

TYBMS SEM V

SAMPLE QUESTIONS

Corporate Communication and Public Relations

Question	A	B	C	D
_____ is often published by brokerage firm.	Market Newsletters	Daily Newspapers	Trade Magazines	Financial Advertisement
Ethics helps to improving _____.	planning	organising	directing	decision making
The ____ of an organisation can enable a company to differentiate its products in <u>highly competitive markets</u> .	Reputation	Identity	Image	Logo
_____ is a catch all term for any statement that hurts someone reputation.	Logo	Ethics	Reputation	Defamation
_____ comes under traditional media	Television	Internet	Blog	Social networking sites
Corporate communication is ____ in nature	Simple	Complex	Plain	Symmetric
In India defamation can be _____ offence.	Civil Wrong	Criminal	No	Civil Wrong and a Criminal
In order to survive in the long-run it is expected that business is carried on with _____ principles	Ethical	profit motive	profit maximization	profit minimization
There are ____ main types of invasion of <u>privacy</u>	three	four	five	two
The copyright act, of _____ governs the <u>subject of copyright law in India</u>	1957	1959	1958	1950
_____ tool is not usually used today.	online chat	Telegram	Email	Social networking sites
The first rule of crisis management is to _____.	Communicate	Hide	Neglect	Deny
In _____ identity, company operates through <u>service of brands</u>	Monolithic	endorsed	logo	branded
A _____ is a statement of policies ,rules or principles that guide behaviour.	code	Ethics	logo	Value
The main role of the corporate communication is to make the brand _____.	Identity	Loyalty	Image	Reputation
Written defamation is called _____.	Libel	slander	tort	catch
The major types of corporate communication include employee relation and _____.	customer relation	shareholder relation	investor relation	bondholder relation
Corporate identity is conceived as the totality of a company's behavior, <u>communication and</u> _____.	Symbolism	Expressionistic style	Actions	Nonverbal behaviour
Public Relations is _____.	Mutual Understanding	Spin	Rhetoric	stunt
Communication is a _____.	Two way process	one way process	Three way process	Four way process
An example of pull-media is _____.	Magazines	Newspapers	Bill boards	RSS
_____ helps in building a good image of the company.	Publicity	Propaganda	Communications	Public Relations
_____ is useful for explaining how we reach important decisions.	Systems theory	Situation theory	Social exchange theory	Diffusion theory
_____ constitute one of most important publics for corporate communication.	Media	Internet	Journals	magazines
The _____ is most accessible medium to disseminate information.	Television	Radio	Newspaper	magazines

E-commerce and Digital Marketing

Question	A	B	C	D
which type of e-commerce focuses on <u>consumer dealing with each other?</u>	B2B	B2C	C2B	C2C
The best product to sell in B2C e-commerce are	Small products	Digital Product	Specialty products	Fresh products
Which type of advertisement appears on a <u>web page?</u>	pop-under ad	pop-up ad	Banner ad	Discount ad
The term E-Business was coined by in ____ 1997.	IBM	Oracle	SEM	EDI
which of the following is used in B2B to pay for purchase?	e-commerce	electronic data exchange	electronic checks	financial electronic data interchange
M-commerce is the exchange of goods and services through the use of ____ technology.	Television	telephone	radio	mobile
RTGS system is maintained and operated by in India.	UBI	SBI	MBI	RBI
E-commerce includes electronic trading of both _____ and electronic materials.	goods	services	fusions	computers
Paying taxes online is _____ E-commerce.	B2B	B2C	C2G	C2C
_____ helps the business organisation to work together.	Team work	Planning	Directing	Controlling
____ refers to creating products tailored to individual customers.	customisation	aggregation	direct materials	reverse action
The dimension of e-commerce that enables commerce across national boundaries is called	interactivity	global reach	richness	ubiquity
How the transaction occur in e-commerce?	e-medias	computers	mobile phones	telegram
Brick and mortar are ____ contact services.	high	low	Medium	
Supply chain _____ create linkage between suppliers and retailers.	business	Operation	management	View answer
The threat of new entrants is high when it is	hard for customer to enter the market	hard for competitors to enter the	easy for customer to enter the market	easy for competitors to enter the market
which is not a function of E-commerce?	marketing	advertising	warehousing	media
which of the following describes e-commerce?	doing business electronically	purchase of good	sale of goods	marketing
E-commerce technologies have improved upon traditional commerce technologies in	richness	reach	both richness and reach	neither richness nor reach
All of the following are major B2C business models except	content provider	industry consortium	transaction broker	service provider
E-delivery includes _____ delivery of good and rendering of services.	Electronic	physical	shipment	manual
_____ Business model used both online and offline presences	Bricks and Mortar	Online store	Offline store	Bricks and clicks
EFT means the Electronic Fund _____.	Transmission	Travel	Transport	Transfer
Disintermediation means there is an elimination of the _____.	Traders	Customers	Supplier	Middleman
M-governance is not replacement but _____ for E-governance	Complement	Supplement	Impliment	Experience

