

**QUESTION BANK FOR EXPORT MARKETING SEM VI  
MODULE ONE**

Q. 1 \_\_\_\_\_ is the process of giving distinct name or a mark to a product to give it a distinct identity.

- a) Branding
- b) Warranty
- c) Product positioning
- d) Product Promotion

Q.2 \_\_\_\_\_ Terms are universally accepted

- a) SISCO
- b) INCO
- c) MSME
- d) FOB

Q. 3 Multi brand company may adopt \_\_\_\_\_ brand name for its different products.

- a) Family brand name
- b) Individual brand name
- c) Group brand name
- d) Corporate brand name

Q.4 When a company uses the corporate brand name for its diverse product category it is known as \_\_\_\_\_

- a) Corporate Name
- b) Blanket Corporate name
- c) Family brand name
- d) Individual brand name

Q.5 \_\_\_\_\_ refers to protective covering used for transportation.

- a) Transportation
- b) Packing
- c) Insurance
- d) Packaging

Q.6 \_\_\_\_\_ Refers to containers in which products reach to the ultimate consumer.

- a) Packaging
- b) Covering
- c) Packing
- d) Protective covering

Q.7 Any written or graphic communication on the package or product is called as \_\_\_\_\_

- a) Branding
- b) Marking
- c) Identification
- d) labelling

Q.8 \_\_\_\_\_ refers to put certain marks on the carton, boxes, containers, packages for proper identification.

- a) Branding
- b) Scaling
- c) Labelling
- d) Marking

Q.9  $\text{CIF Price} = \text{FOB Price} + \text{Freight} + \underline{\hspace{2cm}}$

- a) India
- b) Insurance
- c) Inward
- d) Invoice

Q. 10 The main objectives of pricing is to earn \_\_\_\_\_

- a) Welfare
- b) customer satisfaction
- c) Reputation in market
- d) Profit

Q.11 A quotation if a offer made by an exporter in reply to an enquiry from \_\_\_\_\_

- a) Businessman
- b) Entrepreneur
- c) Importer
- d) Exporter

Q12. In FOB Quotation B stands for \_\_\_\_\_

- a) Bombay
- b) Basic
- c) Base
- d) Board

Q 13. FOB Price = Cost of Goods + Expenses Up to Board the ship + Profit - \_\_\_\_\_

- a) Investment
- b) Fixed Assets
- c) Cost
- d) Export Incentives

Q.14 In India, Exporters get export Incentives on the basis of \_\_\_\_\_ price

- a) FOB
- b) CIF
- c) C & F
- d) FAS

Q. 15. CIF Means: Cost Insurance and \_\_\_\_\_

- a) Flight
- b) fleet
- c) Freight
- d) Factory

Q. 16. Exporter considers internal and \_\_\_\_\_ factors to fix export prices.

- a) External
- b) Environmental
- c) General
- d) Economic

Q.17. Colgate, Ford, Nestle are the examples of which approach in selecting brand names

- a) Typical Numbers
- b) Family Brand names
- c) Names of Founders
- d) Individual names

Q.18. Tata Tea, Tata Coffee , Tata Housing Finance company, Tata Salt Tata steel uses \_\_\_\_\_ brand name strategy

- a) Blanket corporate name
- b) Corporate cum individual Brand name
- c) Family brand name
- d) Typical Numbers

Q.19 Customers is one of the factors influencing Branding

- a) Always true

- b) Sometimes True
- c) Always False
- d) Sometimes false

Q. 20 Quality of product sold is highly sensitive to price in \_\_\_\_\_ pricing strategy

- a) Penetration pricing strategy
- b) Skimming Pricing Strategy
- c) Trial Pricing
- d) Transfer Pricing

Q.21 Under \_\_\_\_\_ pricing company charges low prices to kill competition

- a) Flexible
- b) Penetration
- c) predatory
- d) Trial

Q.22 Transfer Pricing strategy is adopted by \_\_\_\_\_ within a multinational corporation.

- a) Subsidiary
- b) Holding
- c) Parent
- d) Corporation

Q. 23 When Exporter charges different price for home market and different price for international market. The firm is following \_\_\_\_\_ pricing strategy.

