

Test Booklet No. \_\_\_\_\_

**This booklet consists of 100 questions and 15 printed pages.**

RGUCET/2024/\_\_\_/\_\_\_

Series

NIL

**RGUCET 2024**  
**Common Entrance Test, 2024**

**MASTER OF COMMERCE (COMMERCE)**

**Full Marks: 100**

**Time: 2 Hours**

Roll No.

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Day and Date of Examination: \_\_\_\_\_

Signature of Invigilator(s) \_\_\_\_\_

Signature of Candidate \_\_\_\_\_

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*General Instructions:*

***PLEASE READ ALL THE INSTRUCTIONS CAREFULLY BEFORE MAKING ANY ENTRY.***

1. DO NOT OPEN THIS TEST BOOKLET UNTIL YOU ARE TOLD TO DO SO.
2. Candidate must write his/her Roll Number on the space provided.
3. This Test Booklet contains 100 Multiple Choice Questions (MCQs) from the concerned subject. Each question carries 1 mark. There shall be negative marking of 0.25 against each wrong attempt.
4. Please check the Test Booklet to verify that the total pages and total number of questions contained in the test booklet are the same as those printed on the top of the first page. Also check whether the questions are in sequential order or not.
5. Candidates are not permitted to enter into the examination hall after the commencement of the entrance test or leave the examination hall within one hour thirty minutes.
6. Making any identification mark in the OMR Answer Sheet or writing Roll Number anywhere other than the specified places will lead to disqualification of the candidate.
7. Candidates shall maintain silence inside and outside the examination hall. If candidates are found violating the instructions mentioned herein or announced in the examination hall, they will be summarily disqualified from the entrance test.
8. In case of any dispute, the decision of the Entrance Test Committee shall be final and binding.
9. The OMR Answer Sheet consists of two copies, the Original copy and the Student's copy.

1	Match the following pairs of antonyms:				Answer option (b)
	A Rudimentary		i nuanced		
	B Mundane		ii Intricate		
	C Ordinary		iii Elaborate		
D Elementary		iv Esoteric			
	a) A-ii,B-i,C-iii,D-iv	b)A-iii,B-iv,C-ii,D-i	c) d) A-ii,B-iii,C-iv,D-i	d) A-i,B-ii,C-iii,D-iv	Answer A-iii,B-iv,C-ii,D-i
2	Identify the finite clause in the sentence: "The students who studied diligently for the examination achieved high scores."				Answer option (c)
	a) "The students"	b) "who studied diligently for the exam"	c) "achieved high scores"	d) "for the exam"	Answer "achieved high scores"
3	The correct passive voice of "Why did your brother write such a letter?" is -----				Answer option (a)
	a) Why was such a letter written by your brother?	b)Why did your brother write such a letter?	c) Why such a letter was written by your brother?	d) Why your brother wrote such a letter?	Answer Why was such a letter written by your brother?
4	Identify the correct modal verb to complete the sentence: "Employees _____ work overtime during busy periods."				Answer option (a)
	a)could	b)ought to	c)are to	d)burden	could
5	A. Assertion: "Regular exposure to nature improves mental well-being." B. Justification: "Immersing oneself in natural surroundings reduces stress levels and promotes a sense of tranquillity."				Answer option (a)
	a) Both A and B are correct	b)A is correct, but B is incorrect.	c)A is incorrect, but B is correct.	d) Both A and B are incorrect.	Answer Both A and B are correct
6	Which of the following is NOT true? A. Anjaw is the latest district created in Arunachal Pradesh. B. Mithun is the state animal of Arunachal Pradesh. C. Lotus is the national flower of India. D. Mango is the National fruit of India.				Answer option (a)
	a)A & B	b)A & D	c)A & C	d)C & D	A & B
7	Match the following pairs:				Answer option (a)
	A. INR		i. USA		
	B. US Dollar		ii. India		
	C. Yen		iii. Bangladesh		
D. Taka		iv. Japan			
	a) A-ii, B-i, C-iv, D-iii	b) A-iv, B-iii, C-ii, D-i	c) A-ii, B-iii, C-iv, D-i	d) A-ii, B-iv, C-i, D-iii	A-ii, B-i, C-iv, D-iii
8	The longest river bridge in India is located in which state?				Answer option (d)

