

Test Booklet No. _____

This booklet consists of 150 questions and 24 printed pages.

RGUPET/2024/___/___

**RGUPET 2024
Common Entrance Test, 2024**

DOCTOR OF PHILOSOPHY IN COMMERCE

**Full Marks: 150
Hours**

Time: 3

Roll No.

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| | | | | | | | |
|--|--|--|--|--|--|--|--|

Day and Date of Examination: _____

Signature of Invigilator(s) _____

Signature of Candidate _____

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 150 Multiple Choice Questions (MCQs) from the concerned subject. Each question carries 1 mark.
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 two hour.
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 synonyms: | | | | Answer option (d) |
| | A Confound | i increase | | | |
| | B Enhance | ii puzzle | | | |
| | C Abate | iii annoy | | | |
| | D Antagonize | iv diminish | | | |
| | a)A-i,B-ii,C-iii,D-iv | b) A-ii,B-i,C-iii,D-iv | c) A-i,B-iii,C-ii,D-iv | d) A-ii,B-i,C-iv,D-iii | Answer A-ii,B-i,C-iv,D-iii |
| 2 | The correct transformed sentence of the statement: "He is too weak to carry the box" is | | | | Answer option (c) |
| | a) He is too weak that he cannot carry the box. | b) He is too weak so that he cannot carry the box." | c) He is so weak that he cannot carry the box. | d) He is such weak to carry the box. | Answer He is so weak that he cannot carry the box. |
| 3 | Reading helps Sarah make new friends. A: Assertion- Reading helps Sarah make new friends B: Justification-The statement implies that Sarah feels a connection with the characters in her books, suggesting that they feel like old friends to her. | | | | Answer option (b) |
| | A) Both A and B are true. | b)A is true, but B is false. | c)A is false, but B is true. | d) Both A and B are false. | Answer A is true, but B is false |
| 4 | Choose the correct qualifier to complete the sentence: "She spoke _____ about her experiences in the foreign country." | | | | Answer option (a) |
| | a) exceptionally | b) scantily | c) inexorably | d)arguably | Answer exceptionally |
| 5 | What is the total number of MP seats in Lok Sabha? | | | | Answer option (a) |
| | a) 545 | b) 543 | c) 546 | d) 500 | 545 |
| 6 | The total State Assembly seat in Arunachal Pradesh is _____ | | | | Answer option (b) |
| | a) 30 | b) 60 | c) 50 | d) 45 | 60 |
| 7 | Who was the first Chief Minister of Arunachal Pradesh? | | | | Answer option (a) |
| | a) PK Tungon | b) Tomo Riba | c) Gegong Apang | d) Todak Basar | PK Tungon |
| 8 | The first Olympic Game was held in which year? | | | | Answer option (c) |
| | a) 1899 | b) 1898 | c) 1896 | d) 1894 | 1896 |
| 9 | Which of the following makes milk into curd? | | | | Answer option (b) |
| | a) Fungus | b) Bacteria | c) Virus | d) Vitamin | Bacteria |
| 10 | What is the total Lok Sabha seat won by BJP in the general election 2024? | | | | Answer option (b) |
| | a) 240 | b) 241 | c) 243 | d) 244 | 241 |

| | | | | | |
|----|---|--|---------------------------------|---------------------------------|----------------------------------|
| 11 | Which North Eastern state was under ethnic violence in the year 2023? | | | | Answer option (b) |
| | a) Nagaland | b) Manipur | c) Mizoram | d) Assam | Manipur |
| 12 | AlphaFold, an AI model recently developed by which company? | | | | Answer option (b) |
| | a) Microsoft | b) Google | c) Meta | d) Amazon | Google |
| 13 | Which bank has recently launched Pixel Pay, India's first virtual credit card? | | | | Answer option (d) |
| | a) SBI | b) BoB | c) PNB | d) HDFC | HDFC |
| 14 | Which feature film from Arunachal Pradesh was screened at Cannes Festival in May 2024? | | | | Answer option (b) |
| | a) Aaba | b) Sangi-Gai | c) O km | d) Mera Dharam Meri Maa | Sangi-Gai |
| 15 | Complete the series from the following options. 64, 100, 144, _____, 256, 324 | | | | Answer option (a) |
| | a) 196 | b) 150 | c) 235 | d) 240 | 196 |
| 16 | If NOIDA is written as OPJEB, then what will be the code for DELHI? | | | | Answer option (b) |
| | a) EQPIT | b) EFMIJ | c) EFNGP | d) EPTMN | EFMIJ |
| 17 | Mr. A and Mr. B are brothers. How Mr. B's son will relate to Mr. A? | | | | Answer option (a) |
| | a) Son | b) Nephew | c) Niece | d) Brother | Son |
| 18 | Which of the following is not correct meaning of the hypothesis in research? | | | | Answer option (a,b,c or d) |
| | a) It can be descriptive | b) It can be relational | c) It can be an assumption | d) It can be statement of facts | (d) It can be statement of facts |
| 19 | Which method is appropriate for the study of informal communication network in an organization? | | | | Answer option (a,b,c or d) |
| | a) faminotry | b) sociometry | c) deciometry | d) tragetroic | (b) sociometry |
| 20 | Godavari river originates from which state? | | | | Answer option (d) |
| | a) Gujarat | b) Uttarkhand | c) Andhra Pradesh | d) Maharashtra | Maharashtra |
| 21 | As per UGC Regulation 2018 on Plagiarism, level 1 plagiarism refers to similarities; | | | | Answer option (a,b,c or d) |
| | a) upto 10% similarity | b) Above 10% to 40 % similarity | c) Above 40% to 60 % similarity | d) Above 60% similarity | b) Above 10% to 40 % similarity |
| 22 | Match List-I with List-II and select the correct answer option. | | | | Answer option (a,b,c or d) |
| | List I | List II | | | |
| | A. Citation | i Ability to be prompt and attend appointments on time | | | |
| | B. Scientific permission | ii Acknowledge participants' right to control their personal information | | | |
| | C. Punctuality | iii Tells the reader where you found the research information | | | |
| | D. Respecting the individual privacy | iv Factual inputs, data, models, analyses and technical information etc. | | | |

