

## TYBMS SEM-V SAMPLE QUESTIONS

<b>Corporate Communication &amp; Public Relation</b>						
SR No	QUESTIONS	Option -1	Option -2	Option -3	Option -4	ANSWERS
1	_____ is the process of facilitating exchange of information and ideas between the internal and external groups and individuals that have a direct relationship with an enterprise.	Organizational Communication	Corporate Communication	Business Communication	Individual Communication	2
2	The word "Corporate" originally stems from the _____ words for 'Body' and for 'forming in to a body'.	Latin	French	Hebrew	English	1
3	_____ is the process of exchanging information, usually through a common system of symbols.	Messaging	Delivering	Communication	calling	3
4	_____ may be described as the distinctive insignia or logo of a corporation, easily recognised and remembered by the public.	Corporate Image	Corporate Identity	Corporate Advertisement	Corporate Reputation	2
5	Corporate image is an image or impression of a _____, based on knowledge of its activities and experience of its behaviour.	Company	Business	Organization	state	1
<b>Customer Relationship Management</b>						
Sr No	QUESTIONS	Option -1	Option -2	Option -3	Option -4	ANSWERS
6	CRM is required by business to anticipate _____ changes in the market place.	Strategy	Tool	Both 1 and 2	Plan	3
7	Implementation of CRM involves _____ level of Expenses in the Business organization.	High	Law	Medium	Normal	1
8	Sales Force Automation (SFA) and customer service and support (CSS) aspects were involved in _____ generation of evolution of CRM.	First	Second	Third	Fourth	1
9	Conversion on lead in to contacts is the main objective of _____ type of CRM.	Operational	Collaborative	Analytical	Normal	1

10	Gathering customers information from different channels and analysing data in structured way is a part of _____ type of CRM.	Operational	Collaborative	Analytical	Normal	3
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**SHRM and HR POLICIES**

Sr No	QUESTIONS	Option -1	Option -2	Option -3	Option -4	ANSWERS
11	_____ is concerned with the long term direction and scope of the organization.	Stretegoes	Strategy	Plan	Mission	2
12	SHRM createa _____ work environment.	Positive	Neutral	Negative	Agressive	1
13	_____ is based on the current performances of the individual.	Salary	Performance Evaluation	Work	Attitude	2
14	Strategic HRM acts as a _____ between all the HR activities and the organizations philosophy.	Customer	Partner	Bridge	Bond	3
15	At a strategic level, HR people take on a _____ Role.	Reactive	Proactive	Simple	Difficult	2

**Investment Analysisi and Portfolio Management**

Sr. No.	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
16	_____ refers to the protection of investor principal amount and expected rate of return.	Investment	Safety	Risk	Debt	Safety
17	_____ to an investment ready to convert into cash position.	Speculation	Risk	Liquidity	Gambling	Liquidity
18	_____ refers to buying and selling of securities in market.	Liquidity	Marketibility	Investment	Speculation	Marketibility
19	_____ refers to appreciation of investment.	Liquidity	Risk	Capital growth	Safety	Capital growth
20	_____ investments represents ownership in a running company .	Debt	Equity	Preference shares	Debentures	Equity

**Wealth Management**

Sr. No.	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
21	_____ is the rigorous implementation of an investment strategy that attempts to balance risk versus reward.	Asset allocation	Incremental	Debt fund	Currency	Asset allocation
22	A _____ rate of return is the amount of money generated by an investment before factoring in expenses such as taxes, investment fees and inflation.	Nominal	Real	Incremental	Total	Nominal
23	The _____ annual interest rate is the interest rate that is actually earned or paid on an investment, loan or other financial product due to the result of compounding over a given time period.	Nominal	Real	Incremental	Effective	Effective
24	_____ is a metric used in capital budgeting measuring the profitability of potential investments	Nominal	Internal rate of return	Real	Incremental	Internal rate of return
25	The _____ of an investment is the underlying compound interest rate that equals the end value of the investment with its beginning value.	Compound annual growth rate	Real	Incremental	Total	Compound annual growth rate

