

## SAMPLE MCQ FOR EXAMINATIONS

(Note: This is type of questions will be asked in examination)

Tick on correct answer ( ✓ )

1. The total current Assets without deducting the current liabilities \_\_\_\_\_.  
(a) Gross working capital (b) Net working capital  
(c) Permanent Working Capital (d) Temporary working capital
2. Permanent Working Capital is also known as \_\_\_\_\_.  
(a) Gross Working Capital (b) Net working capital  
(c) Core Working Capital (d) Fixed Capital
3. The Classification of fixed and variable cost has a special significance in the preparation of \_\_\_\_\_.  
(a) Flexible budget (b) Cash budget  
(c) Capital budget (d) Zero-based budget
4. When a flexible budget is used, then increase in the actual production level within a relevant range would increase \_\_\_\_\_.  
(a) Total cost (b) variable cost  
(c) Fixed Cost (d) Sunk cost
5. Tourism has been \_\_\_\_\_ importance.  
(a) Losing (b) gaining  
(c) Wanting (d) maintaining
6. \_\_\_\_\_ tourism involves travelling to naturopathy centres and health resorts.  
(a) Recreational (b) Social  
(c) Medical (d) Adventure
7. The \_\_\_\_\_ is not a point travel barrier which prevents tourist from travelling.  
(a) Cost (b) time  
(c) health (d) adventure
8. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is called \_\_\_\_\_.  
(a) sales promotion (c) direct marketing  
(b) advertising (d) personal selling
9. Advertising \_\_\_\_\_ define the task that advertising must accomplish with a specific target audience during a specific period of time.  
(a) Objectives (c) budgets  
(b) Strategies (d) campaigns
10. An advertising objective is classified by its primary purpose, which is to inform, persuade, or \_\_\_\_\_.  
(a) Convince (c) compete  
(b) Remind (d) explain
11. \_\_\_\_\_ of the following is an objective of informative advertising  
(a) build brand preference (c) change customer perceptions of brand value  
(b) encourage customers to switch brands (d) suggest new uses for a product
12. When the advertising objective is to build primary demand for a new product category, \_\_\_\_\_ advertising will most likely be used.  
(a) Persuasive (c) informative  
(b) Comparative (d) patronage