| | | | | | |
|----|--|---|--|-------------------------------------|--|
| | a) A-iv, B-iii, C-ii and D-i | b) A-iv, B-iii, C-i and D-ii | c) A-iii, B-iv, C-ii and D-i | d) A-iii, B-iv, C-i and D-ii | d) A-iii, B-iv, C-i and D-ii |
| 23 | UGC-CARE has been set up for promoting which of the following? A. Publication ethics B. Academic integrity C. Quality research D. Collaborative research with international level researcher | | | | Answer option (a,b,c or d) |
| | a) Only A and D | b) Only C, D and A | c) Only A, B and C | d) Only A | c) Only A, B and C |
| 24 | Assertion (A): Plagiarism check is mandatory at the time of Ph. D. thesis submission in India. Reason (R): Plagiarism can be done through paid software only. | | | | Answer option (a,b,c or d) |
| | a) Both A and R are correct and R is the correct explanation of A | b) Both A and R are correct and R is not the correct explanation of A | c) A is true, but R is false. | d) A is false, but R is true. | c) A is true, but R is false. |
| 25 | _____ open access journal refers to self-archiving generally of the pre- or post-print in repositories. | | | | Answer option (a,b,c or d) |
| | a) Bronze | b) Diamond | c) Gold | d) Green | d) Green |
| 26 | Parametric tests are applied in which of the following? | | | | Answer option (a,b,c or d) |
| | a) where normality assumption required | b) where researcher uses ordinal data | c)) where researcher uses interval data | d) where researcher uses one sample | a) where normality assumption required |
| 27 | Plagiarism, where the author(s) changes a few words in the original text of another author(s) is known as A Paraphrasing B Direct copying C Word switch D None of these | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (C) only | c) Both (A) and (C) | d) (D) only | b) (C) only |
| 28 | Which is not correct regarding Conclusive Research? | | | | Answer option (a,b,c or d) |
| | a)Formulate Hypothesis | b) Authenticates propositions | c) Reveals Exploratory Research | d) Tests propositions | a)Formulate Hypothesis |
| 29 | Match List-I with List-II and select the correct answer. | | | | Answer option (a,b,c or d) |
| | List I | | List II | | |
| | A. Empirical research | | i. Based on past | | |
| | B. Descriptive research | | ii. Based on data | | |
| | C. Historical research | | iii. Based on existing | | |
| | D. Case study research | | iv. Based on a particular unit | | |
| | a) A-ii, B-iii, C-i, D-iv | b) A-iv, B-iii, C-ii, D-i | c) A-i, B-iii, C-ii, D-ii | d) A-ii, B-iii, C-i, D-iv | d) A-ii, B-iii, C-i, D-iv |
| 30 | Which of the following is/are indicators of quality of research journal? | | | | Answer option (a,b,c or d) |

| | | | | | |
|----|---|---------------------------------------|---|--|---|
| | A. h-Index B. g-index C. Impact factor D. i10 -index | | | | |
| | a) (C) only | b) B and D | c) A, C and D | d) A,B,C,D | a) C only |
| 31 | The study in which the investigators attempt to trace an effect is known as _____. A. Survey Research B. Summative Research C. Historical Research D. 'Ex-post Facto' Research | | | | Answer option (a,b,c or d) |
| | a) (D) | b) (A) | c) (B) | d) (C) | a) (D) |
| 32 | Match the following pairs: | | | | Answer option (a,b,c or d) |
| | A. Questionnaire | | i. Data collection without talking | | |
| | B. Schedule | | ii. Data collection through interaction | | |
| | C. Observation | | iii. Data collection through Postal service | | |
| | D. Survey | | iv. Data collection by an investigator | | |
| | a)A-i, B-iii, C-iv, D-ii | b) A-iv, B-iii, C-ii, D-i | c) A-iv, B-i, C-iii, D-ii | d) A-iv, B-iii, C-i, D-ii | d) A-iv, B-iii, C-i, D-ii |
| 33 | Identify True/ False statements from the following: A. Hypothesis is not necessary for empirical research. B. Convenience sampling is a random sampling method. C. Snowball sampling method is used where samples are not known. D. The sampling error is related to sample size. | | | | Answer option (a,b,c or d) |
| | a)True-C & A False-D & B | b) True-C & D False-A & B | c) True-A & D False-A & C | d) True-A & C False-D & B | b) True-C& D False-A& B |
| 34 | A: Assertion: Empirical research is based on primary data. B: Justification: The inferences of empirical researches are more the reliable and near to the truth. | | | | Answer option (a,b,c or d) |
| | a) A is true but B is not true explanation of A. | b) c) A is false and B is also false. | c) A is true and B is correct explanation of A. | d) c) A is false but B is true explanation of A. | c) A is true and B is correct explanation of A. |
| 35 | The first step of research is: (A) Selecting a problem (B) Searching a problem (C) Finding a problem (D) Identifying a problem | | | | Answer option (a,b,c or d) |
| | a) A &B | b) D &B | c) C only | d) D only | d) D only |
| 36 | When a research problem is related to heterogeneous population, the most suitable sampling method is _____. (A) Cluster Sampling (B) Stratified Sampling (C) Convenient Sampling (D) Snowball Method | | | | Answer option (a,b,c or d) |
| | a) D | b) C | c) B | d) A | c) B |
| 37 | Match the following pairs: | | | | Answer option (a,b,c or d) |
| | A. Philip Kotler | | i. Father of Political Science | | |

| | | | | | |
|----|---|--|------------------------------|--|------------------------------|
| | B. Aristotle | ii. Father of Mathematics | | | |
| | C. Adam Smith | iii. Father of Economics | | | |
| | D. Archimedes | iv. Father of marketing | | | |
| | a) A-i, B-iv, C-iii, D-ii | b) d) A-iv, B-i, C-ii, D-iii | c) d) A-iv, B-ii, C-iii, D-i | d) A-iv, B-i, C-iii, D-ii | |
| 38 | Identify which is/are True False statement(s): A. Convenient sampling is probability sampling technique. B. Pilot study is carried out after the real experiment to check if the data is likely to be valid. C. Laboratory experiments are highly reliable. D. Another word for reliability is replicability. | | | | Answer option (a,b,c or d) |
| | a) True- C, D False- A, B | b) True- A, D False- C, B | c) True- C, B False- A, D | d) True- B, D False- A, C | a)True- C, D False- A, B |
| 39 | Identify which is correct answer for the following assertion and justification: A: Assertion: In winters, people prefer wearing white clothes. B: Justification: White clothes are great reflectors of heat. | | | | Answer option (a,b,c or d) |
| | b) A is true but B is false | b) A is false but B is true. | c) Both A and B are false | d) A is true and B is correct justification of A | b) A is false but B is true. |
| 40 | A test paper contains 100 true/false questions. The number of questions with answer "true" was 59. Find the probability that a question's answer is "false". | | | | Answer option (a,b,c or d) |
| | a)0.49 | b)0.41 | c)0.51 | d)0.50 | b)0.41 |
| 41 | The manager's _____ attitude towards his/her employees earned their respect. A. Authoritative B. Disrespectful C. Benevolent D. Indifferent | | | | Answer option (a,b,c or d) |
| | a) B | b) A | c) D | d) C | d) C |
| 42 | Match the following pairs: | | | | Answer option (a,b,c or d) |
| | A. t-test | i. It is used to analyse the difference between the means of more than two groups. | | | |
| | B. f-test | ii. It is used to compare observed results with expected results. | | | |
| | C. Chi-square test | iii. It is used to compare population variance. | | | |
| | D. ANOVA | iv. It is used to compare population mean. | | | |
| | a) A-iv, B-i, C-ii, D-iii | b) A-ii, B-iii, C-iv, D-i | c) A-iv, B-iii, C-ii, D-i | d) A-ii, B-i, C-iii, D-iv | c) A-iv, B-iii, C-ii, D-i |
| 43 | Identify the True/False statements from the following: A. Questionnaires collect a small amount of data. B. Unstructured interviews are time consuming. | | | | Answer option (a,b,c or d) |

