) The business vision statement
- b) **The product life cycle**
- c) Marketing research
- d) A customer-oriented approach

Q# 14:

All of the following except _____ are considered to be correct statements about marketing research.

- a) It is a systematic search for information about customers' needs and how those needs differ
- b) Marketing research is geared to uncover unmet consumer needs
- c) With market research, the chance product development will be able to create a product consumers want to buy increases
- d) **Marketing research provides an inexpensive method for tracking consumer behavior**

Q#15:

When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its _____.

- a) Market differentiation
- b) Market mission
- c) **Market segment**
- d) Marketing plan

Q#16:

_____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

- a) **Marketing mix**
- b) Product mix
- c) Product differentiation
- d) Product positioning

Q# 17:

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

- a) Sales promotion
- b) Public relations
- c) **Personal selling**
- d) Advertising

Q# 18:

The specific method a company uses to sell and deliver its products to customers is known as its _____.

- a) Retail intermediaries
- b) Direct distribution
- c) Distribution mix
- d) **Distribution channel**

Q#1 9:

Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

- a) Independent wholesalers
- b) **Direct distribution**
- c) Company-owned distributors
- d) Retail distributors

Q# 20:

The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

- a) Missionary selling
- b) Licensed distribution
- c) **Distribution mix**
- d) Distribution channel

Q# 21:

All of the following choices represent one of the four types of utility except:

- a) Time
- b) Form
- c) **Loyalty**
- d) Ownership

Q# 22:

The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

- a) Production
- b) Sales
- c) **Marketing**
- d) Relationship

Q# 23:

The marketing concept is:

- a) Companywide consumer orientation with the objective of achieving the maximum amount of profits.
- b) **Long-run success page.**
- c) Largest market share.
- d) Highest paid staff.

Q# 24:

_____ involves long-term, value-added relationships developed over time with customers and suppliers:

- a) **Relationship Marketing**
- b) Marketing Era Marketing
- c) Consumer Marketing
- d) Exchange Marketing

Q# 25:

An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

- a) **Sales process**
- b) Exchange process
- c) Relationship process
- d) Production process

Solved MCQs mgt211

Question # 1

Which of the following focuses on job content, environment, and conditions of employment?

Select correct option:

- a. Job description
- b. Human resource inventory report
- c. Job analysis**
- d. None of the given options

Question # 2

All of the following except _____ are considered to be correct statements about marketing research.

Select correct option:

- a. It is a systematic search for information about customers' needs and how those needs differ.
- b. Marketing research is geared to uncover unmet consumer needs
- c. With market research, the chance product development will be able to create a product consumers want to buy increases**
- d. Marketing research provides an inexpensive method for tracking consumer behavior

Question # 3

In the marketing research process the 1st step is to define the problem followed by:

Select correct option:

- a. Collection of data**
- b. Develop recommendation
- c. Develop the research design
- d. Implement plan

Question # 4

Which of the following is the least likely decision to be made by Operations Managers?

Select correct option:

- a. Deciding which market areas to manufacture products for**
- b. Designing and improving the jobs of the workforce
- c. Selecting the location and layout of a facility
- d. How to use quality techniques to reduce waste

Question # 5

What kind of sales person are you most likely to find working in the pharmaceutical industry?

Select correct option:

- a. Order taker**
- b. Order getter
- c. Sales engineer
- d. Missionary salesperson

Question # 6

_____ includes all of the activities involved in the sale of products to final customers.

Select correct option:

- a) Wholesaling
- b) Retailing**
- c) Marketing
- d) Distributing

Question # 7

Which of the following are the functions of management?

a. Select correct option:

- b) Planning
- c) Organizing
- d) Coordinating
- e) All of the given options**

Question # 8

A major advantage of the corporate form of organization is:

Select correct option:

a. Reduction of double taxation.

b. Limited owner liability.

c. Legal restrictions.

d. Ease of organization

Question # 9

It is difficult to transfer the rights of ownership in:

Select correct option:

a. Sole proprietorship

b) Partnership

c) All the given options

d) None of the given options

Question # 10

Statutory meeting must be held not later than _____ from the date on which a public company is entitled to commence business

Select correct option:

a. 3 months

b. 6 months

c. 1 year

d. One month

Question # 11

Which of the following is the most important determinant of a firm's value?

Select correct option: **a. Earnings**

b) Debt

c) Liabilities

d) Liquidity

Question # 12

The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:

Select correct option:

- a. Market penetrating
- b. Target Marketing
- c. Relationship marketing
- d. Market segmentation**

Question # 13

_____ refers to the standards of moral behavior.

Select correct option:

- a) Legality
- b) Loyalty
- c) Integrity
- d) Ethics**

Question # 14

The difference between a country's merchandise exports and its merchandise imports is the:

Select correct option:

- a. Current account.
- b. Capital account

c. Balance of trade

- d. Balance of payments

Question # 15

The World Trade Organization (WTO):

Select correct option:

- a. Sets tariffs to balance international trade among nations.
- b. Is the successor to NAFTA.
- c. Rules on trade disputes between nations.

d. Sets exchange rates to balance international trade among nations.

Question # 16

Which of the following is NOT a core function of management?

Select correct option:

- a. Planning

- b) Organizing
- c) Motivating**
- d) Leading

Question # 17

In democratic style of leadership there is:

Select correct option:

- a. Upward communication
- b. Upward and downward communication

c. Occasional communication

- d. Downward communication

Question # 18

The following are included in a business plan:

Select correct option:

- a. Financial information, production plans, personnel policies
- b. Goals of the business and how they will be achieved.
- c. Market analysis

d. All of the above.

Question # 19

There are really only two ways to collect primary data for a marketing study:

Select correct option:

- a. Observation and asking questions**
- b. Passive and remote observations
- c. Through laboratory settings and onsite groups
- d. With careful, selected shopper and specialized syndicated services

Question # 20

The major disadvantage of advertising on television is:

Select correct option:

- a. Local market focus
- b. Long life span
- c. Cost.**

d. Its inability to target specific audiences.

Question # 21

_____ may be used to analyze how well a company is managing its assets.

Select correct option:

a. Profitability Ratio

b. Debt Ratio

c. Activity Ratio

d. Liquidity Ratio

Question # 22

For the individual employee, MBO provides:

Select correct option:

a. A way to keep the company accountable

b. Specific personal performance objectives

c. Increased monetary compensation

d. Communication between co-workers.

Question # 23

Examples of genetic industries include:

Select correct option:

a) **Poultry**

b) Sugar mill

c) Plant nurseries

d) Canals

Question # 24

Which of the following enjoys limited liability?

Select correct option:

a. A general partnership.

b. A corporation.

c. A sole proprietorship.

d. None of the above

Question # 25

JIT aims at:-

Select correct option:

- a. Avoid delays
- b. Favorable cash flow of the organization
- 3 Reduction in non-value added activities
- 4 **All of the given options**

Question # 26

Consumer goods are purchased by:

Select correct option: a. Business users.

- b. Ultimate consumers.**
- 3. Governments.
- 4. Families.

Question # 27

The last step involved in designing an advertising campaign is _____.

Select correct option:

- a. Allocation of Budget
- b. Advertising Objectives
- c. Advertising Evaluation**
- d. Message Creation

Question # 28

In which of the following do two or more organizations collaborate on a project for mutual gain?

Select correct option:

- a. Limited partnership
- b. Joint venture**
- c. Public corporation
- d. Strategic alliance

Question # 29

Air crafts are used for transportation of products when speed is

Select correct option:

More important

Less important

Question # 30

An item consumed in one or a few uses is called a:

Select correct option:

- a. Consumer good
- 2. **Commodity**
- 3. Durable good
- 4. Nondurable good

Question # 31

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Select correct option:

- a. **Sales promotion**
- b. Public relations
- c. Personal selling
- d. Advertising

Question # 32

A written statement of what a jobholder does, how a job is done, and why a job is done is a_____:

Select correct option:

- a. Job description.
- b. Human resource inventory report.
- c. **Job analysis.**
- d. Job specification.

Question # 33

Aggregating prospective buyers into groups is called:

Select correct option:

- a. Market categorization
- b. **Market segmentation**
- c. BCG matrix analysis
- d. Grouping

a. Sets exchange rates to balance international trade among nations.

Question #34

Franchisors like franchising because:

Select correct option:

- a. They get a huge amount of money from franchisee without doing much
- b. Failure rate of franchise business is lower than other businesses.

c. Franchisees invest their own money and take responsibility for the management of the businesses they own.

d. All of the given

Question # 35

Auditors are generally appointed and their remuneration, fixed at the _____

Select correct option:

Extraordinary Meeting

Statutory Meeting

Director's Meeting

Annual General Meeting

Question #36

Which of the following is included in economic factors?

Select correct option:

Religion

Value system

Norms

Exchange rate

Question # 37

Management, marketing and finance are key parts of a/ an:

Select correct option:

Accounting plan Production strategy

Business plan

Information systems

Question # 38

_____ refers to the standards of moral behavior.

Select correct option:

Legality

Loyalty

Integrity

Ethics

Question # 39

Skyscrapers, pop-ups, and banners are all types of _____ advertising.

Select correct option:

Television

Radio

Outdoor

Internet

Question # 40

Selection devices that are based upon physical condition of the candidates are known as:

Select correct option:

- a. **Medical tests**
- b. Background investigations.
- c. Aptitude tests
- d. Application forms.

- 1) Which of the following business type has longest life time?
 - a. Sole proprietorship
 - b. Partnership
 - c. **Joint stock company**
 - d. All of the given options
- 2) Election of the Board of Directors is done by Shareholders.
 - a. Through special resolution
 - b. **In annual general meeting**
 - c. In Special meeting
 - d. In statutory meeting
- 3) Which of the following business type, has to pay double taxes to the government?
 - a. Sole proprietorship
 - b. Partnership
 - c. **Joint stock company**
 - d. Cooperative Societies
- 4) _____ includes the rules and regulations, necessary to manage the internal affairs of the company.
 - a. Memorandum of Association
 - b. **Article of Association**
 - c. Prospectus
 - d. All of the given option

5. General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in _____.

- a. Charter of Company
- b. Article of Association
- c. Prospectus**
- d. None of the given option

6. To call the extraordinary meeting, how many days' notice is required?

- a. 21 days**
- b. 15 days
- c. 07 days
- d. 30 days

7. According to Section 305 of Companies Ordinance, a company may wound up **by court** under which of the following circumstances:

- a. Statutory Declaration
- b. Fails to submit statutory report**
- c. Expiry of Period
- d. Appointment of Liquidators

8. Which of the following is the source of acquiring of redeemable capital?

- a. Modarba Certificate
- b. Debentures
- c. Participation Term Certificates**
- d. All of the given option

9. Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:

- a. Reserve capital**
- b. Un-Issued Capital
- c. Un-Called up Capital
- d. All of the given option

10. The following person cannot make a petition to the court to get an order for winding up of a company.

- a. Petition by debtor**
- b. Petition by creditor
- c. Petition by contributory
- d. All of the above

1. Which of the following is the disadvantage of modified schedules and alternative workplace?

Freedom in professional and personal life

More Job satisfaction

Complicated coordination

Suitable for self starter who require little direct supervision

2. Among different managerial styles, which of the following allows most rapid decision making?

Autocratic styles

Democratic styles

Free rein style

None of the given option

3. _____ is the process of motivating others to work to meet specific objectives.

Leadership

Motivation

Free rein style

Democratic style

4. Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?

Participative Management and Empowerment

Management by Objectives (MBO)

Reinforcement/Behavior Modification Theory

None of the given option

5. The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:

a. Organization Policies

b. Product Policies

c. Management Structure

d. All of the given option

f. A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

Marketing Mix

Advertising objective

Market segmentation

Marketing process

g. Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

Market segmentation

Marketing Mix

Marketing Penetration

Marketing control

h. The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

Marketing Environment

Market segmentation

Marketing Mix

Marketing Penetration

i. The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Market segmentation

Marketing Mix

Marketing Penetration

Marketing Environment

j. Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

Substitute product competition

Brand competition

International competition:

Market competition

k. Physical distribution is a channel to make availability of _____ from producer to consumer.

Finished goods

Work in process

Raw material

All of the given option

l. Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

None of the given options

m. A _____ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

Pull strategy

Push strategy

Persuasive advertising

Sales Promotion

n. _____ includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.

Warehousing cost

Transportation cost

Distribution cost

Manufacturing cost

o. Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

Order Processing

Creative Selling

Missionary Selling

None of the given option

p. Consumer promotion aimed at the _____ and Trade promotion aimed at wholesalers and retailers.

Final consumer

Retailer

Wholesalers

All of the given options

q. In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

Trade Shows

Contests
Cross-promotion
Special-event sponsorship

- r. _____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.

Total quality management (TQM)

Promotion strategy
Sales promotion
Management by objective (MBO)

- s. A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

Public relation

Trade Promotion

Publicity

Consumer Promotion

- t. Advertising strategy that tries to keep a product's name in the consumer's mind.