	a) Jammu & Kashmir	b) Bihar	c) Uttar Pradesh	d) Assam	Assam
9	<b>Assertion (A):</b> Arunachal Pradesh is industrially backward state. <b>Reason (R):</b> Arunachal Pradesh is located in hilly region.				Answer option (c)
	a) A is true but R is false	b) A is false but R is true	c) A and R are true and R is the correct explanation of A	d) A and R are true and R is not the correct explanation of A	A and R are true and R is the correct explanation of A
10	Which of the following is central bank of India?				Answer option (c)
	a) SBI	b)HDFC	c) RBI	d)PNB	RBI
11	Which company acquired Air India in 2022?				Answer option (a,b,c or d)
	a)Indigo	b)Tata Group	c)Adani Group	d)Reliance Industries	b) Tata Group
12	Match the schemes with their objectives:				Answer option (a,b,c or d)
	A. PM Kisan		i. To provide health insurance coverage.		
	B. Ayushman Bharat		ii. To enhance farmers' income through direct cash transfers.		
	C. Make in India		iii. To promote manufacturing in India.		
	D. Swachh Bharat Abhiyan		iv. To improve sanitation and cleanliness.		
	a)A - iii, B - i, C - ii, D - iv	b) A- ii, B - i, C - iii, D - iv	c)A - i, B - ii, C - iii, D - iv	d)A - iv, B - i, C - iii, D - ii	b) A- ii, B - i, C - iii, D - iv
13	The COVID-19 vaccination drive in India included measures like: A. Drive-through Vaccination Centers B. Vaccination for All Adults C. Vaccine Certificates for International Travel D. Importing Vaccines from the USA				Answer option (a,b,c or d)
	a) A & B only	b) B & C only	c) C & D only	d) A & D only	b) B & C only
14	What is the name of India's digital currency launched by RBI in 2023?				Answer option (a,b,c or d)
	a)Digital Rupee	b)Bharat Coin	c)e-Rupee	d)Crypto INR	a
15	In which year did the Government of India launch the 'Atmanirbhar Bharat' initiative?				Answer option (a,b,c or d)
	a)2018	b)2019	c)2020	d)2021	c)2020
16	Which number will replace the question mark(?) in the series? 2,7,17,32, ?				Answer option (c)

	a) 44	b) 50	c) 52	d) 49	52
17	A river 4 km wide is flowing at the rate of 10km/hr. A boatman, can row the boat at a speed of 20 km/hr in still water, goes a distance of 5 km upstream and then comes back. The time taken by him to complete his journey is				Answer option (a,b,c or d)
	a) 60 mins	b) 50 mins	c) 40 mins	A. 20 mins	c
18	A bodybuilder ate 204 bananas in 8 days, each day eating 5 more than the previous day. How many bananas did he eat on the first day?				Answer option (a,b,c or d)
	a) 5	b) 7	c) 8	d) 9	c
19	The ages of Samar and Tanvi are in the ratio of 8:15 years. After 9 years the ratio of their ages will be 11 : 18. What is the difference in years between their ages?				Answer option (a,b,c or d)
	a) 20 years	b) 21 years	c) 24 years	d) 30 years	(b)
20	Out of 200 students in a college, 85 play football only, 60 play gymnastics only, 35 play Judo only and 10 play no games. If one student is chosen at random, the probability that the student plays neither football nor Judo is				Answer option (a,b,c or d)
	a) 2/5	b) 6/20	c) 7/20	d) None of them	a
21	Which of the following is true? E. Patent is an intellectual property. F. Copyright is an intangible asset. G. Good will is a current asset. H. Trade Mark is a fixed asset.				Answer option (a,b,c or d)
	a) B & C	b) A & B	c) A & C	d) C & D	b
22	Match the following pairs:				Answer option (a,b,c or d)
	E. Solvency Ratio	v. Working Capital Ratio			
	F. Profitability Ratio	vi. Debt-Equity Ratio			
	G. Liquidity Ratio	vii. Inventory Turnover Ratio			
	H. Efficiency Ratio	viii. Operating Ratio			
	a) A-i, B-ii, C-iii, D-iv	b) A-iv, B-iii, C-ii, D-i	c) A-ii, B-i, C-iv, D-iii	d) A-ii, B-iv, C-i, D-iii	d
23	Which of the following is true? A. Cash and Cash Equivalents are current assets. B. Unexpired Expenses are current liabilities. C. Outstanding Expenses are current assets. D. Account Receivables are current assets.				Answer option (a,b,c or d)
	a) A & B	b) C & D	c) A & D	d) B & C	c
24	<b>Assertion (A):</b> At least two members are required to form a partnership business. <b>Reason (R):</b> Business cannot be run by a single person.				Answer option (a,b,c or d)
	a) A is true but R is false	b) A is false but R is true	c) A and R are true and R is	d) A and R are true and R is not	a

