

T.Y.B.M.S Sem VI Sample Questions						
Sr.No	Questions	Option 1	Option 2	Option 3	Option 4	Correct Answer
1	_____ is a Statement that indicates the objective of an organization.	Objective function	Resources	Constraint	Variables	Objective function
2	The feasible region is the region bounded by _____.	Values	Co-ordinates	Constraint lines	Resources	Constraint lines
3	If the number of jobs is equal to the number of operators then the problem is termed as _____ Assignment Problem.	Balanced	Unbalanced	Equal	Unequal	Balanced
4	If cost,time, etc is given, then it is _____.	Balanced problem	Unbalanced problem	Maximization problem	Minimization problem	Minimization problem
5	The total completion cost is referred as the _____.	Crash Slope	Crash time	Crashing Cost	Total Crash	Crashing Cost
Marketing						
6	What is the full form of CPM	Cost Price Method	Competitors Price Method	Cost Per Thousand	Cost Per Minute	Cost Per Thousand
7	_____ ads has short media life.	Display	TV	Magazine	Pamphlets	TV
8	_____ media has highest penetration in India.	Newspaper	Television	Radio	Magazines	Television
9	TV has high _____ in India.	Penetration	Ownership	Patronage	Interactivity	Penetration
10	Continuous audio presentation comes in which medium?	E-Radio	Out-of-Home	Gaming	Mobile	E-Radio
11	Brand elements _____ the brand from other brand.	Differentiate	Participate	Complicate	Integrate	Differentiate
12	Brand identity refers to the way by which people _____ the product.	Remember	Recognise	Respond	Review	Recognise
13	A Successful brand must be able to deliver what it _____.	Places	Promise	Proceeded	Published	Promise
14	Brand _____ refers to certain personalquality associate us with a product.	Personality	Distinction	extension	communication	Personality
15	Slogans are _____ that communicate persuasive detail about brand.	short routes	Short Messages	Short Phrases	Short Dresses	Short Phrases
16	The choice of the _____ of the store again depends on the target audience and the kind of Merchandise to be sold.	Location	Product	Store	Employees	Location
17	The _____ step in arriving at a decision on retail location is to identify the markets attractive to a retailer.	Second	Third	First	Fourth	First
18	Understanding the feature of the _____ is integral to developing a retail marketing strategy.	population	customer	management	organization	population
19	Includes recruitment and selection of appropriate employees at various levels toperform day to day operation of a _____ organization.	Retail	Systematic	Formal	Informal	Retail
20	_____ is the process of critically evaluating the operations, duties and responsibilities of a specific job.	Job analysis	Job Searching	Job Creating	None of them	Job Analysis
Finance						
21	A set of guidelines about dividend is known as _____.	Dividend Policy	Profit	Loss	Retained Earnings Policy	Dividend Policy
22	Ploughing back of profit means	Declaration of dividend	Retaining Profits	Re-investing Profits	Business reserves	Retaining Profits
23	Decision making is the main function of	Management	Senior Executives	Junior Executives	Workers	Management
24	If risk free interest is 10% and risk premium is 5%, the RADR will be _____.	5	15%	20%	-15%	15%
25	NPV =	PV of CI - PV of CO	PV of CI / PI of CO	NPV / Initial Cash Outflow	NPV / Initial Cash Inflow	PV of CI - PV of CO
26	Banking sector comes under which of the following sectors	Marketing sector	Service sector	Manufacturing sector	Industrial sector	Service sector
27	_____ is the entity through which the securitization transaction is actually operated.	SPV	Originator	Investor	Seller	SPV
28	A _____ is a specialised firm that finances young, start up companies.	Venture capital firm	Finance company	Small-business finance company	Capital-creation company	Venture capital firm
29	Credit rating is an expression of credit rating agencies regarding debt instrument on specific date on _____.	risk evaluation	Product	Services	Top management	risk evaluation
30	_____ is related with financing of foreign trade only.	Forfaiting	Bill discounting	Factoring	Securitization	Forfaiting
31	1 INR = 0.014 USD is a _____.	Direct quote	Indirect quote	Dirty quote	Quote	Indirect quote
32	Call option gives the option to _____.	Sell	Buy	Transact	Cancel	Buy
33	Arbitrageur in foreign exchange market _____.	Buys and sell in same market	Buys and sell in different markets	Buys in same market	Sells in same market	Buys and sell in different markets
34	the _____ is specific Indian version of GDR	IDR	ADR	GDR	JDR	IDR
35	The Exchange rate at the time of transactions is called	Spot rate	Future rate	Forward rate	rate	Spot rate
HRM						