Persuasive advertising
Comparative advertising
Informative advertising

Reminder advertising

Q 1.

- a. A major disadvantage of corporate organization is
Double Taxation of dividend
Inability of the firm to large sum of additional capital
Limited liability of share holders
Limited life of Cooperate firm
- b. It is difficult to transfer to right of ownership is
Sole proprietor ship
Partner ship
All of given options
None of given options
- c. Wages are paid for
Long term
Short term
All of given options
None of given options

Pakistan is exporting
Sports Item
Agriculture Product
Textile Product
All of given options

Managers have _____ type of skills
2
3
4
5

- f. The process of attracting the people for job
Recruitment
Special skills
Supervision
Job Specification
- g. What is the method of on job training?
Lectures
Vestibule
Videos
None of given options
- h. The liability of a sole trader is _____
limited Only to his investment in the business
Limited to the total resources of the business
Unlimited
Not defined
- i. Genetic industry means
Canal
Sugar mill
Poultry
Agriculture
- j. The first stage Evolution business is?
Industry revolution
Globalization
Entrepreneurship
Marketing era

MGT211-Quizz-

Question # 1 of 15

In studying consumer behavior, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called:

Demographics

Psychographics

Personal profile

Personality

Question # 2 of 15

The method of interview where questions can be changed or adapted to meet the respondent's intelligence and understanding is called

Unstructured interview

Structured interview

All of the given options

None of the given options

Question # 3 of 15

Examples of generic industries include

Poultry

Sugar mill

Plant nurseries

Canals

Question # 4 of 15

----- refers to standard of moral behavior

Loyalty

Integrity

Ethics

Question # 5 of 15

The buying and selling of goods by way of electronic media, such as telephone is called

Digital age

E commerce

Enterprise resource planning

None of the above

Question # 6 of 15

Which one of the following is NOT a benefit of partnership?

Distribution of work

Unlimited liability

Tax facility

Minority protection

Question # 7 of 15

The World Trade Organization (WTO):

Sets tariffs to balance international trade among nations

Is the successor to NAFTA?

Rules on trade disputes between nations.

Sets exchange rates to balance international trade among nations

Question # 8 of 15

The liability of a sole trader is

Limited only to his investment in the business

Limited to the total resources of the business

Unlimited

Not defined

Question # 9 of 15

Which of the following statements about Franchising is true?

Franchising is a type of corporate system

Franchising is used to achieve coordination at successive stages of production

Franchising is a type of administered vertical marketing system

Franchising is the most visible variation of contractual systems

Question # 10 of 15

Which one of the following business type can avail some concessions from Government?

Sole proprietorship

Partnership

JS Company

Cooperative society

Question # 11 of 15

Wages are paid for

Short term periods

Long term periods

All of the given options

None of the given options

Question # 12 of 15

A good, service, or idea consisting of a bundle of Tangible and intangible attributes that can satisfy consumer is called a:

Durable good

Product

Commodity

Question # 13 of 15

A _____ is an assessment of the kinds of skills, knowledge and abilities needed to successfully perform each job in an organization

Job description
Human resource inventory report
Job specification
Job analysis

Question # 14 of 15

The interviewer asks the respondents same questions using a predetermined series of questions interview questions in:

Structured interview
Unstructured interview
Telephonic interview
None of the given options

Question # 15 of 15

Which one of the following business has shortest life span?

Sole proprietorship
Partnership
JS Company
Co-operative society

Semester Spring 2008

Quiz 1 solution

MGT211 (Introduction to Business)

Questions

Correct answer

a. Which of the following is excluded from factors that can affect the business?

- a)
Demographic Factors
- b)
Economic factors
- c)
Act of God
- d)
None of the above

Correct answer D

2) The function of business in which business man tries to find new techniques of production is

- a)
Accounting
- b)
Management Function
- c)
Innovation
- d)
Quality improvement

Correct answer C

c. If Trade Receipts are greater than Trade Payments then Balance of Payments is _____

- a) Favorable
- b)
Unfavorable
- c)

Deficit

d) None of the above

Correct answer A

d. Which of the following is excluded from the advantages of Sole Proprietorship?

- a)
Direct relationship with customers
- b)
Unlimited Liability
- c)
Easy transfer of Ownership
- d)
Entire Profit

Correct answer B

e. Which of the following is an advantage of sole proprietorship?

- a)
Longest life
- b)
Availability of sufficient Capital
- c)

Direct contact with customer and workers

d)

Separate Legal Entity

Correct answer C

f. Which of the following is not among the benefits of Partnership Firm?

a)

Satisfaction of Partners

b)

Lack of Secrecy

c)

Moral Promotion

d)

Minority Protection

Correct answer B

g. In partnership deed the profit & loss is distributed among the partners by the following ratio.

a)

50:50

b)

As per percentage of Capital invested

c)

As per agreed ratio in Partnership deed

d)

25:75

Correct answer C

h. The company may raise its capital through which of the following sources:

a)

By Issuing Shares

b)

By Issuing Debentures

c)

By Savings

d)

All of the given options

Correct answer D

9) Advantages of cooperative societies does not include

- a)
Equal distribution of wealth
- b)
Interference of Government
- c)
No Monopoly
- Open Membership

Correct answer **B**

j. WTO was organized on _____

- a)
July 15, 1998
- b)
January 01, 1990
- c)
August 25, 1995
- d)
January 01, 1995

Correct answer **D**

INTRODUCTION TO BUSINESS (MGT 211) (QUIZ)

a. An enterprise that provides products or services that customers desire is a/an:

- institution
- market
- agency

b. The different types of stakeholders involved in a business include all of the following except:

- owners
- creditors
- employees

- c. A certificate of ownership of a business is a:
bond
mutual fund
contract
- d. The following are possible forms of business ownership except:
proprietorship
partnership
corporation
- e. Partners have unlimited liability in a:
corporation
limited partnership
cooperative
- f. An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is a :
joint venture
distribution
cartel
- g. A firm's _____ is measured by its stock price, which can be negatively affected by unethical business practices:
bond rating
risk
return on investment
- h. _____ conditions reflect the overall performance of the nation's economy.
microeconomic
multieconomic
all of the given options

The primary purpose of an industry business environmental assessment is to determine the:

economic growth

inflation rate

population growth

The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

finance

marketing

production

k. All of the following are considered crucial ingredients that are needed in order for a business to be able to make a profit except -----.

a) Land

b) Capital

c) Labor

d) Financial Counselors

1. Jahanzaib's restaurant was sued when a customer suffered a severe allergic reaction. As sole proprietor of the establishment, Jahanzaib's will be personally liable for any judgment against the restaurant due to -----.

a. Charter Laws

b. Unlimited Liability

c. Terms of his property insurance

d. Limited Liability

13) ----- comprise partners whose liability is limited to the cash or property they contributed to the partnership.

a Limited partnerships

b Limited Liability Companies

c Sole Corporations

d General Partnership

14) ----- is considered a primary advantage to forming a business partnership.

Shared Profit

Increase Specialization

Shared Control

Unlimited Liability

15) Disadvantages associated with being an entrepreneur include all of the following except -----.

Ensuring the business functions properly

Possibly incurring large losses

Possibly losing source of income

Having an increased amount of control

16) All of the following except ----- are considered to be barriers to free trade

Tariffs

Quotas

Subsidies

Taxes

17) A ----- is an economic system in which the production of goods and services is left in the hands of private enterprise.

Totalitarian government

Representative democracy

Mixed Economy

Free Market Economy

18) ----- are those persons who guarantee the company, to buy the remaining shares if minimum requirement is not met.

Promoters

Brokers

Underwriters

Directors

19) The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

Finance

Marketing

Production

Management

20) The different types of stakeholders involved in a business include all of the following except:

Owners

Creditors

Couriers

Employees

Mgt211 1000+ Mcqs Searching file for

grand quiz Create by Orange Monkey

team First file 95% correct

All of the following barriers exist due to economic differences in international trade Except.

Different environment

All of the following statements are true regarding partnership except_____.

There is no partnership income tax; the individual partners pay a personal income tax on their portion of partnership profits.

The form of business organization that generally has the largest volume is the _____.

Corporation

Which of the following is NOT a secondary industry? Genetic industry

Which of the following is a primary industry?

Extractive industry and Genetic industryboth

Which of the following is a Secondary industry?

Constructive , manufacturing, services industry...all options

Which of the following is the partner who does not take part in the management of the business but is known to the public. He is liable to the creditors of the firm?

Silent partner

Which of the following is the

partner who takes active part in the affairs of business and its management. He contributes his share in the capital and is liable to pay the obligations of the firm?

Active partner

Which of the following is the

partner who takes active part in the affairs of the business but is unknown to the public as a partner. He is liable to the creditors of the firm?

Secret partner

Which of the following is the

partner who only contributes is the capital but does not take part in the management of the business. He is liable to pay the obligations of the firm?

Sleeping partner

Which of the following is the

partner who invests a large portion of capital in the business. He has a prominent position in the firm due to his experience, skill, energy, age and other facts?

Senior partner

Which of the following is the

partner in a firm can make an agreement with a stranger to share the profits earned by him from the partnership business. He is not liable for any debt and can not interfere in the business matters?

Sub-partner

Which of the following is

a person who has a small investment in the firm and has a limited experience of business?

Junior partner

Which of the following is

a person who is over 18 years of age. A person is allowed to make contract when he has attained the age of majority?

Major Partner

Which of the following is a

person who is minor cannot enter into a valid contract. However, he can become a partner with the consent of all other partners. He can share profits of a business but not the losses?

Minor Partner

Which of the following is a

partner who neither contributes in capital nor does he take part in the management of the business but allows his name to be used in the business is known as. He is individually and jointly liable for the debts of the firm along with other partners?

Nominal Partner

Which of the following is

A partner whose life has expired is known as.

The share of capital and

profit of such partner is paid to his legal heirs in lump sum or in installment?

Deceased Partner

Which of the following is a

A partner whose liabilities are limited to his share in business is called. He cannot take active part in the management of the firm?

Limited Partner

Which of the following is a

A partner whose liabilities are unlimited is known as.

He and his personal property both are liable to clear the debts of the firm?

Unlimited Partner

Which of the following is a

A person who is newly admitted in the firm with the consent of all the partners.

He is not liable for any act of the firm performed before he became the partner unless he agrees.

Incoming partner

Which of the following is a

A partner who leaves the firm due to certain reasons is known as.

He is liable to pay all the obligations and debts of the firm incurred before his retirement?

Retired Partner

Which of the following is a

a partner is entitled to receive certain share of profits and is not held liable for losses is known as .

He is not allowed to take part in the management of the business?

Partner in profits only

Which of the following is a

A person, who was the partner of a firm but has now retired from active participation in business and has left his capital in the business as a loan, receiving interest on it, is known as ?

Quasi Partner

Which of the following is a

A person who holds himself out as a partner of a firm, before a third party or allows other to do so, though he is not a partner of that firm, is called.

He is not entitled to any right like other partners of the firm. He is not entitled to any right like other partners of the firm. He is personally liable to the third party for the

credit given to the firm, on the faith of his representation.

Partner by Estoppel

Which of the following is NOT the characteristic of a business?

Voluntarily contribution

Which of the following is a characteristics of a business?

CAPITAL, CREATION OF UTILITY, DEALING IN GOODS AND SERVICES, Employment, Islamic Process, Motive, Organization, Productions or Purchase of goods, Regular transaction, Risk and uncertainly, Sale or transfer for value, Social welfare ALL OPTIONS

The difference in value between a country's exports and imports is called

Balance of trade

Those countries where people are earning US \$9000 or more.

High income countries

Those countries where people are earning between US \$765 and \$9000

Middle income countries

Those countries where people are earning below US \$765.

Lower income countries

The country becomes a _____ when the value of imports exceeds than value of exports in the balance of trade.

Creditor

Which of the following is not an example of non-profit making organization?

Partnership

_____ meeting must be held at least one in three months and at least four times in a year.

Director meeting

On which of the following dates companies ordinance came into force?

January 1, 1985

Statutory meeting is held by which of the following companies?

