

1	The demand of Consumers that cannot be satisfied by an existing product is called.....					
	a) Latent demand	b) Covert demand	c) Unwanted demand	d) Full demand	A	Latent Demand
2	The oldest competing concept under which organizations have conducted marketing activities is called.....					
	a) Production concept	b) Product concept	c) Selling concept	d) Customer concept	A	Oroduction concept
3	The firm can develop new products and modify its distribution channels only in the					
	a) Short run	b) Both short and long run	c) Long run	d) Accounting period	C	Long run
4	Which of the following is not an internal source of product ideas?					
	a) Trade bulletin	b) Employees	c) Sales staff	d) R&D department	C	Sales staff
5	Which one of the following is not a characteristic of services?					
	a) permanence	b) intangibility	c) inseparability	d) heterogeneity	A	permanence
6	Which of the following is not an external influencing factor affecting consumer decision making-?					
	a) Religion	b) Ethics	c) Social Class	d) Reference Group	B	Ethics
7	A business intelligence approach is better suited to the provision of					
	a) Consumer data	b) Supplier data	c) Household data	d) Primary data	B	Supplier data
8	A _____ strategy is a promotional strategy that focuses on building up consumers' demand for a particular product.					
	a) Demand	b) Push	c) Customer	d) Pull	D	Pull
9	In this stage of the PLC the market growth rate decreases as more and more of the available customers buy the product. This is true for which stage of the product life cycle.					
	a) Introduction	b) Decline	c) Maturity	d) Growth	C	Maturity
10	Brand elements does not include which of the following					
	a) URL	b) Logo	c) Brand name	d) Atmospherics	D	Atmospherics

11	Marketing research system is the systematic design, collection, analysis and ----- of findings relevant to a specific marketing situation.					
	a) Recording	b) Reporting	c) Dissemination	d) Auditing	B	Reporting
12	Brand repositioning focuses on increasingby winning share from competitors.					
	a) Sales	b) Revenue	c) Profit	d) Volume	D	Volume
13	A breakeven point identifies output where total profit is.....					
	a) Zero	b) One	c) Exponential	d) No difference	A	Zero
14	Profit-maximizing firms would never choose totheir prices in the inelastic range of the demand curve.					
	a) Inflate	b) Increase	c) Lower	d) Mark up	C	Lower
15	Typical products, whose individual and aggregate demand is positively related to income are defined as goods.					
	a) Inferior	b) Giffen	c) Normal	d) Luxury	C	Normal
16	Arc elasticity measures the average elasticity over a given of a function					
	a) Point	b) Range	c) Demand	d) Summation	B	Range
17	Trend analysis involves characterizing thepattern of an economic variable and then projecting or forecasting its future path based on past experience.					
	a) Seasonal	b) Secular	c) Annual	d) Historical	D	Historical
18	By connecting points of tangency between isoquants and budget line the path depicts optimal input combinations as the scale of production expands.					
	a) Expansion	b) Straight line	c) Tangent	d) Curved	A	Expansion
19	When the proportional increase in output is larger than an underlying proportional increase in input it is known as.....returns to scale					
	a) Unitary	b) Constant	c) Decreasing	d) Increasing	D	Increasing
20	A monopoly has morepower than any other type of firm.					
	a) bargaining	b) market	c) money	d) political	B	market
21	A large, positive cross-price elasticity means that consumers consider the goods to be					
	a) Available	b) Perishable	c) Luxurious	d) Substitutable	D	Substitutable
22	' Either by an explicit or an implicit agreement, other firms in the industry					

