

1	Participant observation is the process of immersing yourself in the study of					
	a) Processes	b) Organization	c) People	d) Methods	c	People
2	Which of the following variables is continuous?					
	a) Attitude towards school	b) Family size in a locality	c) Marital status of College students	d) Religious affiliation of workers	a	Attitude towards school
3	Which of the following completes the research process?					
	a) Research note	b) Report writing	c) Summary writing	d) Preface writing	b	Report writing
4	An investigator wants to study the vocational aspirations of visually challenged children in a wide geographical area. He should select his sample by using					
	a) Sample Random sampling	b) Stratified sampling	c) Purposive sampling	d) Convenient sampling	c	Purposive sampling
5	A researcher is interested in studying the prospects of a particular political party in an urban area. What tool should he prefer for the study?					
	a) Rating scale	b) Interview	c) Questionnaire	d) Schedule	c	Questionnaire
6	A researcher intends to explore the effect of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?					
	a) Historical method	b) Descriptive survey method	c) Experimental method	d) Ex-post-facto method	d	Ex-post-facto method
7	Which of the following is an initial mandatory requirement for pursuing research?					
	a) Developing a research design	b) Formulating a research	c) Deciding about the data	d) Formulating a research	b	Formulating a research
8	Which one of the following is a non-probability sampling ?					
	a) Simple random	b) Purposive	c) Systematic	d) Stratified	b	Purposive
9	Which of the following sampling methods is based on probability ?					
	a) Convenience sampling	b) Quota sampling	c) Judgement sampling	d) Stratified sampling	d	Stratified sampling

10	After identifying the important variables and establishing the logical reasoning in theoretical framework, the next step in the research process is					
	a) To conduct surveys	b) To generate the hypothesis	c) To focus group discussions	d) To use experiments in an investigation	b	To generate the hypothesis
11	Basic research can also be called as-----					
	a) Practical research	b) Fundamental Research	c) Action research	d)) Assessment	b	Fundamental Research
12	Business research is a systematic inquiry that provides information to guide business decisions. This includes the following except.....					
	a) Reporting	b) Descriptive	c) Explanatory	d) Predictive studies	d	Predictive studies
13	The opposite of the variables is					
	a) A constant	b) An extraneous	c) A dependent variable	d) A data set	a	constant
14	A variable that is presumed to cause a change in another variable is called as					
	a) Categorical variable	b) Dependent variable	c) Independent variable	d) Intervening variable	c	Independent variable
15	Which of the following is not a type of research questions?					
	a) A hypothesis	b) Predicting an outcome	c) Evaluating a phenomenon	d) Developing good practice	a	hypothesis
16	Which of the following is not a data collection method?					
	a) research questions	b) unstructured interviewing	c) postal survey questionnaires	d) participant observation	a	research questions
17	Which of the following are known as the types of research data?					
	a) Organized data and unorganized data	b) Qualitative data and quantitative data	c) Processed data and unprocessed	d) None of the above	b	Qualitative data and quantitative
18	Which of the following is not a levels of measurement?					
	a) nominal scale	b) ordinal scale	c) internal scale	d) ratio scale	c	internal scale
19	Which of these is not a method of data collection					

	a) Observation	b) social survey	c) Interview Schedule	d) ethnography	c	Interview Schedule	
20	What is the method of selecting a sample by subdividing it into a homogeneous class from population ?						
	a) Simple random sampling	b) Stratified sampling	c) Area sampling	d) Cluster Sampling	b	Stratified sampling	
21	Which of the following is a plagiarism detecting software?						
	a) Zotero	b) URKUND	c) Mendley	d) EndNote	b	URKUND	
22	The variable that is antecedent to the dependent variable is termed as an						
	a) Independent variable	b) Controlled variable	c) Confounding variable	d) Ordinal variable	a	Independent variable	
23	What is described as the act of copying documents, ideas, principles and thought etc. without permission or proper acknowledgement ?						
	a) Paraphrasing	b) Digital object identifier	c) Plagiarism	d) Quoting	c	Plagiarism	
24	The research objectives will help you to						
	a) Describe the experiences	b) Define the focus of your study	c) Report the stories	d) Should be wide and narrow	b	Define the focus of your study	
25	The data obtained by the researcher through conducting a survey, is called?						
	a) Secondary data	b) Tertiary data	c) Continuous data	d)) Primary data	d	Primary data	
26	The study of Body language is known as						
	a) kinesics	b) Non verbal communication	c) Sign Language	d) Proxemics	a	Kinesics	
27	The study of the amount of space that people feel is necessary to set between themselves and others is known as						
	a) Kinesics	b) Non verbal communication	c) Proxemics	d) Sign Language	c	Proxemics	
28	First page of Website is termed as _____?						
	a) Homepage	b) Basepage	c) Webpage	d) Basicpage	a	Homepage	