All options

Environmental forces that are controllable are called? Internal forces

certified by at least;	Statutory report must be send to the shareholder before meeting that is
3 directors of CEO	
_____”.	A major disadvantage of the corporate form of organization is the
Double taxation of dividends	
goods is termed as ?	The activity directed towards producing wealth through buying and selling
Business	
	‘One man one vote’ principle is applied in _____. Co-operative society
	First directors are usually named in the _____. Articles of Association
its_____.	The rules and regulations of a co-operative society are formed in
Co-operative rules	
	Annual General Meeting of the company that held. Once in a year
and time is known as	The person who takes the major risks of a business by committing equity
Partner	
	In which type of business, Government gives the financial assistance?
Joint stock company	
	In which stage of the company formation, MOA and
AOA are submitted in the registrar’s office?	
Incorporation stage	
	Which of the following factor(S) contribute to success of new business.
All options	
	Social welfare is one of the objectives of: Public limited company
	Which of the following business form has the shortest life span?
Sole- partnership	
profit or income are known as_____.	The activities that are undertaken for personal satisfaction and not to earn
Economics activities	
	Business benefits the people by providing them. Large number of services

Presence of few competitors	Which of the following can be the strength of an organization?
semi finished goods	In which of the following industry, raw material is converted into finished or
Manufacturing	
January 1995	WTO was established in _____
using its name.	Franchiser gets a large amount of money from franchisee as _____ while
Fee	
Corporate societies	All of the following form of business has high failure rate EXCEPT.
	Which of the following is included in economic factors? Exchange rate
as _____	First meeting of the members of public limited company is known
Statutory meeting	
materials?	Which industry is concerned with the extraction and production of raw
Primary industry	
Secondary industry	Which industry use raw materials and make useful goods?
	The liability of a sole trader is. Unlimited
Reduction of double taxation	A major advantage of the corporate form of organization is _____
may be the period of;	A period of business cycle that is characterized by high employment rate
Expansion	It is difficult to transfer the rights of ownership in? Sole proprietorship
	Which of the following is not the adjective of the directors meeting?

To recommend dividend

ordinance? The law relating to joint stock companies has been laid in company's

1984

First directors are usually named in the _____.

Articles of association

The law relating to joint stock company has been laid in companies ordinance, 1984 which came into force on _____ in Pakistan.

January 1985

In which stage of the company formation, MOA and AOA are submitted in the register's office

Incorporation stage

The registration of a joint stock company is; Compulsory

A major disadvantage of the corporate form of organization is the _____.

Double taxation of dividends

Which of the following statement is false.

Joint Venture do not provide opportunities to acquire new expertise

The relationship between persons who have agreed to share the profits of a business carried on by all or any one of them acting for all is called _____

Partnership

In which economy, the government decides that how many resources have to be generated and how the resources should be allocated?

Planned economy

Economist and policy makers are interested in Demographics attributes to determine the ;

Demand patterns

Which document contains the objective of the business and the ways to achieve those objectives?

Business plan

_____ is the simplest form of business organization, which is owned and controlled by one man

SOLE PROPRIETORSHIP

Two or more organization combine together and form a new organization.

Merger

The word 'limited' at the end of the company name means;

Shareholders has limited liability

Which entity supervises the work of all cooperative societies?

Cooperative department of provincial
government

Barriers to international trade include; All options

_____ - generally has unlimited liability The owner of a sole
proprietorship

business plan?

Investment, revenue, expenses and net profit is discussed in _____ of

Financial part

A document that contains rules and regulations of the company.

All options

telephone is called;

The buying and selling of goods by way of electronic media, such as

E-commerce

Which of the following can be the situation of wound up of a company?

All options

The list annual general meeting should be held with the
_____ of incorporation of a company.

month

The sale of products and services via internet is fall under the;

E-commerce

Which of the following is required the certificate of commencement?

A public limited company

The activities that are undertaken for personal satisfaction and not to earn
profit or income are known as _____

Non economics activities

to achieve those objectives?	Which of the document contains the objectives of the business and the ways
Business plan	
_____	Auditors are generally appointed and their remuneration, fixed at the
All options	
imported over a period of time.	A _____ imposes limits on the quantity of a good that can be
Tariff	
	Which of the following is a new trend in which two or more organization
	combine together and form a new organization?
Merger	
said to be favorable or a.	If the value of exports exceeds than value of imports the balance of trade is
Trade barrier	
	Which mode of the business is formed when several business concern
	undertaking units are combined to carry on the business together fro achieving the economic benefits?
Combination	
responsibility, EXCEPT;	All of the following best describes the practice of corporate social
Interaction with government	
because;	Compared to licensing, franchising is a more advantageous entry mode
All options	
government?	Which of the following business type can avail some concessions from the
Cooperative society	
	The first stage in Evolution of business is; Entrepreneurship
	A sole proprietorship business may have; All options
government?	Which of the following business type can avail some concessions from the
Cooperative society	
other party is called;	An agreement between two parties in which one party passes on the right to

Franchising agreement

Which of the following can be the situation of wound up of a company?

All options

capital

The liability of each member in cooperative society is . Limited to the share

In what type of business, Expansion is comparatively difficult than others.

SOLE PROPRIETORSHIP

Following are the advantages of cooperative society except;

Lack of profit incentive

called_____

Goods produced domestically and sold in some other country is

Exports

Total income of the country/ Total population is the formula to calculate.

Per capita Income

A market survey is important because it tells you; All options

Which of the meetings is held only once in the life of a public company?

Statutory meeting

When a business enters into a legal arrangement to allow its name and product& services to be used by others for a fee it is called

Franchising

Which of the following factor(s) contribute to success of new business

All options

In which type of business, Government gives the financial assistance?

Co-operative society

A person or an organization that works for an exporter or importer is called

_____Independent

joint stock company?

Which of the following documents contains the name and address of the

Memorandum of association

international trade EXCEPT;

All of the following barriers exist due to economic differences in

Preferences for particular product

The form of business organization that generally has the largest sales volume is the;

Sole proprietorship

Which of the following is NOT the characteristics of a business?

Voluntarily contribution

Which of the following is not an example of non-profit making organization?

Partnership

Which of the following can be categorized an opportunity for an organization?

Good product development

Which of the following is NOT the characteristics of a business?

Voluntarily contribution

Sole proprietorship always enjoys; 100% of profit after tax

Which of the following can be categorized as opportunity for an organization?

High employee turnover

A document that contains rules and regulations of the company.

Articles of association

The notice calling the annual general meeting, must be given to all its members at least days

It is difficult to transfer the rights of ownership in ? Sole proprietorship

Which of the meetings is held only once in the life of a public company?

Statuary meeting

Which of the following is an example of genetic industry?

Poultry farms

Which of the following have not active participation in the management of the partnership firm?

All options

_____ before the meeting. The notice of the statutory meeting must be sent to each _____ at least

Shareholders, 21 days

_____ elected by the shareholders? In which meeting of the joint stock company, the board of directors is

General meeting

_____ plan? Which of the following should be considered when designing a business

Financial components of the business

_____ Who signs the documents on behalf of the joint stock company?

Common seal is used for its signature

_____ is a kind of loan which is acquired from the market.

Debenture

_____ personal property. Partners will have to pay all the debts of the business even from their

Both

_____ avail it is called A phenomenon in which a person searches for an opportunity and try to

Entrepreneurship

_____ business by using his name and trademark? In which forms of business one party gives the right to other party to do the

Franchising

_____ Which of the following enjoys limited liability? A corporation

_____ Which for the following statement is false?

One reason for failure small business is that most entrepreneurs are younger than 25 years old

responsibility, Except All of the following best describes the practice of corporate social

Interaction with government

_____ organization? Which of the following can be categorized as opportunity for an

High employee turnover

company?	Which of the following have powers of decision making in joint stock
Board of directors	
	It is difficult to transfer the rights of ownership in? Sole proprietorship
members at least _____ days before the date of the meeting	The notice calling the annual general meeting, must, be given to all its
	days
	ALL of the following can be the advantage of the franchise business. Except
Interdependency of business	
	Occurrence of widespread price increases throughout an economic system
Inflation	
volume is the	The form of business organization that generally has the largest sales
Corporation	
country is known as	The limit imposed by one country on importing commodities from another
Quota	
	Statutory meeting is held by which of the following companies?
All options	
	Two or more organization combine together and form a new organization.
Merger	
together and form a new organization	Which of the following is a new brand in which two or more organization
Merger	
	Which is the first stage in the formation of joint stock company?
Promotion stage	
	Which of the following is NOT an attribute of sole proprietorship business?
Profit sharing	
	Certificate of Commencement is issued by the Registrar of the companies
	A market survey is important because it tells you; ALL options
formed a separate	Two or more people or organizations join hands and decide to do a business,

Joint venture

Which of the following is the total output of goods and services produced by an economic system in a given period of time?

Aggregate output

When a person provides his services to society on the basis of his specialized knowledge and experience is termed

Profession

_____ are the government taxes on import that raise the price of foreign goods and make less competitive goods

Tariffs

_____ describes the government payments given to certain industries to help offset some of their costs of production?

Subsidies

_____ Auditors are generally appointed and their remuneration, fixed at the _____

Annual meeting

The relationship between persons who have agreed to share the profits of a business carried on by all or any one of them acting for all is called

Partnership

The formation of _____ does not require any legal formality like registration

Sole proprietorship

A period of business cycle that is characterized by high labor turnover may be the period of _____

Evolution

_____ can expand their business by selling shares in the stock market

Joint stock company

The general Agreement on tariffs and trade (GATT) is based on the principle of

Tariff reduction through international negotiations

First directors are usually named in the _____

Articles of association

	_____ describes the government-imposed
restrictions on the quantity of a good that can be imported over a period of time	
Quota	
by the shareholders?	In which meeting of the joint stock company the board of directors is elected
Annual general meeting	
	Statutory meeting is compulsory for; All options
	Which of the following is not the disadvantage of cooperative society?
Protection of mutual interest	
	The liability of each member in cooperative society is; Limited to the share
capital	
would NOT form part of the plan?	In the business plan, when making financial projections, which of these
Audit	
proprietorship?	Which of the following EXCLUDED from the advantages of sole
Unlimited liability	
is called a _____	Concessions provided by a country to its producers to protect the economy
Subsidy	
	Which of the following business form has the shortest life span?
Sole proprietorship	
company?	Which of the following option is true for the characteristics of a limited
Delayed decision	
_____.	A major disadvantages of the corporation form of organization is the
Double taxation of dividends	
	Competitor analysis is discussed under the following part?
All options	
avail it is called	A phenomenon in which a person searches for an opportunity and try to
Entrepreneurship	

In which form of business one party gives the right to other party to do the business by using his name and trademark?

Franchising

Which of the following enjoys limited liability? A corporation

Two or more people or organizations join hands and decide to do a business, formed a separate entity is called_____

Joint venture

Which of the following statement is false?

One reason for failure small

business is that most entrepreneurs are younger than 25 years

All of the following best describes the practice of corporate social responsibility, Except

Interaction with government

For a private limited company, minimum number of members are -

2

Which of the following are NOT invited in the annual general meeting of a company?

Debenture holders

Issuing shares and debentures belong to the _____

of the company?

Commencement

The most important step in understanding business ethics is

Establishing codes of ethics

All of the following fall in the category of ‘ business’ except

Construction of houses for personal use

_____ is the simplest form of business organization, which is owned and controlled by one man

SOLE PROPRIETORSHIP

incorporation of a company The first annual general meeting should be held with the ____ of months

business carried one by all or any one of them acting for all is called.

Partnership

Which of the following is NOT the advantage of cooperative society?

Monopoly

Balance sheet of a company reflects

Organization's financial health at a specific point of time

proprietorship? Identity, what can be the biggest advantage of a small partnership over a sole

Rising capital

Effective interest rate is different from nominal rate of interest because;

All options

ordinary annuity? Which of the followings equation will be used to calculate future value of

$FV = CCF(1+i)^{n-1}$

Which of the following are known as Discretionary financing?

Long term liabilities

Suppose sales of company 's' have increased from RS

500,000 to RS 650,000 after 1 year. What will be the sale growth rate of company S?

130%

What is the present value of Rs, 10,000 to be paid at the end of five years if interest rate is 10% compounded annually?

Rs 6,209

Which of the following technique is used to select different investment options so as to reduce risk of losing the invested money?

Diversification

The formula to calculate future value of an amount using simple interest is.

$$FV = PV / (1+i)^n$$

Which of the following item is used to estimate the cash flows while employing percentage of sales method?

Sales revenue

Formation of _____ is very lengthy, very complicated and very technical job?

Joint stock company

Goods produced domestically and sold in some other country is called _____

Exports

First directors are usually named in the _____

Articles of association

Occurrence of widespread price increases throughout an economic system

Inflation

A _____ imposes limits on the quantity of a good that can be imported over a period of time.

Quota

A document that contains the terms and conditions of the business.

Partnership deed

Which of the following is a new trend, in which one business acquires the other business instead of combining

Acquisition

Which of the following is a new trend in market in which two or more organizations combine together and form a new organization.

Merger

Which of the following is two or more than two organizations collaborate for mutual profits.

Strategic alliance

The situation when a country imports less than it exports is;

A trade surplus

The formation of _____ does not require any legal formality like registration.

Sole proprietorship

The sale of products and services via internet is fall under the;

E-commerce

When a business enters into a legal arrangement to allow its name and product & services to be used by others for a fee it is called.