	regularly follow the pricing moves of the industry leader'. This is known as.....					
	a) Price leadership	b) Industry leadership	c) Cartel	d) Collusion	A	Price leadership
23	Monopoly is a market structure characterized by a single seller of a highly product.					
	a) Homogeneous	b) Differentiated	c) Standardised	d) Expensive	B	Differentiated
24	The Audit Committee shall consist of a minimum ofdirectors with independent directors forming a majority.					
	a) Five	b) Three	c) Seven	d) Nine	B	Three
25	A 'company limited by shares' means a company having the liability of its members limited by theto the amount, if any, unpaid on the shares respectively held by them.					
	a) Memorandum of Association	b) Articles of Association	c) Legal provisions	d) Prospectus	A	Memorandum of Association
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27	The oldest competing concept under which organizations have conducted marketing activities is called.....					
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28	The firm can develop new products and modify its distribution channels only in the					
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29	Themarketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies.					
	a) Holistic	b) Task	c) Product	d) Technical	A	Holistic
30describes the net present value of the stream of future profits expected over the customer's lifetime purchases.					
	a) Customer lifetime value	b) Customer lifetime equity	c) Brandlifetime value	d) Perceived lifetime value	A	Customer lifetime value (CLV)
31	Which of the following is not an internal source of product ideas?					
	e) Trade bulletin	f) Employees	g) Sales staff	h) R&D department	C	Sales staff
32	Which one of the following is not a characteristic of services?					

	c) permanence	d) intangibility	c) inseparability	d) heterogeneity	A	permanence
33	A business intelligence approach is better suited to the provision of					
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34	New products failures are not due to.....					
	a) Shortening product life cycles,	b) Rising costs of developing new products	c) Increasing environmental and consumer legislation	d) Migration of sellers	D	Migration of sellers
35	One of the low risk-approach to enter foreign markets is.....					
	a) Exporting	b) Franchising	c) Overseas manufacturing	d) Licensing	A	Exporting
36	A _____ strategy is a promotional strategy that focuses on building up consumers' demand for a particular product.					
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37	In this stage of the PLC the market growth rate decreases as more and more of the available customers buy the product. This is true for which stage of the product life cycle.					
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39	Brand repositioning focuses on increasingby winning share from competitors.					
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40	A breakeven point identifies output where total profit is.....					
	e) Zero	f) One	g) Exponential	h) No difference	A	Zero
41	The most common use of marginal analysis is to find theactivity level.					
	a) Profit-maximizing	b) Operating	c) Fund	d) Taxable	A	Profit-maximizing
42	Profit-maximizing firms would never choose totheir prices in the inelastic range of the demand curve.					
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43	Typical products, whose individual and aggregate demand is positively related to income are					

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44	Arc elasticity measures the average elasticity over a given of a function					
	e) Point	f) Range	g) Demand	h) Summatio n	B	Range
45	In the..... method, members of a panel of experts individually receive a series of questions relating to the underlying forecasting problem.					
	a) Survey	b) Delphi	c) Census	d) Ethnograph hy	B	Delphi
46	Trend analysis involves characterizing thepattern of an economic variable and then projecting or forecasting its future path based on past experience.					
	e) Seasonal	f) Secular	g) Annual	h) Historical	D	Historical
47	The law of diminishing returns states that theproduct of a variable factor must eventually decline as more of the variable factor is combined with other fixed resources.					
	a) Average	b) Total	c) Marginal	d) Quality	C	Marginal
48	By connecting points of tangency between isoquants and budget line the path depicts optimal input combinations as the scale of production expands.					
	e) Expansion	f) Straight line	g) Tangent	h) Curved	A	Expansion
49	When the proportional increase in output is larger than an underlying proportional increase in input it is known as.....returns to scale					
	e) Unitary	f) Constant	g) Decreasing	h) Increasing	D	Increasing
50	A monopoly has morepower than any other type of firm.					
	e) bargaining	f) market	g) money	h) political	B	market
51	The word entrepreneur is derived from the French verb ' <i>entreprendre</i> ' which literally means-					
	a) Go between	b) Go together	c) Go forward	d) Go as you like	A	Go between
52	"The magnitude of one and the same satisfaction, when we continue to enjoy it without interruption continually decreases until satisfaction is reached." Who stated this?					
	a) Herman Gossan	b) Adam Smith	c) Lionel Robbins	d) Frank H. Knight	A	Herman Gossan
53	Which of the following force is not a category of external factors affecting the entrepreneurship?					
	a) Economic forces	b) Socio- economic forces	c) Competitive forces	d) Technologic al forces	D	Technological forces
54	Caution and scepticism in experimenting change in enterprise is characterised by which type of entrepreneur?					
	a) Drone	b) Fabian	c) Small scale	d) Non-	B	Fabian