			the correct explanation of A	the correct explanation of A	
25	The watchdog of Indian Capital Market is:				Answer option (a,b,c or d)
	a) IRDAI	b) PFRDA	c) SEBI	d) RBI	c
26	Public Private Partnership Model in India is applicable for which of the following?				Answer option (a,b,c or d)
	a) Manufacturing	b) Service	c) Infrastructure	d) All	d
27	Match the following pairs:				Answer option (a,b,c or d)
	A. Adjustments	i. Company Formation			
	B. Articles of Association	ii. Financial Statements' Preparation			
	C. Partnership Deed	iii. Initial Public Offering			
	D. Prospectus	iv. Partnership Formation			
	a) A-i, B-ii, C-iii, D-iv	b) A-ii, B-i, C-iv, D-iii	c) A-iv, B-iii, C-ii, D-i	d) A-ii, B-i, C-iii, D-iv	b
28	Which of the following is false? A. Profit & Loss Account is a Position Statement. B. Trial Balance is a Statement. C. Balance Sheet is an Income Statement. D. Bank Reconciliation Statement is a Statement.				Answer option (a,b,c or d)
	a) A & C	b) B & D	c) A & B	d) C & D	a
29	<b>Assertion (A):</b> Interest on Partner's Loan is a charge against profit, and Interest on Partner's Capital is an appropriation of profit. <b>Reason (R):</b> Partner is not entitled to share in profit against his loan, but Owner is entitled to share in profit against his capital.				Answer option (a,b,c or d)
	a) A is true but R is false	b) A is false but R is true	c) A and R are true and R is the correct explanation of A	d) A and R are true and R is not the correct explanation of A	c
30	In Fund Flow Statement, Fund stands for which of the following?				Answer option (a,b,c or d)
	a) Fluctuating Working Capital	b) Fixed Working Capital	c) Gross Working Capital	d) Net Working Capital	d
31	Which of the following institutes does not offer micro credit?				Answer option (a,b,c or d)
	a) Cooperative Bank	b) Payments Bank	c) Commercial Bank	d) Regional Rural Bank	b
32	Match the following pairs:				Answer option (a,b,c or d)
	A. IRDA	i. 1935			
	B. RBI	ii. 1988			
	C. SEBI	iii. 1982			
	D. NABARD	iv. 1999			

