

MULTIPLE CHOICE QUESTIONS

Class: MBA-I (Sem-I)

Subject :(Accounting For Business Decision (101)) CLASS –M.B.A. PART I

1. Managerial Accounting Information Is Generally Prepared For
A) Shareholders B) Creditor C) Managers D) Regulatory Agencies

C Is Correct .

2. Managerial Accounting Information

- a) Relates to the entity as a whole and is highly aggregated
- b) Relates to sub-units of the entity and may be very detailed
- c) Is prepared only once a year
- d) Is constrained by the requirements of generally accepted accounting principles

B Is Correct .

3. Which of the following is not an internal user of management information?

- a) Creditor b) Department manager
- c) Controller d) Treasurer

A Is Correct.

4. Managerial accounting does not encompass

- a) Calculating product cost. b) Calculating earnings per share.
- c) Determining cost behavior. d) Profit planning.

B Is Correct .

5. Management accounting is applicable to

- a) Service entities b) Manufacturing entities
- c) Not-for-profit entities d) All of these

D Is Correct .

6. Financial statements for external users can be described as

- a) User-specific b) General-purpose
- c) Special-purpose d) Management reports

B Is Correct .

7. Management accounting reports can be described as

- a) general-purpose b) macro-reports
- c) special-purpose d) classified financial statements

C Is Correct.

8. The reporting standard for external financial reports is

- a) industry-specific b) company-specific
- c) generally accepted accounting principle d) department-specific

C Is Correct.

9. Internal reports are generally

- a) aggregated b) detailed c) regulated d) unreliable

B Is Correct.

10. The document of an organization that depicts authority relationships within the company is the

- a) chart of accounts b) ledger
c) organization chart d) constitution

C Is Correct.

11. Both direct materials and indirect materials are classified as

- a) raw materials b) manufacturing overhead
c) merchandise inventory d) non-current assets

A Is Correct.

12. The work of factory employees that can be physically associated with converting raw material into finished goods is classified as

- a) manufacturing overhead b) indirect materials
c) indirect labour d) direct labour

D Is Correct.

13. Which one of the following would not be classified as manufacturing overhead?

- a) indirect labour b) direct materials
c) insurance on factory building d) indirect materials

B Is Correct.

14. Which of the following is not another name for the term manufacturing overhead?

- a) factory overhead b) pervasive costs
c) burden d) indirect manufacturing costs

B Is Correct.

15. Which of the following is not a manufacturing industry?

- a) iron and steel works. **B) flour mills.**
c) fruit canning. **D) mining.**

D Is Correct

16. A valid definition of a business purpose is to _____.

- a) create a customer. b) maximize profits.
c) serve the society. d) increase the wealth of the firm.

A Is Correct.

17. Sole-Trade Organization Is Also Called As _____.

- a) individual proprietorship. b) partnership.
c) joint stock company. d) co-operative society.

A Is Correct.

18. Who is dormant partner?

- a) one who takes no active part in business? b) a working partner.
- c) partner for profits d) minor partner.

A Is Correct.

19. Liability of partners in respect of the firm's debts is _____.

- a) limited up to the amount of his capital in the business.
- b) unlimited.
- c) limited up to the amount of guarantee given by the partner.
- d) limited up the amount of his capital and loan to the firm if any.

D Is Correct.

20. A partner in a firm _____.

- a) cannot transfer his share to an outsider.
- b) can transfer his share to an outsider with the consent of majority partners.
- c) can transfer his share to an outsider without the consent of any other partners.
- d) can transfer his share to an outsider with the consent of all other partners.

A Is Correct.

21. Who is responsible for the preparation and integrity of financial statements?

- a) a cost accountant b) management c)an auditor d) a bookkeeper e) the fasb

B Is Correct.

22 Which of these statements is not true?

- a)
- a) transactions must be recorded in a journal.
- b) all transactions could be recorded in the general journal.
- c) companies use a number of special journals to record most transactions.
- d) special journals are designed to improve record- keeping efficiency.
- . e) the form of the journals is the same from industry to industry.

E Is Correct.

23. Which of these statements is not true?

- a) asset, liability, and stockholders' equity accounts are referred to as permanent accounts.
- b) Revenue, expense, and dividend accounts are described as temporary accounts.
- c) Temporary accounts are closed at the end of the period to retained earnings.
- d) The balance sheet will not balance until the temporary accounts are closed to retained earnings.
- e) With double-entry, each transaction is recorded twice.

E Is Correct.

24 Which of the following is a permanent account?

- a) dividends
- b) advertising expense**
- c) building
- d) selling expense
- e) insurance expense

C Is Correct.

25 Which of the following is a temporary account?

- aa.) advertising expense**
- b) land
- c) building
- d) accounts payable**
- e) bonds payable

A Is Correct.

26 Retained Earnings Always Show A Positive Balance.

- a) True**
 - b) False
- F Is Correct.**

102 -ECONOMICAL ANALYSIS FOR BUSINESS DEVELOPMENT.

1. The fundamental economic problem faced by all societies is:

- unemployment
- b. inequality
- c. poverty
- d. scarcity

Answer: d

2. "Capitalism" refers to:

- a. the use of markets
- b. government ownership of capital goods
- c. private ownership of capital goods
- d. private ownership of homes & cars

Answer: c

3. There are three fundamental questions every society must answer. Which of the following is/are? one of these questions?

- a. What goods and services are to be produced?
- b. How are the goods and services to be produced?
- c. Who will get the goods and services that are produced?
- d. All of the above

Answer: d

4. If you were working full-time now, you could earn \$20,000 per year. Instead, you are working parttime while going to school. In your current part-time job, you earn \$5,000 per year. At your school, the annual cost of tuition, books, and other fees is \$2,000. The opportunity cost of completing your education is:

- a. Rs.2,000

- b. Rs.5,000
- c. Rs.17,000
- d. Rs.20,000
- e. Rs.22,000

Answer: c

5. The bowed shape of the production possibilities curve illustrates:

- a. the law of increasing marginal cost
- b. that production is inefficient
- c. that production is unattainable
- d. the demand is relatively inelastic

Answer: a

6. The law of demand states that:

- a. as the quantity demanded rises, the price rises
- b. as the price rises, the quantity demanded rises
- c. as the price rises, the quantity demanded falls
- d. as supply rises, the demand rises

Answer: c

7. The price elasticity of demand is the:

- a. percentage change in quantity demanded divided by the percentage change in price
- b. percentage change in price divided by the percentage change in quantity demanded
- c. dollar change in quantity demanded divided by the dollar change in price
- d. percentage change in quantity demanded divided by the percentage change in quantity supplied

Answer: c

8. The demand for a product would be more inelastic:

- a. the greater is the time under consideration
- b. the greater is the number of substitutes available to buyers
- c. the less expensive is the product in relation to incomes
- d. all of the above

Answer: c

9. In the case of agriculture,

- a. the demand has shifted to the right more than the supply has shifted to the right
- b. the demand has shifted to the right less than the supply has shifted to the right
- c. the demand has shifted to the left more than the supply has shifted to the left
- d. the demand has shifted to the left less than the supply has shifted to the left

Answer: b

10. The agricultural price support program is an example of

- a. a price ceiling

- b. a price floor
- c. equilibrium pricing

Answer: b

11. If there is a price floor, there will be

- a. shortages
- b. surpluses
- c. equilibrium

Answer: b

12. If there is a price ceiling, there will be

- a. shortages
- b. surpluses
- c. equilibrium

Answer: a

13. If there is a price ceiling, which of the following is NOT likely to occur?

- a. rationing by first-come, first-served
- b. black markets
- c. gray markets
- d. sellers providing goods for free that were formerly not free

Answer: d

14. The goal of a pure market economy is to best meet the desires of

- a. consumers
- b. companies
- c. workers
- d. the government

Answer: a

15. Which of the following is a characteristic of pure monopoly?

- a. one seller of the product
- b. low barriers to entry
- c. close substitute products
- d. perfect information

Answer: a

16. In pure monopoly, what is the relation between the price and the marginal revenue?

- a. the price is greater than the marginal revenue
- b. the price is less than the marginal revenue
- c. there is no relation
- d. they are equal

Answer: a

17. In order to maximize profits, a monopoly company will produce that quantity at which the:

- a. marginal revenue equals average total cost
- b. price equals marginal revenue
- c. marginal revenue equals marginal cost
- d. total revenue equals total cost

Answer: c

18. Quantity Price Total Cost

1 Rs.100 Rs. 60

2 95 130

3 90 210

4 85 300

5 80 400

This monopolist should produce:

- a. 1
- b. 2
- c. 3
- d. 4

Answer: c

19. Compared to the case of perfect competition, a monopolist is more likely to:

- a. charge a higher price
- b. produce a lower quantity of the product
- c. make a greater amount of economic profit
- d. all of the above

Answer: d

20. Which of the following is necessary for a natural monopoly?

- a. economies of scale
- b. a high proportion of the total cost is the cost of capital goods
- c. the market is very small
- d. all of the above

Answer: d

21. Which of the following is true about the way by which SDG&E has been regulated by the PUC?

- a. SDG&E has been allowed to earn very high economic profits
- b. The profits of SDG&E are calculated as a percent of the value of the capital goods
- c. When the demand for electricity would fall, the price of electricity would also fall
- d. All of the above

Answer: b

22. Which of the following best defines price discrimination?

- a. charging different prices on the basis of race
- b. charging different prices for goods with different costs of production
- c. charging different prices based on cost-of-service differences
- d. selling a certain product of given quality and cost per unit at different prices to different buyers

Answer: d

23. In order to practice price discrimination, which of the following is needed?

- a. some degree of monopoly power
- b. an ability to separate the market
- c. an ability to prevent reselling
- d. all of the above

Answer: d

24. In price discrimination, which section of the market is charged the higher price?

- a. the section with the richest people
- b. the section with the oldest people
- c. the section with the most inelastic demand
- d. the section with the most elastic demand

Answer: c

25. Which of the following concepts represents the extra revenue a firm receives from the services of

an additional unit of a factor of production?