- a) Probe pricing
- b) Differential Pricing
- c) Competitive Pricing
- d) Standard pricing

Q.24 INCOTERMS means \_\_\_\_\_

- a) International commercial terms
- b) Internal commercial terms
- c) Intra state commercial terms
- d) Indian commercial terms

Q.25. INCOTERMS are a standard set of terminology created by \_\_\_\_\_

- a) International Chamber of commerce
- b) Indian chamber of commerce
- c) Intra state chamber of commerce
- d) Internal chamber of commerce

Q.26 Incoterms are in usage since the year \_\_\_\_\_



- a) 1935
- b) 1936
- c) 1937
- d) 1938

Q.27 In Ex-works type of INCOTERMS the \_\_\_\_\_ is responsible for packaging and leaving the goods at their factory or place of manufacturing.

- a) Seller
- b) Buyer
- c) Agent
- d) Third party

Q.28 In flexible pricing strategy the exporter offers \_\_\_\_\_

- a) Same product to different customers at different prices.
- b) Same product to different customers at same prices
- c) Different products to different customers with same price
- d) Same products to same customers with same price

Q.29 In C & F contract the \_\_\_\_\_ is responsible for, insurance, clearing charges and import duties.

- a) Buyer
- b) Seller
- c) Clearing agent

d) Custom agent

Q.30 CIF quotation includes FOB Price plus Freight plus \_\_\_\_\_ up to the port of destination.

a) Fire Insurance

b) Port charges

c) Shipping charges

d) Marine Insurance

Q.31 The full form of DAP is \_\_\_\_\_

a) Detail after place

b) Delivery at place

c) Delivery after payment

d) Delivery and payment

Q.32 The full form of CPT is \_\_\_\_\_

a) Carriage Paid To

b) Carriage Paid and Transferred

c) Carriage, Payment and Transferred

d) Carriage Paid To and Fro

Q.33 The objective of skimming pricing strategy is to \_\_\_\_\_

- a) Earn high profit margin in the early stages of product introduction.
- b) Enter market with low prices
- c) Capture market
- d) Build firms reputation

Q.34. When exporter fixes his prices depending upon the prices of the leading competitors. It is \_\_\_\_\_ pricing strategy

- a) Probe pricing
- b) Slow penetration pricing
- c) Skimming pricing
- d) Follow the leader pricing strategy

Q. 35 Most of the firms adopt \_\_\_\_\_ pricing objective during recession.

- a) Profit
- b) Sales objectives
- c) Survival
- d) Expansion

Q. 36. Marking must be there at least on \_\_\_\_\_ visible side of the product carton.

- a) One
- b) Two

- c) Three
- d) Four

Q. 37. Following statement is true about intermediaries in export marketing.

- a) Longer the chain of intermediaries lower will be the price.
- b) Shorter the chain of intermediaries lower will be the price
- c) Chain of intermediaries do not make any difference to price of the product
- d) Shorter the chain of intermediaries higher will be the price.

Q.38. The Amount of FOB Price is \_\_\_\_\_

- a) Lower than CIF quotation
- b) Higher than CIF quotation
- c) FOB and CIF quotations are same
- d) FOB and C & F are same

Q. 39. Standard Export pricing Strategy is followed by exporter when \_\_\_\_\_

- a) Exporter charges the same price for all the export markets.
- b) Exporter charges less price in export market
- c) Exporter charges more price in export market.

d) Exporter charges different prices in different prices.

Q.40 When a product is launched at high price and gradually reduced over a period of time. It is called as \_\_\_\_\_ pricing strategy

- a) Skimming
- b) Penetration
- c) Probe
- d) Follow the leader

Q. 41 Branding and packaging are important considerations for \_\_\_\_\_

- a) Trade Credit
- b) Product Planning
- c) Shipping formalities
- d) Export Payment

Q. 42 European Union insist on the amount of pesticides and insecticides used on \_\_\_\_\_ products.

- a) Organic products
- b) Horticultural products
- c) Meat based products
- d) Ready to eat products.