Service Marketing

Question	A	B	C	D
_____ is the characteristics of services which tells us that services cannot be seen, tasted, felt or smelt.	Presibility	Inseparability	ownership	Intangibility
The world economy is increasingly characterised by.....	Services	Producers	Manufacturing	Government
The demand for communication and information services has increased due to.....	Liberalisation	globalisation	Mode	Privatization
One of the most popular strategy models for services marketing was developed by	Sir William Bieveridge	Philip Kotlar	Christian Gronroos	American Association
Which decisions create Corresponding changes in the economic development	Political	Economic	Regulatory	Global
The external environmental factors are by and large	Uncontrollable	Controllable	Stable	Unstable
Which is the process by which buyers select, organise and interpret information into a meaningful impression in their minds?	Perception	Motivating	Learning	Reliability
The extent to which customer are willing to accept the variations is called the	Desired services	Zone of tolerance	Adequate services	Brand Image
The person who has a specific need and proposes to buy a particular service is called	Initiator	Influencer	Gatekeeper	Motivation
Service quality is one that a customer can determine prior to what ?	Adequate services	purchasing a product	Service encounter	Driving force
It is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's mind	Positioning	Prospecting	Interacting	Influencing
Perceived services means	Labour	People based	Expected Services	Tutor
The nature of service marketing is of.....	Fixed	Fluctuating	Redefining	Popularly
Services with which contact are more difficult to manage and control.....	Low Contact	High Contact	Zero Contact	No contact
Trinity made in service marketing is also called as	Graphical Depiction of service	Service marketing Triangle	External service marketing triangles	Segmentation Triangle
Micro Environment is also known as.....	Global Environment	Service Environment	Internal Environment	Macro Environment
A performance that falls below the adequate service level will cause	Dissatisfaction of customer	Surprise customers	Customer Experience	Customer delight
The basic difference between marketing products and services is	Intangibility	Inseparability	Presiability	User
Encounter that occur with direct human contact between employees and the customer are	Remote encounter	Phone encounter	Face-to-face encounter	Service encounter
Which term is used for systematic efforts by a firm in order to correct the problem following a service failure, and to retain the customer.	Variation in services	Service Recovery	Purchase importance	Personal product service
Services marketing become difficult because of	Intangibility.	no demand	More complex market	Difficult to enter the market
Which of the following businesses would be characterized as a pure service	Insurance	Farming.	Mining.	There is no such thing as a pure service
Charging customers different prices for essentially the same service is called	Price discrimination	Supply and demand.	Complementary	Substitutes.
Services are characterized by all of the following characteristics except for	Intangibility.	Homogeneity	Perishability.	Inseparability
Services that occur without interruption, confusion, or hassle to the customer is called	Seamless service	Service audit.	Functional service	Departmental service