- a. total revenue
- b. marginal physical product
- c. marginal revenue product
- d. marginal revenue

Answer: c

26. The demand for labor is the same as the

- a. marginal revenue product
- b. marginal physical product
- c. marginal cost
- d. wage

Answer: a

27. The demand for labor slopes down and to the right because of

- a. the law of demand
- b. the iron law of wages
- c. the law of diminishing marginal returns
- d. economies of scale

Answer: c

28. The demand for labor will be more elastic if:

- a. there are few substitutes for labor
- b. there is a short time under consideration
- c. labor is a large percent of the total cost of production
- d. the demand for the product is relatively inelastic
- e. all of the above

Answer: c

29. Skills that can be transferred to other employers are called:

- a. general skills
- b. specific skills
- c. non-pecuniary skills
- d. all of the above

Answer: a

30. Which skills are most likely to be paid for by the employer?

- a. General skills
- b. Specific skills
- c. Educational skills

Answer: b

31. If worker A earns more in wages than worker B, it could be because:

- a. The product made by worker A sells for a higher price than that made by worker B
- b. Worker A uses more capital per worker than worker B
- c. Worker A has more natural ability than worker B
- d. All of the above

Answer: d

32. Skills that embodied in a person are called

- a. Human capital
- b. Embodied skills
- c. Physical capital
- d. Experience skills

Answer: a

33. "Treating an individual as typical of a group" is the definition of

- a. pure discrimination
- b. statistical discrimination
- c. human capital
- d. specific skills

Answer: b

34. Surplus is a condition of:

- a. excess supply

- b. a deficiency in supply
- c. .market equilibrium
- d. .excess demand

Answer: c

35. The aggregate demand curve is

- a .the total quantity of an economy's intermediate goods demanded at all price levels.
- b .the total quantity of an economy's intermediate goods demanded at a particular price level.
- c .the total quantity of an economy's final goods and services demanded at a particular price level.
- d. the total quantity of an economy's final goods and services demanded at different price levels.

Answer: d

36. The total quantity of an economy's final goods and services demanded at different price levels is

- (a) the aggregate supply curve.
- (b) the aggregate demand curve.
- (c) the Phillips curve.
- (d) the aggregate expenditure function.

Answer: b

37. The aggregate supply curve is

- (a) the total quantity of raw materials offered for sale at different prices.
- (b) the total quantity of final goods and services offered for sale at the current price level.
- (c) the total quantity of final goods and services offered for sale at different price levels.
- (d) the total quantity of intermediate and final goods and service offered for sale at different price

Answer: c

38. Monetarists determine the aggregate demand curve from

- (a) the equation of exchange.
- (b) its three component parts: consumer expenditure, investment spending, and government spending.
- (c) its four component parts: consumer expenditure, investment spending, government spending, and net exports.
- (d) the spending multiplier.

Answer: a

39. The aggregate demand curve slopes downward because a decrease in the price level means

a(n) _____ in the real money supply and therefore a _____ level of real spending.

- (a) increase; higher
- (b) increase; lower
- (c) decrease; lower
- (d) decrease; higher

Answer: d

40. According to the monetarists an increase in the money supply, other things equal, shifts the aggregate _____ curve to the _____.

- (a) demand; right
- (b) demand; left
- (c) supply; left
- (d) supply; right

Answer: a

41. According to monetarists, a decline in the money supply, holding other factors constant, shifts the aggregate _____ curve to the _____.

- (a) demand; right
- (b) demand; left
- (c) supply; right
- (d) supply; left

Answer: c

42. Keynesians analyze aggregate demand in terms of its four component parts:

- (a) consumer expenditures, planned investment spending, government spending, and net exports.
- (b) consumer expenditures, actual investment spending, government spending, and net exports.
- (c) consumer expenditures, planned investment spending, government spending, and gross exports.
- (d) consumer expenditures, planned investment spending, government spending, and taxes.

Answer: d

43. The total quantity of final goods and services offered for sale at different price levels is

- (a) the aggregate supply curve.
- (b) the aggregate demand curve.
- (c) the Phillips curve.
- (d) the 45° line.

Answer: a

44. In Friedman's modern quantity theory, changes in the money supply are

- (a) unrelated to changes in the price level.
- (b) unrelated to changes in inflation.
- (c) unrelated to shifts in the aggregate demand curve.
- (d) the primary source of changes in aggregate spending.

Answer: d

45. Friedman's modern quantity theory of money concludes that changes in aggregate spending are

primarily determined by changes in

- (a) government spending and taxes.
- (b) the velocity of money.
- (c) interest rates.

(d) the money supply.

Answer: d

46. The average number of times per year that a dollar is spent on final goods and services is called

(a) velocity.

(b) acceleration.

(c) the equation of exchange.

(d) none of the above.

Answer: a

47. The modern quantity theory of money is derived from

(a) the concept of velocity.

(b) the Keynesian monetary transmission mechanism.

(c) the equation of exchange.

(d) all of the above.

Answer: c

48. The aggregate demand curve is downward sloping because

(a) a lower price level, holding the nominal quantity of money constant, leads to a larger quantity of money in real terms, causes the interest rate to fall, and stimulates planned investment spending.

(b) a lower price level, holding the nominal quantity of money constant, leads to a larger quantity of money in nominal terms, causes the interest rate to rise, and stimulates planned investment spending.

(c) a higher price level, holding the nominal quantity of money constant, leads to a larger quantity of money in real terms, causes the interest rate to fall, and stimulates planned investment spending.

(d) a higher price level, holding the nominal quantity of money constant, leads to a smaller quantity of money in real terms, causes the interest rate to fall, and stimulates planned investment spending.

Answer: a

49. The aggregate demand curve is downward sloping because

(a) a lower price level leads to a larger quantity of money in real terms, causing the interest rate to rise, lowering the value of the dollar, and raising net exports.

(b) a lower price level leads to a larger quantity of money in real terms, causing the interest rate to fall, lowering the value of the dollar, and raising net exports.

(c) a higher price level leads to a smaller quantity of money in real terms, causing the interest rate to rise, lowering the value of the dollar, and raising net exports.

(d) a higher price level leads to a smaller quantity of money in real terms, causing the interest rate to rise, raising the value of the dollar, and raising net exports.

Answer: b

50. The aggregate demand curve is downward sloping because

- (a) a lower price level, holding the nominal quantity of money constant, leads to a larger quantity of money in real terms, causes the interest rate to fall, and stimulates planned investment spending.
- (b) a lower price level leads to a larger quantity of money in real terms, causing the interest rate to fall, lowering the value of the dollar, and raising net exports.
- (c) a higher price level, holding the nominal quantity of money constant, leads to a smaller quantity of money in real terms, causes the interest rate to fall, and stimulates planned investment spending.
- (d) of both (a) and (b) of the above.

Answer: d

51. The aggregate demand curve shifts to the right when

- (a) taxes are cut.
- (b) government spending is reduced.
- (c) animal spirits decrease.
- (d) the money supply is reduced.

Answer: a

52. The aggregate demand curve shifts to the right when

- (a) the money supply increases.
- (b) net exports increase.
- (c) taxes are increased.
- (d) both (a) and (b) of the above.

Answer: d

53. The aggregate demand curve increases when

- (a) net exports decrease.
- (b) taxes increase.
- (c) animal spirits increase.
- (d) all of the above.

Answer: c

54. A movement up a given aggregate demand curve is the result of

- (a) a rising price level.
- (b) a rising money supply
- (c) increased taxes.
- (d) all of the above.

Answer: c

55. A movement down an aggregate demand curve results from

- (a) a decrease in the level of prices.
- (b) an increase in the money supply.

- (c) a negative supply shock.
- (d) all of the above

Answer: a

56 “Crowding out” refers to a decrease in

- (a) the price level caused by a beneficial supply shock.
- (b) investment spending caused by an increase in the interest rate.
- (c) excess reserves caused by a currency drain.
- (d) excess reserves caused by an increase in reserve requirements.

Answer: b

57. The aggregate demand curve decreases when

- (a) government spending is decreased.
- (b) net exports decline.
- (c) taxes are increased.
- (d) all of the above.

Answer: d

58. The aggregate demand curve shifts to the left when

- (a) the money supply falls.
- (b) the price level increases.
- (c) taxes are increased.
- (d) all of the above.

Answer: c

59. Which of the following does not cause the aggregate demand curve to shift to the right?

- (a) An increase in net exports
- (b) An increase in government spending
- (c) An increase in taxes
- (d) An increase in consumer optimism

Answer: c

60. Which of the following does not cause the aggregate demand curve to shift to the left?

- (a) A decrease in net exports
- (b) A decrease in government spending
- (c) A decrease in taxes
- (d) A decrease in consumer optimism

Answer: c

61. Which of the following does not cause the aggregate demand curve to shift to the left?

- (a) A decrease in net exports
- (b) A decrease in government spending
- (c) A decrease in taxes

(d) A decrease in business optimism

Answer: c

62. The aggregate supply curve shows the relationship between

- (a) the level of inputs and aggregate output.
- (b) the price level and the level of inputs.
- (c) the wage rate and the level of employment.
- (d) the price level and the level of aggregate output supplied.

Answer: d

63. Along a given aggregate supply curve an increase in the price level leads to an increase in aggregate output because

- (a) firms increase production in response to higher profits.
- (b) workers work more hours, due to the increase in the real wage.
- (c) workers work more hours, due to the decrease in the real wage.
- (d) none of the above are true.

Answer: a

64. The aggregate supply curve is upward sloping because in the _____ run, costs of many factors that go into producing goods and services are _____, meaning that the price for a unit of output will _____ relative to input prices and the profit per unit will rise.

- (a) short; fixed; rise
- (b) short; fixed; fall
- (c) long; flexible; rise
- (d) short; flexible; fall

Answer: a

65. The positively sloped short-run aggregate supply curve reflects the assumption that

- (a) factor prices are more flexible than output prices.
- (b) output prices are more flexible than factor prices.
- (c) factor prices are fixed in the long run.
- (d) factor prices are perfectly flexible in both the short run and the long run.

Answer: b

66. Which of the following statements are true of the aggregate supply curve?

- (a) The aggregate supply curve describes the relationship between the quantity of output supplied in the short run and the price level.
- (b) The aggregate supply curve shifts leftward when costs of production increase.
- (c) The aggregate supply curve shifts rightward when costs of production decrease.
- (d) All of the above.

Answer: d

67. Which of the following statements are true of the aggregate supply curve?

- (a) The aggregate supply curve describes the relationship between the quantity of output supplied in the short run and the price level.
- (b) The aggregate supply curve shifts to the right when costs of production increase.
- (c) The aggregate supply curve shifts to the left when costs decrease.
- (d) None of the above.