	entrepreneurs	entrepreneurs	entrepreneurs	technical entrepreneurs		entrepreneurs
55	Which one of the following is not a monetary policy tool?					
	a) Open market operations	b) Balanced account	c) Reserve requirement	d) Discount rate	B	Balanced account
56	When was Khadi and Village Industries Commission (KVIC) formed?					
	a) 1956	b) 1957	c) 1966	d) 1967	B	1957
57	Which one of the following are required to set up a new enterprise? i. Infrastructure ii. Capital iii. Labour iv. Goodwill v. Government					
	a) i,ii,iii	b) i,ii,iv	c) i,ii,v	d) i,iv,v	A	i,ii,iii
58	'Sarvada Vigyat Vijaya' is associated with which programme?					
	a) Make in India	b) Start-up India	c) Skill India	d) Digital India	C	Skill India
59	Companies like Flipkart, Amazon and Snapdeal belong to which type of E-commerce business model?					
	a) B2C	b) B2B	c) B2G	d) C2B	A	B2C
60	India ranks at which place worldwide for production in terms of volume of Pharma exports?					
	a) 1 st	b) 2 nd	c) 3 rd	d) 4 th	C	3 rd
61	RBI has set up the ink manufacturing unit of BRBNMPL recently named 'Varnika' in which city?					
	a) Mumbai	b) Mysuru	c) Chennai	d) Dewas	B	Mysuru
62	The value of goods and services produced by residents and the value of their property is called.....?					
	a) GDP	b) NDP	c) GNI	d) NNP	C	GNI
63	An asset that a borrower owns and uses the same as a guarantee to a lender until the loan is repaid is known as...?					
	a) Deposit	b) Guarantee	c) Collateral	d) Mortgage	C	Collateral
64	What is the maximum loan amount available under PMMY?					
	a) 5,00,000.00	b) 10,00,000.00	c) 15,00,000.00	d) 20,00,000.00	B	10,00,000.00
65	Who compared inflation with robbers?					
	a) Amartya Sen	b) Brahmand and Wakeel	c) Jagdish Bhagwati	d) Professor Key	B	Brahmand and Wakeel
66	Which one of the following is not related to identification of opportunity?					
	a) Causation	b) Brainstorming	c) Opportunity walks	d) Pain storming	A	Causation
67	If too much money is chasing too few goods, the resulting inflation is called as.....?					
	a) Stagflation	b) Cost push inflation	c) Demand pull inflation	d) All of the above	C	Demand pull inflation
68	_____ is the process of managing people in organisations in a structured and thorough manner.					
	a) Human Resource	b) Human	c) Human	d) Human	B	Human

	Planning	Resource Management	Resource Development	Capital Management		Resource Management
69	Under this method of demand forecasting, the supervisors and the management sit together and projections are made after joint consultations.					
	a) Top Down Approach	b) Bottom Up Approach	c) Managerial Judgment	d) Participative Approach	D	Participative Approach
70	_____ is the formal process of identifying the content of a job in terms of activities involved and attributes needed to perform the work and identifies major job requirements.					
	a) Job Analysis	b) Job Design	c) Job Specification	d) Job Rotation	A	Job Analysis
71	_____ is viewed as process by which an organization should move from its current manpower position to its desired manpower position.					
	a) Human Resource Planning	b) Human Resource Management	c) Human Resource Development	d) Human Resource Accounting	A	Human Resource Planning
72	Which of the following is not essential characteristics of Total Quality Management (TQM)....					
	a) Creation of common company theme	b) Creation of a customer centric mentality	c) Improvement becoming part of the job	d) Consumer satisfaction	D	Consumer satisfaction
73	The movement of employees from one task to another to reduce monotony by increasing variety is known as....					
	a) Job Rotation	b) Job Enlargement	c) Job Enrichment	d) Job Specification	A	Job Rotation
74	The Process of filling vacancies in an organisation from within its existing workforce is known as					
	a) external recruitment	b) internal recruitment	c) outsourcing	d) recruitment	B	internal recruitment
75	Which of the following is not required for Organisational Development...?					
	a) action search	b) applying behavioural knowledge	c) change towards empowerment	d) Marketing Research	D	Marketing Research
76	Comparison of company's performance in the context of before and after change is.....					
	a) mobilisation of commitment	b) consolidation of gains	c) monitoring and assessing programs	d) creating coalitions	C	monitoring and assessing programs
77	Online or distance learning is					
	a) job rotation	b) on the job training	c) off the job training	d) apprenticeship training	C	off the job training
78	The procedure of fitting the right man into the right job is called as					
	a) placement	b) recruitment	c) interview	d) test	A	placement
79	Compatibility between individual employees and the organisation they work for is					
	a) person-	b) person-job	c) selection	d) success-	A	person-