Customer Relationship Management

Question	A	B	C	D
What refers to any marketing activity that interrupts a viewer's attention	interruption marketing	permission marketing	transactional marketing	relationship marketing
Calls from customers regarding their queries, problems, suggestions are handled by	Customer value	call center	relationship marketing	viewer's attention
Relationship marketing is required to maintain	Monetary value	Advertising	Long term relationship	Business strategy
Someone who buys goods and services is known as	Savvy maximizer	Undaunted driver	Customer	Service marketer
How many C's are their of CRM	3	4	6	7
Which type of customers stands out as being the most trend oriented and product focused	Content streamer	Savvy maximizer	Undaunted Striver	Secure traditonalist
CRM is used as synonyms to	Customers	Relationship management	CRM management	Continuity marketing
Decision maker refers to	Suggest buying	Decision place	Choose which product to buy	Customer Value
Transactional marketing is a business that focused on which point of sale transaction	Single	Customer value	Monetary value	Company image
The traditional definition of customer is	Someone who sells goods	Someone who makes goods	Someone who buys goods	Someone who distributes books
Which type of CRM is core customer centric business strategy aiming at winning and sustaining profitable customers	Geographic CRM	Collaborative CRM	Campaign Management	Strategic CRM
How many types of consumers are ?	2 types	1 type	4 types	There are no types of consumers
Which type of customer is driven value and makes impulsive decisions	Undaunted Striver	Savvy Maximiser	Content Streamer	Secure Trationalist
Loyal customers are very	Scarce resource & source of value	business manager	Producers	Suspicious customer
Which is benefit of CRM to organization	Gets benefit of better service	Increase Profitability	Involvement in process	Measurement
Convenience for the customer is similar to one the P's of marketing.....	Place	Product	Promotion	Price
The utilization of two or more brands to name a new product is called.....	C0-branding	Affinity Partnering	Performace evaluation	One to one marketing
A customer centric business focuses on obtaining competitive edge over similar businesses by creating unique.....	Customer experience	Customer lifecycle	Evaluation	Face to face communication
Communication is equivalent to one of the P's in marketing	Price	Product	Promotion	Physical evidence
CRM is a Business strategy that aims ti increase customer satisfaction and customer loyalty by offering a more responsive and customized services to each customer	Customer	Customer focused	Secures Trationalist	Loyalty
The method used to assess real cost of providing services to an individual customer is	Cost based accounting	Activity based accounting	Turnover based accounting	Price based accounting
_____ exerts the broadest and deepest influence on buying behavior.	Social factors	International factors	Personal factors	Cultural factors
Whioe cluster of benefits when company promises to deliver through its market offering is called	value proposition	customer proposition	product proposition	brand proposition
Percentage or number of customers who move from one level to next level in buying decision process is called	conversion rates	marketing rates	shopping rates	loyalty rates
Customized products and services for customers and interaction to individual customers are part of	retailers management	customer relationship management	company relationship management	supplier management