Answer: a

63) An increase in the cost of production shifts the aggregate _____ curve to the _____.

- (a) demand; right
- (b) demand; left
- (c) supply; right
- (d) supply; left

Answer: d

64) When output is _____ the natural rate level, wages will begin to _____, shifting the aggregate supply curve outward.

- (a) above; fall
- (b) above; rise
- (c) below; fall
- (d) below; rise

Answer: c

66. A summary of aggregate demand and supply analysis suggests that

- (a) a one-time increase in the money supply will mean a permanent increase in aggregate output.
- (b) a one-time increase in government spending will mean a permanent increase in aggregate output.
- (c) both (a) and (b) are correct.
- (d) none of the above are correct.

Answer: d

67. A change in workers expectations about the aggregate price level will cause

- (a) the aggregate demand curve to shift.
- (b) the aggregate supply curve to shift.
- (c) the production function to shift.
- (d) the transformation function to shift.

Answer: b

68. A decrease in the availability of raw materials that increases the price level is called a(n)

- (a) adverse demand shock.
- (b) beneficial demand shock.

- (c) adverse supply shock.
- (d) beneficial supply shock.

Answer: c

69. An adverse or negative supply shock causes the aggregate _____ curve to shift to the _____.

- (a) demand; right
- (b) demand; left
- (c) supply; left
- (d) supply; right

Answer: c

70. Which of the following shifts the aggregate supply curve to the right?

- (a) An increase in the price of crude oil
- (b) A successful wage push by workers
- (c) Expectations of a higher aggregate price level
- (d) A technological improvement that increases worker productivity

Answer: d

71. OPEC oil price increases or citrus fruit crop freezes are referred to as _____ shocks and cause

the aggregate _____ curve to shift _____.

- (a) negative demand; demand; left
- (b) negative demand; demand; right
- (c) negative supply; supply; left
- (d) positive supply; supply; left

Answer: c

72. Of the following factors, the ones causing the aggregate supply curve to shift include

- (a) changes in labor market tightness.
- (b) changes in inflationary expectations.
- (c) supply shocks including commodity price changes.
- d. all of the above.

Answer: d

73. A situation of rising prices and falling output is known as

- (a) stagflation.
- (b) hyperinflation.
- (c) deflation.
- (d) disinflation.

Answer: a

74. A theory of aggregate economic fluctuations called real business cycle theory holds that

- (a) changes in the real money supply are the only demand shocks that affect the natural rate of

output.

(b) aggregate demand shocks do affect the natural rate of output.

(c) aggregate supply shocks do affect the natural rate of output.

(d) changes in net exports are the only demand shocks that affect the natural rate of output.

Answer: c

75. According to aggregate demand and supply analysis, America's involvement in the Vietnam War

had the effect of

(a) increasing aggregate output.

(b) lowering unemployment.

(c) raising the price level.

(d) doing all of the above.

Answer: d

76. "An oligopoly is an oligopoly. Firms behave the same no matter what type of oligopoly it is."

This statement is:

a) true.

b) false.

c) true of homogeneous product industries.

d) none of the above.

Answer: b

77. Both firms in a Cournot duopoly would enjoy higher profits if

a) the firms simultaneously reduced output below the Nash equilibrium level.

b) each firm simultaneously increased output above the Nash equilibrium level.

c) one firm reduced output below the Cournot Nash equilibrium level, while the other firm continued to produce its Cournot Nash equilibrium output.

d) a. and c.

Answer: a

78. Economists use game theory to predict the behavior of oligopolists. Which of the following is crucial for the success of the analysis?

a) Make sure the payoffs reflect the true payoffs of the oligopolists.

b) Make sure whether the oligopolists move simultaneously or sequentially.

c) Make sure the problem considered is of a one-shot or repeated nature.

d) All of the above.

Answer: d

79. Which of the following statements is true?

a) The more elastic the demand, the higher is the profit-maximizing markup.

b) The more elastic the demand, the lower is the profit-maximizing markup.

- c) The higher the marginal cost, the lower the profit-maximizing price.
- d) The higher the average cost, the lower the profit-maximizing price.

Answer: b

80. Which of the following statements about a price matching strategy is incorrect?

- a) It may be applied in situations besides Bertrand oligopoly.
- b) It requires that the firms can monitor their rival's prices.
- c) It reduces the incentive for a rival firm to initiate a price war.
- d) It only guarantees to match prices that are advertised publicly.

Answer: b

81. Firms in monopolistic competition have demand curves that are

- A) U-shaped.
- B) horizontal.
- C) downward sloping.
- D) vertical.
- E) upward sloping.

Answer: c

82. In monopolistic competition, the products of different sellers are

- A) similar but slightly different.
- B) unique without any close or perfect substitutes.
- C) perfect substitutes.
- D) identical.
- E) either identical or differentiated.

Answer: a

83. For a perfectly competitive firm, marginal revenue is

- A) equal to the change in profit from selling one more unit.
- B) less than the price.
- C) equal to the price.
- D) undefined because the firm's demand curve is horizontal.

Answer: c

84. When a firm adopts new technology, generally its

- A) cost curves are unaffected.
- B) cost curves shift downward.
- C) production permanently decreases.
- D) supply curve shifts leftward.

Answer: b

85. In monopolistic competition there are _____ barriers to entry, so therefore in the long run, economic profit _____.

- A) no; is substantial
- B) many; equals zero
- C) no; equals zero
- D) many; is substantial

Answer: c

86. At the profit maximizing level of output for a monopolist:

- (a) $P = AR$ and $AR = AC$
- (b) $P = MC$ and $MR > MC$
- (c) $P > MC$ and $MR = MC$
- (d) $P = MR$ and $AC = MC$

Answer: c

87. A firm will earn normal profits when price:

- (a) equals average total cost.
- (b) equals average variable cost.
- (c) equals marginal cost.
- (d) exceeds minimum average total cost.

Answer: a

88. In monopolistic competition, profit is maximized by producing so that marginal revenue

- A) equals price.
- B) equals average total cost but not marginal cost.
- C) equals marginal cost and which are less than price.
- D) equals marginal cost and equals price.
- E) is negative.

Answer: c

89. In the short run, a perfectly competitive firm will shut down and produce

nothing if:

- (a) excess profits equal zero.
- (b) total cost exceeds total revenue.
- (c) total variable cost exceeds total revenue.
- (d) the market price falls below the minimum average total cost.

Answer: c

90. Which of the following is not characteristic of perfect competition?

- (a) a differentiated product.
- (b) no barriers to entry or exit.
- (c) large number of buyers.
- (d) complete knowledge of market price.

Answer: a

91. If a perfectly competitive firm incurs an economic loss, it should:

- (a) shut down immediately.
- (b) try to raise its price.
- (c) shut down in the long run.
- (d) shut down if this loss exceeds fixed cost.

Answer: d

92. When a firm produces at the point where $MR = MC$, the profit that it is earning is considered to be:

- (a) maximum.
- (b) normal.
- (c) above normal.
- (d) not enough information is provided.

Answer: d

93. When a firm has the power to establish its price:

- (a) $P = MR$.
- (b) $P = MC$.
- (c) $P > MR$.
- (d) $P < MR$.

Answer: c

94. Assume a profit maximizing firm's short-run cost is $TC = 700 + 60Q$. If its demand curve is

$P = 300 - 15Q$, what should it do in the short run?

- (a) shut down.
- (b) continue operating in the short run even though it is losing money.
- (c) continue operating because it is earning an economic profit.
- (d) Cannot be determined from the above information.

Answer: c

95. The main difference between the price-quantity graph of a perfectly competitive firm and a monopoly is:

- (a) that the competitive firm's demand curve is horizontal, while that of the monopoly is downward sloping.
- (b) that a monopoly always earns an economic profit while a competitive company always earns only normal profit.
- (c) that a monopoly maximizes its profit when marginal revenue is greater than marginal cost.
- (d) that a monopoly does not incur increasing marginal cost.

Answer: a

96. When the slope of the total revenue curve is equal to the slope of the total cost curve:

- (a) monopoly profit is maximized.
- (b) the total revenue is maximum.
- (c) the marginal cost curve intersects the total average cost curve.
- (d) the total cost curve is at its minimum.

Answer: a

97. The firm's over-riding objective is to

- A) maximize economic profit.
- B) avoid an economic loss.
- C) maximize total revenue.
- D) maximize normal profit.
- E) earn a normal profit

Answer: a

98. Firms in monopolistic competition have demand curves that are

- A) U-shaped.
- B) horizontal.
- C) downward sloping.
- D) vertical.
- E) upward sloping.

Answer: c

99. In monopolistic competition, the products of different sellers are

- A) similar but slightly different.
- B) unique without any close or perfect substitutes.
- C) perfect substitutes.
- D) identical.
- E) either identical or differentiated.

Answer: a

100. In the short run, a perfectly competitive firm can experience which of the following?

- i. an economic profit
 - ii. an economic loss but it continues to stay open
 - iii. an economic loss equal to its total fixed cost when it shuts down
- a. i and ii
 - b. i, ii, and iii
 - b. i and iii
 - c. only i
 - d. ii and iii

Answer: b

MULTIPLE CHOICE QUESTIONS

1. Indian Contract Act extends to the whole of India excepts to the state of?

- a. Assam
- b. Jammu & Kashmir
- c. West Bengal
- d. None of these

Ans: B

2. An agreement enforceable by law is called?

- a. Void
- b. Promise
- c. Contract
- d. All of these

Ans: C

3. Chapter I of the Indian Contract Act deals the _____ of proposals?

- a. Communication
- b. Revocation
- c. Acceptance
- d. All of these

Ans : D

4. In order to convert a proposal into a promise the acceptance must...?

- a. Absolute
- b. Unqualified
- c. Absolute & Unqualified
- d. None of these

Ans: C

5. Agreement means _____.

- a. Offer + acceptance
- b. Offer + contract
- c. Contract + acceptance
- d. Enforceable by law

Ans:A

6. The two contracting parties must agree as regards the subject-matter of the contract at the same time & in the same sense is called as _____.