Q.43 Name of the products, name of the manufacturer, nature of product , place of origin , date of manufacture and batch number, description of ingredients , statutory information , expiry date are the information required for

- a) Marking
- b) Labelling
- c) Branding
- d) Marketing

Q. 44 Probe Pricing is undertaken to judge customers' reaction to

\_\_\_\_\_

- a) Quality
- b) Quantity
- c) Price
- d) Market

Q. 45 A warranty is a assurance from \_\_\_\_\_ that the product will perform as stipulated.

- a) Distributor
- b) Seller
- c) Manufacturer
- d) buyer

Q 46 \_\_\_\_\_ refers to the marketing efforts directed at creating and maintaining a distinct image in the minds of targeted audiences of the product.

- a) Product Marketing
- b) Product designing
- c) Product positioning
- d) Product display

Q. 47 Advertising, sales promotion, sponsorship, personal selling, publicity etc are part of \_\_\_\_\_

- a) Product Mix,
- b) Price Mix
- c) Communication Mis
- d) Promotion Mix

Q. 48. Packing \_\_\_\_\_ quality of product.

- a) Destroys
- b) Improves
- c) Preserves
- d) Diminishes

Q.49. Which of the following sentence is right about the packaging?

- a) Proper packaging reduces the chances of adulteration.
- b) Proper packaging reduces quality of product.
- c) Proper packaging should not give re-use value.
- d) Proper packaging reduces the attractiveness of product.

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Q. 50. Some firms may adopt predatory pricing to kill

\_\_\_\_\_

- a) profit
- b) Competition
- c) Monopoly
- d) safety

Q. 51. Cost can be divided into two groups: fixed cost and

\_\_\_\_\_ cost

- a) Flexible cost
- b) Variable cost
- c) Working cost
- d) Protected cost



Q. 52. If the exporter provides longer credit, he may charge \_\_\_\_\_ price

- a) Lower price
- b) Higher price
- c) Same price
- d) Discounted price

Q. 53. Competition, Consumers, Demand, economic conditions, financial incentives, distribution channel, market opportunities are \_\_\_\_\_ factors to be considered while fixing the prices in export trade.

- a) Intra -Industry
- b) Intra – state
- c ) External
- d) Internal

Q. 54 Objectives of firm, cost of production, product is some of the \_\_\_\_\_ factors to be considered while fixing export price

- a) Current
- b) Variable
- c) Internal
- D) External

Q.55 Which of the following is sales objectives of firm?

- a) Market share growth
- b) Customer base
- c) Customer satisfaction
- d) After sales

Q.56 If Company resort to heavy sales promotion activities the price of product is \_\_\_\_\_

- a) More
- b) Less
- c) same
- d) No effect

Q.57 In premium pricing, a firm may charge \_\_\_\_\_ price for high quality

- a) High price
- b) Low price
- c) Discounted price
- d) Same price

Q. 58 In the introductory stage of Product life cycle, a firm charge \_\_\_\_\_ price

- a) Lower price
- b) Higher price
- c) Premium price
- d) Discounted price

Q.59 Labelling of product is important to create \_\_\_\_\_

- a) Brand image
- b) Brand price
- c) Brand awareness
- d) Brand consciousness

Q.60 The term Packaging and Packing are used \_\_\_\_\_

- a) Inter-changeably
- b) Concurrently
- c) Simultaneously
- d) Exclusively

# SAMPLE MCQ

(To develop the understanding/awareness about exam pattern)

## FINANCIAL ACCOUNT- SEMESTER –VI

**100 MARKS (Regular) & 75:25 MARKS**

1. Accounting for amalgamation by purchase is as per \_\_\_\_\_.
  - a) AS 1
  - b) AS 13
  - c) AS 14
  - d) AS 11
  
2. As per AS 14 Transferor Company means the company \_\_\_\_\_.
  - a) which is amalgamated into another company
  - b) which is newly registered
  - c) which is none of the above
  - d) Into which a company is amalgamated.
  
3. Transferee company as per AS 14 is \_\_\_\_\_.
  - a) Vendor company
  - b) Purchasing company
  - c) Liquidated company
  - d) Both Merging Companies.
  