	organisation fit	fit	yield fit	acceptance fit		organisation fit
80	The types of tests used in employee selection includes					
	a) personality tests	b) ability tests	c) knowledge tests	d) social skill test	D	social skill test
81	In the history of marketing, when did the production period end?					
	a) In the late 1800s	b) In the early 1900s	c) End of II world war	d) In the 1920s	D	In the 1920s
82	Marketing is the activity, set of _____ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.					
	a) Institutions	b) Organisation	c) Companies	d) Enterprises	A	Institutions
83	The key term in the American Marketing Association's definition of marketing is:					
	a) Sales	b) Products	c) Value	d) Activity	C	Value
84	Marketing mix for services includes_____.					
	a) 4 Ps	b) 5 Ps	c) 6 Ps	d) 7 Ps	D	7 Ps
85	Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?					
	a) Product	b) Price	c) Promotion	d) Place	C	Promotion
86	Which of the following is the communication link between the firm and the consumer in marketing?					
	a) Product	b) Price	c) Promotion	d) Place	C	Promotion
87	The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as....					
	a) Skimming price	b) Penetration price	c) Value based price	d) Leadership price	B	Penetration price
88	Sensitivity of demand to change in price is known as....					
	a) Price elasticity	b) Price inelasticity	c) Break even point	d) Demand Price	A	Price elasticity
89	Who among the following is the first person to suggest 4 Ps of marketing?					
	a) Philip Kotler	b) Robert F. Lauterborn	c) Jerome McCarthy	d) Adam Smith	B	Robert F. Lauterborn
90	Which is not a part of 4Cs in marketing?					
	a) Consumer	b) Company	c) Cost	d) Communication	B	Company
91	The products whose sale is dependent upon the sale of primary product is known as....					
	a) Potential product	b) Expected product	c) Companion product	d) Generic product	C	Companion product
92	Business market strategies stimulate a customer to take action towards the buying decision is known as....					
	a) Digital marketing	b) Promotional marketing	c) Virtual marketing	d) Related marketing	B	Promotional marketing

93	What do we call a person who first suggests the idea of buying something?					
	a) Buyer	b) Marketer	c) Seller	d) Initiator	D	Initiator
94	Promotional activities like sales promotion, advertising and personal selling is performed by...					
	a) Marketer	b) Salesman	c) Middlemen	d) Company	C	Middlemen
95	Which of the following has most risk for investment?					
	a) Debentures	b) Bonds	c) Equity shares	d) Preference shares	C	Equity shares
96	The liability of the shareholders of a public company is limited to..					
	a) Nominal value of shares	b) Paid up value of shares	c) Amount called up	d) Extend of private assets	B	Paid up value of shares
97	Debenture holders of a company are called company's....					
	a) Debtors	b) Creditors	c) Borrowers	d) Customers	B	Creditors
98	Shares cannot be issued.....					
	a) at par	b) at discount	c) at premium	d) at bonus	D	at bonus
99	In how many companies a person can become Managing Director at a time?					
	a) Two	b) Three	c) Four	d) Five	A	Two
100	The company has to issue a prospectus within how many days of registration?					
	a) 30	b) 60	c) 90	d) 120	C	90