Franchisee

According to the companies ordinance the _____

must be held in once in a year. Annual general meeting

In which part we see about customers. Their liking, locality and purchasing power

Financial part

Altering the articles of association requires _____

resolution.

Special

Total value of all goods and services produced within a given period by a national economy through domestic factors of production.

GDP

In which type of business, banks hesitate to give loans? None options

When international trade restricts to safely, which one of the following barriers exists?

Subsides

A business related to the construction of roads and is categorized as.

Secondary industry

Election of directors and appointment of auditors is the objectives of _____.

None options

_____ is a written document which contains the objectives of the business and the ways to achieve these objectives.

Business plan

Which of the following is not the disadvantage of cooperative society?

Untrained supervision

A person or an organization that works for an exporter or importer is called.

Independent

Issuing shares and debentures belong to the

_____ of the company?

Capital subscription

Which of the following can be categorized as opportunity for an

organization?

High employee turnover

Which of the following have powers of decision making in Joint Stock

Company?

Board of directors

It is difficult to transfer the rights of ownership on? Sole proprietorship

The notice calling the annual meeting, must, be given to all its members at least _____ days before the date of the meeting

days

Which of the following is held only one in the life of a public company?

Statutory meeting

Which one of the following is NOT a type of business organization?

company

organization?

Which of the following is not an example of non-profit making

Partnership

All of the following can be the advantage of the franchise business. Except

Independency of business

THE limit imposed by one country on importing commodities from another

country is known as;

Quota

When international trade restricts due to safety, which one of the following

barriers exists?

Laws

In what type of business, there is easiest dissolution? Sole proprietorship

Which is the first stage in the formation of Joint Stock Company?

Promotion stage

Which of the following is NOT an attribute of sole proprietor ship business?

Profit sharing

Certificate of Commencement is issued by the; Registrar of companies

Profit distributed among shareholders is called_____

Dividend

_____ generally has unlimited liability. The owner of a sole proprietorship

_____ describe the government payments given to certain industries to help offset some of their costs of production?

Subsides

The term tariff, as used in international trade, refers

to;

A tax on imports

To think about benefiting the society and avoid harmful activities for the society is called_____

Corporate social responsibility

When a person provides his services to society on the basis of his specialized knowledge and experience is termed as

Profession

_____ are the government taxes on imports that rise the price of foreign goods and make them less competitive with domestic goods

Tariff

The activity directed towards producing wealth through buying and selling goods is termed as?

Economist and policy makers are interested in Demographic attributes to determine the _____

Demand patterns

First directors are usually named in the _____

Memorandum of association

Environmental forces that are controllable are called? Internal forces

The relationships between who have agreed to share the profits of a business carried on by all or any one of them for all is called;

Partnership

In which economy, the government decides that how many resources have to be generated and how the resources should be allocated?

Planned economy

_____ is the simplest form of business organization, which is owned and controlled by one man

SOLE PROPRIETORSHIP

Which document contains the objectives of the business and the ways to achieve those objectives?

Business plan

The word 'limited' at the end of the company name means;

Shareholders has limited company

The registration of a joint stock company is;

Compulsory

All of the following barriers exist due to economic differences in international trade EXCEPT;

Preferences for particular product

Which of the following is NOT the characteristics of a business?

Voluntarily contribution

The difference in value between a country's exports and imports is called

Balance of trade

All of the following are the controllable factors for success in business EXCEPT;

State laws

_____	Auditors are generally appointed and their remuneration fixed at the
Annual general meeting	
	The two major sources of raising funds or financing a business are
Owner's capital & borrowed funds	
	Which of the following in the ethical behavior(s) in managerial Practices?
All options	
business?	_____ is one who has invested the maximum amount in the
None options	
	Statutory meeting must be held within _____ of the environment of
the business.	
3 months to 6 months	
	In _____ a central body will allocated the resources and then decode
how these resources will be distributed.	
Planned economy	
	If the value of exports exceeds than value of imports the balance of trade is
said to be favorable or a	
Trade surplus	
	In which of the following industry, raw material is converted into finished or
semi finished goods	
Manufacturing	
	The first stage in Evolution of business is Industrial revolution
	Which of the following does NOT belong to the right of the business?
None options	
	Those countries where people are earning below US \$
765 are known as:	
Low income countries	
	A document that contains rules and regulations of the company.
Articles of association	
	A major disadvantage of the corporate form of organization is the _____.
Double taxation of dividends	

other party is called: An agreement between two parties in which one party passes on the right to

Franchising agreement

Competitor analysis is discussed under the following part?

Marketing part

_____.

For a private limited company, minimum number of members are

2

A sole proprietorship business may have: All of the given

incorporation of a company. The first annual general meeting should be held with the _____ of

months

In which economy, the government decides that how many resources have to be generated and how the resources should be allocated?

Planned economy

_____ is not liable for the debt of the partnership business.

Sleeping partner

using its name. Franchiser gets a large amount of money from franchisee as _____ while

Interest

The two major sources of raising funds or financing a business are:

Owner's capital & borrowed funds

Set of organizational activities directed at attracting, developing, and maintaining an effective workforce is called:

Human resource Management

during a given period is called Total quantity of goods and services produced by an economic system

Aggregate output

goods is termed as? The activity directed towards producing wealth through buying and selling
Business

Filling out the vacant positions is? Staffing

The two major sources of raising funds or financing a business are:

Owner's capital & borrowed funds

In which type of business, Government gives the financial assistance?

Joint stock company

Which of the following is EXCLUDED from the advantages of sole

proprietorship?
Unlimited liability

EEO stands for:

Equal Employment Opportunity

In which of the following do two or more organizations collaborate on a

project for mutual gain?

Joint venture

A person who practices the functions to achieve management's objectives?

Manager

Auditors are generally appointed and their remuneration, fixed at the

Annual General Meeting

This management level is concerned with long-range planning for the

organization.

Top Managerial

Which of the following business type can avail some concessions from the

government?

Joint stock company

The activities that are undertaken for personal satisfaction and not to earn

profit or income are known as_____.

Business activities

It is difficult to transfer the rights of ownership in? Partnership

Which of the following is NOT a core function of management?

A part of organization that requires separate planning is called?

Which of the following is not an example of non-profit making

organization?

Partnership

A document that contains rules and regulations of the company.

Money is the sole motivator for workers according to which of the

following?

Theory X

_____ is one who has invested the maximum amount in the business?

Senior Partner

The law relating to joint stock company has been laid in Companies Ordinance, 1984 which came into force on _____ in Pakistan.

Jan-85

Who signs the documents on behalf of the joint stock company?

common seal is used for its signature

A form designed by the employer for the prospective employee to fill it out is called?

Application blank

An agreement between two parties in which one party passes on the right to other party is called:

Joint venture

A written statement of what a job holder does, how a job is done, and why a job is done is a _____:

Job description.

In what type of business, there is easiest dissolution? Sole proprietorship

Sources of marketing information are categorized into two groups - what are they?

External sources; internal sources.

Which of the following factor(s) contribute to success of new businesses?

Hard work

Which of the following is not the objective of the Directors' meeting?

To issue debentures

A distribution channel represents the path of a product from a producer to:

Consumer

Which of the following Selection devices are based upon physical condition of the candidates:

Medical tests

Which of the following factor(s) contribute to failures of new businesses?

All of the given

the basis of units completed.

None of the given

country

Right to use factory location

None of the given

Middle income countries

_____.

Dividend

satisfied?

Product oriented

The notice calling the annual general meeting, must be given to all its members at least _____ days before the date of the meeting.

21 days

Statutory meeting

called?

Geographical segmentation

Decision support system

except:

_____ are paid for short term period, e.g. for a day or for an hour or on

What is mean by global organization? Producing products for specific

In franchising, all of the following are the rights of franchisee except:

A part of organization that requires separate planning is called _____.

Those countries where people are earning below US \$765?

Profit distributed among shareholders is called

In which approach of marketing: unsatisfied needs of the customers are

Environmental forces that are controllable are called? Internal forces

First meeting of the members of public limited company is known as:

Dividing the market on the basis of area, climate and cultural values is

Which of the following enjoys limited liability? A corporation

DSS stands for:

All of the following personal characteristics are found in an entrepreneur

Follower

four times in a year.

None of the given

Democratic style

consumerism.

False

Personal satisfaction

the business

3 months to 6 months

Unstructured interviews

Exports

organization?

Partnership

Poultry Farms

Tariff

Primary market

_____ meeting must be held at least once in three months and at least

In which leadership style, there will be downward communication only.

To get a product that is up to the expectations of the customers comes under

Business may be define as an economic activity

undertaken with a motive of earning profit by satisfying human needs in society. The term economic activity includes the activities with the motive of:

Statutory meeting must be held within _____ of the commencement of

The method of interviews where questions can be changed or adapted to meet the respondent's intelligence and understanding is called:

Which types of organizations have expertise in selecting people for the job?

Which of the following is not an example of non-profit making

Which of the following is an example of genetic industry?

All of the following is the barrier of international trade, Except:

Which of the following is included in a business plan: All of the given

The first time issuance of share is held in the:

Job Enrichment:

Is a programme through which management seeks greater productivity from worker

of commencement"? Which of the following condition must be fulfilled to obtain the "Certificate

All of the given

Decision about activities performed by the workers is called

Organizing

Which of the meetings is held only once in the life of a public company?

Statutory meeting

Total income of the country/Total population is the formula to calculate.

Per Capita Income

Which of the following documents contains the name and address of joint

stock company?

Memorandum of association

All of the following fall in the category of "business" except:

Construction of houses for personal use

Limit imposed by one country or importing commodities from another

country?

Quoata

Which of the following statement is true for the World Trade Organization

(WTO):

Sets tariffs to balance international trade among nations

All of the following fall in the category of "business" except:

Construction of houses for personal use

Limit imposed by one country or importing commodities from another

country?

Quoata

Marketing should begin with _____. All of the given

profit or income are known as
_____.

The activities that are undertaken for personal satisfaction and not to earn

Business activities

Concessions provided by a country to its producers in order to protect

economy?

Subsidies

Company?

Which of the following have powers of decisions making in Joint Stock

Board of directors

_____.

Election of directors and appointment of auditors is the objectives of

Annual general meeting

Annual General Meeting is the meeting of the company that held

Once in a year

Those who invest in joint stock companies is called:

Shareholders

_____ meeting is the first meeting after commencement of business.

None of the given

which mode of the business is formed when several business concern undertaking units are combined to carry on the business together for achieving the economic benefits?

combination

Which of the following is not the disadvantage of cooperative society?

Lack of secrecy

_____ describes life time objectives of the organization.

All of the given

Those who invest in joint stock companies is called: Shareholders

First meeting of the members of public limited company is known as:

Statutory meeting

Which of the following have powers of decisions making in Joint Stock

Company?

Board of directors

Limit imposed by one country or importing commodities from another

country?

Quoata

Which of the meetings is held only once in the life of a public company?

Statutory meeting

Sole proprietorship always enjoys: 100% of profit after tax

The first time issuance of share is held in the: Primary market

Decision about activities performed by the workers is called

Organizing

_____ are the government taxes on imports that raise the price of foreign goods and make them less competitive with domestic goods.

Income tax

Which of the following is NOT an aspect to purchase a franchise business?

Attractive Location

Which of the following is not an example of non-profit making organization?

Partnership

The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:

Market penetrating

All of the following personal characteristics are found in an entrepreneur except:

Follower

Which of the following is included in a economic factors?

Value system

In what type of business,there is easiest dissolution? Sole proprietorship

Goods produce domestically and sold in some other country is called:

Exports

Sources of marketing information are categorized into two groups - what are they?

External sources; internal sources

The first annual general meeting should be held with the _____ of incorporation of a company.

18 months

Dividing the market on the basis of area, climate and cultural values is called?

Geographical segmentation

Which types of organizations have expertise in selecting people for the job?

All of the given

Which of the following must hold a statutory meeting? Statutory companies

Public limited companies

Which of the following is NOT included in aids to trade? Insurance

of debts is known as:

The portion of capital kept at the winding up of a company for the payment

Reserve capital

Authorized capital

government?

Which of the following business type can avail some concessions from the

Sole proprietorship Partnership

Joint Stock

company

Cooperative

society

NOT form part of the

While making financial projections in a business plan, which of these would

plan?

Source of

loan Audit

Net income or

profit Expected

revenues

Which of the following are included in a business plan? Financial information, production plans, personal policies.

Goals of the business and how they will be achieved.

Market analysis

All of the given options.

Which of the following is not a reason for a business failure?

Managerial experience or inexperience Effective control systems

Insufficient control

system None of the

given options

In which of the following two or more organizations collaborate on a project for mutual gain?

Strategic alliance

The difference between a country's merchandise exports and its merchandise imports is the:

Current account

Capital account

Balance of trade

Balance of

payments

One of the best solutions to get rid of non-biodegradable wastes is:

Recycling

The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid Valid but not reliable Reliable but not valid Reliable but not legal

10. is a written statement which contains the duties and responsibilities of a job.