Wealth Management

Question	A	B	C	D
_____ is defined as a relationship between an advisor and individual or a household	Wealth management	Cost management	Accountant	Management Accounting
_____ gives clear picture of inflows and outflow of cash	Portfolio Management	Investment Management	cash flow management	Wealth management
_____ is the art and science of making decision about Investment mix.	Retirement Planning	Investment Planning	Reporting	Portfolio Management
__ planning in such a way by which you can reduce your tax liability without breaking up Full form of HNWI	Tax	Insurance	cost	Portfolio
The goal of wealth management is to sustain and grow _____ wealth	Highest net worth individuals	High net worth	High national worth individuals	High net worth industries
Wealth manager should provide professional services	medium term	short term	long term	All of these
_____ planning is a process by which an individual design a strategy and execute a will.	unethically	diligently	inattentive	impatient
_____ is the education and understanding of various financial areas	Insurance	Retirement	Investment	Estate
_____ activities include the movement of cash flows owing to the purchase and sale of assets	Financial Literacy	Economic Literacy	Social Literacy	psychological Literacy
Build Emergency fund,start investing,set short term financial goals are investment life stage in	operating	Investing	Financing	Planning
when developing your goals,be SMART and S stands for	Middle year	Leading to retirement	Early Year	Retirement year
_____ of a financial plan often requires discipline and perseverance.	Reporting	Simple	Soeted	Small
_____ is a high level professional service that combines financial/investment advice, accounting/tax services, retirement planning and legal/estate planning for one fee.	Specific	Execution	Monitoring	Demonstrating
_____ is an individual's financial position at a given point of time.	investment management	tax management	wealth management	retirement management
_____ has undertaken a project "Project Financial Literacy".	Final Accounts	cash flow statement	Income and expenditure statement	Personal financial Statement
Code of Ethics that wealth Manager should inculcate	Reserve Bank of India	State Bank of India	SEBI	IRDA
_____ planning provides direction and meaning and allows to understand how one financial decision impacts on another.	Conflict	Confidentiality	Anger	
Issue of Shares,raising of lonf term debt,repayment of bank loan etc are examples of _____ activities	Retirement	Insurance	Financial	Investment
Purchase Price rs.25000 Sales price rs.34500 Dividend rs.3000.Calculate HPR.	Financing	operating	commercial	cost
FA rs.800000 Investment rs.200000 CA rs.572000 BF rs.772000 calculate Net worth	50%	80%	60%	5%
Gross profit rs.200000 Sales rs.500000 Purchase rs.400000 calculate Gross Profit.	400000	800000	1000000	600000
Cost of Goods rs.300000 opening stock rs.76250 closing stock rs.98500.calculate Stock turnover ratio.	20%	80%	40%	10%
	3.54 times	1.43 times	2.42 times	3.43 times

Investment Analysis & Portfolio Management

Question	A	B	C	D
_____ refers to buying and selling of securities in market	Marketability	Speculation	Liquidity	Gambling
Money lent for one day is called	notice money	call money	term money	discount rate
First share market in India was established in	Kolkata	Delhi	Mumbai	Chennai
The object of portfolio is to reduce _____ by diversification.	Return	Uncertainty	Percentage	Risk
Investment means	Commitment of funds for future income	Net additions to economy capital stock	Short-term commitment of funds	Capital gain
The fundamental analysis approach has been associated with	Certainties	Uncertainties	Ratios	Balance sheet
Which of the following is not a financial investment?	Purchase of shares	Purchase of bonds	Purchase of car	Purchase of debentures
A gambler is one who makes planned investment	Believes in low risk and high profits	Expects other people to plan his resources in one best security	Buying government securities with safety of returns	Considers high risk and high profits
Bombay Stock Exchange was established in the year	1875	1956	1949	1903
Assets allocation refers to -----	choosing which securities to hold based on their valuation	the allocation of assets into broad assets classes	investing only in "safe" securities	bottom -up analysis
_____ controls the capital market in India	SEBI	RBI	NABARD	IRDA
_____ many companies are included in the SENSEX of India	50	30	105	200
Which of the following TERM does not belong to the stock exchange?	NAV	IPO	KPO	NSE
The markets in which new securities are issued by the corporations to raise funds are called	Secondary Market	Gross Market	Sales Market	primary markets
Full form of U L I P term	Unit Linked Insurance Plan.	Universal Life and Investment Plan.	Unit Loan and Insurance Plan.	Universal Loan and Investment Plan.
Which of the following cannot be called as a debt instrument as referred to in financial transactions?	Bonds	Loans	Stocks	Commercial papers
When securities are allotted to institutional investors & some selected individuals is referred to as _____.	Offer for sale	Initial public offer	Private placement	Offer through prospectus
_____ is the organisations, institutions that provide long term funds.	Money market	Primary market	Secondary Market	Capital market
Which of the following is not a money market instrument?	Equity Share	Treasury Bills	Commercial Paper	Certificate of Deposit
Which is the first Indian company to be listed on NASDAQ?	Reliance	Infosys	TCS	HCL
MPS rs.50 per share EPS rs.11.64 per share DPS 2.5 calculate P/E ratio	4.30 times	5.30 times	6.40 times	2.30 times
CA 143000 CL 78000 Calculate Current Ratio	1.53:1	1.83:1	2.11:1	1.44:1
Current Assets 300000 Current Liabilities 200000 Closing stock 200000. Calculate Stock to working capital	100%	50%	25%	10%