| | | | | | |
|----|--|---------------------------------|--|---|--|
| | C. Unstructured interviews are not flexible. D. Official statistics consist of quantitative data. | | | | |
| | a) True- A, D False- B, C | b) True- B, C False- A, D | c) True- B, D False- A, C | d) True- C, D False- A, B | c) True- B, D False- A, C |
| 44 | Identify the correct answer for the following assertion and justification: A: Assertion: Use of electric vehicle is being promoted. B: Justification: Electric vehicle are more environment friendly. | | | | Answer option (a,b,c or d) |
| | b) A is true but B is false | b) A is false but B is true. | c) Both A and B are true and B is correct justification of A | d) A is true and B is not correct justification of A | c) Both A and B are true and B is correct justification of A |
| 45 | The research that applies the laws at the time of field study to draw more and more clear ideas about the problem is _____ (A) Applied research (B) Action research (C) Experimental research (D) Behavioral research | | | | Answer option (a,b,c or d) |
| | a) D | b)C | c)B | d)A | d)A |
| 46 | Identify True and False statements from the following: A. Census data is a primary data for a scholar in the university. B. Population in research is the total number of people in any area. C. Every sample has equal chance of selection in random sampling. D. Online data is secondary data for research scholar. | | | | Answer option (a,b,c or d) |
| | a) True- C, D False-A, B | b) True- C, B False-A, D | c) True- A, D False-C, B | d) True- A, B False-C, D | c) True- C, D False-A, B |
| 47 | The research which is exploring new facts through the study of the past is called_____. | | | | Answer option (a,b,c or d) |
| | a) B | b) A | c)C | d) D | a) B |
| 48 | Field-work-based research is classified as: (A) Empirical (B) Historical (C) Experimental (D) Biographical | | | | Answer option (a,b,c or d) |
| | a) D | b) C | c) B | d) A | d) A |
| 49 | Match the following pairs: | | | | Answer option (a,b,c or d) |
| | A. Primary data | | i. Past data | | |
| | B. Secondary data | | ii. Books and journals | | |
| | C. Historical data | | iii. Field survey | | |
| | D. Empirical data | | iv. View of respondents | | |

| | | | | | |
|----|---|--|---|---|--|
| | a) A-iv, B-ii, C-i, D-iii | b) A-iv, B-i, C-ii, D-iii | c) A-i, B-ii, C-iv, D-iii | d) A-i, B-ii, C-iii, D-iv | a) A-iv, B-ii, C-i, D-iii |
| 50 | The experimental study is based on _____ (A) The manipulation of variables (B) Conceptual parameters (C) Replication of research (D) Survey of literature | | | | Answer option (a,b,c or d) |
| | a) B | b)D | c)A | d)C | c)A |
| 51 | Which one of the following is not an element of internal environment? | | | | Answer option (a,b,c or d) |
| | a)Money and Capital Market | b) Human Resource | c) Technology | d) Culture | a)Money and Capital Market |
| 52 | Match List-I with List-II and select the correct answer. | | | | Answer option (a,b,c or d) |
| | List I | | List II | | |
| | A The Indian Contract Act | | i 1986 | | |
| | B The Environment Protection Act | | ii 1949 | | |
| | C The Export-Import Bank Act | | iii 1872 | | |
| | D The Banking Regulation Act | | iv 1981 | | |
| | a) A-ii, B-iii, C-iv, D-i | b) A-iii, B-i, C-ii, D-iv | c) A-ii, B-iii, C-i, D-iv | d) A-iii, B-i, C-iv, D-ii | d) A-iii, B-i, C-iv, D-ii |
| 53 | Real GDP is considered as an index of _____. A Sales maximization B Profit maximization C Economic output adjusted for price changes D None of the above | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) Both (A) and (B) | c) (C) Only | d) (D) only | c) (C) Only |
| 54 | Assertion (A): Different components of the business environment are closely interconnected with each other. Justification (B): Business environment is a relative concept since it differs from country to country and even state to state of a country. | | | | Answer option (a,b,c or d) |
| | a) Both Assertion (A) and Justification (B) are true but Justification (B) is not the correct explanation of Assertion (A) | b) Both Assertion (A) and Justification (B) are true and Justification (B) is correct explanation of Assertion (A) | c) Assertion (A) is false but Justification (B) is true | d) Assertion (A) is true but Justification (B) is false | a) Both Assertion (A) and Justification (B) are true but Justification (B) is not the correct explanation of Assertion (A) |
| 55 | Which of the following is a biotic component of environment? | | | | Answer option (a,b,c or d) |
| | a) Minerals | b) Humans | c) Animal | d) Bacteria | a) Minerals |
| 56 | Which of the following one is not an international organization? | | | | Answer option (a,b,c or d) |
| | a) ASEAN | b) CBDT | c) SAARC | d) INTERPOL | b) CBDT |
| 57 | Match List-I with List-II and select the correct answer. | | | | Answer option (a,b,c or d) |