4. On amalgamation preliminary expenses in Balance Sheet of Vendor Company are debited to \_\_\_\_\_.
  - a) Realisation A/c
  - b) Equity shareholders A/c
  - c) Cash A/c
  - d) Preference shareholder A/c
  
5. On amalgamation Profit and Loss A/c debit balance in Balance Sheet of Vendor Company is transferred to \_\_\_\_\_.
  - a) Realization A/c
  - b) Cash A/c
  - c) Equity shareholders A/c
  - d) Preference shareholders A/c
  
6. On amalgamation Debentures Account appearing in the Balance Sheet of Vendor Company is closed by \_\_\_\_\_.
  - a) Crediting to Realisation Account, whether debentures are taken over or not
  - b) Crediting to Realisation Account when debentures are taken over
  - c) Crediting to Realisation Account when Debentures are not taken over
  - d) Debiting to Realisation Account, whether debentures are taken over or not

7. On amalgamation Provident Fund Account in the Balance Sheet of Vendor Company is transferred to \_\_\_\_\_.

- a) Realisation Account
- b) Purchasing Company Account
- c) Equity Shareholders Account
- d) Preference Shareholders Account

8. Sinking Fund appearing in the Balance Sheet of Vendor Company is transferred to \_\_\_\_\_.

- a) Realisation Account
- b) Equity Shareholders Account
- c) Preference Shareholders Account
- d) Purchasing Companies Account

9. On amalgamation if preference shares are settled at a premium, the premium is \_\_\_\_\_.

- a) Debited to Realisation Account
- b) Credited to Realisation Account
- c) Credited to securities premium Account
- d) Debited to Profit and Loss Account

10. Accounting for amalgamation in the books of a Vendor Company is \_\_\_\_\_.

- a) The same in all types of amalgamation
- b) The different in all types of amalgamation
- c) Dependent on the type of company
- d) Dependent on purchase consideration

11. On amalgamation, accounting for amalgamation in the books of purchasing company is \_\_\_\_\_.

- a) The same in all types of amalgamations
- b) The different in all types of amalgamation depending on the type of amalgamation.
- c) Dependent on the type of companies
- d) Dependent on the purchase consideration

12. In amalgamation as a merger all the assets and liabilities of vendor company become the assets and liabilities of \_\_\_\_\_.

- a) Transferee company
- b) Vendor Company
- c) Holding company
- d) Subsidiary company

13. Shareholders holding not less than 90% of the face value of equity share capital in the Vendor Company become the equity shareholders in the purchasing company if amalgamation is \_\_\_\_\_.

- a) In the nature of merger
- b) In the nature of purchase of business
- c) In the nature of absorption
- d) In the nature of internal reconstruction

14. On amalgamation as a merger all assets and liabilities of the transferor company are incorporated in the books of transferee Company at \_\_\_\_\_.

- a) Market value
- b) Book value
- c) Market value or Book value whichever is less
- d) Agreed value

15. On amalgamation as a purchase of business assets and liabilities are transferred to the books of transferee company at \_\_\_\_\_.

- a) Market Value
- b) Book Value
- c) Agreed Value
- d) Cost

16. Reporting currency is the currency used in \_\_\_\_\_.

- a) settling financial transactions
- b) presenting financial statements
- c) recording financial transactions
- d) other than the reporting currency

17. Foreign currency is a currency \_\_\_\_\_.

- a) used in recording foreign transactions
- b) in presenting foreign financial statements
- c) other than the reporting currency
- d) settling financial transactions

18. Average rate is the rate \_\_\_\_\_.

- a) on the Balance sheet date
- b) is the mean of the exchange rates
- c) is the proportion between two currencies
- d) is rate at which asset could be exchanged .

19. Exchange rate is the \_\_\_\_\_.

- a) rate at the Balance sheet date
- b) mean of the exchange rates
- c) proportion between two currencies
- d) rate at which asset is exchanged

20. Following is not an example of a monetary item \_\_\_\_\_.

- a) cash
- b) payable
- c) receivables
- d) fixed assets

21. Central Government can present a petition to NCLT for winding of the company if the company has acted against \_\_\_\_\_.