- a. personam
- b. consensus-ad-idem
- c. reciprocal promise
- d. accepted proposal

Ans: B

7. Technical term of void contract is _____.

- a. voidable contract
- b. void-ab-initio
- c. personam
- d. void agreement

Ans: B

8. Communication of a proposal is complete when it comes to the knowledge of the person to whom it is made.

- a. True
- b. Partly True
- c. False
- d. None of these

Ans: A

9. In case of breach of contract of sale of some rare article or thing for which there is no substitute available in the market the court may grant a.

- a. Quantum Meruit
- b. Rescission
- c. Specific Performance
- d. Injunction

Ans: C

10. _____ is one the object of which is unlawful.

- a. Void contract
- b. Wager
- c. An illegal agreement
- d. Voidable contract

Ans: C

11. A proposal, when accepted becomes a _____.

- a. promise
- b. contract
- c. offer

d. consensus

Ans: A

12. The term _____ is defined as a legal tie which imposes upon a definite person or persons the necessity of doing or abstaining from doing a definite act or acts.

a. agreement

b. champerty

c. obligation

d. promise

Ans:C

13. The obligation of both the parties to the contract are pending at the time of formation of the contract is called as _____.

a. wagering contract

b. bilateral contract

c. illegal contract

d. unenforceable contract

Ans: B

14. Promises which form the consideration or part of the consideration for each other is called as _____.

a. reciprocal promise

b. reciprocal offer

c. reciprocal performance

d. consideration

Ans:A

15. If any parties to the contract refuses or fails to perform his part of the contract or by his act makes it impossible to perform his obligation under the contract, it is called as _____.

a. breach of contract

b. void contract

c. tender

d. novation

Ans:A

16. A Quasi- contract under Indian Contract Act

a. Is an agreement

b. Is a contract

c. Has on a legal obligation

d. None of these

Ans: C

17. A contingent contract dependent on the non happening of specified uncertain event within fixed time can be enforced if the event __

- a. Does not happen within a fixed time
- b. Becomes impossible before the expiry of the fixed time
- c. Happens within a fixed time
- d. Both (a) & (b)

Ans: D

18. An advantage or benefit, moving from one party to the other is called as _____.

- a. lawful consideration
- b. lawful object
- c. free consent
- d. illegal consideration

Ans:A

19. 'A' contracts to pay Rs. 10,000 for purchasing B's house and if B's house is burnt;

This is a _____.

- a. wagering contract
- b. contingent contract
- c. executors contract
- d. quasi contract

Ans:B

20. Substitution of a new contract for the original contract is called as _____.

- a. novation
- b. rescission
- c. alteration
- d. remission

Ans:A

21. The term _____ is defined as a legal tie which imposes upon a definite person or persons the necessity of doing or abstaining from doing a definite act or acts.

- a. agreement
- b. champerty
- c. obligation
- d. promise

Ans:C

22. 'A' contracts to pay Rs. 10,000 for purchasing B's house and if B's house is burnt;

This is a _____.

- a. wagering contract
- b. contingent contract

- c. executors contract
- d. quasi contract

Ans:B

23. The court order to restrain a person not to do a particular activity is called as _____.

- a. quantum meruit
- b. specific performance
- c. injunction
- d. novation

Ans:C

24. Coercion involves the usage of _____.

- a. fraud
- b. misrepresentation
- c. undue influence
- d. all the above

Ans:D

25. A contract which arises on the basis of coercion is called as _____.

- a. void contract
- b. voidable contract
- c. illegal contract
- a. lawful contract

Ans:A

26. A contingent contract is _____ contract.

- a. Void
- b. Voidable
- c. Valid
- d. Illegal

Ans:C

27. Damages which may reasonably be supposed to have been in the contemplation of both parties as the probable result of the breach of a contract is known as _____.

- a. ordinary damages
- b. special damages
- c. vindictive damages
- d. nominal damages

Ans:B

28. "A person should not be allowed to enrich himself unjustly at the expense of another" is the principle of _____.

- a. contingent contract
- b. wagering contract
- c. quasi contract
- d. void contract

Ans:C

29.Vindictive Damages have been awardeda.

for a breach of promise to marry

- b. for a wrongful dishonour of a cheque by banker processing adequate funds of the customer
- c. Either (1) OR (2)
- d. Both (1) and (2)

30. An Executory Consideration isa.

Consideration promised by an executive of a company

- b. consideration which consists simply of a mutual exchange of promise each being the consideration for the other.
- c. consideration which should be executed on a future date
- d. consideration which should be executed before the court

Ans: C

31. When a person signifies to another his willingness to do or to abstain from doing anything with a view to obtaining the assent of that other to such act or abstinencehe is said toa.

enter into a contract

- b. make a proposal
- c.accept an offer
- d. create legal obligation

Ans: B

32. An agreement to agree in future is

- a. valid
- b. voidable
- c. invalid.
- d. illegal

Ans: C

33. An agreement entered into with free consent and lawful but inadequate consideration is--

- a. valid
- b. voidable
- c. invalid.
- d. illegal

Ans: A

34. A minor's estate is liable for the _____ supplied to him

- a. Luxuries
- b. Necessities
- c. Necessaries
- d. All of these

Ans: C

35. The aggrieved party in breach of contract has not suffered any loss by reason of the breach of contract, the damages recoverable by him is _____.

- a. payment of interest
- b. ordinary damages
- c. special damages
- d. nominal damages

Ans: D

36. If time is the essence of a contract and the promisor fails to perform the contract by the specified time, the contract:

- a. remains valid
- b. becomes void
- c. becomes unenforceable
- d. becomes voidable at the instance of the promisee

Ans: D

37. _____ damages are measured on the basis of extent of shock to the sentiments of the promisee

- a. Vindictive
- b. Nominal
- c. Loss of reputation
- d. Discomfort

Ans: A

38. There are _____ ways for actual breach of contract.

- a. 1
- b. 2
- c. 3
- d. 4

Answer: B

39. The technical term "Quantum Meruit" denotes _____.

- a. performance of a contract
- b. quantity involved in contract
- c. suit for specific performance

d. as much as earned

Answer:D

40. Law of quasi-contract is also known as _____.

- a. Law of returns
- b. Law of restitution
- c. Law of repudiation
- d. Law of contract

Ans: B

41. The contract of General Insurance is--

- a. Contingent
- b. Voidable
- c. Valid
- d. None of these

Ans: A

42. _____ means intentional relinquishment of a right under the contract

- a. waiver
- b. wager
- c. alteration
- d. rescission

Ans:A

43. Termination of contractual relations between the parties to a contract is called as _____ .

- a. performance of contract
- b. discharge of contract
- c. winding up of contract
- d. none of the above

Ans:B

44. _____ means passing over rights and liabilities from one person to another person.

- a. Devolution
- b. Endorsement
- c. Passing the buck
- d. Escapism

Ans:A

45. An advantage or benefit, moving from one party to the other is called as _____.

- a. lawful consideration
- b. lawful object

- c. free consent
- d. illegal consideration

Answer:A

46. Responsibility of finder of goods under contract is _____.

- a. indemnifier
- b. bailee
- c. owner
- d. despatcher

Ans:B

47. A person who finds goods belonging to another and takes them into his custody, is subject to the same responsibility as a _____.

- a. bailee.
- b. true owner .
- c. thief.
- d. agent.

Ans:A

48. A finder of lost goods is a _____.

- a. bailer.
- b. bailee.
- c. true owner.
- d. thief.

Ans:B

49. A bailee has _____.

- a. a right of particular lien over the good bailed.
- b. a right of general lien.
- c. a right of both particular and general lien.
- d. no lien at all over the goods bailed.

Ans:A

50. The position of finder of lost goods is that of a _____.

- a.Bailer .
- b.Bailee.
- c.Surety.
- d.Principal debtor.

Ans: B

51. A gratuitous bailee is liable for defects in the goods bailed _____.

- a. even if he is not aware of them.
- b. only if he is aware of them.

- c. in all cases.
- d. in particular case.

Ans:B

52. A gratuitous bailment is one which is _____.

- a. supported by consideration
- b. not Supported by consideration
- c. not enforced by law
- d. void

Ans:B

53. According to Sale of Goods Act, 1930, "Seller" means a person

- a. Who only agrees to sell the goods
- b. Who only sells the goods
- c. Who sells or agrees to sell the goods
- d. None of these

Ans: C

54. A bailee has _____.

- a. a right of particular lien over the good bailed.
- b. a right of general lien.
- c. a right of both particular and general lien.
- d. no lien at all over the goods bailed.

Ans:A

55. In sale, if the goods are destroyed, the loss falls on _____.

- a. the buyer.
- b. the seller.
- c. partly on the buyer and partly on the seller.
- d. third party.

Ans:A

56. If sale is by sample as well as by description, the implied condition is that the goods shall correspond with _____.

- a. sample.
- b. description.
- c. both sample and description.
- d. either sample or description.

Ans:C

57. In a sale, there is an implied condition on the part of seller that he _____.

- a. has right to sell the goods.
- b. is in position of the goods.

- c. will have the right sell.
- d. will not have the right to resell.

Ans:A

58. A condition is a stipulation which is_____.

- a. essential to the main purpose of contract of sale.
- b. not essential to the main purpose of the contract of sale.
- c. collateral to the main purpose of contract of sale.
- d. additional security.

Ans:A

59. ' Contract of Sale' under Sale of Goods Act, 1930, comprises of contracts which are,

- a. Executory
- b. Concluded
- c. Both executory and executed
- d None of these

Ans: C

60. In a contract of sale of goods the implied condition of wholesomeness applies to---

- a. Medicines
- b. Eatables
- c. Cloth
- d. Computers

Ans: B

61. The consideration in a contract of Sale is called--

- a. Price
- b. Exchange Money
- c. Barter Money
- d. Rewards

Ans:A

62. When a breach of condition is treated as a breach of warranty, the buyer can--

- a. Repudiate the contract
- b. Reject the goods
- c. Claim damages
- d. None of these

Ams: C

63. The main objective of a contract of sale is _____.

- a. transfer of possessing of goods.
- b.transfer of property in goods from seller to buyer.
- c. delivery of goods.

d. payment of price.

Ans:B

64. When there is a contract for the sale of unascertained goods, the property in goods_____.

- a. passes when the buyer pays the price.
- b. does not pass until the goods are ascertained.
- c. when the contract is entered into.
- d. when the buyer accepts the goods.