Direct Taxes

Question	A	B	C	D
Income tax Act extends to _____	Whole of India	Whole of India except Jammu & Kashmir	Whole of Jammu & Kashmir only	Whole of Maharashtra only
Income which accrue or arise outside India from a business controlled from India is taxable in case of _____	Resident only	Not ordinarily resident only	Both ordinarily resident and NOR	Non-resident
As per Section _____ of the income tax act there are 5 heads of income	13	14	11	12
In which year is the income tax liability computed?	Assessment Year	Previous Year	Financial Year	Calendar Year
Income deemed to accrue or arise in india is taxable in case of _____.	Resident only	Both ordinarily resident and NOR	Non-resident	All the Assesseees
Assessment year is the period of 12 months commencing on _____.	1st day of March every year	1st day of January every year	Financial year immediately preceding the previous year	1st day of April every year
Income received in india _____	is taxable only for resident	is not taxable only for non-resident	is taxable for resident, a resident but not ordinarily resident and a non resident	is exempt in all cases
One who is liable to pay the income tax in India _____.	Indian Citizen	A resident in India	Any Person	An Assessee
Income earned during what period is taxed?	Assessment Year	Previous Year	Financial Year	Calendar Year
A club is treated under Income tax law as	Company	AOP	BOI	AJP
Previous year means the _____.	Financial year immediately after the A.Y.	The period of 12 months commencing on the first day of april every year	Financial year immediately preceding the A.Y.	Calendar year immediately preceding the A.Y.
Income which accrues in India from a business controlled from India.	is taxable only for resident	is not taxable only for non-resident	is taxable for resident, a resident but not ordinarily resident and a non resident	is exempt in all cases
Mumbai University is treated under income tax law as _____.	AOP	Company	AJP	BOI
Assessment year is defined in section _____.	2(9)	2(8)	2(7)	2(10)
Person is defined in section _____.	2(13)	2(31)	2(30)	2(12)
Income which accrue outside India from a business not controlled from India.	is taxable only for non-resident	is not taxable only for non-resident	is taxable only for a resident but not ordinarily resident	is exempt in all cases
Income is defined in section _____	2(22)	2(21)	2(24)	2(25)
The law governing income tax is specified in the <u>Income Tax Act</u>	1951	1961	1971	1981
The rules for implementation of Income tax are contained in Income Tax Rules _____.	1962	1961	1963	1951
Income accruing in Japan and received there is taxable in India in the case of _____.	Resident and ordinarily resident only	Both R&OR and RbutNOR	Both resident and Non resident	Non Resident