- a) Sovereignty and Integrity of India
- b) Security
- c) Public order
- d) All Sovereignty and Integrity of India, Security & Public order

22. When a company is wound-up, all persons who ceased to be the shareholders within a year before the winding-up are placed in the \_\_\_\_\_.

- a) 'A' List of Contributories
- b) 'B' List of Contributories
- c) 'C' List of Contributories
- d) 'D' List of Contributories

23. If default is made in delivering the annual return to the Registrar, the company is likely to face \_\_\_\_\_.

- a) compulsory winding up by the tribunal
- b) voluntary winding up by members
- c) voluntarily winding up by creditors
- d) Voluntary winding-up by the Members or Creditors

24. Following is treated as over-riding preferential creditor \_\_\_\_\_.

- a) Retirement benefits of employees
- b) Retirement benefits to workers
- c) Salary due to employees exceeding ₹. 20,000
- d) Remuneration to investigator

25. Remuneration to investigator upon investigation of the affairs of company is treated as \_\_\_\_\_.

- a) Secured creditor
- b) Over-riding preferential creditor
- c) Preferential creditor
- d) Unsecured creditor

26. A long-term loan was obtained from Z Ltd ₹20,00,000 which was recorded at \$ 1 = ₹36.20, the rate on the date of the transaction. The exchange rate on the Balance Sheet date was \$ 1 = ₹37.40. The loss due to exchange difference is \_\_\_\_\_.

- a) ₹. 66,312
- b) ₹. 66,000

- c) ₹. 65,000
- d) ₹. 85,000

27. Accrued holiday remuneration becoming payable to any workman is treated as

\_\_\_\_\_.

- a) Secured creditor
- b) Over-riding preferential creditor \_\_\_\_\_.
- c) Preferential creditor
- d) Unsecured creditor

28. Liability for compensation under Workmen's Compensation Act is treated as

\_\_\_\_\_.

- a) Secured creditor
- b) Over-riding preferential creditor
- c) Preferential creditor
- d) Unsecured creditor

29. If the remuneration to liquidator is payable as a percentage of collection

\_\_\_\_\_.

- a) include opening cash and bank balance
- b) exclude closing cash and bank balance
- c) exclude opening cash and bank balance
- d) exclude both opening and closing cash and bank balance

30. If the remuneration to liquidator is payable on distribution, \_\_\_\_\_.

- a) exclude distribution to preferential and unsecured creditors and contributories
- b) include distribution to preferential and unsecured creditors but exclude distribution to contributories
- c) exclude distribution to preferential creditors but include distribution to unsecured creditors and contributories
- d) include distribution to preferential and unsecured creditors and contributories

31. All contributions payable during the 12 months next under the Employees State Insurance Act, 1948 \_\_\_\_\_.

- a) are treated as overriding preferential creditors
- b) are treated as preferential creditors unless the company is being wound up voluntarily for the purpose of reconstruction
- c) are treated as unsecured creditors
- d) are treated as preferential creditors unless the company is being wound up compulsorily by the Court

32. A contributory is a \_\_\_\_\_.

- a) Unsecured creditor



- b) Preferential creditor
- c) Shareholder
- d) Debenture holder

33 Secured creditors are shown in the statement of affairs under: \_\_\_\_\_.

- a) List A
- b) List B
- c) List C
- d) List D

34. List 'E' in statement of affairs gives the list of \_\_\_\_\_.

- a) Preferential creditors
- b) Debenture holders
- c) Unsecured creditors
- d) Secured creditors

35. Unmarked applications are \_\_\_\_\_.

- a) Applications stamped by the underwriters
- b) Applications from public directly received by the company
- c) Applications given to the brokers
- d) Applications given to the existing shareholder

36. Underwriters can claim remuneration on \_\_\_\_\_.

- a) Face value of shares underwritten
- b) Issue price of shares underwritten
- c) Face value of shares actually purchased
- d) Market value of shares actually purchased

37. Assets realised Rs. 6, 30,000 including cash balance Rs. 30,000, liquidator's remuneration is 2% on assets realised, calculate the liquidator's remuneration \_\_\_\_\_.