29	The basic goal of computer process is to convert data into _____?					
	a) numbers	statistics	Information	Interpretation	c	Information
30	What are the Articles of Association?					
	a) A document that contains the objects of the Company.	b) A document that contains information for the shareholders	c) A document that contain information about the Company	d) A document that contains the rules and regulations of the Company	d	A document that contains the rules and regulations of the Company
31	What is the full form of IPO?					
	a) Initial Private Offering	b) Initial Public Offering	c) Interim Public Offering	d) Interim Private Offering	b	Initial Public Offering
32	What is the full form of CSR?					
	a) Corporate Segment Responsibility	b) Corporation Social Responsibility	c) Corporate Social Responsibility	d) Corporate Society Responsibility	c	Corporate Social Responsibility
33	By which Act does the Indian government check restrictive trade?					
	a) MRTP Act	b) Industrial Policy Act 1991	c) FEMA Act	d) FERA Act	a)	MRTP Act
34	When a company taken over another one and clearly becomes the new owner, the action is called:					
	a) Merger	b) Joint Venture	c) Strategic alliance	d) Acquisition	d)	Acquisition
35	Which of the following is not the objective of Competition act 2002?					
	a) Prohibition of abuse of dominant position	b) Prohibition of restrictive trade practices	c) Prohibition of anti-competitive Agreement	d) Regulation of combinations	b)	Prohibition of restrictive trade practices
36	First industrial policy resolution was issued in:					
	a) 1947	b) 1948	c) 1951	d) 1954	b)	1948

37	Industrial (Development & Regulation) Act was passed by parliament in:					
	a) 1947	b) 1949	c) 1951	d) 1956	c)	1951
38	An oral contract is:					
	a) Legal	b) Not enforceable	c) Not for money	d) Not legal	a)	Legal
39	Offer, acceptance, and consideration are all parts of a:					
	a) Covers	b) Loans	c) Application	d) Contract	d)	Contract
40	What protects the names and identifying marks of products and companies?					
	a) Patent	b) Trademark	c) Trade-secret	d) Copyright	b)	Trademark
41	Which law deals with situations where a person's behavior has caused someone else to suffer a loss or harm?					
	a) Tort	b) Regulatory	c) Agency	d) Statutes	a)	Tort
42	An organization's financial statement containing incorrect data which is used to mislead is called:					
	a) a false statement	b) a bankruptcy discharge	c) a bank statement fee	d) Identity theft	a)	a false statement
43	All parties that interact with a business are called:					
	a) Shareholders	b) Stakeholders	c) Customers	d) Employee	b)	Stakeholders
44	A person who finds goods belonging to another, and takes them into his custody, is subject to the same responsibility as a:					
	a) Bailor	b) Indemnifier	c) Bailee	d) Guarantor	c)	Bailee
45	Section 203 of the Companies Act 2013 deals with the appointment of a:					
	a) Trustee	b) Company Secretary	c) Director	d) Promoter	b)	Company Secretary
46	Which of the following is concerned with recording transactions and preparing financial reports for the external and internal users of accounting?					
	a) management accounting	b) financial accounting	c) cost accounting	d) auditing	a)	financial accounting
47	Which analysis is useful in comparing performance of several companies in the same group, or division or department of the same company.					