| | List I (Books) | List II (Authors) | | | |
|----|---|--|---|---|--|
| | A. The big Short, 2010 | i. Raghuram Rajan | | | |
| | B. The World is Flat, 2005 | ii. Richard Davies | | | |
| | C. The Third Pillar, 2019 | iii. Thomas Friedman | | | |
| | D. Extreme Economics, 2019 | iv. Michael Lewis | | | |
| | a) A-ii, B-iii, C-iv, D-i | b) A-iv, B-iii, C-i, D-ii | c) A-i, B-iii, C-iv, D-ii | d) A-i, B-ii, C-iii, D-iv | b) A-iv, B-iii, C-i, D-ii |
| 58 | Assertion (A): Workforce in urban areas is less than rural areas in India. Justification (B): Less people reside in urban areas in India. | | | | Answer option (a,b,c or d) |
| | a) Both Assertion (A) and Justification (B) are true and Justification (B) is not the correct explanation of Assertion (A) | b) Both Assertion (A) and Justification (B) are true and Justification (B) is the correct explanation of Assertion (A) | c) Assertion (A) is false but Justification (B) is true | d) Assertion (A) is true but Justification (B) is false | b) Both Assertion (A) and Justification (B) are true and Justification (B) is the correct explanation of Assertion (A) |
| 59 | Central Pollution Control Board (CPCB) looks after mainly | | | | Answer option (a,b,c or d) |
| | a) Water pollution | b) Air pollution | c) Both (a) and (b) | d) None of these | c) Both (a) and (b) |
| 60 | In 'BRICS' Nations, the globally powerful economic power block, 'S' stands for | | | | Answer option (a,b,c or d) |
| | a) Switzerland | b) Singapore | c) South Africa | d) Sweden | c) South Africa |
| 61 | Montreal Protocol was related to: A. Reduction in emissions of greenhouse gases B. Banning the use of ozone depleting chemicals and chlorofluorocarbon C. Convention on Climate Change D. None of these | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (B) only | c) Both (A) and (C) | d) (D) only | b) (B) only |
| 62 | Statement 1: The G20 is forum for the Finance Ministers and Central Bank Governors to discuss global economic and financial issues. Statement 2: India is also a member of G20 group. | | | | Answer option (a,b,c or d) |
| | a) Statement 1 is true and Statement 2 is false | b) Statement 2 is true and Statement 1 is false | c) Both the statements are true | d) Both the statements are false | c) Both the statements are true |
| 63 | EPCG stands for | | | | Answer option |

| | | | | | |
|----|--|--|--|-----------------------------------|-----------------------------------|
| | | | | | (a,b,c or d) |
| | a) Export Potential and Credit Goods | b) Export Potential and Credit Guarantee | c) Earning Promotion and Credit Guarantee | d) Export Promotion Capital Goods | d) Export Promotion Capital Goods |
| 64 | Use of common unit of measurement and common format of reporting promotes_____. | | | | Answer option (a,b,c or d) |
| | a) Understandability | b) Relevance | c) Reliability | d) Comparability | d) Comparability |
| 65 | Match List-I (Ind AS) with List-II (Topic) and select the correct answer. | | | | Answer option (a,b,c or d) |
| | List I-Ind AS | | List II- Topic | | |
| | A Ind AS 107 | | i Financial Instrument Presentation | | |
| | B Ind AS 112 | | ii Financial Instrument: Disclosure | | |
| | C Ind AS 24 | | iii Disclosure of Interest to Other Entities | | |
| | D Ind AS 32 | | iv Related Party Disclosures | | |
| | a) A-ii, B-iii, C-iv, D-i | b) A-ii, B-iii, C-i, D-iv | c) A-iv, B-ii, C-i, D-iii | d) A-i, B-ii, C-iii, D-iv | a) A-ii, B-iii, C-iv, D-i |
| 66 | Accounting provides information on which of the following? A Financial condition of a firm B Firms tax liability of a financial year C Standard cost D Marginal cost | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (B) only | c) Both (A) and (B) | d) Both (C) and (D) | c) Both (A) and (B) |
| 67 | A and B are partners in a partnership firm, sharing profits and losses in the ratio of 8:7. They admit C into the partnership firm as a partner. A and B decided to share future profit and loss in the ratio of 6:5:4. Calculate the sacrificing ratio. | | | | Answer option (a,b,c or d) |
| | a) 8:7 | b) 1:1 | c) 6:5 | d) 6:15 | b) 1:1 |
| 68 | Goods taken away by the proprietor from business for his personal use will be recorded in_____. | | | | Answer option (a,b,c or d) |
| | a) Purchases return book | b) Sales book | c) Journal proper | d) Purchases book | c) Journal proper |
| 69 | Match List-I (Ind AS) with List-II (Topic) and select the correct answer. | | | | Answer option (a,b,c or d) |
| | List I-Ind AS | | List II- Topic | | |
| | A Ind AS 103 | | i Operating Segment | | |
| | B Ind AS 104 | | ii Joint Agreement | | |
| | C Ind AS 108 | | iii Insurance Contract | | |
| | D Ind AS 111 | | iv Business Combinations | | |
| | a) A-i, B-iii, C-iv, D-ii | b) A-iv, B-iii, C-i, D-ii | c) A-ii, B-i, C-iii, D-iv | d) A-iii, B-ii, C-i, D-iv | b) A-iv, B-iii, C-i, D-ii |

| | | | | | |
|----|--|--|---|--|--|
| 70 | Which of the following is not the cause of depreciation? A. Expiration of legal rights B. Wear and tear due to use C. Passage of time D. Increasing of value | | | | Answer option (a,b,c or d) |
| | a) (D) Only | b) (B) only | c) (A) | d) (C) | a) (D) Only |
| 71 | Assertion (A) Accounting equation is also known as balance sheet equation. Reason (R) The balance sheet is a statement of assets, liabilities and capital of a firm. | | | | Answer option (a,b,c or d) |
| | a) Assertion (A) is false, but Reason (R) is true | b) Assertion (A) is true, but Reason (R) is false | c) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A) | d) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A) | d) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A) |
| 72 | Window dressing is not allowed to the firm due to _____. | | | | Answer option (a,b,c or d) |
| | a) Convention of conservatism | b) Convention of materiality | c) Convention of disclosure | d) Convention of consistency | c) Convention of disclosure |
| 73 | Which of the following option is not a type of audit? A. Green audit B. Efficiency audit C. Government audit D. Health audit | | | | Answer option (a,b,c or d) |
| | a) Green audit | b) Efficiency audit | c) Government audit | d) Health audit | d) Health audit |
| 74 | Cost audit is not applicable to _____. A Trading entities B Companies operating in SEZ C Foreign Company D Indian company having a turnover Rupees 100 Crore or more | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (B) only | c) Both (A) and (B) | d) Both (C) and (D) | c) Both (a) and (b) |
| 75 | Assertion (A): An auditor only accepts audits up to 20 companies. Reason (R): Maximum number of companies audited by an auditor is prescribed by the SEBI Act 2004. | | | | Answer option (a,b,c or d) |
| | a) Assertion(A) is false but the Reason(R) is true | b) Assertion(A) is true but the Reason(R) is false | c) Both Assertion(A) and Reason (R) are true and Reason(R) is | d) Both Assertion(A) and Reason (R) are true and Reason(R) is | b) Assertion(A) is true but the Reason(R) is false |