Ans:B

65. A seller delivers goods in excess of the quantity ordered for. The buyer may_____.

- a. accept the whole.
- b. reject the whole.
- c. accept the goods ordered for and can return the excess quantity.
- d. either a or c

Ans:D

66. The lien of an unpaid seller depends on _____.

- a. possession.
- b. title.
- c. ownership.
- d. possession and ownership.

Ans:A

67. An unpaid seller can exercise the right of stoppage in transit when the carrier holds the goods _____.

- a. as seller's agent.
- b. as buyer's agent.
- c. as agent of both of them.
- d. in his own name.

Ans:D

68. The sale of goods act, 1930 deals with _____.

- a. movable goods only.
- b. immovable goods only.
- c. both movable and immovable goods.
- d. all goods except ornaments.

Ans:A

69. The term, 'goods' for the purpose of sale of goods act does not include _____.

- a. money.
- b. actionable claims.

- c. immovable property.
- d. all the above.

Ans:B

70. A contract for the sale of 'furniture goods' is _____.

- a. sale.
- b. agreement to sell.
- c. void.
- d. voidable.

Ans:B

71. _____ gives the buyer only a right to claim damages.

- a. Condition.
- b. Guarantee.
- c. Warranty.
- d. Indemnity.

Ans:C

72. Which of the following is not an implied condition in a contract of sale _____.

- a. condition as to title.
- b. condition as to description.
- c. condition as to freedom from the encumbrance.
- d. condition as to a sample.

Ans:C

73. A contract of sale may be _____.

- a. absolute only.
- b. condition only.
- c. absolute and conditional.
- d. indemnity.

Ans:C

74. S and P gets into a shop. S says to the shopkeeper C "let P have the goods, and if he does not pay you, I will". "This is a _____.

- a. contract of guarantee.
- b. contract of indemnity.
- c. wagering contract.
- d. quasi-contract.

Ans:A

75. A bailment is usually created by agreement between _____.

- a. the principal & the agent.
- b. the contracted parties.

- c. the bailer & the bailee.
- d. the guaranteed & parties.

Ans: C.

76. The gratuitous bailer is liable to bailee for the defects in the goods bailed

_____.

- a. even if he is not aware of them.
- b. only if he is aware of them.
- c. in all cases of loss.
- d. in certain case of loss.

Ans:B

77.The term 'property' as used in the Sale of Goods Act, 1930 means_____

- a. possession.
- b. ownership.
- c. both ownership and possession.
- d. the subject matter of contract of sale.

Ans:B

78.The term “contract to sale” is a generic term which includes both _____ .

- a. sale & an agreement to sell.
- b. contract & agreement.
- c. possession & Ownership of goods.
- d. transfer to ownership & possession.

Ans: A

79. _____ form the subject of a contract of sale.

- a. Assets.
- b. Consideration
- c. Goods.
- d. Agreement to sell.

Ans: C

80. There is a constructive delivery of goods_____.

- a. When the seller hands over to the buyer the key of the warehouse where the goods are lying.
- b. When a third person in possession of the goods acknowledged to the buyer that he holds them on his behalf.
- c. When the seller physically delivers the goods to the buyers.
- d. When the seller asks the buyer to take delivery of the goods.

Ans:B

81.Where there is no specific agreement as to place, the goods sold are to be delivered

at the place_____.

- a. at which they are at the time of sale.
- b. of the buyer.
- c. desired by the buyer.
- d. to be determined by the seller.

Ans:A

82. An implied warranty or condition as to quality or fitness for a particular purpose may be annexed by the usage of _____.

- a. trade.
- b. goods.
- c. commerce.
- d. agreement to sell.

Ans: A

83. _____ is an illicit act dissuading the intending purchaser from bidding.

- a. Withholding the goods.
- b. Damping.
- c. Knockout.
- d. Repudiation.

Ans: B

84. Where there is an unconditional contract for the sale of specific goods in a deliverable state, the property in the goods passes to the buyer when _____.

- a. the goods are delivered to the buyer.
- b. the price is paid by the buyer.
- c. the contract is made.
- d. the buyer accepts the good.

Ans:C

85. _____ is a contract in which the terms are stated in words (Written or Spoken) by the parties.

- a. Express contract.
- b. Implied contract.
- c. Executed contract.
- d. Executory contract.

Ans: A

86. The doctrine of caveat emptor applies_____

- a.in case of implied conditions and warranties.
- b.when the buyer does not intimate the purpose to the seller and depends upon his own skill and judgment.

- c. when goods are sold by sample.
- d. when goods are sold by description.

Ans:A

87. "A" who purchases certain goods from B by a misrepresentation and pledges them with "C". The pledge is _____.

- a. valid.
- b. void.
- c. voidable.
- d. invalid.

Ans:B

88. In a hire – purchase agreement, the hirer _____.

- a. has an option to buy the goods.
- b. must buy the goods.
- c. must return the goods.
- d. is not given the possession of the goods.

Ans:A

89. _____ means competency of the parties to enter into a valid contract.

- a. Solvency.
- b. Capacity.
- c. Consequences.
- d. Position.

Ans: B

90. The measure of damages in case of breach of a contract is the difference between the _____.

- a. contract price and the market price at the date of breach.
- b. contract price and the maximum market price during the terms of contract.
- c. contract price and the price at which the plaintiff might have sold the goods.
- d. contract price and the price fixed by the court.

Ans:A

91. Technical term of contract without consideration is called as _____ .

- a. nadum pactum.
- b. void – ad-initio.
- c. consensus –ad-idem
- d. caveat emptor.

Ans: A

92. Mr. A, a tradesman, leaves goods at Mr. B's house by mistake. Mr. B treats the goods as his own. He is bound to pay for Mr.A. This is an example for obligation to pay for

- _____.
- a. non-gratuitous act
 - b. gratuitous act
 - c. coercion
 - d. quantum meruit

Ans:A

93. Where the buyer wrongfully refuses to accept the goods, the seller may recover the damages

- a. for the reasonable charges for the care and the custody of goods
- b. for the loss caused by the non acceptance of goods
- c. either (a) OR (b)
- d. both (a) AND (b)

Ans: D

94. Under the Sale of Goods Act 1930, the existing goods are classified as

- a. Specified Goods
- b. Ascertained Goods
- c. Unascertained Goods
- d. All of the above

Ans: D

95. Following is not a document of title

- a. railway receipt
- b. bill of lading
- c. dock of warrant
- d. None of these

Ans: D

96. When the terms of the contract of sale of goods are such that by reserving the right of disposal, the seller commits a breach of contract, and the goods appropriated to the contract does not cause the property in goods to pass to the buyer. It is--

- a. Partly True
- b. True
- c. False
- d. None of these

Ans: B

97. When the seller exercises right of lien or right of stoppage of goods in transit and gives notice to the buyer for payment and the buyer does not pay or tender within reasonable time , an unpaid seller can--

- a. re-sale the goods
- b. cannot re-sale the goods
- c. ask again to the buyer

d. take possession and mark the good as bad

Ans: A

98. Ignorance of law is _____.

- a. an excuse
- b. not an excuse
- c. punishment
- d. offence

Ans: B

99. 'A' permits a coolie to put his luggage to a carriage. The contract comes into existence as soon as the coolie puts the luggage. So 'A' has only to fulfill his part. This is an example for _____.

- a. unilateral contract
- b. bilateral contract
- c. implied contract
- d. executed contract

Ans: A

100. "A person should not be allowed to enrich himself unjustly at the expense of another" is the principle of _____.

- a. contingent contract
- b. wagering contract
- c. quasi contract
- d. void contract

Ans: C

MULTIPLE CHOICE QUESTIONS **BUSINESS RESEARCH METHODS (104)**

1. The research process is best described as a:

- A. Method to select a frame of reference
- B. Set of rules that govern the selection of subjects
- C. Series of steps completed in a logical order
- D. Plan that directs the research design

Answer: **C**

2. A research proposal is best described as a (n):

- A. Framework for data collection and analysis
- B. Description of the research process for a research project
- C. Description of how the researcher plans to maintain an ethical perspective during the study

D. Argument for the merit of the study

Answer: **B**

3. The purpose of a literature review is to:

A. Use the literature to identify present knowledge and what is unknown

B. Assist in defining the problem and operational definition

C. Identify strengths and weaknesses of previous studies

D. All of the above

Answer: **D**

4. The statement 'To identify the relationship between the time the patient spends on the operating table and the development of pressure ulcers' is best described as a research:

A. Objective

B. Aim

C. Question

D. Hypothesis

Answer: **B**

5. An operational definition specifies:

A. The data analysis techniques to be used in the study

B. The levels of measurement to be used in the study

C. How a variable or concept will be defined and measured in the study

D. How the outcome of the research objectives for the study will be measured

Answer: **C**

6. A statement of the expected relationship between two or more variables is known as the:

A. Concept definition

B. Hypothesis

C. Problem statement

D. Research question

Answer: **B**

7. In a qualitative research proposal you would not expect to see a:

A. Research question

B. Research aim

C. Hypothesis

D. Operational definition

Answer: **C**

8. 'Relaxation therapy is more effective than standard patient education alone in decreasing pre-operative anxiety' is an example of a:

- A. Null hypothesis
- B. Non-directional hypothesis
- C. Complex hypothesis
- D. Directional hypothesis

Answer: D

9. 'There is no difference in the incidence of phlebitis around intravenous cannulae changed every 72 hours and those changed at 96 hours' is an example of a:

- A. Null hypothesis
- B. Directional hypothesis
- C. Non-directional hypothesis
- D. Simple hypothesis

Answer: A

10. Which of the following statements meets the criteria for a researchable question?

- A. Is the use of normal saline to cleanse wounds harmful to patients?
- B. Do generalist registered nurses meet the mental health needs of general patients?
- C. What are the patients' perceptions of the effectiveness of pre-operative education for total hip replacement?
- D. Do palliative care patients have spiritual needs?