Risk Management

Question	A	B	C	D
CRO stands for ____.	Credit Risk Officer	Chief Risk Officer	Credit Risk Operator	Chief Risk Operator
Market Risk is ____ risk.	Diversifiable	Undiversifiable	Controllable	Uncontrollable
____ Risk is the risk that arises from stock price volatility.	Interest risk	Options Risk	Term structure Risk	Equity Risk
Risk and Return have ____ relationship with each other.	Adverse	Common	Direct	Indirect
____ is risk due to possible changes in spreads.	Basis risk	Interest rate Risk	Option Risk	Liquidity Risk
ROI stands for ____.	Return on Individual	Return on Investment	Risk on Investment	Risk on Interest
Credit Risk is also called as ____ risk.	Liquidity Risk	Unsystematic Risk	Default Risk	Commercial Risk
The Risk register start with a ____.	Risk Mangement Plan	Project management Plan	Project implementation Plan	Risk Measurement Plan
ERM Stands for ____.	Entrepreneur Risk Management	Enterprise Risk Management	Entity Risk Management	Economic Risk Management
COSO stands for ____.	Committee of sponsoring organizations	Committee of Systematic organization	Committee of Standard organization	Committee of structural organization
The ____ line of defense include functions that own and manage risk.	First	Second	Third	Forth
____ services is an independent professional service with the goal of improving information.	Risk Governance	Risk Management	Risk Assurance	Risk Matrix
GRC stands for ____.	Government Regulation and Compliance	Governance Risk and Compliance	Governance Regulation and Compliance	Government Risk and Compliance
ERM Matrix includes ____ categories of objectives.	Three	Four	Five	Six
Market Risk is also known as ____.	Financial Risk	Reputation Risk	Systematic Risk	Unsystematic Risk
The ____ line of defense include function that provide indepent assurance.	First	Second	Third	Forth
SWOT Analysis stands for ____.	Sucess, Weakness, Opportunity, Threats	Strength, Weakness, Opportunity, Threats	Strength, Weakness, Options, Threats	Strength, Willingness, Opportunity, Threats
____ audit forms the organization's third line of defense.	Internal	External	Final	Periodic
Assurance services provide independent and professional opinion that reduce ____.	Information Risk	Liquidity Risk	Political Risk	Inflation Risk
The ____ line of defense include function that specialised in risk management, compliance.	First	Second	Third	Forth

Logistics and Supply Chain Management

Question	A	B	C	D
_____ ensures that various function of the organisation work together towards a common goal.	internal integration	integrated logistic	external logistic	transpotration
_____ is the only mode that provide door to door services.	railways	airways	roadways	waterways
_____ analysis underline a very important principle ' vital few trivial many'	ABC	VED	SDE	HML
_____ provides a fast and high-volume channel for information movement around the glob.	EDI	RFID	satellite communication	ERP
3 C's model used to understant the concept of _____	performance cycle	logistical competency	reverce logistic	integrated logistic
_____ is a total time elapses between order placing and order delivery.	fill rate	order cycle time	product tracing	convenience
combination of a several shipment into one large shipment is term as _____	sorting	assortment	consolidation	mixing
public warehouse do not provide any scope for _____ of storage and material facility.	customisation	maintenance	functional improvement	productive usage
_____ based costing is target based or budgetary costing.	mission	activity	total	traditional
_____ is necessary to evaluate whether logistics activities are efficient and effective.	performance measurement	JIT	outbound logistics	inbound logistics
a _____ is a promise of value to be delivered, communicated and acknowledged.	value proposition	3PL	4PL	3PL and 4PL
_____ is defined as " contracting of one or more of company's business activities to outside service provider.	inbound logistics	reverce logistics	outsourcing	mission based logistics
_____ is a not a part of supply chain management system.	fund flow	manufacturer	information flow	competitors
following is the not a type of piggy-back	LASH	TTFC	COFC	TOFC
the first thing that the consumer will notice about the product is the _____ of the product.	quality	packaging	quantity	manufacture
_____ is prime responsibility of logistical management since a firm facilities and structure is used to provide products and materials to customer.	warehousing	network design	inventory	packaging
_____ is a system of intermodal freight transport using intermodal containers.	containerization	palletization	CFS	ICD
_____ referes to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.	inbound logistics	green logistics	outbound logistics	SCM
the _____ type of material handling system is the simplest and cheapest form of material handling system.	mechanized systems	manual systems	semi-automated system	automated system
_____ is helps in tracking location.	EDI	ADC	RFID	GPS
_____ is / are external performance measure.	customer service	quality	productivity	benchmarking
_____ is the highway network in india connecting Delhi,Mumbai,Kolkata and Chennai.	NH4	NH2	Golden quadrilateral	NH3
_____ is defined as, that quantity which when ordered the total cost of the system is minimum.	JIT	EOQ	KANBAN	ABC