

5. What are preferred stocks?

- A) Worth more than common stock
- B) Given preference while paying dividends
- C) Not worth more than common stock
- D) Given preference while paying Interest

6. In Indian economic scenario what significant reform was introduced by the Indian Government on April 1, 1957?

- A) Decimal Coinage System
- B) Nationalization of Bank
- C) Reserve Bank's monetary policy
- D) Devaluation of Dollar by Rupee

7. What is intuition?

- A) Decision making
- B) quick thinking
- C) instinctive knowing
- D) Rational thinking

8. Who among the following is credited for the idea that people fall into two personality types; introvert and extrovert.

- A) Sigmund Freud
- B) Abraham Maslow
- C) Karl Marx
- D) Carl Jung

9. A company can make a 100% retail issue (IPO) when it has

- A) Net tangible assets of at least 1 cr
- B) Net tangible assets 3 crores in preceding 3 years
- C) Total assets over 2 crores
- D) Has a net worth of at least 50 lacs.

10. Generic benchmarking refers to:

- A) Comparison across industries and companies in a country
- B) Comparison across companies and industries on the universal level
- C) Comparison among the departments of an organization
- D) Comparison across conglomerates

11. Marketing Mix term was coined by

- A) James Forbes
- B) James Culliton
- C) Philip Kotler
- D) Philip Mathews

12. The methods in which the relative percentage ranking of each employee is indicated in respect to each factor, rather than on an overall basis, is the

- A) ranking method
- B) check list method
- C) critical incidents method
- D) graphic scales method

13. The method in which participants are placed in a simulated competitive environment and operate as executive team is :

- A) special training courses
- B) role playing
- C) business games
- D) sensitive training

14. Directing function of management embraces activities of

- A) issuing of orders to subordinates
- B) communicating with subordinates
- C) providing adequate leadership and motivation to subordinates
- D) all of these

15. Leadership implies the existence of the

- A) followers
- B) community of interests between the two
- C) leader
- D) all of the above.

16. Shifting the emphasis from what the leader is to what leader does is consistent with the

- A) great-man approach
- B) situational approach
- C) trait approach
- D) none of these

17. In the computers the primary storage components are often referred to as

- A) Read only Memory ROM
- B) Random Access Memory RAM
- C) Programmable Read only Memory (PROM)
- D) Erasable Programmable Read only Memory (EPROM)

18. The primary function of the Income Statement is what?

- A) Measure company's financial position over a period of time
- B) Computing tax liability
- C) Indicating only operational profits
- D) Show the company's value

19. EGOSURFING means what?

- A) a person who searches web for new links
- B) a person who keeps searching World Wide Web for occurrences of his own name
- C) a person keeps posting his own achievements on web page owned by him
- D) a person who is not very knowledgeable but answers some influential person's web page queries.

20. What is the meaning of "Cherry Picking" in bargaining term? _____
- A) when people visit more than one grocery store in a day for better deal
 - B) when people observe what influential persons are buying
 - C) when people haggle on the generic goods prices
 - D) it is term used for obsessed shoppers
21. What is the term used for adding nonessential features to increase appeal of a product?
- A) whistles and flowers
 - B) bells and berries
 - C) bells and whistles
 - D) whistles and yells
22. Which is the first Indian company to be listed on the NASDAQ? _____
- A) Infosys Technologies
 - B) Mind Tree Technologies
 - C) Nicomedia Technologies
 - D) Info serve Technologies
23. Which marketing expert said that "marketing takes a day to learn, but unfortunately it takes a lifetime to master" _____
- A) Jacob Malcolm
 - B) Anderson
 - C) Philip Kotler
 - D) AL Ries
24. The period of the business cycle in which real GDP is increasing is called _____
- A) Peak
 - B) Expansion
 - C) Recession
 - D) Gestation
25. Which of the following forms the highest share in household savings in India? _____
- A) Mutual Fund
 - B) Deposits
 - C) Real Estate
 - D) Gold
26. Which of the following is not an example of Direct Tax? _____
- A) Income Tax
 - B) Wealth Tax
 - C) Gift Tax
 - D) Sales Tax
27. Which of the following out these theories assumes that average human beings have an inherent dislike of work and they will avoid work if they can? _____
- A) Theory X
 - B) Theory Y
 - C) Theory Z
 - D) Theory K

28. In the international business what is regarded as the biggest hurdle in communication?

- A) Noisy communication
- B) Misunderstanding in role play
- C) cross-cultural barrier
- D) trade barriers

29. Identify the appropriate ending to a business letter.

- A) Thanking you
- B) Thanking you, I remain
- C) Thank you
- D) None of these

30. Whose contribution is time and motion study?

- A) Henry Mintzberg
- B) Rencil Likertz
- C) C. K. Prahlad
- D) Frank Gillberth

31. Who is known as 'Father of modern management'?

- A) Fredrick Taylor
- B) Henry Gantt
- C) Henri Fayol
- D) Max Weber

32. The only business man to get a Bharat Ratna award

- A) K.K. Birla
- B) JRD Tata
- C) Jamnalal Bajaj
- D) K. Chettiyar

33. Which state became the first State in India to announce a ban on Bt Brinjal even before the Centre takes a final decision on the introduction of the controversial genetically modified crop?

- A) Uttarkhand
- B) Karnataka
- C) Gujrat
- D) Goa

34. Many investors trade on pseudo-signals and not on fundamentals, this practice is called what?

- A) Mandi Trading
- B) Rush Trading
- C) Noise Trading
- D) Harvest Trading

35. Fixed Assets Coverage Ratio is defined as

- A) Fixed Assets/Current Liabilities
- B) Fixed Assets/Inventory
- C) Fixed Assets/Cash in Hand
- D) Fixed Assets/Term Loan

36. 100% FDI is allowed in which of the following sectors? _____

- A) Infrastructure
- B) Defence
- C) Education
- D) Iron & Steel

37. Post global crisis IIMs now have a renewed interest in one of the following subjects and are tweaking their courses to inculcate _____

- A) Financial restructuring
- B) Marketing strategies
- C) Corporate social responsibilities
- D) Logistics Management

38. What does the Monte Carlo system mean? _____

- A) Technique for selecting abbreviation
- B) Technique for selecting numbers randomly from probability distribution
- C) Technique for counting integers in CPM
- D) Technique for jumping natural numbers

39. Zero-based budgeting is a _____

- A) Tool for financial analysis
- B) A tool for cost analysis
- C) Tool for operation cost
- D) Tool for micro expenses

40. Which of the following document is called a 'charter of the company'? _____

- A) Articles of association
- B) Memorandum of association
- C) Prospectus of the company
- D) Certificate of incorporation