	a) A-ii, B-iii, C-iv, D-i	b) A-i, B-ii, C-iii, D-iv	c) A-iv, B-i, C-ii, D-iii	d) A-i, B-iv, C-iii, D-ii	c
33	Which of the following is false: A. Creditor is a Personal Account. B. Prepaid Salary is a Nominal Account. C. Franchise is a Real Account. D. Advance Commission is a Real Account				Answer option (a,b,c or d)
	a) C & D	b) B & D	c) A & B	d) A & C	b
34	<b>Assertion (A):</b> Double entry system is the system of recording transaction wherein every transaction has two aspects. <b>Reason (R):</b> Every real and practical transaction needs at least two persons or parties to happen.				Answer option (a,b,c or d)
	a) A and R are true and R is the correct explanation of A	b) A and R are true and R is not the correct explanation of A	c) A is false but R is true	d) A is true but R is false.	a
35	The total number of active Payments Bank in India is:				Answer option (a,b,c or d)
	a) 2	b) 4	c) 8	d) 6	d
36	What would be the value of Current Assets, if Current Ratio is 5:2 and Working Capital is Rs.75000?				Answer option (a,b,c or d)
	a) Rs.125000	b) Rs.75000	c) Rs.150000	d) Rs.50000	a
37	Matching the following pairs:				Answer option (a,b,c or d)
	A. Current Ratio		i. 1:2		
	B. Liquid Ratio		ii. 2:1		
	C. Debt-Equity Ratio		iii. 1:1		
	D. Proprietary Ratio		iv. 3:1		
	a) A-iv, B-iii, C-ii, D-i	b) A-ii, B-iii, C-ii, D-i	c) A-i, B-ii, C-iii, D-iv	d) A-ii, B-iv, C-i, D-iii	b
38	Which of the following is false? A. Excess of current assets over current liabilities is called working capital. B. Excess of assets over liabilities is called capital. C. Sum of assets and liabilities is called capital. D. Sum of current assets and current liabilities is called working capital.				Answer option (a,b,c or d)
	a) A & B	b) B & D	c) A & C	d) C & D	d
39	<b>Assertion (A):</b> Partnership deed is a written documents containing all the terms and conditions ratified by all the partners to run the partnership business. <b>Reason (R):</b> A partnership business can no more be operated in the absence of partnership deed.				Answer option (a,b,c or d)
	a) A is true but R is false	b) A is false but R is true	c) A and R are true and R is	d) A and R are true and R is not	a

			the correct explanation of A	the correct explanation of A	
40	Which of the following is the oldest exchange in the world?				Answer option (a,b,c or d)
	a) New York Stock Exchange	b) Amsterdam Stock Exchange	c) London Stock Exchange	d) Tokyo Stock Exchange	b
41	Which of the following is a key component of strategic human resource management (SHRM)?				Answer option (a,b,c or d)
	a) Pay roll processing	b) Employee record keeping	c) Aligning HR practices with organizational goals	d) Conducting exit interviews	c
42	Match the Performance Management Term with its Purpose:				Answer option (a,b,c or d)
	(A) 360-Degree Feedback	(i) Aligning individual performance with organizational goals			
	(B) Management by Objectives (MBO)	(ii) Using multiple sources to evaluate performance			
	(C) Key Performance Indicators (KPIs)	(iii) Measuring performance against specific metrics			
	(D) Balanced Scorecard	(iv) Evaluating performance from financial, customer, internal processes, and learning perspectives			
	a) (A)-(ii), (B)-(i), (C)-(iii), (D)-(iv)	b) (A)-(iv), (B)-(iii), (C)-(ii), (D)-(i)	c) (A)-(i), (B)-(ii), (C)-(iv), (D)-(iii)	d) A-(iii), (B)-(iv), (C)-(i), (D)-(ii)	a
43	Job satisfaction can be influenced by _____.				Answer option (a,b,c or d)
	A. Working Conditions B. Compensation C. Personal Life D. Job Design				
	a) A & B only	b) B & C only	c) A, B & D only	d) C & D only	c
44	Choose the correct option:				Answer option (a,b,c or d)
	A: Assertion - Training and development programs enhance employee performance.				
	B: Justification - Training programs are wastage of organizational resources if employees are not motivated.				
	a) Both(A) and(B) are true, and(B) is the correct	b) (A) is false, but (B) is true.	c) (A) is true, but(B) is false.	d) Both(A) and (B) are false.	c