| | | | | | |
|----|---|---|--|---|---|
| | | | the correct explanation of Assertion(A) | not the correct explanation of Assertion(A) | |
| 76 | Early detection of frauds and errors are possible in which type of audit? | | | | Answer option (a,b,c or d) |
| | a) Internal audit | b) Efficiency audit | c) Continuous audit | d) Statutory audit | c) Continuous audit |
| 77 | Cross elasticity of demand between two complementary products is _____. | | | | Answer option (a,b,c or d) |
| | a) Zero | b) Infinite | c) Positive | d) Negative | d) Negative |
| 78 | Type Questions here for matching pairs: | | | | Answer option (a,b,c or d) |
| | List I | | List II | | |
| | A Margin of safety | | i measure the level of contribution made at different volume of sales | | |
| | B Profit volume ratio | | ii Extra sales over and above breakeven sales | | |
| | C Cost –volume-Profit analysis | | iii Dividing the fixed costs of production by the price per unit minus the variable costs of production. | | |
| | D Break even analysis | | iv Change in variable and fixed cost affects firms profit | | |
| | a) A-i, B-ii, C-iv, D-iii | b) A-ii, B-i, C-iv, D-iii | c) A-iv, B-i, C-ii, D-iii | d) A-iv, B-iii, C-ii, D-i | b) A-ii, B-i, C-iv, D-iii |
| 79 | Which of the following sector(s) transforms one physical good into another physical good? A. Secondary B. Primary C. Tertiary D. Education | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (B) only | c) Both (C) and (D) | d) Both (B) and (C) | a) (A) only |
| 80 | Assertion (A): Car purchased by a taxi driver to use as a taxi is a consumer good. Justification (B): Consumer goods are those good which directly satisfy the wants of the consumers. | | | | Answer option (a,b,c or d) |
| | a) assertion (A) is false but justification (B) is true | b) assertion (A) is true but justification (B) is false | c) Both assertion (A) and justification (B) are false | d) c) Both assertion (A) and justification (B) are true | a) assertion (A) is false but justification (B) is true |
| 81 | Enhancement of profit-volume ratio (PV ratio) can be completed by_____. | | | | Answer option (a,b,c or d) |
| | a) Reducing Direct and variable cost | b) Increasing selling price per unit | c) Both (a) and (b) | d) Increasing Direct and variable cost | c) Both (a) and (b) |
| 82 | Match List-I with List-II and select the correct answer. | | | | Answer option (a,b,c or d) |

| | | | | | |
|----|--|--|-----------------------------------|-----------------------------------|-----------------------------------|
| | List I | List II | | | |
| | A. Monopsony | i. Single seller | | | |
| | B. Oligopoly | ii. Many firms selling identical product | | | |
| | C. Monopoly | iii. Single purchaser | | | |
| | D. Perfect Competition | iv. Industry dominated by few firms | | | |
| | a) A-i, B-iii, C-iv, D-ii | b) A-iv, B-iii, C-ii, D-i | c) A-ii, B-i, C-iii, D-iv | d) A-iii, B-iv, C-i, D-ii | d) A-iii, B-iv, C-i, D-ii |
| 83 | Out of the following benefits, which benefit(s) is/are available to the host countries from the multinational companies? A Utilization of resources in a better way B Job Creation C Entertainment D Improved competition in local economy | | | | Answer option (a,b,c or d) |
| | a) (C) only | b) (A), (B) and (D) | c) (C) and (D) | d) (B) and (C) | b) (A), (B) and (D) |
| 84 | Assertion (A): The demand curve has negative slope showing inverse relationship between price and the quantity demanded. Reason (R): This applies only to Giffen goods. | | | | Answer option (a,b,c or d) |
| | a) (A) is true, but (R) is false. | b) Both (A) and (R) are true. | c) (A) is false, but (R) is true. | d) (A) is true, but (R) is false. | a) (A) is true, but (R) is false. |
| 85 | ABC Limited requires 40,000 units of certain item annually. The Cost per unit Rs. 5 and ordering cost is Rs. 200 per order. The inventory holding cost per is Rs. 4 per unit per year. What is EOQ? | | | | Answer option (a,b,c or d) |
| | a) 1000 units | b) 2500 units | c) 3000 units | d) 2000 units | d) 2000 units |
| 86 | Master budget is the ____ budget. | | | | Answer option (a,b,c or d) |
| | a) Financial | b) Summary | c) Functional | d) Operating | b) Summary |
| 87 | Match List-I with List-II and select the correct answer. | | | | Answer option (a,b,c or d) |
| | List I | List II | | | |
| | A. Credit Control | i. SEBI | | | |
| | B. Corporate Control | ii. RBI | | | |
| | C. Option Market Control | iii. IRDA | | | |
| | D. ULIP Control | iv. MCA | | | |
| | a) A-ii, B-iv, C-iii, D-i | b) A-i, B-ii, C-iii, D-iv | c) A-ii, B-iii, C-iv, D-i | d) A-i, B-iv, C-iii, D-ii | a) A-ii, B-iv, C-i, D-iii |
| 88 | What does present value take? A. Inflation rate B. Discounting rate C. Deflation rate D. Compounding rate | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (B) only | c) Both (A) and (B) | d) Both (C) and (D) | b) (B) only |
| 89 | Assertion (A): Ratio analysis is one the tools used to know the financial health of a firm. | | | | Answer option (a,b,c or d) |