	a) vertical analysis	b) horizontal analysis	c) external analysis	d) internal analysis	a)	vertical analysis
48	Given opening stock is Rs.20000, Direct expenses 10000, Closing stock 5000. Cost of goods sold is					
	a) 25000	b) 35000	c) 15000	d) 20000	a)	25000
49	When fixed cost is deducted from contribution, the balance will be					
	a) variable cost	b) profit	c) total cost	d) sales	b)	profit
50	Which one of the following is not a recognized cost classification?					
	a) time	b) function	c) performance	d) type	c)	performance
51	A cost which changes in proportion to changes in volume of activity is called					
	a) fixed cost	b) controllable cost	c) variable cost	d) opportunity cost	c)	variable cost
52	The Income Tax Act came into force from _____					
	a) 1st March 1971	b) 1st April 1971	c) 1st March 1961	d) 1st April 1962	d)	1st April 1962
53	Income tax rates are fixed in.....					
	a) Income tax Act	b) Finance Act	c) Income tax rules	d) Finance rules	b)	Finance Act
54	Under perfect competition, price is determined by the interaction of the total demand and _____					
	a) Total supply	b) Total cost	c) Total utility	d) Total production	a)	Total supply
55	The demand curve has a _____ slope.					
	a) Undefined	b) zero	c) Negative	d) Positive	c)	Negative
56	Total value of all final goods and services produced in a country during one year is:					
	a) Net National Product	b) Gross National Product	c) Gross Domestic Product	d) National Income	c)	Gross Domestic Product
57	The basic economic problem is					
	a) Abundance of resources	b) Scarcity of resources	c) Human resources	d) Foreign exchange deficit	b)	Scarcity of resources
58	In which country is a business card an object of respect that should be formally presented?					

	a) Taiwan	b) Japan	c) France	d) Turkey	b)	Japan	
59	This country had the lowest GDP per capita in the world in 2020.						
	a) Niger	b) Sierra Leone	c) Zimbabwe	d) Burundi	d)	Burundi	
60	In what year was the Association of Southeast Asian Nations (ASEAN) established?						
	a) 1967	b) 1975	c) 1980	d) 1990	a)	1967	
61	Which of the following is not an Indian multinational company?						
	a) Asian Paints	b) Unilever	c) Piramal	d) Wipro	b)	Unilever	
62	Which of the following is not a major Indian export?						
	a) Textile	b) Gems & Jewellery	c) Wheat	d) Oil & Petroleum	d)	Oil & Petroleum	
63	Which of the following is more of a personal medium of advertisement?						
	a) Internet advertisement	b) Broadcast media	c) Direct mails	d) Print media	c)	Direct mails	
64	Institutional and ideas advertising are designed to create a favorable _____ and acceptability.						
	a) Demand	b) Attitude	c) Awareness	d) Opinion	b)	Attitude	
65	Avon, Amway and Tupperware use _____.						
	a) Direct Marketing Channel	b) Indirect Distribution Channel	c) Intensive Marketing Channel	d) Exclusive Distribution Channel	a)	Direct Marketing Channel	
66	Behaviour Model is contributed by _____.						
	a) B.F Skinner	b) Sigmund Freud	c) Meredith	d) Maritz	a)	B.F Skinner	
67	Which is a market coverage strategy where a company decides to target one market segment with a single Marketing Mix element?						
	a) Segment marketing	b) Focused marketing	c) Micro marketing	d) Differentiated marketing	b)	Focused marketing	
68	Most often companies use _____ when their products or services are highly technical, specialized, or cost such as complex software systems, business consulting services, homes, and automobiles.						

	a) personal selling	b) Neuromarketing	c) Sales Promotion	d) Direct Marketing	a)	personal selling
69	In Sales Management, SFA System stands for _____.					
	a) Sales Force Activation	b) Sales Force Achievement	c) Sales Force Automation	d) Sales Factor Automation	c)	Sales Force Automation
70	In the light of 'SERVQUAL', the _____ dimension denotes the ability of the firm to perform the services with consistency, accuracy and dependability.					
	a) Responsiveness	b) Assurance	c) Empathy	d) Reliability	d)	Reliability
71	The carrying cost and the ordering cost of an inventory are:					
	a) Directly related	b) Inversely related	c) Unrelated	d) Equal	b)	Inversely related
72	"Kaizen" is a Japanese term which in the context of operations management means:					
	a) Continuous interaction	b) Continuous meetings	c) Continuous improvement	d) Continuous communication	c)	Continuous improvement
73	TQM systems emphasize the need for close links between all the members of the:					
	a) Workforce	b) Business community	c) Supply chain	d) Trade association	c)	Supply chain
74	The Hawthorne Study on operational efficiency was conducted by:					
	a) Elton Mayo	b) F. W. Taylor	c) F. Hertzberg	d) Adam Smith	a)	Elton Mayo
75	Which operational flow system is suitable for mass production of a standard product?					
	a) Streamlined	b) Intermittent	c) Jumbled	d) Cross functional	a)	Streamlined
76	In-bound supply chain management is also known as:					
	a) Processing	b) Procurement	c) Distribution	d) Allocation	b)	Procurement