	explanation for (A)				
45	What is the primary purpose of job analysis in HRM?				Answer option (a,b,c or d)
	a) To develop training programs	b) To evaluate employee performance	c) To determine the relative worth of jobs	d) To identify job duties and requirements	d
46	According to Herzberg's Two-Factor Theory, which of the following is classified as a hygiene factor ?				Answer option (a,b,c or d)
	a) Achievement	b) Recognition	c) Salary	d) Responsibility	c
47	Match the HR Development Concept with its Focus:				Answer option (a,b,c or d)
	A. Career Development		i. Identifying and developing future leaders		
	B. Succession Planning		ii. Managing employee growth and career paths		
	C. Talent Management		iii. Attracting, developing, and retaining employees		
	D. Employee Engagement		iv. Increasing employees' emotional commitment to the organization		
	a) (A)-(ii), (B)-(i), (C)-(iii), (D)-(iv)	b) (A)-(iii), (B)-(ii), (C)-(iv), (D)-(i)	c) (A)-(iv), (B)-(ii), C-(i), (D)-(ii)	d) (A)-(i), (B)-(iv), (C)-(ii), (D)-(iii)	a
48	Training effectiveness can be measured through:				Answer option (a,b,c or d)
	A. Employee Feedback B. Performance Metrics C. Training Costs D. Learning Outcomes				
	a) A & B only	b) A, B & D only	c) A, B & C only	d) C & D only	b
49	Choose the correct option:				Answer option (a,b,c or d)
	A: Assertion - Job Analysis is a crucial step of the recruitment process.				
	B: Justification - Job analysis helps in identifying the skills, knowledge, and abilities required for a particular job.				
	a) Both (A) and (B) are true, and (B) is the correct explanation for (A).	b) Both (A) and (B) are true, but (B) is not the correct explanation for (A).	c) (A) is true, but (B) is false.	d) Both Assertion (A) and (B) are false.	a
50	Which selection tool is typically used to assess a candidate's suitability for a job through structured questioning?				Answer option (a,b,c or d)
	a) Psychometric testing	b) Reference checking	c) Panel interview	d) Job simulation	c



51	What is the main objective of implementing a competency-based HR system?				Answer option (a,b,c or d)
	a) To standardize job descriptions	b) To align employee skills with business needs	c) To reduce training costs	d) To simplify the recruitment process	b
52	Match the HR Metric with its Measurement Focus:				Answer option (a,b,c or d)
	A. Turnover Rate		i. The percentage of employees who leave the organization over a certain period		
	B. Absenteeism Rate		ii. The average number of days taken to fill a vacant position		
	C. Time to Hire		iii. The percentage of scheduled workdays an employee misses.		
	D. Employee Engagement		iv. The level of commitment and involvement employees have towards their work		
	a) (A)-(i), (B)-(iii), (C)-(ii), (D)-(iv)	b)(A)-(iii), (B)-(iv), (C)-(i), (D)-(ii)	c)(A)-(ii), (B)-(i), (C)-(iv), (D)-(iii)	d)(A)-(iv), (B)-(ii), (C)-(iii), (D)-(i)	a
53	Effective employee induction programmes _____.				Answer option (a,b,c or d)
	A. Reduce Anxiety B. Increase Productivity C. Promote Socialization D. Ensure Compliance				
	a)A, B& D only	b)A, B & C only	c)B, C& D only	d)C & D only	b
54	Select the correct option:				Answer option (a,b,c or d)
	A: Assertion - Performance appraisals can negatively impact employee motivation.  B: Justification - Constructive feedback and recognition in performance appraisals can boost employee morale and motivation.				
	a) Both (A) and (B) are true, and (B) is the correct explanation for (A).	b) (A) is true, but (B) is false.	c) (A) is false, but (B) is true.	d) Both (A) and (B) are false.	c
55	Which of the following is a primary objective of Human Resource Planning?				Answer option (a,b,c or d)
	a) To reduce the number of employees	b) To align the workforce with the strategic goals of the organization	c) To eliminate the need for training and development	d) To increase employee turnover	b