| | | | | | |
|----|--|-----------------------------------|---|--|---|
| | Reason (R): Ratio analysis is not the only the technique available to take future investment decision as prospective investor. | | | | |
| | a) (A) is true, but (R) is false | b) (A) is false, but (R) is true. | c) Both (A) and (R) are true and (R) is the correct explanation of (A). | d) Both (A) and (R) are true, but (R) is incorrect explanation of (A). | c) Both (A) and (R) are true and (R) is the correct explanation of (A). |
| 90 | Positive Net Present Value (NPV) in project appraised by an organization may not occur an account of _____. | | | | Answer option (a,b,c or d) |
| | a) Market reach | b) Product differentiation | c) Intangible benefits | d) Economics of scale | c) Intangible benefits |
| 91 | The discounted cash flow follows which of the following approach? | | | | Answer option (a,b,c or d) |
| | a) Forward | b) Risk | c) Backward | d) Earnings | a) Forward |
| 92 | Match List-I with List-II and select the correct answer. | | | | Answer option (a,b,c or d) |
| | List I | | List II | | |
| | A. Modigliani-Miller approach | | i. Treasury bills | | |
| | B. Net Operating Income approach | | ii. Working capital management | | |
| | C. Government Bond | | iii. Arbitrage | | |
| | D. Factoring | | iv. Capital structure | | |
| | a) A-i, B-ii, C-iii, D-iv | b) A-iv, B-iii, C-i, D-ii | c) A-iii, B-iv, C-ii, D-i | d) A-ii, B-iv, C-iii, D-i | b) A-iv, B-iii, C-i, D-ii |
| 93 | Which one is/are financial assets? A Bonds B Stocks C Gold D Patents | | | | Answer option (a,b,c or d) |
| | a) (A) only | b) (B) only | c) Both (A) and (B) | d) Both (C) and (D) | c) Both (A) and (B) |
| 94 | Cost of capital from all the sources of funds is called _____ Cost. | | | | Answer option (a,b,c or d) |
| | a) Simple Average | b) Composite | c) Implicit | d) Specified | d) Specified |
| 95 | 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 |
| 96 | Match the marketing strategy and objective: | | | | Answer option (a) |
| | 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-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 |
| 97 | A: Assertion"Segmentation is a crucial strategy in email marketing campaigns." B: Justification"Dividing email lists based on demographics, behavior or interests enables personalized content delivery, boosting open rates, click-through rates, and campaign success." | | | | 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 |
| 98 | A <i>convenience goods</i> is one that requires a ----- amount of effort on the part of the consumer | | | | Answer option (b) |
| | a)maximum | b) minimum | c) somewhat | d)extensive | Answer minimum |
| 99 | Luxury watches are typically marketed towards ----- consumers. | | | | Answer option (b) |
| | a)valued | b)affluent | c)price-sensitive | d) budget-conscious | Answer affluent |
| 100 | Match the following pairs: | | | | 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 |
| 101 | Following are four statements.Comment whether the statements are True or False: A) Marketing research is only necessary for launching new products or entering new markets. B) A higher price always results in higher profits for a product or service. C) Social media is primarily a platform for young people, so businesses targeting older demographics need not focus on it. D) Marketing myopia is excessive focus on own product. | | | | 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 |
| 10 2 | A: Assertion- Celebrity endorsements are an effective marketing strategy." B: Justification- Celebrities often have a strong influence on consumer behavior and can help increase brand visibility and credibility." | | | | 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 |
| 10 3 | Productis 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 |
| 10 4 | Utilizing a combination of advertising, sales promotion, public relations, and personal selling to communicate with target audiences and generate sales is known as----- | | | | Answer option (b) |
| | a)Product mix | b)Promotion mix | c)Marketing mix | d)Place mix | Answer Promotion mix |
| 10 5 | Match the marketing concept pairs: | | | | Answer option (a) |
| | A. Brand Equity | | i. Value Proposition | | |
| | B. Customer Relationship Management (CRM) | | ii. Customer insight | | |
| | C. Market research | | iii. Brand Recognition | | |
| | C. Pricing Strategy | | iii. Customer Loyalty | | |
| | a)A-iii,B-iv,C-ii,D-i | b) A-ii,B-iv,C-iii,D-i | c) A-iv,B-iii,C-ii,D-i | d) A-i,B-iv,C-iii,D-ii | Answer A-iii,B-iv,C-ii,D-i |
| 10 6 | Judge whether the statements are True or False : A. Guerrilla marketing strategies rely solely on large-scale advertising campaigns to reach target audiences. B. Marketing automation tools are only beneficial for large corporations and not for small businesses. C. Advertising is only effective if it targets a broad audience. D. Marketing involves creating value for customers by understanding their needs and delivering products or services that satisfy those needs. | | | | Answer option (d) |
| | a)All are true | b)Only C is true | c) Only C and D are true | d)Only D is true | Answer Only D is true |
| 10 7 | A: Assertion- "B2B marketing strategies should prioritize building long-term relationships with clients." B: Justification- "Establishing strong relationships with clients fosters trust, encourages repeat business, and often leads to referrals, which are essential for sustainable growth in the B2B sector." | | | | Answer option (a) |

| | | | | | |
|-----|--|--------------------------|---------------------------|-------------------------------|-----------------------------------|
| | a)both A&B are correct | b)Only A is correct | c)Only B is correct | d) Both A &B are incorrect | Answer both A&B are correct |
| 108 |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 |
| 109 |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 |
| 110 | Organizational buying decisions frequently involve a range of..... Technical dimensions | | | | Answer option (b) |
| | a)simple | b) complex | c)different | d)contrasting | Answer complex |
| 111 | An example of demographic trait is | | | | Answer option (d) |
| | a)business cycle | b)technology | c) government type | d) age | Answer age |
| 112 | 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 |
| 113 | The marketing of a company', products and/or services outside of that company's home nation is known as..... | | | | Answer option (c) |
| | a)export marketing | b)domestic marketing | c)International marketing | d) guerilla marketing | Answer International marketing |
| 114 | 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 |
| 115 | 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 |

| | | |
|-----|---|---------------------------------------|
| 116 | 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 |
| 117 | A: Assertion- "Understanding rural consumers is essential for rural marketing success." B Justificatin- "Rural consumers have unique needs and preferences." | Answer option (a) |
| | a)Both are correct b)only A is correct c) only B is correct d) both are incorrect | Answer Both are correct. |
| 118 | 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 |
| 119 | Which stage of the consumer buying process involves the consumer comparing different brands or products? | Answer option (c) |
| | a) Need recognition b) Information search c) Evaluation of alternatives d) Purchase decision | Answer Evaluation of alternatives |
| 120 | From among the four statements, identify which is/are true/false? A. Service is a deed, a performance, an effort. B. Service products are reflected by a wide variety of industries. C. The provider of the service is often present when consumption takes place. D. Services do not require customer involvement. | Answer option (b) |
| | a)only B is true b)only D is false c) only D is true d) only C is true | Answer only D is false |
| 121 | A: Assertion- "Social marketing is an effective strategy for promoting behavior change." B: Justification-"Social marketing uses advertising and messaging to encourage people to do good things, like recycling or eating healthy. It's like regular marketing, but instead of selling products, it sells ideas that make the world a better place." | Answer option (a) |
| | a)both A and B are correct b)only B is correct c)only A is correct d)both A and B are false | Answer |