Job analysis

Job

specification

Job description

Job inventory

chart

According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem

m

Security

y

Social

Self-actualization

Douglas McGregor is associated with which of the following?

Scientific management Motivational factors Theory X and theory Y The Hawthorne studies

Which step in Maslow's Hierarchy of Needs Theory deals with achieving one's potential?

Safety

Self

actualization

Physiological

Social

14. The term "Job Rotation":

Is another term for employee empowerment? Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy

Means that staff is moved periodically from task to task in order to increase variety and interest.

Which of the following statements is NOT true about services?

They are experienced, used or consumed They are often sold first, and then consumed They are perishable

They are tangible

Which of the following generic terms is not a management function?

Leading Systemizing Planning Organizing

Increases in the degree of responsibility a

worker has over his or her job is referred to as job: Empowerment

Enlargement Enrichment Entitlement

ABC Company is currently hiring employees from different countries. ABC

Company is said to

be implementing strategy.
Decentralization
Downsizing
Workforce
diversity
Retrenchment

What is potentially the biggest advantage of a small partnership over a sole

proprietorship?

Unlimited liability Single tax filing

Difficult ownership

resale Raising capital

Which of the following is the oldest form of business organization?

Sole proprietorship Partnership Company Cooperative society

21. Which of the following is an advantage of a corporation that is not an advantage as a limited

partner in a partnership?

Limited liability

Easy transfer of ownership

position Double taxation

All of the given options are advantages that the corporation has over limited partner

22. Examples of constructive industries include: Canals

Fishery

Sugar

mills

Plant nurseries

Which of the following statement shows the Trade Deficit process?

A process in which country imports are higher than the exports

A process in which country exports are equal to the exports

A process in which country imports are less than the country exports

All of the given options

24. Mr. Saleem has invested 20,000 Rs in a business but did not take part in the management of the

business. In which category of partner he falls?

Secret partner

Silent partner

Sleeping

partner

All of the given options

25. Name of the business

should: Be simple

Indicates the type of

business Be familiar

All of the given options

Hormel Foods Corporation in the USA allows the Danish company Tulip International to produce and market SPAM for the UK market under its own name. What kind of market entry strategy is Hormel using?

Licensing

Joint

venturing

Contracting

Franchising

What are some of the non financial ways of compensation for employees? (3 marks)

How does the term Merger differs from the term Acquisition. (3 marks)

29. What do you mean by recruitment? What are the different ways of recruitment? (5 marks)

30. Describe Expectancy theory. (5 marks)

Question No: 1 (Marks: 1) - Please choose one Which of the following is excluded from factors that can affect the business? Demographic Factors Economic and

social factors

Natural factors

None of the above

Question No: 2 (Marks: 1) - Please choose one

The formation of does not require any legal formality

like registration. Company

Cooperative

society

Partnership

Sole proprietorship

Question No: 3 (Marks: 1) - Please

choose one Which of the following is a

disadvantage of partnership? Distribution

of work

Sufficient

capital Prime

credit standing

Profit sharing

Question No: 4 (Marks: 1) - Please choose one In partnership deed, profit and loss is distributed

among the partners: In equal percentage As per percentage of capital invested

As per agreed ratio in partnership deed None of the given options

Question No: 5 (Marks: 1) - Please choose one

The powers of the Board of Directors to borrow from the bank are

mentioned in:

Article of

Association

Memorandum of

Association Special

Resolution

None of the given options

Question No: 6 (Marks: 1) - Please choose one Which of the following should be considered when designing a business plan? Objectives of the business Marketing components of the business

Financial components of the business All of the given options

Question No: 7 (Marks: 1) - Please choose one

A firm that acquires another firm as part of its overall business strategy is engaging in

·
strategic acquisition A financial acquisition A two-tier tender offer A shark repellent

Question No: 8 (Marks: 1) - Please choose one

The record of a country's imports and exports of goods and services is called its: Visible trade balance.
Balance of payments

Balance of payments on current
account. Balance of trade.

Question No: 9 (Marks: 1) - Please choose one

which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations? GAT

EU
WTO NAF TA

Question No: 10 (Marks: 1) -

Please choose one Export subsidies
are:

Maximum limits on the quantity of specific products

imported to a nation. Taxes placed on imported products.

Licensing requirements or unreasonable quality standards designed to reduce imports.

Government payments to domestic producers to reduce the price on exported goods.

Question No: 11

(Marks: 1) - Please choose one

If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

Ethics
Profitabil

ity.
Producti

vity.

Game
plan

Question No: 12

(Marks: 1) - Please choose one

is a dimension of social responsibility that
includes hiring minority workers, making safe products,
minimizing pollution, using energy wisely, and providing a safe
work environment

Corporate

philanthropy

Corporate policy

Corporate

governance

Corporate

responsibility

Question No: 13 (Marks: 1) - Please choose one Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

The right quantity and quality of employees needed when and where

What physical resources the organization needs Who the organization's main competitors are

Question No: 14

(Marks: 1) - Please choose one

The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops.

Therefore the MBTI personality test may be:

Legal but not

valid Valid but not reliable Reliable but not valid Reliable but not legal

Question No: 15

(Marks: 1) - Please choose one

Selection devices that are based upon physical condition of the candidates are known as:

Medical tests

Background

investigations.

Aptitude tests

Application forms.

Question No: 16 (Marks: 1) - Please choose one Which of the following chart shows turnover in an organization?

GANTT chart

Replacement chart

PERT

chart

Bar

chart

Question No: 17

(Marks: 1) -

Please choose one The Hawthorne
Studies found:

That social and psychological factors could significantly affect productivity

That economic factors affect productivity

Money to be the primary motivator of female employees.

That workers were motivated to produce more when managers left them alone.

Question No: 18

(Marks: 1) - Please choose one

According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need: Esteem.

Security

Social
Self-actualization.

Question No: 19 (Marks: 1) - Please choose one Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as: Growth

factors

Hygiene

factors

Esteem

factors

Motivating

factors

Question No: 20 (Marks: 1) - Please choose one
Which of the following step is important to improve expectancy?
Deliver rewards as promised.

Observe and recognize performance. Create the belief that effort is related to performance Make the rewards meaningful.

Question No: 21 (Marks: 1) -

Please choose one The term "Job
Rotation":
Is another term for employee empowerment

Involves allocating a wider range of similar tasks to individuals Involves giving employees work with a greater degree of responsibility and autonomy

Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT included as a basic idea in the definition of marketing concepts?
Total company effort

Profit

Producti
vity
Customer satisfaction

Question No: 23 (Marks: 1) - Please choose one

In of marketing, unsatisfied need of the customers are satisfied. Social oriented stage

Product oriented
stage Marketing
oriented stage
None of the given
options

Question No: 24 (Marks: 1) - Please choose one Which of the following statements is NOT true about services? They are experienced, used or consumed.
They are often sold first, then consumed. They are perishable.
They are tangible.

Question No: 25 (Marks: 1) - Please choose one
The degree to which a tool or test measures what it is supposed to measure is known as:
Validity
Reliability
Dependabil
ity
Goodness
of fit.

Question No: 26 (Marks: 1) -
Please choose one Which of the following would generally have unlimited liability?
A limited partner in a partnership A
shareholder in a corporation
The owner of a sole proprietorship
A member in a limited liability company (LLC)

Question No: 27 (Marks: 1) - Please choose one What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Unlimited

liability

Single tax

filing

Difficult ownership resale

Raising capital

Question No: 28 (Marks: 1) -

Please choose one Which of the following enjoys limited liability?

A general partnership

A corporation

sole proprietorship None of the given options

Question No: 29 (Marks: 1) - Please choose one

In which type of business entity the entire ownership interest is transferable most freely ? General partnership

Limited

partnership

Corporation

Limited liability company

Question No: 30 (Marks: 1) -

Please choose one Which of the following is false?

One reason for failure of businesses is lack of managerial experience

One reason for failure of businesses is that most

entrepreneurs are younger than 25 years old One reason for failure of businesses is to neglect

One reason for failure of businesses is weak control systems Question No: 31 (Marks: 5)

What is a business plan? Discuss the purpose and

significance of a business plan. Question No: 32 (

Marks: 10)

What is Maslow's hierarchy of needs model? What are management implications of Maslow's Hierarchy need theory?

A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

10%

15%

40%

80%

Components of Business Plan include all of the following except

Marketing Component

Administrative Component

External Component

Financial Component

the other party is An agreement between two parties in which one party possess the rights to

Partnership

Strategic Alliance

Joint venture

Franchising

The shareholders elect the Board of Directors in the

Through special resolution

In annual general meeting

In Special meeting

In statutory meeting

Portion of the undistributed profit transferred to which of the following?

General Reserve

Retained Earning

Appropriation account

All of the given options

Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

Charter of Company

Article of Association

Prospectus

d) None of the given option

A joint stock company may be wound up voluntarily in which of the following way:

Expiry of Period

Fails to submit statutory report

Fails to start its business within one year from the date of incorporation

All of the following

Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:

Debt

Equity

None of the above

All of the given option

Cooperative Societies are not formed for:

The serving of the orphans and widows

The help of poor people

For the earning of profit

Social welfare

Which of the following is the source of acquiring of redeemable capital?

Mudarbah Certificate

Debentures

Participation Term Certificates

All of the given option

Q# 11:

Which one of the following statements about marketing is inaccurate?

The growing number of products in all categories has made it easier for marketers to capture the attention of customers.

Marketing has to do with persuading customers a product meets their needs.

The mass market has fragmented into many different groups of customers.

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.

Q# 12:

The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is

called

Marketing

Business vision

Product development

Customer relationship management

Q# 13:

is the typical sequence of changes in demand for a product that occurs over time.

The business vision statement

The product life cycle

Marketing research

A customer-oriented approach

Q# 14:

All of the following except _ statements about marketing research.

are considered to be correct

those needs differ

It is a systematic search for information about customers' needs and how

Marketing research is geared to uncover unmet consumer needs

a product consumers want to buy

With market research, the chance product development will be able to create

increases

Marketing research provides an inexpensive method for

tracking consumer behavior

Q#15:

When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its

.

Market differentiation

Market mission

Market segment

Marketing plan

Q#16:

is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

Marketing mix

Product mix

Product differentiation

Product positioning

Q# 17:

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Sales promotion

Public relations

Personal selling

Advertising

Q# 18:

The specific method a company uses to sell and deliver its products to customers is known as its .

Retail intermediaries

Direct distribution

Distribution mix

Distribution channel Q#19:

Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

Independent wholesalers

Direct distribution

Company-owned distributors

Retail distributors

Q# 20:

The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

Missionary selling

Licensed distribution

Distribution mix

Distribution channel

Q# 21:

All of the following choices represent one of the four types of utility except:

Time
Form
Loyalty
Ownership

Q# 22:

The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

Production
Sales
Marketing
Relationship

Q# 23:

The marketing concept is:

maximum amount of profits.

Companywide consumer orientation with the objective of achieving the

Long-run success page.
Largest market share.
Highest paid staff.

Q# 24:

involves long-term, value-added relationships developed over time with customers and suppliers:

Relationship Marketing
Marketing Era Marketing
Consumer Marketing
Exchange Marketing

Q# 25:

An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

Sales process
Exchange process
Relationship process
Production process

Solved MCQs mgt211

Question # 1

Which of the following focuses on job content, environment, and conditions of employment?

Select correct option:

- a. Job description
- b. Human resource inventory report
- c. Job analysis
- d. None of the given options

Question # 2

All of the following except _____ are considered to be correct statements about marketing research.

Select correct option:

- a. It is a systematic search for information about customers' needs and how those needs differ.
- b. Marketing research is geared to uncover unmet consumer needs
- c. With market research, the chance product development will be able to create a product consumers want to buy increases
- d. Marketing research provides an inexpensive method for tracking consumer behavior

Question # 3

In the marketing research process the 1st step is to define

the problem followed by: Select correct option:

- a. Collection of data
- b. Develop recommendation
- c. Develop the research design
- d. Implement

plan Question # 4

Which of the following is the least likely decision to be made by Operations Managers? Select correct option:

- a. Deciding which market areas to manufacture products for
- b. Designing and improving the jobs of the workforce
- c. Selecting the location and layout of a facility
- d. How to use quality techniques to reduce waste

Question # 5

What kind of sales person are you most likely to find working in the pharmaceutical industry?

Select correct option:

- a. Order taker
- b. Order getter
- c. Sales engineer
- d. Missionary salesperson

Question # 6

includes all of the activities involved in the sale of products to final customers.