Answer: C

11. The researcher needs to clearly identify the aim of the study; the question to be answered; the population of interest; information to be collected, and feasibility in order to decide on the research:

- A. Design and method
- B. Purpose and assumptions
- C. Design and assumptions
- D. Purpose and data analysis

Answer: A

12. A variable that changes due to the action of another variable is known as the:

- A. Independent variable
- B. Extraneous variable
- C. Dependent variable
- D. Complex variable

Answer: C

13. Quantitative research uses:

- A. Reductionist reasoning
- B. Holistic reasoning
- C. Deductive reasoning

D. Inductive reasoning

Answer: C

13. A study aims to determine the difference in rates of pressure ulcers following introduction of a new skin care schedule. The researchers examine the records of reported pressure ulcers before and after the introduction of the new intervention. The study design used is a(n):

- A. Experimental design
- B. Non-experimental design
- C. Cross-sectional design
- D. Cross-over design

Answer: B

14. A high level of control is the hallmark of:

- A. Descriptive design
- B. Correlation design
- C. Epidemiological design
- D. Experimental design

Answer: D.

15. A quasi-experimental design is characterised by manipulation of the independent variable and:

- A. Random assignment of subjects into control and intervention groups
- B. No randomization of groups
- C. Random assignment of subjects into the control group
- D. Control of extraneous variables

Answer: B

16. A researcher is interested in finding out if there is a difference in behaviour change between three different interventions for anxiety. The researcher plans to give people in each intervention group a questionnaire and presents the results in the form of percentages for each variable measured. The research design used in this study is a:

- A. Correlation design
- B. Quasi-experimental design
- C. Cohort study design
- D. Descriptive design

Answer: D

17. In selecting a quasi-experimental design in preference to an experimental design the researchers are aware that the study will have less:

- A. Bias

- B. Data available
- C. Control
- D. Testing

Answer: **C.**

18. A researcher poses a question about the relationship between the effect of preoperative education on the level of anxiety in patients who are due to have hip replacement surgery. This question can best be answered by a(n):

- A. Comparative design
- B. Descriptive design
- C. Randomized control trial
- D. Epidemiological design

Answer: **C**

19. Which research paradigm is based on the pragmatic view of reality?

- A. quantitative research
- B. qualitative research
- C. mixed research
- D. none of the above

Answer: **C.**

20. Which research paradigm is least concerned about generalizing its findings?

- A. quantitative research
- B. qualitative research
- C. mixed research
- D. none of the above

Answer: **B.**

21. Which of the following best describes quantitative research?

- A. the collection of nonnumerical data
- B. an attempt to confirm the researcher's hypotheses
- C. research that is exploratory
- D. research that attempts to generate a new theory

Answer: **B.**

22. All of the following are common characteristics of experimental research except:

- A. it relies primarily on the collection of numerical data
- B. it can produce important knowledge about cause and effect
- C. it uses the deductive scientific method
- D. it rarely is conducted in a controlled setting or environment

Answer: **D.**

23. Qualitative research is often exploratory and has all of the following characteristics

except:

- A. it is typically used when a great deal is already known about the topic of interest
- B. it relies on the collection of nonnumerical data such as words and pictures
- C. it is used to generate hypotheses and develop theory about phenomena in the world
- D. it uses the inductive scientific method

Answer: **A.**

24. Which type of research provides the strongest evidence about the existence of cause-and-effect relationships?

- A. nonexperimental Research
- B. experimental Research

Answer: **B.**

25. What is the key defining characteristic of experimental research?

- A. extraneous variables are never present
- B. a positive correlation usually exists
- C. a negative correlation usually exists
- D. manipulation of the independent variable

Answer: **D.**

26. In _____, random assignment to groups is never possible and the researcher cannot manipulate the independent variable.

- A. basic research
- B. quantitative research
- C. experimental research
- D. causal-comparative and correlational research

Answer: **D.**

27. What is the defining characteristic of experimental research?

- A. resistance to manipulation
- B. manipulation of the independent variable
- C. the use of open-ended questions
- D. focuses only on local problems

Answer: **B.**

28. Research in which the researcher uses the qualitative paradigm for one phase and the quantitative paradigm for another phase is known as _____.

- A. action research
- B. basic research
- C. quantitative research
- D. mixed method research
- E. mixed model research

Answer: **D.**

29. Research in which the researcher uses both qualitative and quantitative research within a stage or across two of the stages in the research process is known as _____.

- A. action research
- B. basic research
- C. quantitative research
- D. mixed method research
- E. mixed model research

Answer: **E.**

30. Research that is done to understand an event from the past is known as _____?

- A. experimental research
- B. historical research
- C. replication
- D. archival research

Answer: **B.**

31. A good qualitative problem statement:

- A. Defines the independent and dependent variables
- B. Conveys a sense of emerging design
- C. Specifies a research hypothesis to be tested
- D. Specifies the relationship between variables that the researcher expects to find

Answer: **B.**

32. The statement of purpose in a research study should:

- A. Identify the design of the study
- B. Identify the intent or objective of the study
- C. Specify the type of people to be used in the study
- D. Describe the study

Answer: **B**

33. Why is the statement "What are the effects of extracurricular activities on cognitive development of school age children" not a good statement of a quantitative research question?

- A. Because there is no connection between extracurricular activities and cognitive Development
- B. Because there are not enough school age children engaged in extracurricular activities
To conduct the study

C. Because the study would be too difficult to do given all the different extracurricular Activities

D. Because the statement was not specific enough to provide an understanding of the Variables being investigated

Answer: **D**

34. A qualitative research question:

A. Asks a question about some process, or phenomenon to be explored

B. Is generally an open-ended question

C. both a and b are correct

D. None of the above

Answer: **C**

35. According to the text, which of the following orders is the recommended in the flowchart of the development of a research idea?

A. Research topic, research problem, research purpose, research question, hypothesis

B. Research topic, research purpose, research problem, research question, hypothesis

C. Research topic, research problem, research purpose, research question, hypothesis

D. Research topic, hypothesis, research problem, research question, research purpose

Answer: **A**

36. One step that is not included in planning a research study is:

A. Identifying a researchable problem

B. A review of current research

C. Statement of the research question

D. Conducting a meta-analysis of the research

E. Developing a research plan

Answer: **D**

37. Sources of researchable problems can include:

A. Researchers' own experiences as educators

B. Practical issues that require solutions

C. Theory and past research

D. All of the above

Answer: **D**

38 . A review of the literature prior to formulating research questions allows the researcher to do which of the following?

A. To become familiar with prior research on the phenomenon of interest

B. To identify potential methodological problems in the research area

C. To develop a list of pertinent problems relative to the phenomenon of interest

D. All of the above

Answer: **D**

39 . Sometimes a comprehensive review of the literature prior to data collection is not

recommended by grounded theorists.

- A. True
- B. False

Answer: **A**

40 . What kind of ideas can't be empirically researched?

- A. Effectiveness of different methods of instruction
- B. Description of educational practices
- C. Issues of values and morality such as the correctness of having prayer in schools
- D. Factors helpful in predicting future drug use

Answer: **C**

41 . The feasibility of a research study should be considered in light of:

- A. Cost and time required to conduct the study
- B. Skills required of the researcher
- C. Potential ethical concerns
- D. All of the above

Answer: **D**

42. A formal statement of the research question or "purpose of research study" generally _____.

- A. Is made prior to the literature review
- B. Is made after the literature review
- C. Will help guide the research process
- D. All of the above
- E. b and c

Answer: **E**

43. The research participants are described in detail in which section of the research plan?

- A. Introduction
- B. Method
- C. Data analysis
- D. Discussion

Answer: **B**

44. Research hypotheses are _____.

- A. Formulated prior to a review of the literature
- B. Statements of predicted relationships between variables
- C. Stated such that they can be confirmed or refuted
- D. b and c

Answer: **D**

45. Hypotheses in qualitative research studies usually _____.

- A. Are very specific and stated prior to beginning the study
- B. Are often generated as the data are collected, interpreted, and analyzed
- C. Are never used
- D. Are always stated after the research study has been completed

Answer: **B**

46. A research plan _____.

- A. Should be detailed
- B. Should be given to others for review and comments
- C. Sets out the rationale for a research study
- D. All of the above

Answer: **D**

47. The Introduction section of the research plan

- A. Gives an overview of prior relevant studies
- B. Contains a statement of the purpose of the study
- C. Concludes with a statement of the research questions and, for quantitative research, it includes the research hypothesis
- D. All of the above

Answer: **D**

48. According to your text, which of the following is not a source of research ideas?

- A. Everyday life
- B. Practical issues
- C. Past research
- D. Theory
- E. All of the above ARE sources of research ideas

Answer: **E**

49. _____ research occurs when the researcher manipulates the independent variable.

- A. causal-comparative research
- B. experimental research
- C. ethnography
- D. correlational research

Answer: **B.**

50. Which of the following includes examples of quantitative variables?

- A. age, temperature, income, height
- B. grade point average, anxiety level, reading performance
- C. gender, religion, ethnic group

D. both a and b

Answer: **D.**

51. A statement of the quantitative research question should:

- A. Extend the statement of purpose by specifying exactly the question(s) the researcher will address
- B. Help the research in selecting appropriate participants, research methods, measures, and materials
- C. Specify the variables of interest
- D. All of the above

Answer: **D**

52. Which of the following is not a way to manipulate an independent variable?

- A. Presence technique
- B. Amount technique
- C. Type technique
- D. Random technique

Answer: **D.**

53. A cell is a combination of two or more _____ in a factorial design.

- A. Research designs
- B. Research measurements
- C. Dependent variables
- D. Independent variables

Answer: **D.**

54. In an experimental research study, the primary goal is to isolate and identify the effect produced by the _____.

- A. Dependent variable
- B. Extraneous variable
- C. Independent variable
- D. Confounding variable

Answer: **C.**

55. _____ refers to the influence of a single independent variable.

- A. Interaction effect
- B. Reactive effect
- C. Main effect
- D. Proactive effect

Answer: **C.**

56. Which of the following is characteristic of qualitative research?

- A. Generalization to the population

- B. Random sampling
- C. Unique case orientation
- D. Standardized tests and measures

Answer: **C.**

57. The type of qualitative research that describes the culture of a group of people is called _____.

- A. Phenomenology
- B. Grounded theory
- C. Ethnography
- D. Case study

Answer: **C.**

58. Which of the following is usually not a characteristic of qualitative research?

- A. Design flexibility
- B. Dynamic systems
- C. Naturalistic inquiry
- D. Deductive design

Answer: **D.**

59. Which of the following does not apply to qualitative research?

- A. Data are often words and pictures
- B. Uses the inductive scientific method
- C. Ends with a statistical report
- D. Involves direct and personal contact with participants

Answer: **C.**

60. Historical research is interpretative.

- A. True
- B. False

Answer: **A.**

61. The following is a step in the process of historical research?

- A. Preparing a report or narrative exposition
- B. Identifying a research topic and formulation of the research problem or question
- C. Data synthesis
- D. Data collection and/or literature review
- E. All of the above

Answer: **E.**

62. 10. In historical research, a primary source _____.