| | | | | | |
|---------|---|------------------------------|--|---|---|
| | | | | | both A and B are correct |
| 12 2 | Which factor is NOT considered a psychological influence on consumer buying decisions? | | | | Answer option (c) |
| | a) Perception | b)Lifestyle | c)Social class | d) Motivation | Answer social class |
| 12 3 | Marketing is a process which aims at _____ | | | | Answer option (a,b,c or d) |
| | a) The satisfaction of customer needs | b) Production | c) Selling products | d) Profit-making. | a) C |
| 12 4 | Match the following pairs: | | | | Answer option (a,b,c or d) |
| | A. Differential pricing | | i. Customer lounges to sit in while waiting for services. | | |
| | B. Non-peak demand cultivation | | ii. Breakfast service by McDonnel, mini vacation, etc by hotels. | | |
| | C. Complementary service | | iii. Low prices for early and evening movies. | | |
| | D. Reservation system | | iv. Airlines, hotels and physicians employ extensively. | | |
| | a) A-iii, B-ii, C-i, D-iv | b) A-iii, B-ii, C-iv, D-i | c) A-i, B-ii, C-iii, D-iv | d) A-iv, B-ii, C-i, D-iii | a) A-iii, B-ii, C-i, D-iv |
| 12 5 | Identify the True / False statements on marketing management ; | | | | Answer option (a,b,c or d) |
| | A. There are 4 Ps in marketing mix. B. The 4 th P in marketing mix represents 'People' C. There are 7 Ps in service marketing. D. Product is intangible in nature. | | | | |
| | a) True-A, B False- C, D | b)True-B, C False- A, D | c)True-D, C False- B, A | d)True-A, C False- B, D | d) True-A, C False- B, D |
| 12 6 | Read the following statements: Assertion (A) and Justification (B). Choose one of the correct alternatives given below: A: Assertion-The job of the marketer is to add to the value of the product so that customer prefers it in relation to the competing products and decides to purchase it. B: Justification-A product will be purchased only if it is perceived to be giving the greatest benefit for the money. | | | | Answer option (a,b,c or d) |
| | a) A is true but B is False | b) A is False but B is true. | c) Both A and B are true and B is the correct explanation of A. | d) Both A and B are true and B is not the correct explanation of A. | c) Both A and B are true and B is the correct explanation of A. |
| 12 7 | Why must the Marketers monitor the competitor's activities? | | | | Answer option (a,b,c or d) |
| | a) New offerings of a competitor | b) The competitor may be | c)The competitor may destroy | d) The competitor may threaten | a) |

| | | | | | |
|---------|---|--|--|--|------------------------------|
| | may need alterations in one or more components of the company's marketing mix. | violating the law to gain an advantage | the organization. | the monopoly position of the company. | |
| 12 8 | Match the various marketing philosophy in column I with their respective statement in column II. | | | | Answer option (a,b,c or d) |
| | I | | II | | |
| | A. Product concept | | i. Profit through sales volume | | |
| | B. Production concept | | ii.Profit through customer satisfaction | | |
| | C. Selling concept | | iii. Profit through quality of product | | |
| | D. Marketing concept | | iv.Profit through volume of production | | |
| | a)A-iii, B-iv, C-ii, D- i | b) A-iii, B-iv, C-i, D- ii | c)A-ii, B-iv, C- i, D- iii | d)A-iv, B-iii, C-i, D- ii | b) A-iii, B-iv, C-i, D- ii |
| 12 9 | Which of the following is/are true? A. Marketing is the term used to refer only to the sales function within a firm B. Marketing managers usually don't get involved in production or distribution decisions C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large | | | | Answer option (a,b,c or d) |
| | a) A&B | b) only D | c) Only C | d) B&C | b) only D |
| 13 0 | Read the following statements: Assertion (A) and Justification (B). Choose one of the correct alternatives given below: A: Assertion- According to Marketing Concepts, products are bought because of their quality and other features. B: Justification- The marketing concept aims to find out the needs and requirements of customers and satisfying them in an effective manner. | | | | Answer option (a,b,c or d) |
| | a)A is true but B is False | b)A is False but B is true. | c)Both A and B are true and B is the correct explanation of A. | d)Both A and B are true and B is not the correct explanation of A. | b) A is False but B is true. |
| 13 1 | Which of the following can be defined as convergence of branding, information dissemination and sales transaction all in one place? | | | | Answer option (a,b,c or d) |
| | a) E-branding | b) E-marketing | c) E-commerce | d) E-advertising | d) |

| | | | | | |
|---------|---|------------------------------|---|------------------------------|-------------------------------|
| 13 2 | In India which pricing strategy is not permissible? | | | | Answer option (a,b,c or d) |
| | a) skimming pricing | b) Leadership pricing | c) penetration pricing | d) predatory pricing | d) |
| 13 3 | Match the explanation of 4 Ps in marketing mix. | | | | Answer option (a,b,c or d) |
| | A. 1 st P | | i. Promotion | | |
| | B. 2 nd P | | ii. Product | | |
| | C. 3 rd P | | iii. Place (Distribution) | | |
| | D. 4 th P | | iv. Price | | |
| | a) A-ii, B-iv, C-i, D-iii | b) A-ii, B-iv, C-iii, D-i | c) A-i, B-iv, C-ii, D-iii | d) A-iii, B-iv, C-i, D-ii | a) A-ii, B-iv, C-i, D-iii |
| 13 4 | Which of the following statements is/are True/ False: | | | | Answer option (a,b,c or d) |
| | A. Innovation is the process of generating and applying such creative ideas in some specific context. | | | | |
| | B. In the process of creativity, "Eureka Factor" is in the phases 2. | | | | |
| | C. The last phase in the process of creativity is the incubation process. | | | | |
| | D. A solution and an answer to an existing problem have been found at phases 3. | | | | |
| | a) True- A, D False- B, C | b) True- A, C False- B, D | c) True- B, D False- A, C | d) True- C, D False- A, C | a) True- A, D False- B, C |
| 13 5 | Read the following statements: Assertion (A) and Justification (B). Choose one of the correct alternatives given below: A: Assertion- A good design can improve the performance of a product and also give it a competitive advantage in the market. B: Justification- Standardisation is the process of classification of products into different groups, on the basis of some of its important characteristics such as quality, size, etc. | | | | Answer option (a,b,c or d) |
| | a) Both A and B are true and B is not the correct explanation of A. | b) A is False but B is true. | c) Both A and B are true and B is the correct explanation of A. | d) A is true but B is False | d) A is true but B is False |
| 13 6 | Which of the following stages of marketing research process is most expensive? | | | | Answer option (a,b,c or d) |
| | a) data analysis | b) data collection | c) report writing | d) data interpretation | b) |
| 13 7 | Which of the following principles is followed by a company when they do marketing by considering consumer's wants and long run interest of the company, consumers and general public? | | | | Answer option (a,b,c or d) |