Select correct option:

- a. Wholesaling
- b. Retailing
- c. Marketing
- d. Distributing

Question # 7

Which of the following are the functions of management?

a. Select correct option:

- b. Planning
- c. Organizing

Coordinating

All of the given

options Question # 8

A major advantage of the corporate form of organization is:

Select correct option:

- a.Reduction of double taxation.
- b. Limited owner liability.
- c.Legal restrictions.
- d. Ease of organization

Question # 9

It is difficult to transfer the rights of ownership in:
Select correct option:

- a.Sole proprietorship
- b. Partnership
- c.All the given options
- d. None of the given options

Question # 10

Statutory meeting must be held not later than _____ from the date
on which a public company is entitled to commence business
Select correct option:

- a. 3 months
- b. 6 months
- c. 1 year
- d. One month

Question # 11

Which of the following is the most important determinant of a firm's value?
Select correct option:

Earnings

Debt

Liabilities

Liquidity

Question # 12

The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:

Select correct option:

- a. Market penetrating
- b. Target Marketing
- c. Relationship marketing
- d. Market

segmentation Question

13

refers to the standards of moral behavior. Select correct option:

- a. Legality
- b. Loyalty
- c. Integrity
- d. Ethi

cs Question

14

The difference between a country's merchandise exports and its merchandise imports is the:

Select correct option:

- a. Current account.
- b. Capital account
- c. Balance of trade
- d. Balance of payments

Question # 15

The World Trade Organization (WTO):

Select correct option:

- a. Sets tariffs to balance international trade among nations.
- b. Is the successor to NAFTA.
- c. Rules on trade disputes between nations.
- d. Sets exchange rates to balance international trade among nations.

Question # 16

Which of the following is NOT a core function of management? Select correct option:

- a.Planning
- b. Organizing
- c.Motivating
- d. Leading

Question # 17

In democratic style of leadership there is:
Select correct option:

- a.Upward communication
- b. Upward and downward communication
- c.Occasional communication
- d. Downward communication

Question # 18

The following are included in a business plan:
Select correct option:

- a.Financial information, production plans, personnel policies
- b. Goals of the business and how they will be achieved.
- c.Market analysis
- d. All of the above.

Question # 19

There are really only two ways to collect primary data for a marketing study: Select correct option:

- a. Observation and asking questions
- b. Passive and remote observations
- c. Through laboratory settings and onsite groups
- d. With careful, selected shopper and specialized syndicated

services

Question # 20

The major disadvantage of advertising on television is: Select correct option:

a. Local market focus

b. Long life span

c. Cost.

d. Its inability to target specific audiences.

Question # 21

may be used to analyze how well a company is managing its assets. Select correct option:

a. Profitability Ratio

b. Debt Ratio

c. Activity Ratio

d. Liquidity Ratio

Question # 22

For the individual employee,

MBO provides: Select correct option:

a. A way to keep the company accountable b. Specific personal performance objectives

c. Increased monetary compensation

d. Communication between co-workers.

Question # 23

Examples of genetic industries

include: Select correct option:

Poultry b. Sugar mill

c. Plant nurseries

d. Canals

Question # 24

Which of the following enjoys

limited liability? Select correct option:

- a. A general partnership.
- b. A corporation.
- c. A sole proprietorship.
- d. None of the above

Question # 25

JIT aims at:-

Select correct option:

- a. Avoid delays
- b. Favorable cash flow of the organization
- c. Reduction in non-value added activities
- d. All of the given

options Question # 26

Consumer goods are purchased by:

Select correct option: a. Business users.

- b. Ultimate consumers.
- c. Governments.
- d. Families.

Question # 27

The last step involved in designing an advertising campaign is

. Select correct option:

- a. Allocation of Budget
- b. Advertising Objectives
- c. Advertising Evaluation
- d. Message Creation

Question # 28

In which of the following do two or more organizations collaborate on a project for mutual gain?

Select correct option:

- a. Limited partnership

- b. Joint venture
- c. Public corporation
- d. Strategic alliance

Question # 29

Air crafts are used for transportation of products when speed is Select correct option:

More

important

Less

important

Question #

30

An item consumed in one or a few uses is called a:
Select correct option:

- a. Consumer good
- b. Commodity
- c. Durable good
- d. Nondurable

good Question # 31

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Select correct option:

- a. Sales promotion
- b. Public relations
- c. Personal selling
- d. Advertising

Question # 32

A written statement of what a jobholder does, how a job is done, and why a job is done is a :

Select correct option:

- a. Job description.

b. Human resource inventory report.

c. Job analysis.

d. Job specification.

Question # 33

Aggregating prospective buyers into groups is called: Select correct option:

a. Market categorization

b. Market segmentation

c. BCG matrix analysis

d. Grouping

a. Sets exchange rates to balance international trade among nations.

Question #34

Franchisors like franchising because:

Select correct option:

a. They get a huge amount of money from franchisee without doing much

b. Failure rate of franchise business is lower than other businesses.

c. Franchisees invest their own money and take responsibility for the management of the businesses they own.

d. All of the

given Question #

35

Auditors are generally appointed and their remuneration, fixed at the

Select correct option:

Extraordinary

Meeting Statutory

Meeting

Director's

Meeting Annual

General Meeting

Question #36

Which of the following is included in
economic factors? Select correct option:

Religion

Value

system

Norms

Exchange

rate Question

37

Management, marketing and finance are key parts of a/ an: Select correct option: Accounting plan Production
strategy Business plan
Information systems
Question # 38

refers to the standards of moral behavior. Select correct option: Legality

Loyalty

Integrity

Ethics

Question

39

Skyscrapers, pop-ups, and banners are all types of advertis
ing. Select correct option:

Televis

ion

Radio

Outdoor

Internet

Question #

40

Selection devices that are based upon physical condition of the candidates are known as: Select correct option:

- a. Medical tests
- b. Background investigations.
- c. Aptitude tests
- d. Application forms.

Which of the following business type has longest life time?

Sole proprietorship

Partnership

Joint stock company

All of the given options

Election of the Board of Directors is done by Shareholders.

Through special resolution

In annual general meeting

In Special meeting

In statutory meeting

Which of the following business type, has to pay double taxes to the government?

Sole proprietorship

Partnership

Joint stock company

Cooperative Societies

4) _____ includes the rules and regulations, necessary to manage the internal affairs of the company.

Memorandum of Association

Article of Association

Prospectus

All of the given option

General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in .

Charter of Company

Article of Association

Prospectus

None of the given option

To call the extraordinary meeting, how many days' notice is required?

21 days

15 days

07 days

30 days

According to Section 305 of Companies Ordinance, a company may wound up by court under which of the following circumstances:

Statutory Declaration

Fails to submit statutory report

Expiry of Period

Appointment of Liquidators

Which of the following is the source of acquiring of redeemable capital?

Modarba Certificate

Debentures

Participation Term Certificates

All of the given option

winding up, is called as: Normally some part of Capital is kept for the payment of debts at the time of

Reserve capital

Un-Issued Capital

Un-Called up Capital

All of the given option

winding up of a company.	The following person cannot make a petition to the court to get an order for Petition by debtor Petition by creditor Petition by contributory All of the above
alternative workplace?	Which of the following is the disadvantage of modified schedules and Freedom in professional and personal life More Job satisfaction Complicated coordination Suitable for self starter who require little direct supervision
rapid decision making?	Among different managerial styles, which of the following allows most Autocratic styles Democratic styles Free rein style None of the given option
3)	_____ is the process of motivating others to work to meet specific objectives. Leadership Motivation Free rein style Democratic style
managers and subordinates in setting goals and evaluating progress?	Which of the following represents the set of procedures involving both Participative Management and Empowerment Management by Objectives (MBO) Reinforcement/Behavior Modification Theory

None of the given option

The internal environment consists of the insides

forces that influence marketing strategy and decision making is/are as follows:

Organization Policies

Product Policies

Management Structure

All of the given option

A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

Marketing Mix

Advertising objective

Market segmentation

Marketing process

Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

Market segmentation

Marketing Mix

Marketing Penetration

Marketing control

The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

Marketing Environment

Market segmentation

Marketing Mix

Marketing Penetration

The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Market segmentation

Marketing Mix

Marketing Penetration

Marketing Environment

Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

Substitute product competition

Brand competition

International competition:

Market competition

Physical distribution is a channel to make availability of _ from producer to consumer.

Finished goods

Work in process

Raw material

All of the given option

Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

None of the given options

13) A is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

Pull strategy

Push strategy

Persuasive advertising

Sales Promotion

14) includes rental or mortgage payments,

insurance, and wages. Other cost includes material handling and inventory control.

- a. Warehousing cost
- b. Transportation cost

Distribution cost

Manufacturing cost

Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

Order Processing
Creative Selling

Missionary Selling

None of the given option

Consumer promotion aimed at the and Trade promotion

aimed at wholesalers and retailers.

Final consumer
Retailer

Wholesalers

All of the given options

In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

a. Trade Shows

Contests

Cross-promotion

Special-event sponsorship

18) is the planning, organizing, directing, and controlling of all the activities needed to get high-quality

goods and services into the marketplace. a. Total quality management (TQM)

Promotion strategy

Sales promotion

Management by objective (MBO)

A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

Public relation
Trade Promotion

Publicity

Consumer Promotion

Advertising strategy that tries to keep a product's name in the consumer's mind.

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

Q 1.

A major disadvantage of corporate organization is
Double Taxation of dividend
Inability of the firm to large sum of additional capital

Limited liability of share holders
Limited life of Cooperate firm

It is difficult to transfer to right of ownership is
Sole proprietor ship
Partner ship

All of given options

None of given options

Wages are paid for
Long term
Short term

All of given options
None of given options

Pakistan is exporting

Sports Item

Agriculture Product

Textile Product

5. Managers have

All of given options

type of skills

2

3

4

5

The process of attracting the people for job

Recruitment

Special skills

Supervision

Job Specification

What is the method of on job training?

Lectures

Vestibule

Videos

None of given options

The liability of a sole trader is

limited Only to his investment in the business

Limited to the total resources of the business

Unlimited

Not defined

Genetic industry means

Canal

Sugar mill

Poultry

Agriculture

The first stage Evolution business is?

Industry revolution

Globalization

Entrepreneurship

Marketing era

In studying consumer behavior, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called:

Demograp

hics

Psychograp

hics

Personal

profile

Personality

Question # 2 of 15

The method of interview where questions can be changed or adapted to meet the respondent's intelligence and understanding is called
Unstructured interview

Structured

interview All of
the given options

None of the given options

Question # 3 of 15

Examples of generic industries include

Poultry

Sugar mill

Plant
nurseries

Canals

Question # 4 of 15

----- refers to standard of moral

behavior Loyalty

Integrity

Ethics

Question # 5 of 15

The buying and selling of goods by way of electronic media, such as telephone is called

Digital

age E

commerc

e

Enterprise resource
planning None of the

above

Question # 6 of 15

Which one of the following is NOT a benefit of partnership? Distribution of

work

Unlimited
liability Tax

facility

Minority protection

Sets tariffs to balance international trade among nations

Is the successor to NAFTA?

Rules on trade disputes between nations.

Sets exchange rates to balance international trade among nations

Question # 8 of 15

The liability of a sole trader is

Limited only to his investment in the business Limited to the total resources of the business Unlimited
Not defined

Question # 9 of 15

Which of the following statements about Franchising is true?

Franchising is a type of corporate system Franchising is used to achieve coordination at

successive stages of production

Franchising is a type of administered vertical marketing system Franchising is the most visible variation of contractual systems

Question # 10 of 15

Which one of the following business type can avail some concessions from Government?

Sole

proprietorship

Partnership

JS Company

Cooperative society

Question # 11 of 15

Wages are paid for

Short term

periods Long

term periods

All of the given

options None of the

given options

Question # 12 of 15

A good, service, or idea consisting of a bundle of Tangible and intangible attributes that can satisfy consumer is called a:

Durable good

Product

Commodity

Question # 13 of 15

_____ is an assessment of the kinds of skills, knowledge and abilities needed to successfully perform each job in an organization

Job description

Human resource inventory report

Job specification

Job analysis

Question # 14 of 15

The interviewer asks the respondents same questions using a predetermined series of questions interview questions in:

Structured

interview

Unstructured

interview

Telephonic

interview None of

the given options

Question # 15 of 15

Which one of the following business has shortest life span?