- A. Consists of first hand accounts by witnesses to events
- B. Can consist of sources that include original maps, diaries, transcripts of the minutes

of a
meeting, and photographs

C. Both a and b

Answer: **C.**

63.. In historical research secondary sources are _____.

A. Generally considered more useful than primary sources

B. Generally considered less useful than primary sources

Answer: **B.**

64. In evaluating historical research sources, external criticism _____.

A. Can involve the use of carbon dating and handwriting experts

B. Helps determine the validity, trustworthiness or authenticity of a source

C. Can involve use of historical linguists' knowledgeable with the writing style of the
period

D. All of the above

Answer: **D.**

65. 1.Attributes of objects, events or things which can be measured are called

A. qualitative measure

B. data

C. variables

D. none of the above

Answer: **C**

65 Field study is related to

A. real life situations

B. experimental situations

C. laboratory situations

D. none of the above

Answer: **Option A**

66. An example of scientific knowledge is

A. authority of the Prophet or great men

B. social traditions and customs

C. religious scriptures

D. laboratory and field experiments

Answer: **Option D**

67. A researcher selects only 10 members as a sample from the total population of 5000
and considers it good because

A. he was a good researcher

B. he was guided by his supervisor

- C. the populations was homogeneous
- D. all of these

Answer: Option C

68. The research antagonistic to ex-post facto research is

- A. experimental studies
- B. normative researches
- C. library researches
- D. all of the above

Answer: Option A

69. The experimental study is based on the law of

- A. single variable
- B. replication
- C. occupation
- D. interest of the subject

Answer: Option A

70. Independent variables are not manipulated in

- A. normative researches
- B. ex-post facto researches
- C. both of the above
- D. none of the above

Answer: Option C

71. The process not needed in experimental researches is

- A. observation
- B. controlling
- C. manipulation and replication
- D. reference collection

Answer: Option D

72. A teacher encounters various problems during his professional experiences. He should

- A. resigns from his post in such situations
- B. do research on that problem and find a solution
- C. avoid the problematic situations
- D. takes the help of the head of the institution

Answer: Option B

73. Validity of a research can be improved by

- A. eliminating extraneous factors
- B. taking the true representative sample of the population

- C. both of the above measures
- D. none of these

Answer: Option C

74. Formulation of hypothesis may not be necessary in

- A. survey studies
- B. fact finding (historical) studies
- C. normative studies
- D. experimental studies

Answer: Option B

75. While writing research report a researcher

- A. must not use the numerical figures in numbers in the beginning of sentences
- B. must arrange it in logical, topical and chronological order
- C. must compare his results with those of the other studies
- D. all of the above

Answer: Option D

76. A good hypothesis should be

- A. precise, specific and consistent with moist known facts
- B. formulated in such a way that it can be tested by the data
- C. of limited scope and should not have global significance
- D. all of these

Answer: Option D

77. A research problem is feasible only when

- A. it is researchable
- B. it is new and add something to knowledge
- C. it has utility and relevance
- D. all of these

Answer: Option D

78. Hypothesis cannot be stated in

- A. null and question form terms
- B. declarative terms
- C. general terms
- D. directional terms

Answer: Option C

79. The historical research is different from experimental research in the process of

- A. replication
- B. the formulation of the hypothesis
- C. the hypothesis testing

D. all of the above

Answer: Option D

80. The review of the related study is important while undertaking a research because

- A. it avoids repetition or duplication
- B. it helps in understanding the gaps
- C. it helps the researcher not to draw illogical conclusions
- D. all of above

Answer: Option D

81. Total error in a research is equal to

- A. sampling error + non-sampling error
- B.
- C. only sampling error
- D. sampling error * 100

Answer: Option B

82. The validity and reliability of a research will be at stake when

- A. The author who is the source of information is biased, incompetent or dishonest
- B. The incident was reported after a long period of time from that of its occurrence
- C. The researcher himself is not competent enough to draw logical conclusions
- D. All of the above

Answer: Option D

83. Studying the social status of a population a researcher concluded that Mr. X is socially backward. His conclusion is

- A. wrong
- B. right
- C. inaccurate
- D. biased Note

Answer: Option C

84. In order to augment the accuracy of the study a researcher

- A. should increase the size of the sample
- B. should be honest and unbiased
- C. should keep the variance high
- D. all of these

Answer: Option D

85. Which of the following is a primary source of data?

- A. Personal records, letters, diaries, autobiographies, wills, etc.
- B. Official records governments' documents, information preserved by social-religious organizations etc

- C. Oral testimony. of traditions and customs
- D. All of the above

Answer: Option C

86. A researcher wants to study the future of the Congress in India. For the study which tool is most appropriate for him?

- A. Questionnaire
- B. Schedule
- C. Interview
- D. Rating scale

Answer: Option A

87. It is an example of negative correlation:

- A. an increase in population will lead to a shortage of food grains
- B. poor intelligence means poor achievement in school
- C. corruption in India is increasing
- D. poor working condition retards output

Answer: Option A

88. The other name of independent variable for an experimental research is/are

- A. treatment variable
- B. experimental variable
- C. manipulated variable
- D. all of the above

Answer: Option D

89. Which of the following is not the characteristic of a researcher ?

- A. He is a specialist rather than a generalist
- B. He is industrious and persistent on the trail of discovery
- C. He is not inspirational to his chosen field but accepts the reality
- D. He is not versatile in his interest and even in his native abilities

Answer: Option D

90. Bibliography given in a research report

- A. helps those interested in further research and studying the problem from another angle
- B. makes the report authentic
- C. Both (a) & (b)
- D. none of the above

Answer: Option C

91. Collective psychology of the whole period is a theory which

- A. can explain all phase of historical development

- B. means the psychology of the whole society
- C. means psychological approach of data collection
- D. all of the above

Answer: Option A

92. If the sample drawn does not specify any condition about the parameter of the population, it is called

- A. selected statistics
- B. distribution free statistics
- C. census
- D. none of the above

Answer: Option B

93. If in a research independent variables cannot be manipulated then it is known as

- A Experimental Research
- B Non-experimental Research
- C Fundamental Research
- D Exploratory Research

Answer: Option B

94. Which of the following is the most read page of a thesis?

- A Title page
- B Table of contents
- C Abstract
- D Research Design

Answer: Option C

95. The historical research is different from experimental research in the process of

- A Replication
- B Formulation of hypothesis
- C Hypothesis testing
- D All of the above

Answer: Option D

96. Ordinarily a good piece of research follows four phases. They are given below:

- (i) Setting of objectives
- (ii) Analysing data
- (iii)Collecting data
- (iv) Interpreting the findings

Which of the following orders for these phases is correct?

- A (iii), (i), (iv), & (ii)
- B (i), (iii), (ii), & (iv)

C (i), (ii), (iii), & (iv)

D (ii), (iv), (iii) & (i)

Answer: Option B

97. A good researcher lays his hands on

A. A specific area and tries to understand it in minute details

B. Several areas and tries to understand them at fundamental level

C. Any area ,as long as manpower and funding are available in plenty

D. All the above

Ans. (a)

98. Type of Research

Sample Question:

Which research paradigm is based on the pragmatic view of reality?

A. quantitative research

B. qualitative research

C. mixed research

D. none of the above

Ans. (c)

99. Where do you provide a step-by-step account of what the researcher and participants did during the research study?

A. Introduction

B. Abstract

C. Procedure

D. Design

Ans. (c)

100. Which scientific method focuses on testing hypotheses developed from theories?

A. Deductive method

B. Inductive method

C. Hypothesis method

D. Pattern method

Ans. (a)

106 - BASICS OF MARKETING

1. The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

- a. marketing concept **b. selling concept** c. production concept d. product concept
2. The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.
a. product b. marketing c. production d. selling
3. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
a. production **b. selling** c. marketing d. product
4. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
a. production **b. selling** c. marketing d. product
5. According to Theodore Levitt, who drew a perceptive contrast between the selling and marketing concepts, _____ is preoccupied with the need to convert products into cash.
a. marketing **b. selling** c. direct marketing d. holistic marketing
6. _____ can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects.
a. Niche marketing **b. Holistic marketing**
c. Relationship marketing d. Supply-chain marketing
7. _____ marketing has the aim of building mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.
a. Holistic b. Demand-based c. Direct **d. Relationship**
8. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.
a. customer-centered business b. focused business model
c. societal marketing concept d. ethically responsible marketing manager
9. _____ reflects the perceived tangible and intangible benefits and costs to customers.
a. Loyalty b. Satisfaction **c. Value** d. Expectations
10. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?
a. Advertising b. Personal selling c. Public relations d. Sales promotion
11. _____ is quoted as saying that "everyone lives by selling something."
a. Bill Gates **b. Robert Louis Stevenson** c. Arthur Miller d. Henry Ford
12. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
a. idea. b. demand. **c. product.** d. service.

13. _____ is the general term for a buying and selling process that is supported by electronic means.
- a. Internet commerce b. Web commerce c. Computer commerce d. **Electronic commerce**
14. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.
- a. **wife** b. husband c. teenage children d. grandparent
15. The fact that services cannot be stored for later use or sale is evidence of their:
- a. intangibility. b. inseparability. c. variability. d. **perishability.**
16. A _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.
- a. product feature b. sponsorship c. **brand** d. logo
17. Yahoo, Infoseek, and Excite are all called:
- a. browsers. b. Webcasters. c. **search engines.** d. software.
18. Which of the following is NOT one of the five stages of the buyer decision process?
- a. need recognition b. **brand identification** c. information search d. purchase decision
19. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction.
- a. **motive** b. want c. demand d. requirement
20. Johnson & Johnson's recall of their Tylenol product following the discovery that several bottles of Tylenol had been laced with cyanide is consistent with which business philosophy?
- a. The marketing concept. b. The product concept.
- c. The selling concept. d. **The societal marketing concept.**
21. A price reduction to buyers who buy in large volumes is called a(n):
- a. **quantity discount.** b. cash discount. c. seasonal discount. d. trade discount.
22. If Toyota describes one of its cars of the future as being "a moderately priced subcompact designed as a second family car to be used around town; the car is ideal for running errands and visiting friends," then the company has just stated a potential new product in terms of a(n):
- a. product idea b. product image c. **product concept** d. product feature
23. _____ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.
- a. Psychographics b. **Personality** c. Demographics d. Lifestyle
24. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability, and high believability, the advertiser will probably choose which of the following mass media types?
- a. **Newspapers** b. Television c. Direct Mail d. Radio
25. If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a _____ market.
- a. reseller b. **business** c. government d. service
26. A _____ is any activity or benefit offered for sale that is essentially intangible and does

not result in the ownership of anything.

a. demand b. basic staple c. product **d. service**

27. The _____ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency).

a. product concept **b. production concept** c. selling concept d. marketing concept

28. The last stage in the selling process is the _____ stage.

a. approach b. handling objections c. closing **d. follow-up**

29. Costs that do not vary with production or sales levels are called:

a. fixed costs. b. variable costs. c. standard costs. d. independent costs.