56	A good recruitment process should be:  A. Cost-Effective B. Time-Consuming C. Ensure Right Fit D. Involve Multiple Rounds				Answer option (a,b,c or d)
	a)A & C only	b)B & D only	c)A, C & D only	d)C & B only	a
57	Select the correct option:  A: Assertion - Employee turnover is always detrimental to an organization.  B: Justification - High employee turnover leads to increased recruitment and training costs.				Answer option (a,b,c or d)
	a) (A) is true, but (B) is false.	b) Both (A) and (B) are true, and (B) is the correct explanation for (A).	c) Both (A) and (B) are false.	d) (A) is false, but (B) is true.	d
58	In the context of organizational behavior, what does the term “organizational culture” refer to?				Answer option (a,b,c or d)
	a) The formal structure of an organization	b) The shared values, beliefs, and norms within an organization	c) The strategic goals and objectives of an organization	d) The policies and procedures governing an organization	b
59	Which of the following is an example of off-the-job training?				Answer option (a,b,c or d)
	a) Attending a seminar or workshop	b) Coaching by a supervisor	c) On-the-job training	d) Job shadowing	a
60	Human Resource Planning includes:  A. Forecasting Demand B. Recruitment C. Training Needs D. Budgeting				Answer option (a,b,c or d)
	a)A & B only	b)A & C only	c)A, B & C only	d)B & D only	c
61	A decision by a company’s marketers to select a marketing channel that avoids dependence on marketing channel intermediaries is known as				Answer option (d)
	a)multi channel marketing	b)marketing channel decision	c)place decision	d)direct marketing	Answer direct marketing
62	Match the marketing strategy and objective:				Answer option

	<table border="1"> <tr> <td>A. Content marketing</td> <td colspan="3">i. Increase brand awareness</td> </tr> <tr> <td>B. Email marketing campaigns</td> <td colspan="3">ii. Generate product endorsements</td> </tr> <tr> <td>C. Social media advertising</td> <td colspan="3">iii. Establish thought leadership and credibility</td> </tr> <tr> <td>D. Influencer partnerships</td> <td colspan="3">iv. Drive website traffic and sales</td> </tr> </table>				A. Content marketing	i. Increase brand awareness			B. Email marketing campaigns	ii. Generate product endorsements			C. Social media advertising	iii. Establish thought leadership and credibility			D. Influencer partnerships	iv. Drive website traffic and sales			(a)
A. Content marketing	i. Increase brand awareness																				
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C. Social media advertising	iii. Establish thought leadership and credibility																				
D. Influencer partnerships	iv. Drive website traffic and sales																				
	a)A-iii,B-iv,C-i ,D-ii	b) A-ii,B-iv,C-i ,D-iii	c) A-i,B-iv,C-iii ,D-ii	d) A-i,B-ii,C-iii ,D-iv	Answer A-iii,B-iv,C-i ,D-ii																
63	<p>Which of the following statement(s) is/are True for Customer Lifetime Value?</p> <p>A. Customer lifetime value (CLV) measures the short-term revenue potential of customers.</p> <p>B. Improving CLV requires a focus on customer satisfaction, loyalty programs, and personalized marketing campaigns aimed at increasing customer retention and repeat purchases.</p> <p>C. Customer acquisition cost (CAC) should be lower than customer lifetime value (CLV) to ensure profitability in marketing campaigns.</p> <p>D. Customer lifetime value (CLV) is a static metric that remains constant throughout the customer lifecycle.</p>				Answer option (b)																
	a)All are True	b)only B and C are true	c)only D is true	d) B, and D are true	Answer only B and C are true																
64	<p>A: Assertion"Segmentation is a crucial strategy in email marketing campaigns."</p> <p>B: Justification"Dividing email lists based on demographics, behavior or interests enables personalized content delivery, boosting open rates, click-through rates, and campaign success."</p>				Answer option (a)																
	a)Both A and B are correct	b)Only A is correct	c)Only B is correct	d) Both A and B are incorrect	Answer Both A and B are correct																
65	<p>A <i>convenience goods</i> is one that requires a ----- amount of effort on the part of the consumer</p>				Answer option (b)																
	a)maximum	b) minimum	c) somewhat	d)extensive	Answer minimum																
66	<p>Luxury watches are typically marketed towards ----- consumers.</p>				Answer option (b)																
	a)valued	b)affluent	c)price-sensitive	d) budget-conscious	Answer affluent																
67	<p>Match the following pairs:</p>				Answer option (a)																