### Service Marketing

Sr. No.	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
26	_____ are co-producers of services.	Customers	Government	Manager	police	Customers
27	The _____ sector contributes more than 50% to our GDP	Service	Banking	Manufacturing	Production	Service
28	_____ is applicable to our social, economic, political and religious activities.	Ethics	Good conduct	Discipline	Manners	Ethics
29	_____ demand creates many problems to service organization.	Seasonal	latent	Regular	Irregular	Seasonal
30	The basic difference between marketing products and services is _____.	Intangibility	Inseparability	Simultaneity	Production	Intangibility

### SALES AND DISTRIBUTION MANAGEMENT

SR No	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	CORRECT ANSWER
31	Sales department is _____ generating department.	employment	income	records	planning	income
32	Sales and _____ workout step by step sequence of actions.	organising	leadership	planning	records	planning
33	_____ maturity is the quality needed in sales manager.	Leadership	Administrative	Emotional	Planning	Emotional
34	Relationship selling interacts between the _____ and customers.	media	salespersons	distributors	banks	salespersons
35	Efficiency maintains strict _____ orientation.	financial	time	subject	place	time

### INDUSTRIAL RELATIONS

SR NO.	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	CORRECT ANSWER
36	_____ means price rise.	Inflation	Deflation	Recession	Reform	Inflation
37	_____ are always beneficial to all concerned parties.	Industrial relations	Industrial disputes	Trade unions	Conflicts	Industrial relations
38	A _____ is the simplest form of trade union.	White collar	Craft union	Business union	General union	Craft union
39	The _____ is also known as judicial system or court system.	Labour court	Judiciary	Trade unions	National tribunal	Judiciary
40	Child below age of _____ years should not be employed.	13	14	15	16	14

### FINANCIAL ACCOUNTING

SR NO.	QUESTION	OPTION 1	OPTION 2	OPTION 3	OPTION 4	CORRECT ANSWER
41	The underwriting commission in case of shares as per the companies Act shall not exceed _____	2.5% of issue price	5% of issue price	2% of issue price	10% of issue price	5% of issue price

42	_____ currency is the currency used in presenting the financial statements.	Closing	Reporting	Domestic	Opening	Reporting
43	Loose tools are required to be shown under _____ in balance-sheet.	Fixed assets	Current assets	Misc expenditure	Current liabilities	Current assets
44	_____ is not a Fixed income bearing security.	Debentures	Equity shares	Preference shares	Government security	Equity shares
45	Bills receivable are required to be shown under _____ in balance-sheet.	Loans and advances	Currents assets	Fixed assets	Current liabilities	Loans and advances

### E-COMMERCE

Sr. No.	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
46	_____ Affects the whole business and value chain in which it operates.	E-trade	E-commerce	E-business	E-banking	E-business
47	An e-commerce site _____ is useful for consumer to consumer type of market.	Dell.com	eBay.com	Cisco.com	waterhouse.com	waterhouse.com
48	E-marketing is a _____ of E-business to achieve desired marketing aim of the firm	set	subset	reset	data set	subset
49	E-marketers must understand the _____ situation of company and its environment.	past	present	future	estimated	present
50	Data _____ is a collection of computer based information.	storage	warehouse	godown	gateway	warehouse

### Performance Management

	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
51	Performance management is an _____ process of planning and monitoring performance and feedback.	easy	difficult	on-going	ended	3
52	_____ is playing a vital role in the recruiting sector and also impacting performance management.	Newspaper	Social Media	Commitment	Goal	2
53	_____ is the first step of performance management	Foundation	performance planning	career development	criticize	2

54	Performance criteria are the _____ of effective performance.	end	start	foundation	goal	3
55	_____ values such as respect, honesty, fairness and responsibility are important constructs of ethics.	Career	Social	Moral	Potential	3