77	Which type of inventory is created due to higher lead time during transformation of goods?					
	a) Cyclic inventory	b) Safety stock	c) Pipeline inventory	d) Hedging inventory	c	Pipeline inventory
78	Which one below is not Henry Fayol's principle?					
	a) Division of work	b) Stability of personnel	c) Esprit de corps	d) Differential piece wage	d	Differential piece wage
79	Who is considered the father of administrative management?					
	a) Mary Parkett	b) Lillian Gilbert	c) Henry Fayol	d) Elton Mayo	c	Henry Fayol
80	What is the study of the movements of both the workers and the machine to eliminate wasteful movement ?					
	a) Fatigue study	b) Time study	c) Motion study	d) Work study	c	Motion study
81	Contingent plan to meet environmental pressures is called:					
	a) Objective	b) Strategy	c) Policy	d) Rule	b	Strategy
82	MBO offers the basis for assessing the business:					
	a) Operations	b) Performance	c) Equality	d) Production	b	Performance
83	An upward communication refers to the flow of communication from:					
	a) Subordinate to superior	b) One manager to another	c) Superior to subordinate	d) One subordinate to another subordinate	a	Subordinate to superior
84	Which of the following is not a type of communication barrier?					
	a) Semantic barriers	b) Psychological barriers	c) Organizational barriers	d) Rational barriers	d	Rational barriers
85	Fishbone diagram is also known as:					
	a) Cause and effect diagram	b) Control chart	c) Pareto diagram	d) Scatter plot	a	Cause and effect diagram
86	Who was the first to formalize the concept of division of labor?					

	a) Edward Demming	b) Frederick Taylor	c) Jay Forester	d) Adam Smith	d	Adam Smith
87	Type-I error occurs when:					
	a) H_0 is rejected when it is true	b) H_0 is rejected when it is false	c) H_0 is accepted when it is true	d) H_0 is accepted when it is false	a	H_0 is rejected when it is true
88	Which of the following tests is applicable for hypothesis testing on small sample size?					
	a) t-test	b) Z-test	c) F-test	d) Chi-square test	a	t-test
89	While testing a hypothesis if the level of significance is not mentioned, we takelevel of significance.					
	a) 1%	b) 2%	c) 5%	d) 10%	c	5%
90	What refers to the number of independent observations which is obtained by subtracting the number of constraints from the total number of observations.					
	a) Sample size	b) Degree of freedom	c) Level of significance	d) Level of confidence	b	Degree of freedom
91	What is the Range for the numbers 2, 3, 16, 11?					
	a) 2	b) 11	c) 14	d) 16	c	14
92	What is the median of 4,7,7,6 ?					
	a) 6	b) 6.5	c) 7	d) 7.5	b	6.5
93	What addresses organizational weaknesses, helps stabilize operations and revitalizes organizational resources and capabilities ?					
	a)Retrenchment strategy	b) Horizontal integration	c) Vertical integration	d)Unrelated diversification	a	Retrenchment strategy
94	Stability strategy is part of _____ strategy					
	a) SBU Level	b) Functional Level	c) Operational Level	d) Corporate Level	d	Corporate Level
95	When a firm offers a product with unique features/benefits that are widely valued by the customers is known as _____.					
	a) Diversification Strategy	b) Focus Strategy	c) Differentiation Strategy	d) Cost Leadership Strategy	c	Differentiation Strategy
96	The practice by a firm entering into downstream activities with respect to the same product line/ flow – e.g., a garment manufacturer starts its own retail chain is known as					

	a)Forward integration	b)Backward integration	c)Horizontal integration	d)Acquisition	a	Forward integration	
97	Miles and Snow suggest that business level strategies generally fall into one of four categories: prospector, defender, analyzer, and _____.						
	a)reviewer	b)reactor	c) moderator	d)controller	b	reactor	
98	According Edgar Schein's Model of Organisational Culture, there are three distinct levels. These are _____.						
	a) Values, Communication & Assumptions	b) Behaviour, Communication & Values	c)Assumptions, Behaviour & Artifacts	d)Artifacts, Values, and Assumptions	d	Artifacts, Values, and Assumptions	
99	Ben & Jerry had four market-product strategies to expand sales. They included (1) market penetration, (2) product development, (3) market development and (4) _____.						
	a)product differentiation	b) defensive synergy	c) diversification	d)customer retention	c	diversification	
100	According to Kets de Vries (1996), strategic leaders have two key roles to play that are _____ & _____ roles.						
	a) Transformational and Effective	b) Charismatic and Architectural	c) Transformational and Charismatic	d) Charismatic and Effective	b	Charismatic and Architectural	