Sole proprietorship

Partners

hip JS

Compan
y

Co-operative society

Questions

Correct

answer

Which of the following is excluded from factors that can affect the business?

a)

Demographic

Factors b)

Economic

factors c)

Act of

God d)

None of the above

Correct answer D

The function of business in which business man tries to find new techniques of production is

a) Accounting b)

Management

Function c)

Innovation

on d)

Quality improvement

Correct answer c

If Trade Receipts are greater than Trade Payments then Balance of Payments is _

a) Favorable b) Unfavorable c)

Deficit

d) None of the above

Correct answer A

4) Which of the following is excluded from the advantages of Sole Proprietorship?

a)

Direct relationship with

customers b)

Unlimited

Liability c)

Easy transfer of
Ownership d)
Entire Profit
Correct answerB

Which of the following is an advantage of sole proprietorship? a)

Longest life b)
Availability of sufficient
Capital c)

Direct contact with customer and
workers d)
Separate Legal Entity
Correct answerC

Which of the following is not among the benefits of Partnership Firm? a)

Satisfaction of Partners b)
Lack of
Secrecy c)
Moral
Promotion d)
Minority Protection
Correct answerB

In partnership deed the profit & loss is distributed among the partners by the following ratio.

a) 50:50
b)
As per percentage of Capital
invested c)
As per agreed ratio in Partnership

deed d)

25:75

Correct answerC

The company may raise its capital through which of the following sources:

a)

By Issuing

Shares b)

By Issuing

Debentures c)

By

Savings

d)

All of the given options

Correct answerD

Advantages of cooperative societies does not include

a)

Equal distribution of

wealth b)

Interference of

Government c)

No Monopoly

Open

Membership

Correct

answerB

10) WTO was organized on

a)

July 15, 1998

b)

January 01,

1990 c)

August 25,

1995 d)

January 01, 1995

Correct answerD

Please highlight the correct option from given choices.

/an: An enterprise that provides products or services that customers desire is a

institution

market

agency

d.

busines

s

following except: The different types of stakeholders involved in a business include all of the

owners

credito

rs c.

courier

s

employees

A certificate of ownership of a business is a: a. bon

d b.

stoc

k

mutual fund

contract

The following are possible forms of business ownership except:

proprietorship

partnershi

p c.

bureaucra
cy

corporation

Partners have unlimited liability in a: a. general partnership
corporation
limited partnership

cooperative

An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is a :

franchise

joint venture

distribution

cartel

7. A firm's _ is measured by its stock price, which can be negatively affected by unethical business practices:

bond rating

risk

c.

valu
e

return on investment

8. conditions reflect the overall performance of the nation's economy.

	microeconomic
	multieconomi
	c.
macroecono mic	
	all of the given options
determine the:	The primary purpose of an industry business environmental assessment is to
	economic growth
	degree of competition
	inflation rate
	population growth
10. The function of business responsible for the efficient use of employees and other resources (such as machinery) is:	
	finance
	marketing
	production
	management
order for a business to be able to make a profit except	All of the following are considered crucial ingredients that are needed in
	.
	Land
	Capital
	Labor
	Financial Counselors
reaction. As sole proprietor of	Jahanzaib's restaurant was sued when a customer suffered a severe allergic
the establishment, Jahanzaib's will be personally liable for any judgment against the restaurant due to -- .	
	Charter Laws
	Unlimited Liability
	Terms of his property insurance
	Limited Liability

----- comprise partners whose liability is limited to the cash or property they contributed to the partnership.

Limited partnerships

Limited Liability Companies

Sole Corporations

General Partnership

14) ----- is considered a primary advantage to forming a business partnership.

Shared Profit
Increase Specialization

Shared Control

Unlimited Liability

15) Disadvantages associated with being an entrepreneur include all of the following except --.

Ensuring the business functions properly

Possibly incurring large losses

Possibly losing source of income

Having an increased amount of control

16) All of the following except ----- are considered to be barriers to free trade

a) Tariffs
b) Quotas

c)
Subsidies

Taxes

A ----- is an economic system in which the production of goods and services is left in the hands of private enterprise.

Totalitarian government

Representative democracy

Mixed Economy

Free Market Economy

----- are those persons who guarantee the company, to buy the remaining shares if minimum requirement is not met.

Promoters

Brokers

Underwriters

Directors

The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

Finance

Marketing
Production

Management

20) The different types of stakeholders involved in a business include all of the following except:

c) Couriers

Question No: 1 Which of the following business type has longest life time?

Joint stock company

Question No: 2 Election of the Board of Directors is done by Shareholders.

Through special resolution

In annual general meeting

Question No: 3 Which of the following business type, has to pay double taxes to the government?

Sole proprietorship

Partnership

Joint stock company

Question No: 4 includes the rules and regulations, necessary to manage the internal affairs of the company.

Petition by debtor

Question No: 11 Which of the following is the disadvantage of modified schedules and alternative workplace?

Freedom in professional and personal life More Job satisfaction

Complicated coordination

Suitable for self starter who require little direct supervision

Question No: 12 Among different managerial styles, which of the following allows most rapid decision making?

Autocratic styles

Question No: 13 is the process of motivating others to work to meet specific objectives.

Leadership Motivation Free rein style Democratic style

Question No: 14 Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?

Participative Management and Empowerment

Management by Objectives (MBO)

Reinforcement/Behavior Modification Theory None of the given option

Question No: 15 The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:

Organization Policies	Product Policies
Management Structure	All of the given option

Question No: 16 A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

Marketing Mix Advertising objective

Market segmentation Marketing process

Question No: 17 Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

Market

segmentation

Question No: 18 The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

Marketing Environment

Question No: 19 The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Marketing Mix

Question No: 20 Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

Substitute product

competition

3

Question No: 21 Physical distribution is a channel to make availability of from producer to consumer.

Finished goods
Raw material

Work in process
All of the given option

Question No: 22 Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising None of the given options

Question No: 23

is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

Pull strategy Push strategy Persuasive advertising
Sales Promotion

Question No: 24 includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.

Warehousing cost

Transportation cost

Distribution cost

Manufacturing cost

Question No: 25 Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

Order Processing

Creative Selling

Missionary Selling

None of the given option

Question No: 26 Consumer promotion aimed at the _

and Trade promotion aimed at

wholesalers and retailers.

Final consumer Retailer Wholesalers

All of the given options

Question No: 27 In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

Trade Shows Contests Cross-promotion
Special-event sponsorship

Question No: 28 is the planning, organizing, directing, and controlling of all the activities needed to get high- quality goods and services into the marketplace.

Total quality management (TQM)

Promotion strategy

Sales promotion Management by objective (MBO)

Question No: 29 A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

Public relation Trade Promotion
Publicity Consumer Promotion

Question No: 30 Advertising strategy that tries to keep a product's name in the consumer's mind.

Persuasive advertising
Comparative advertising

Informative advertising

Reminder advertising

Question No: 31 Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

10%

15% 40% 80%

Question No: 32 Components of Business Plan include all of the following except:

Marketing Component

Administrative Component

External Component

Financial Component

Question No: 33 An agreement between two parties in which one party possess the rights to the other party is:

Partnership

Strategic Alliance

Joint venture

Franchising

Question No: 34 The shareholders elect the Board of Directors in the

Through special resolution

In annual general meeting In Special meeting

In statutory meeting

Question No: 35 Portion of the undistributed profit transferred to which of the following?

General Reserve Retained Earning

Appropriation account

All of the given options

Question No: 36 Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

Charter of Company

Article of Association

Prospectus

None of the given option

Question No: 37 A joint stock company may be wound up voluntarily in which of the following way:

Expiry of Period

Fails to submit statutory report

Fails to start its business within one year from the date of
incorporation

n All of the following

Question No: 38 Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:

Debt

Equity

None of the above

All of the given option

Question No: 39 Cooperative Societies are not formed for:

The serving of the orphans and widows

The help of poor people

For the earning of profit

Social welfare

Question No: 40 Which one of the following statements about marketing is inaccurate?

(The growing number of products in all categories has made it easier for marketers to capture the attention of customers.)

(Marketing has to do with persuading customers a product meets their needs.)

(The mass market has fragmented into many different groups of customers.)

(Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.)

Question No: 41 The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an

ongoing basis is called

Marketing Business vision Product development Customer relationship management

Question No: 42

is the typical sequence of changes in demand for a product that occurs over time.

The business vision statement

The product life cycle

6

Marketing research

A customer-oriented approach

Question No: 43 All of the following except _

are considered to be correct statements about marketing research. (It is a systematic search for information about customers' needs and how those needs differ)

(Marketing research is geared to uncover unmet consumer needs)

(With market research, the chance product development will be able to create a product consumers want to buy increases)

(Marketing research provides an inexpensive method for tracking consumer behavior)

Question No:44 When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its .
Market differentiation Market mission

Market segment Marketing plan

Question No: 45

is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

Marketing mix Product mix Product differentiation

Product positioning

Question No: 46 Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Sales promotion

Public relations

7

Personal selling

Advertising

Question No: 47 The specific method a company uses to sell and

deliver its products to customers is known as its .
Retail intermediaries

Direct distribution Distribution mix

Distribution channel

Question No: 48 Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

Independent wholesalers Direct distribution Company-owned
distributors Retail distributors

Question No: 49 The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

Missionary selling

Licensed distribution Distribution mix Distribution channel

Question No: 50 All of the following choices represent one of the four

types of utility except: Time Form

Loyalty Ownership

Question No: 51 The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

Production Relationship Sales Marketing

Question No: 52 The marketing concept is:

Companywide consumer orientation with the objective of achieving the maximum amount of profits.

Long-run success page. Largest market share.
Highest paid staff.

8

Question No: 53

involves long-term, value-added relationships developed over time with customers and suppliers:

Relationship Marketing

Marketing Era Marketing Consumer Marketing

Exchange Marketing

Question No: 54 An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

Sales process Exchange process Relationship process

Production process

Question No: 55 An enterprise that provides products or services that

customers desire is a / an: Institution

market agency business

Question No: 56 The different types of stakeholders involved in a business include all of the following except:

Owners creditors couriers employees

Question No: 57 A certificate of ownership of a business is a:

Bond stock mutual fund contract

Question No: 58 The following are possible forms of business

ownership except: Proprietorship partnership bureaucracy

corporation Question No: 59 Partners have unlimited

liability in a:

general partnership corporation limited partnership
cooperative

Question No: 60 An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is

Franchise joint venture distribution
cartel

9

Question No: 61 A firm's

is measured by its stock price, which can be
negatively affected by unethical business practices:

bond rating risk value return on investment

Question No: 62

conditions reflect the overall performance of the nation's
economy.

Microeconomic multieconomic
macroeconomic all of the given options

Question No: 63 The primary purpose of an industry business environmental assessment is to determine the:

economic growth
degree of competition inflation rate
population growth

Question No: 64 The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

Finance marketing production
management

Question No: 65 If firms wish to avoid hiring during a temporary increase in production, they can offer
to existing employees.

Overtime training

orientation program

affirmative action

Question No: 66 Group of individuals working together to achieve shared job-related goals, such as higher pay, shorter working hours, more job security, greater benefits, or better working conditions is a:

Labor Union Informal organization Team Trade union

Question No: 67 Since they are closer to the production process, first line managers use their skills more frequently.

Conceptual interpersonal managerial technical

Question No: 68 Which of the following allows employees to set their own goals and determine the manner in which they accomplish their tasks?

10

equity theory

theory X

management by objectives theory Y

Question No: 69 All of the following are key factors that influence consumer preferences and the size of target market except:

social values

geography

anthropology

demographics

Question No: 70 Cameras, clothes, and household items are examples of products that exist in:

industrial markets

business markets

consumer markets

government markets

Question No: 71 To develop new ideas for expanding their product lines, many firms have recently increased their investment in:

research and development

production facilities distribution facilities

inventory control

Question No: 72 Products that are not branded by the producer or retailer are called:

national brands

store brands

generic brands

obsolete brands

Question No: 73 Managers typically attempt to set a price that will maximize a firm's:

Value

production

advertising

promotion

Question No: 74 The manner by which a firm's products are made accessible to its customers is determined by its:

advertising strategies

product decisions pricing strategies

distribution decisions

Question No: 75 Marketing intermediaries that match buyers and sellers of products without becoming owners of the products themselves are known as:

single-service marketers

agents

stockers

mediators

Question No: 76 All of the following are methods of promotion except:

target marketing

personal selling

sales promotion

public relations

Question No: 77 The type of advertising that is used for grocery products such as cereals, peanuts, cooking oil, and tea is:

institutional advertising

the push strategy

reminder advertising

public relations advertising

Question No: 78 Which of the following sales promotion strategies provide a gift or prize to consumers who purchase a specific product?

11

Pull push

sampling

premiums

Question No: 79

are employees hired on something other than a full-time basis to supplement an organization's permanent workforce.

Contingent Workers

Knowledge workers Diverse workforce

None of the given options

Question No: 80

represents a series of tasks in which resources are used to produce a product or service.

Production process

Layout chart Venn diagram

Organizational chart

Question No: 81 The act of setting time periods for each task in the process is called:

Routing

Scheduling Dispatching

None of the given options

Question No: 82 A system that uses computers and telecommunication technology to share information across the organizational boundaries is known as _____ system.

Gate-keeping

Broadband Inter-organizational

Internal information

Question No: 83 Through _____ ,

firms achieve a lower average cost by producing large volume.

Inventory management

Economies of scale

De-integration

Effective marketing

Question No: 84

is the management, technological, and production operations performed by the organization to convert inputs to outputs.