	A. Product Differentiation	i. being better than competition			
	B. Market Segmentation	ii. Making products unique.			
	C. competitive advantage	iii. grouping customers based on similarities.			
	D. Customer Engagement	iv. building customer engagements			
	a)A-ii,B-iii,C-i,D-iv	b) A-i,B-iii,C-ii,D-iv	c) A-iii,B-ii,C-i,D-iv	d)A-i,B-ii,C-iii,D-iv	Answer A-ii,B-iii,C-i,D-iv
68	<p>Following are four statements.Comment whether the statements are True or False:</p> <p>A) Marketing research is only necessary for launching new products or entering new markets.</p> <p>B) A higher price always results in higher profits for a product or service.</p> <p>C) Social media is primarily a platform for young people, so businesses targeting older demographics need not focus on it.</p> <p>D) Marketing myopia is excessive focus on own product.</p>				Answer option (d)
	a)All are True	b)All are False	c) only D and C are True	d)only D is true	Answer only D is true
69	<p>A: Assertion- Celebrity endorsements are an effective marketing strategy."</p> <p>B: Justification- Celebrities often have a strong influence on consumer behavior and can help increase brand visibility and credibility."</p>				Answer option (a)
	a)Both A and B are correct	b)Only A is correct	c)Both are incorrect	d)Only B is correct	Answer Both A and B are correct
70	Product .....is creating a distinct image and identity for a product or service in the minds of consumers relative to competitors.				Answer option (b)
	a)Targeting	b)positioning	c)maturity	d) extension	Answer positioning
71	.....is the scientific and controlled gathering of non-routine marketing information undertaken to help management solve marketing problems				Answer option (a)
	a)Marketing research	b) Marketing metric	c) Marketing intelligence	d) Marketing analysis	Answer marketing research
72	.....motives are typically concerned with consumer's reasons For shopping at a particular outlet.				Answer option (b)
	a)Shopping	b) Patronage	c) Brand	d)Price	Answer Patronage

73	Organizational buying decisions frequently involve a range of..... Technical dimensions				Answer option (b)
	a)simple	b) complex	c)different	d)contrasting	Answer complex
74	An example of demographic trait is .....				Answer option (d)
	a)business cycle	b)technology	c) government type	d) age	Answer age
75	A: Assertion- "Culture is the sum of learned beliefs, values, and customs that regulate the behavior of members of a particular society."  B: Justification-"Culture is an innate, genetic trait that is passed down biologically within a society."				Answer option (a)
	a)A is true,B is False	b)Both A and B are false	c) only B is true	d)Both A and B are true	Answer A is true,B is False
76	The introduction of the same product and the same message in every foreign market is known as.....				Answer option (d)
	a)joint venture	b)commodity adaptation	c)product adaptation	d) Straight product extension	Answer Straight product extension
77	The incorrectly matched pair is :				Answer option (c)
	A. Reliance Industries Limited (RIL)		i. Ajio		
	B. PepsiCo		ii. Sprite		
	C. Infosys Limited		iii. Finacle		
	D. Coca- Cola company		iv. Fanta		
	a) D	b) C	c) B	d) A	Answer B
78	Which of the following is true for X (earlier known as twitter)?  A) X is a social media platform known for its 280-character microblogging format. B) It is widely used for real-time news updates, discussions, and sharing across various topics. C) Users can follow accounts; engage with tweets through likes, retweets, and replies. D) X is popular among influencers, brands, and public figures for audience engagement and updates.				Answer option (a)
	a)All are true	b)All are false	c)only A,B and C are correct	d)Only D is correct	Answer All are true
79	A: Assertion- "Understanding rural consumers is essential for rural marketing success."				Answer option (a)