| | | | | | |
|-----|--|------------------------------|---|-----------------------------|---|
| | a) consumer oriented marketing | b) Innovative marketing | c) digital marketing | d) societal marketing | d) |
| 138 | Matching the following pairs: | | | | Answer option (a,b,c or d) |
| | A. Gap filling function | i. 2016 | | | |
| | B. Entrepreneurship | ii. Rural tourism | | | |
| | C. Agro tourism | iii. Self-motivated | | | |
| | D. Start-up India | iv. Entrepreneurship | | | |
| | a) A-i, B-iii, C-ii, D-iv, | b)A-iv, B-ii, C-iii, D-i, | c)A-iv, B-iii, C-ii, D-i, | d)A-iii, B-iv, C-ii, D-i, | c) A-iv, B-iii, C-ii, D-i, |
| 139 | Which of the following statements is/are True /False in respect of entrepreneurs? | | | | Answer option (a,b,c or d) |
| | A. An entrepreneur must yield product that can at least satisfy customer needs and wants. | | | | |
| | B. Entrepreneur normally trying out for something new and the failure rate is naturally low. | | | | |
| | C. Entrepreneurs are usually not moderate risk takers. | | | | |
| | D. For many entrepreneurs, the hardest time they face are shortly after they have launched their business. | | | | |
| | a) True-A, B, C False-D | b)True-A, D False-B, C | c)True-A, False-B, C, D | d)True-A, B, False-C, D | b) True-A, D False-B, C |
| 140 | Read the following statements: Assertion (A) and Justification (B). Choose correct alternatives given below: A: Assertion-Warehousing creates time utility. B: Justification- Warehousing bridges the time gap between production and consumption of goods. | | | | Answer option (a,b,c or d) |
| | a) Both A and B are true and B is not the correct explanation of A. | b) A is False but B is true. | c) Both A and B are true and B is the correct explanation of A. | d) A is true but B is False | c) Both A and B are true and B is the correct explanation of A. |
| 141 | What is the basic property of service which makes it different from product? | | | | Answer option (a,b,c or d) |
| | a) size | b)expensive | c) shape | d) intangibility | d) |
| 142 | The promotion “P” of marketing is also known as _____ | | | | Answer option (a,b,c or d) |
| | a) market communication | b) product differentiation | c) Distribution | d) Cost | a) |
| 143 | Match the statement in column I with the meaning in column II: | | | | Answer option (a,b,c or d) |
| | I | | II | | |
| | A. Highly motivated | | i. Sense of belongingness | | |

| | | | | | | | | | | |
|---|---|------------------------------|---|---|--|------------------------------|------------------|---------------|--|----------------------------|
| | B. External values | ii. Positive or Negative | | | | | | | | |
| | C. Internal values | iii. Entrepreneur | | | | | | | | |
| | D. Motivation | iv. Self-fulfilment | | | | | | | | |
| | a) A-iii, B-i, C-iv, D-ii | b) A-iii, B-i, C-ii, D-iv | c) A-ii, B-iii, C-iv, D-i | d) A-iv, B-i, C-iii, D-ii | | | | | | |
| 14 4 | <p>Which of the following statements is/are True /False ?</p> <p>A. Many people view entrepreneurship as a less attractive career path.</p> <p>B. Firm with an entrepreneurial spirit are proactive, innovative and risk taking.</p> <p>C. The majority of the entrepreneurs love spotlight.</p> <p>D. An entrepreneur will face problems and issues with others indirectly.</p> | | | Answer option (a,b,c or d) | | | | | | |
| | a) True-C, B False- C, A | b) True-A, B False- C, D | c) True-A, C False- B, D | d) True-D, B False- C, A | | | | | | |
| 14 5 | <p>Read the following statements: Assertion (A) and Justification (B). Choose one of the correct alternatives given below:</p> <p>A: Assertion-Entrepreneurship has emerged as the focal point of policy in the majority of countries.</p> <p>B: Justification- Entrepreneurship contributes in job generation, innovation and social cohesion.</p> | | | Answer option (a,b,c or d) | | | | | | |
| | a) Both A and B are true and B is not the correct explanation of A. | b) A is False but B is true. | c) Both A and B are true and B is the correct explanation of A. | d) A is true but B is False | | | | | | |
| 14 6 | <p>When a company distributes its products through a channel structure that includes one or more re-sellers, is known as _____</p> <p>A. Integrated marketing</p> <p>B. Multilevel marketing</p> <p>C. Indirect marketing</p> <p>D. Online marketing</p> | | | Answer option (a,b,c or d) | | | | | | |
| | a) indirect marketing | b) integrated marketing | c) online marketing | d) multi level marketing | | | | | | |
| 14 7 | <p>A/An _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investment.</p> | | | Answer option (a,b,c or d) | | | | | | |
| | a) entrepreneur | b) buyer | c) businessman | d) venture capitalist | | | | | | |
| 14 8 | <p>Match the following:</p> <table border="1" style="width: 100%;"> <tr> <td>A. The idea of bringing Urban resident to agricultural farm</td> <td>i. A full time job which requires, dedication and hard-work.</td> </tr> <tr> <td>B. Agro tourism is a form of</td> <td>ii. Agro tourism</td> </tr> <tr> <td>C. Innovation</td> <td>iii. To introduce new combination of products and features</td> </tr> </table> | | | A. The idea of bringing Urban resident to agricultural farm | i. A full time job which requires, dedication and hard-work. | B. Agro tourism is a form of | ii. Agro tourism | C. Innovation | iii. To introduce new combination of products and features | Answer option (a,b,c or d) |
| A. The idea of bringing Urban resident to agricultural farm | i. A full time job which requires, dedication and hard-work. | | | | | | | | | |
| B. Agro tourism is a form of | ii. Agro tourism | | | | | | | | | |
| C. Innovation | iii. To introduce new combination of products and features | | | | | | | | | |

| | | | | | |
|-----|---|---|-------------------------|--|----------------------------|
| | D. Entrepreneurship | | iv. Niche tourism | | |
| | a) A-ii, B-iv C-iii, D-i | b)A-ii, B-i C-iii, D-iv | c)A-i, B-iv C-iii, D-ii | d)A-iii, B-iv C-ii, D-i | a) A-ii, B-iv C-iii, D-i |
| 149 | According to Schumpeter, innovative entrepreneurs would: | | | | Answer option (a,b,c or d) |
| | a) Get absorbed within larger innovative businesses | b) Not survive and disappear from the market. | c) Thrive in the market | d) Get absorbed within non-innovative businesses | a) |
| 150 | The activity which occurs when new venture is started are called _____. | | | | Answer option (a,b,c or d) |
| | a) Motivation | b) Departure point | c) Goal orientation | d) Business skills | b) |