36	_____ dynamics is defined as the process of continuously strengthening resources and enhancing employee performances	System	Management	Organisational	Recruitment	Organisational
37	_____ means the remuneration which an employer pays to the employees in return of their services.	Communication	Co-ordination	Planning	Compensation	Compensation
38	The term _____ failure has been defined as the premature return of an expatriate.	Expatriate	Non - Expatriate	Global Expatriate	Non of them	Global Expatriate
39	The fourth global value is _____.	Peace	Humanity	Sustainable Development	Independence	Independence
40	The Third Global value is _____.	Peace	Humanity	Sustainable Development	Independence	Sustainable Development
41	An Organisation's effectiveness is in major part a measure of the effectiveness of its _____ strategy.	Goal	Rational Goal	Multiple	Master	Master
42	_____ is the ability to satisfy multiple strategic constituencies both within and outside the Organisation.	Efficiency	Effectiveness	Non-effectiveness	eligibility	Effectiveness
43	_____ is an indication of the Organisation's ability to use its resources in responding to the most subsystems' needs.	Efficiency	Optimum	General	specific	Efficiency
44	The whole process of OD should reflect _____ on part of the management.	Honesty	Voluntarism	Confidentiality	Integrity	Integrity
45	Another important value attached to the OD process is that it should be oriented.	Integrity	People	Honesty	raw material	People

SRL NO	QUESTIONS	OPTION A	OPTION B	OPTION C	OPTION D	ANSWERS
1	Who governs the functioning of the EU single market?	Treaty of Rome	Treaty of Amity and Cooperation	European Financial Stability Facility	Treaty of the Functioning of European Union	Treaty of the Functioning of European Union
2	Reciprocal demand is	Mutual demand of two countries to each others goods	Mutual supply	Price of exports and imports	Price of commodities	Mutual demand of two countries to each others goods
3	An offer curve	Differs from an usual demand curve only	Differs from an usual supply curve only	Differs from both usual demand and supply curve	Similar to demand curve	Differs from both usual demand and supply curve
4	Which one of the following can mandate to negotiate multilateral rules in services?	World bank	WTO	IMF	Central bank	WTO
5	Since 2015, rupees has been	Appreciating	Depreciating	Remained stable	Deflation	Depreciating
6	_____ changes URL from http to https.	SSL	SET	E-COMMERCE	M-COMMERCE	SSL
7	Full form of SET is	Safe Electronic Transaction	Secured Electronic Transaction	Safe Electrical Transaction	Secured E-commerce Transaction	Secured Electronic Transaction
8	By default extension for template file is	temp	shlx	tem	xlxs	shlx
9	_____ control can be used to accept input from the user	Label	Form	Textbox	Frame	Textbox
10	vbRed is _____.	VB Colour	VB Color	Colour	Intrinsic Constant	Intrinsic Constant
11	Penetration _____ strategy ensures customer delight.	pricing	design	standardization	adpitation	pricing
12	The exporter gets _____ from DGFT	IEC number	PAN number	Aadhaar number	Credit number	IEC number
13	Let export order is received from the Customs	Examiner	Preventive Officer	Superintendent	Exporter	Examiner
14	_____ letter of credit drawn against the original L/C.	Revocable	Back to Back	Confirmed	Transferable	Back to Back
15	_____ is not type of counterrade.	Barter	Switch trading	Counter Purchase	Shortage of hard currency	Shortage of hard currency
16	According to _____ employees are lazy and reluctant to work.	Theory Z	Theory Y	Theory X	ERG theory	Theory X
17	_____ is a non-financial factor affecting motivation.	Bonus	Salaries	Incentives	Appreciation	Appreciation
18	_____ gives details of the job to be performed	Job specification	Job description	Job enrichment	None of these	Job description
19	_____ is the process of estimating future manpower needs of the organisation.	Promotion	Placement	Recruitment	Human Resource planning	Human Resource planning
20	In _____ employees are moved from one job to another without any change in the job.	Job simplification	Job rotation	Job enlargement	Job analysis	Job rotation
21	Profit on Realisation is transferred to _____ A/c.	pooling of interest	Pooling of Interest	equity shareholders A/c	P & L Appropriation A/c	equity shareholders A/c
22	Underwriting commission is calculated on _____ price of shares.	Full underwriting	Partial Underwriting	Issue price	capital	Issue price
23	_____ Applications bear stamp of the underwriter.	Debited	Credited	Marked	issued	Marked
24	Underwriter's A/c is _____ by commission due.	Credited	Debited	Gross liability	P & L Appropriation A/c	Credited
25	Underwriter's A/c is _____ by the shares allotted to them.	Debited	Credited	Net liability value	P & L A/c	Debited