30. Today, advertising captures about ____ percent of total promotion spending.

a. 15 **b. 23** c. 29 d. 33

31. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?

a. Innovative marketing b. Consumer-oriented marketing

c. Value marketing **d. Societal marketing**

32. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called:

a. Geothermy. **b. Demography.** c. Ethnography. d. Hemos-popography.

33. _____ can be produced and marketed as a product.

a. Information b. Celebrities c. Properties d. Organizations

34. Marketers often use the term _____ to cover various groupings of customers.

a. people b. buying power c. demographic segment **d. market**

35. Mohan Sawhney has proposed the concept of _____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set

of industries.

a. metamarket b. vertical integration c. horizontal integration d. betamarket

36. Holistic marketing incorporates _____, ensuring that everyone in the organization embraces appropriate marketing principles, especially senior management.

a. profit objectives b. share of customer **c. internal marketing** d. the marketing mix

37. Who is known as the Father of Marketing Management?

a. Mc Gregor **b. Philip Kotler** c. Kevin Keller d. F. W. Taylor

38. 4 Ps' of Marketing was proposed by ____

a. Philip Kotler b. Boom & Bitner c. Kevin Keller **d. Jerome Mc Carthy**

39. Under which concept of Marketing, customer remains focused?

a. Marketing b. Production c. Selling d. Product

40. Which is the element of Marketing Mix?

- a. Product b. Price. c. Promotion **d. All of these**
41. AMA Stands for –
 a. All Marketing Association **b. American Marketing Association**
 c. African Marketing Association d. Apple Money Act
42. Which one of the following is NOT the element of Marketing Mix?
 a. Product b. Promotion **c. Plan** d. Price
43. The choice of Marketing Mix depends upon –
 a. Marketing Environment of organization b. Marketing Objectives
 c. Marketing Information System **d. All of the Above**
44. Which is / are the part of Promotional Activity?
 a. Advertising b. Sales Promotion c. Personal Selling **d. All of the Above**
45. What is the basic quality of service which makes it different from the product?
 a. Shape b. Size c. Expensiveness **d. Intangibility**
46. Adding new features to a product is advocated by ___ concept.
a. Product Concept. b. Production Concept
 c. Selling Concept d. Marketing Concept
47. Lathe Machines & Welding Machines are examples of ____.
 a. Consumer Durable Goods. **b. Industrial Goods**
 c. Consumer Non-durable Goods d. Institutional Goods.
48. Which of the following is NOT an element of extended Marketing Mix for Services?
 a. People b. Process c. Physical Evidence **d. Physical Distribution**
49. Which Promotion Mix element may not be a paid form of communication?
a. Publicity b. Advertising c. Sales Promotion d. Personal Selling.
50. Goods used by an organization in producing other goods are called____
 a. Consumer Goods. **b. Industrial Goods** c. Specialty Goods d. None of these
51. Changes in population characteristics like age, gender, income etc. are the examples of ____
 a. Cultural Characteristics b. Geographic Characteristics
c. Demographic Characteristics d. None of these
52. Which of the following is not the stake holder of the Company?
 a. Employee b. customer c. Share Holder **d. Competitor**
53. Which attribute of a product is known as silent salesman?
 a. Product Quality **b. Packaging** c. Brand Equity d. Style & Design
54. Which of the following is outdoor medium of Advertising?
 a. T. V. b. Cinema Advertising c. Internet Advertising **d. Neon Signs**
55. Which of the following is Dealers Sales Promotion tool?
 a. Coupons **b. Cooperative Advertising** c. Discount d. None of these
56. 'Detol' is the product of _____ company.

- a. **Benckiser India Ltd.** b. HUL c. P & G d. Wipro
57. Who is the owner of Big Bazaar / Future Group?
a. R. P. Goenka b. **Kishor Biyani** c. Laxmi Mittal d. Ratan Tata
58. 'Kissan' is the brand owned by which company?
a. P & G b. Godrej c. **HUL** d. ITC
59. 'Sunfeast' is the brand owned by which company?
a. P & G b. Godrej c. HUL d. **ITC**
60. Full form of ITC is ____
a. **Indian Tobacco Co.** b. International Telecom Co.
c. International Tobacco Co. d. Indian Telecom Co.
61. 'Maggie' is the brand of which company?
a. HUL b. P & G c. **Nestle** d. ITC
62. "Connecting India" is the slogan of ____
a. Airtel b. **BSNL** c. Tata Indicom d. Idea
63. Full form of LG is ____
a. Life's Good b. Look Good c. Life Goldstar d. **Lucky Goldstar**
64. Organizational Buyer is _____ Buyer
a. **Rational** b. Emotional c. Impulse d. None of these
65. Good Seating Arrangement in Cinema Hall is the example of ____
a. Physical Distribution b. **Physical Evidence** c. Product d. Promotion
66. Head Office of Prudential Life Insurance Co. is located in ____
a. Rome b. Tokyo c. **London** d. Paris
67. Which of the following is/ are the function/s of Marketing?
a. Advertising b. Personal Selling c. Branding d. **All of these.**
68. How many elements are there in Marketing Mix in total?
a. **7** b. 6 c. 5 d. 8
69. Marketing Mix term was proposed in which year?
a. 1940 b. **1960** c. 1950 d. 1970
70. Who was the prime Minister when the Indian Govt. announced the LPG Policy?
a. Rajiv Gandhi b. Dr. Manmohan Singh c. **P. V. Narsimharao** d. V. P. Singh
71. LPG Policy was announced by Indian Govt. in which year?
a. 1988 b. 1989 c. 1990 d. **1991**
72. Who developed the concept of 'Marketing Myopia'?
a. **Theodore Levitt** b. Philip Kotler c. Keith Davis d. Kevin Keller
73. Markets of physical goods and products are known as ____
a. Market Space b. **Market Place** c. Meta Market d. None of these
74. Online market space with websites like EBay, Amazon etc. is known as ____

- a. Meta Market b. Market Place c. **Market Space** d. None of these
75. In which component there is face to face interaction between company and customer?
a. Advertising b. E-Commerce c. Publicity d. **Personal Selling**
76. Arrangement by which the customer actually receives the delivery of services is ____
a. **Process** b. Physical Evidence c. Physical Distribution d. People
77. According which concept the organization must undertake aggressive promotion efforts?
a. Production Concept b. **Selling Concept** c. Marketing Concept d. Product Concept
78. In Marketing, who determines the price of the products?
a. Seller b. Cost of Product c. **Customer** d. Government
79. In Selling oriented Firms what is Central function of business?
a. Marketing b. Purchasing c. Finance d. **Production**
80. Buyer Decision Making Process mainly consists of how many steps?
a. 7 b. 6 c. **5** d. 4
81. 'Gillette' is the brand owned by which company?
a. HUL b. Wipro c. Colgate Palmolive d. **P & G**
82. 'Servo' is the brand of oil owned by which company?
a. **Indian Oil** b. Hindustan Petroleum c. Bharat Petroleum d. None of these
83. Hema Malini is the Brand Ambassador of which product?
a. Pure It b. **Kent Purifier** c. Aqua Guard d. None of these
84. "Express Yourself" is the punch line of ____
a. Idea b. BSNL c. **Airtel** d. Vodafone
85. "Vimal" is the brand of which company?
a. Tata b. Birla c. Bajaj d. **Reliance**
86. "Hierarchy of Needs" Theory is propounded by whom?
a. **Abraham Maslow** b. F. W. Taylor c. Philip Kotler d. Henry Fayol
87. Which is the News Paper owned by Bennett Coleman & Co. Ltd.?
a. The Hindu b. **Times of India** c. Indian Express d. Bengal Gazette
88. "Mondeo" is the brand of which car manufacturing company?
a. TATA b. BMW c. **Ford** d. Honda
89. "Pajero" brand is the car manufactured by ____ company.
a. Maruti Suzuki b. Hyundai c. **Mitsubishi** d. Ford
90. "Camay" is the brand of soap manufactured by which company?
a. HUL b. Wipro c. Balsara d. **P & G**
91. "Brooke Bond" brand of tea is owned by which company?
a. **HUL** b. P & G c. Tata d. Hasmukhrai & Co.
92. Which company/ies are the manufacturers of Refrigerators?
a. LG b. Samsung c. Haier d. **All of the above**

93. "Complan" health drink was launched by which company?
a. Nestle b. **Glaxo** c. Lipton d. None of these
94. Age, Education, occupation etc. are which factors affecting buyer's behavior?
a. Psychographic b. Social c. **Demographic** d. None of these
95. Family, friends, peer groups are the examples of which group?
a. **Intimate group** b. Secondary group c. Opinion Leaders d. all of the above
96. 'Problem Recognition' is which stage in Buying Decision Making Process?
a. Third b. Second c. **First** d. Fourth
97. The Scientific system of collecting and analysis of data pertaining to market is known as____
a. Production Research b. Advertising Research c. **Marketing Research** d. None of the above
98. What is the next step of Customer Satisfaction?
a. **Customer Delight** b. Customer Happiness c. Customer Dissatisfaction d. None of these
99. Which of the following is owned and controlled by Govt. of India?
a. Kingfisher Airlines b. **Air India** c. Sahara d. Jet Airways
100. "Titan" is the brand of Watches owned by which Company?
a. HMT b. HUL c. **Tata** d. Reliance