	B Justificatin- "Rural consumers have unique needs and preferences."				
	a)Both are correct	b)only A is correct	c) only B is correct	d) both are incorrect	Answer Both are correct.
80	Personal factors influencing consumer behaviour include:				Answer option (c)
	a) Culture and subculture	b) Family and social roles	c)Age, occupation, and lifestyle	d) Reference groups and opinion leaders	Answer Age, occupation, and lifestyle
81	Decision theory of organization is also called _____.				Answer
	a) Modern Theory	b) Contingency Theory	c) Neo Classical theory	d) All of the Above	b- Contingency Theory
82	The hierarchy of authority is best related to which of the following?				Answer
	a) Organizational Spanning	b) Organization Strategy	c) Organizational Ladder	d) Organizational Technology	c- Organizational Ladder
83	The organization is centralized when the decision-making authority is kept at which of the following level ?				Answer
	a) Managerial Level	b) Personnel Level	c) Top Level	d) All of the Above	c- Top Level
84	The Organizational Competencies contribute to which of the following ?				Answer
	a) Sustainability	b) Profit margin	c)Value proposition	d) Productivity	d- Productivity
85	What does scientific theory of management emphasise?				Answer
	a) Effectiveness	b) Efficiency	c) Both a & b	d) Equity	b- Efficiency
86	If an office the Boss is biased in dealing with people from different communities in India, s/he is violating which of the following principles.				Answer
	a) Principles of Discipline	b) Principles of Order	c) Principle of Equity	d) Principle of Humanity	c- Principle of Equity
87	Managerial Grid is a contribution of which of the following?				Answer
	a) Peter Drucker and Edward Deming	b) Mouton and Blake	c) Henry Fayol and F.W Taylor	d) Maya Follet and Max weber	b- Mouton and Blake
88	The desire for self-fulfillment to realize one's potentialities comes under which category needs?				Answer
	a) Safety needs	b) Self-esteem needs	c) Self-actualization needs	d) Ego needs	c- Self-actualization needs
89	Who proposed the theory of achievement motivation?				Answer
	a) McClelland	b) Maslow	c) Freud	d) Peter	c- McClelland
90	Which of the following is not an internal motivational force?				
	a) Feedback	b) Goals	c) Needs	d) Attitudes	a- Feedback

91	What is called the combination of numerous characteristics and qualities that forms a distinctive character of an individual?				Answer
	a) Attitude	b) Behavior	c) Personality	d) Charisma	c- Personality
92	Which of the following theories provides an idea about what employees need, and what are the crucial factors the manager can use to motivate the employees?				Answer
	a) Content theory	b) Process theory	c) Maslow theory	d) Herzberg theory	a- Content theory
93	Which type of personality do people like real-life examples and getting facts while missing the prime logic, possible as per MBTI?				Answer
	a) Intuition	b) Thinking	c) Sensing	d) Introversion	c- Sensing
94	Who developed the motivation's dual structure approach?				Answer
	a) Alderfer	b) Mc Gregor	c) Maslow	d) F. Herzberg	d – F. Herzberg
95	The concept of avoidance of pain falls under which of the following?				
	a) Primary motive	b) Achievement motive	c) Power motive	d) Affiliation motive	a- Primary motive
96	Which of the following function determine what tasks are to be done, who is to do them, how the tasks are to be grouped, who reports to whom, and where decisions are to be made?				Answer
	a) Controlling	b) Organizing	c) Planning	d) Leading	b - Organizing
97	Which of the following skills is most appropriate for the ability to work with, understand, and motivate people?				Answer
	a) Technical Skills	b) Human Skills	c) Operative Skills	d) Conceptual Skills	b- Human Skills
98	Which of the following stage is characterized by competition and conflict in the personal relations dimensions and organization in the task functions dimensions?				Answer
	a) Forming	b) Storming	c) Performing	d) Norming	b - Storming
99	Which organization theory can be understood by IF and THEN relationship?				Answer
	a) System Approach	b) Contingency Approach	c) Process Approach	d) Scientific Approach	b- Contingency Approach
100	Which of the following is not a job-related source of stress?				Answer
	a) Role Ambiguity	b) Role Overload	c) Ethical Dilemmas	d) Career Concerns	d- Career concerns