Systems theory

Entropy

Synergy

Transformation process

Question No: 85 Comparing an organization's processes and products to the world's best and then matching or exceeding that quality is called:

Benchmarking
process
heart of a computer is its:
Power unit

Quality assurance Continuous improvement
Total quality management Question No: 86 The
Central processing unit Random access memory
Hard drive

Question No: 87 In typical network architecture, workstations are
connected to a , which is a machine that stores and

provides access to centralized data.

Main-frame

File server

Stand-alone computer

Main-board

Question No: 88 The exchange and comprehension of information is:

12

Communication

Posture

Promotion

Facial expression

Question No: 89 Modems, printers, keyboards, monitors, and scanners

are examples of computer .

Core components

Externalities Peripherals

Serial interfaces

Question No: 90 Which of the following is excluded from factors that can affect the business?

Demographic Factors

Economic factors

Act of God

None of the above

Question No: 91 The function of business in which business man tries to find new techniques of production is

Accounting

Management Function

Innovation

Quality improvement

Question No: 92 If Trade Receipts are greater than Trade Payments then Balance of Payments is

Favorable
Deficit

Unfavorable
None of the above

Question No: 93 Which of the following is excluded from the advantages of Sole Proprietorship?

Direct relationship with customers

Ownership

Unlimited Liability Easy transfer of Entire Profit

Question No: 94 Which of the following is an advantage of sole proprietorship?

Longest life

Availability of sufficient Capital

Direct contact with customer and workers

Separate Legal Entity

13

Question No: 95 Which of the following is not among the benefits of Partnership Firm? Satisfaction of Partners
Lack of Secrecy

Moral Promotion

Minority Protection

Question No: 96 In partnership deed the profit & loss is distributed among the partners by the following ratio.

50:50

As per percentage of Capital invested As per agreed ratio in

Partnership deed

25:75

Question No: 97 The company may raise its capital through which of the following sources:

By Issuing Shares

By Issuing Debentures By Savings

All of the given options

Question No: 98 Advantages of cooperative societies does not include

Equal distribution of wealth

Interference of Government No Monopoly Open Membership

Question No: 99 WTO was organized on

July 15, 1998

January 01, 1990 August 25, 1995

January 01, 1995

Question No: 100 A major disadvantage of corporate organization is

Double Taxation of dividend

Inability of the firm to large sum of additional
capital

Limited liability of share holders

Limited life of Cooperate firm

Question No: 101 It is difficult to transfer to right of ownership is

Partner ship

Question No: 102 Wages are paid for

Long term Short term All of given options None of given options

Question No: 103 Pakistan is exporting

Sports Item

Agriculture Product

Managers have

Textile Product
type of skills

All of given options

Question No: 104

Question No: 105 The process of attracting the people for job

Recruitment special skills Supervision Job Specification

Question No: 106 What is the method of on job training?

14

Lectures

Vestibule

Videos

None of given options Question No: 107 The liability of a sole

trader is

limited Only to his investment in the business

Limited to the total resources of the business Unlimited

Not defined

Question No: 108 Genetic industry means

Canal

Sugar mill

Poultry

Agriculture

Question No: 109 The first stage Evolution business is?

Industry revolution Globalization Entrepreneurship Marketing era

Question No: 110 When entrepreneurs establish a business, they must first decide on the form of:

Partnership

Ownership

Expansion

Organization

Question No: 111 Generally, in a limited partnership:

The partners exist for a limited time period. The limited partners do not participate in management of the company.

Not more than 75 partners may invest in the company at one time.

Competition	Strategic plan	Industry demand
Labor union		

Question No: 114 The four functions of management:

Can not be performed by one individual

Physiological needs Safety needs Affiliation needs
Esteem needs

Empowerment

Merit system Hygiene theory

referred to as:

Human resource planning

Promotion

Industrial Goods Inventory

Industry demand

Question No: 122 A distribution channel represents the path of a product from a producer to:

Retailer Wholesaler Consumer
Manufacturer

Question No: 123 Process by which a company analyzes a competitor's products to identify desirable improvements is:

Competitive product analysis

Value-Added Analysis

Statistical Process Control

Quality/Cost Studies

Question No: 124 Spreadsheets, database and word processing software
are all types of: Operating systems

Utility programs Application software

Firmware Question No: 125 Which of the following is the most
important determinant of a firm's value? Earnings

Debt Liabilities Liquidity

Question No: 126 How funds are obtained and invested by the firm is determined by the:

Finance function Marketing function

Organizing function

Accounting function

16

Question No: 127

is used to cover long-term expenses such as assets.

Line of Credit

Debt Financing

Preferred Stock

Financial Management

Question No: 128

is the range of workers' attitudes, values, and behaviors that differ by gender, race, and ethnicity.

Knowledge Worker Labor Markets Contingent Worker Workforce Diversity

Question No: 129 An increase in the general level of prices of products over a specified period of time is called:

Inflation

Gross domestic product

Disinflation

Equilibrium

Question No: 130 The formation of

does not require any legal formality like

registration.

Company

Cooperative society

Partnership

Ans Sole proprietorship Question No: 131

Which of the following is a disadvantage of partnership?

Distribution of work

Sufficient capital

Prime credit standing

Ans Profit sharing

Question No: 132 In partnership deed, profit and loss is distributed among the partners:

In equal percentage

As per percentage of capital invested

Ans As per agreed ratio in partnership deed

None of the given options

Question No: 133 The powers of the Board of Directors to borrow from the bank are mentioned in:

Ans Article of Association

Memorandum of Association Special Resolution None of the given options

Question No: 134 Which of the following should be considered when designing a business plan?

Objectives of the business

Marketing components of the business

Financial components of the business

Ans All of the given options

Question No: 135 A firm that acquires another firm as part of its overall

business strategy is engaging in .

Ans A strategic acquisition A financial acquisition

A two-tier tender offer

A shark repellent

Question No: 136 The record of a country's imports and exports of goods and services is called its:

17

Visible trade balance.

Ans Balance of payments

Balance of payments on current account.

Balance of trade.

Question No: 137 which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATT EU

Ans WTO NAFTA

Question No: 138 Export subsidies are:

Maximum limits on the quantity of specific products imported to a nation.

Taxes placed on imported products.

Licensing requirements or unreasonable quality standards designed to reduce imports.

Ans Government payments to domestic producers to reduce the price on exported goods .

Question No: 139 If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

Ans Ethics
Game plan

Profitability. Productivity.

Question No: 140 is a dimension of social responsibility that includes hiring minority workers, making safe products, minimizing pollution, using energy wisely, and providing a safe work environment

Corporate philanthropy Corporate policy Corporate governance

Ans Corporate responsibility

Question No: 141 Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

Ans The right quantity and quality of employees needed when and where

What physical resources the organization needs Who the organization's

main competitors are

Question No: 142 The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid

Ans Valid but not reliable

Reliable but not valid Reliable but not legal

18

Question No: 143 Selection devices that are based upon physical condition of the candidates are known as:

Ans Medical tests

Background investigations.

Aptitude tests

Application forms.

Question No: 144

Which of the following chart shows turnover in an

organization? GANNT chart

Ans

Replacement
chart

chart PERT chart Bar

Question No: 145

The Hawthorne Studies found:

Ans That social and psychological factors could significantly affect productivity

That economic factors affect productivity

Money to be the primary motivator of female employees.

That workers were motivated to produce more when managers left them alone.

Question No: 146 According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem.

Ans Security Social Self-actualization.

Question No: 147 Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth factors

Ans Hygiene factors

Esteem factors

Motivating factors

Question No: 148 Which of the following step is important to improve expectancy?

Ans Deliver rewards as promised.

Observe and recognize performance.

Create the belief that effort is related to performance

Make the rewards meaningful.

Question No: 149 The term "Job Rotation":

Ans Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 150 Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Ans Total company effort

Question No: 151 In

of marketing, unsatisfied need of the customers are
satisfied.

Ans Marketing oriented stage

Question No: 152 Which of the following statements is NOT true about services?

They are experienced, used or consumed.

They are often sold first, then consumed.

They are perishable.

Ans They are tangible.

Question No: 153 The degree to which a tool or test measures what it is supposed to measure is known as:

Ans Validity
Goodness of fit.

Reliability Dependability

Question No: 154 Which of the following would generally have unlimited liability?

A limited partner in a partnership

A shareholder in a corporation

Ans The owner of a sole proprietorship

A member in a limited liability company (LLC)

Question No: 155 What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Unlimited liability

Single tax filing

Difficult ownership resale

Ans Raising capital Question No: 156 Which of

the following enjoys limited liability?

A general partnership

Ans A Corporation

A sole proprietorship

None of the given options

Question No: 157 In which type of business entity the entire ownership interest is transferable most freely ?

General partnership

Limited partnership

Corporation

Ans Limited liability company

QuestionNo:158 A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

Which of the following is excluded from factors that can affect the business? Demographic Factors

Economic and social factors Natural factors None of the above

Question No: 2 (Marks: 1) - Please choose one

The formation of _____ does not require any legal formality like registration.

Company Cooperative society Partnership

Sole proprietorship

Question No: 3 (Marks: 1) - Please choose one

Which of the following is a disadvantage of partnership?

Distribution of work Sufficient capital Prime credit standing Profit sharing

Question No: 4 (Marks: 1) - Please choose one

In partnership deed, profit and loss is distributed among the partners: In equal percentage

As per percentage of capital invested As per agreed ratio in partnership deed None of the given options

Question No: 5 (Marks: 1) - Please choose one

The powers of the Board of Directors to borrow from the bank are mentioned in:

Article of Association Memorandum of Association Special Resolution

None of the given options

Question No: 6 (Marks: 1) - Please choose one

Which of the following should be considered when designing a business plan?

Objectives of the business

Marketing components of the business Financial components of the business All of the given options

Question No: 7 (Marks: 1) - Please choose one

A firm that acquires another firm as part of its overall business strategy is engaging in

.

A strategic acquisition A financial acquisition A two-tier tender offer A shark repellent

Question No: 8 (Marks: 1) - Please choose one

The record of a country's imports and exports of goods and services is called its:

.Balance of payments

which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATT EU WTO NAFTA

Export subsidies are:

Government payments to domestic producers to reduce the price on exported goods

If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin

focusing on improving the firm's:

Ethics

Question No: 12 (Marks: 1) - Please choose one

is a dimension of social responsibility that includes hiring minority

Workers, making safe products, minimizing pollution, using energy wisely, and providing

Corporate responsibility

Question No: 13 (Marks: 1) - Please choose one

Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

The right quantity and quality of employees needed when and where What physical resources the organization needs

Who the organization's main competitors are Question No: 14 (Marks: 1) - Please choose one

The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work.

However, critics of this test suggest that the results can change over time as a person's personality develops.

Therefore the MBTI personality test may be:

Legal but not valid Valid but not reliable Reliable but not valid Reliable but not legal

Question No: 15 (Marks: 1) - Please choose one

Selection devices that are based upon physical condition of the candidates are known as:

Medical tests

Background investigations. Aptitude tests Application forms.

Question No: 16 (Marks: 1) - Please choose one

Which of the following chart shows turnover in an organization? GANNT chart

Replacement chart PERT chart

Bar chart

Question No: 17 (Marks: 1) - Please choose one The Hawthorne Studies found:

That social and psychological factors could significantly affect productivity

Question No: 18 (Marks: 1) - Please choose one

According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Security Social

Self-actualization.

Question No: 19 (Marks: 1) - Please choose one

Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth factors Hygiene factors Esteem factors Motivating factors

Question No: 20 (Marks: 1) - Please choose one

Which of the following step is important to improve expectancy?

Deliver rewards as promised. Observe and recognize performance.

Create the belief that effort is related to performance Make the rewards meaningful.

Question No: 21 (Marks: 1) - Please choose one The term "Job Rotation":

Is another term for employee empowerment Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy

Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT included as a basic idea in the definition of marketing? concepts?

Total company effort Profit

Productivity Customer satisfaction

Question No: 23 (Marks: 1) - Please choose one

In _____ of marketing, unsatisfied need of the customers are satisfied.

Social oriented stage Product oriented stage Marketing oriented stage None of the given options

Question No: 24 (Marks: 1) - Please choose one

Which of the following statements is NOT true about services? They are experienced, used or consumed.

Mgt211

They are often sold first, then consumed.

They are perishable. They are tangible.

Question No: 25 (Marks: 1) - Please choose one

The degree to which a tool or test measures what it is supposed to measure is known as:

Validity

Question No: 26 (Marks: 1) - Please choose one

Which of the following would generally have unlimited liability?

The owner of a sole proprietorship

A member in a limited liability company (LLC) Question No: 27 (Marks: 1) - Please choose one

What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Raising capital

Question No: 28 (Marks: 1) - Please choose one Which of the following enjoys limited liability?

A Corporation

Mgt211

In which type of business entity the entire ownership interest is transferable most freely ?

Limited liability Company

Which of the following is/are the component/s of business?

Trade and aids to trade