- a) Rs. 12,000
- b) Rs. 14,000
- c) Rs. 21,000
- d) Rs. 12,600

38. Secured creditors Rs. 50,000 (Securities realised by secured creditors Rs. 60,000) . Assets realised Rs. 80,000 Liquidator's remuneration is 3% will be \_\_\_\_\_

- a) Rs. 2,700
- b) Rs. 2,400
- c) Rs. 1,800
- d) Rs. 1,500

39. The underwriting commission in case of debentures as per the Companies Act shall not exceed \_\_\_\_\_.

- a) 5 percent of issue price

- b) 10 percent of the issue price
- c) 2.5 percent of the issue price
- d) 2 per cent of the issue price

40. As per SEBI guidelines, the underwriting commission on equity shares \_\_\_\_\_.

- a) 10 per cent of the issue price
- b) 5 per cent of the issue price
- c) 2.5 per cent of the issue price
- d) 2 per cent of the issue price

41. The underwriting commission in case of ₹ 4 lakh preference shares capital subscribed to by the public, under Ministry of Finance guidelines, should not exceed \_\_\_\_\_.

- a) 2.5 per cent
- b) 1 per cent
- c) 2.00 per cent
- d) 1.5 per cent

42. Accounts of LLP are to be audited by \_\_\_\_\_.

- a) Chartered Accountant
- b) Cost Accountant
- c) Company secretary
- d) Master of commerce

43. A Limited Liability Partnership whose turnover exceeds ₹. \_\_\_\_\_ is required to annually get their accounts audited by any Chartered Accountant in practice.

- a) 40 Lakh
- b) 1 lakh
- c) 25 Lakh
- d) 50 lakh

44. Agreement for LLP is in filed with \_\_\_\_\_.

- a) ICAI
- b) NCLT
- c) ROC
- d) MCA

45. Certificate of incorporation of LLP is issued by \_\_\_\_\_.

- a) Registrar of firms
- b) Registrar of companies
- c) Registrar of co—operative societies
- d) Registrar of Universities

46. Statement of Account & Solvency to be filled by LLP with Registrar within \_\_\_\_\_ months from end of financial year.

- a) 8
- b) 6

- c) 1
- d) 2

47. Designated partner means any partner designated as such pursuant to section \_\_\_\_ of LLP Act, 2008.

- a) 7
- b) 6
- c) 3
- d) 2

48. The consent of designated partners is filed with the ROC in \_\_\_\_\_.

- a) Form 1
- b) Form 2
- c) Form 3
- d) E-Form 4

49. Designated partner must obtain DPIN from \_\_\_\_\_.

- a) The Central Government
- b) The State Government \_\_\_\_\_.
- c) The ROC
- d) Registrar of firms

50. LLP is created by \_\_\_\_\_.

- a) Partnership Act
- b) LLP Act
- c) Companies Act
- d) Co-operative Societies Act

**ANSWERS:**

1	<b>c</b>	26	<b>a</b>
2	<b>a</b>	27	<b>b</b>
3	<b>b</b>	28	<b>b</b>
4	<b>b</b>	29	<b>c</b>
5	<b>c</b>	30	<b>d</b>
6	<b>a</b>	31	<b>b</b>
7	<b>a</b>	32	<b>c</b>
8	<b>b</b>	33	<b>b</b>
9	<b>a</b>	34	<b>b</b>
10	<b>a</b>	35	<b>b</b>
11	<b>b</b>	36	<b>b</b>
12	<b>a</b>	37	<b>a</b>
13	<b>a</b>	38	<b>a</b>

14	<b>b</b>	39	<b>c</b>
15	<b>c</b>	40	<b>c</b>
16	<b>b</b>	41	<b>d</b>
17	<b>c</b>	42	<b>a</b>
18	<b>b</b>	43	<b>a</b>
19	<b>c</b>	44	<b>a</b>
20	<b>d</b>	45	<b>b</b>
21	<b>d</b>	46	<b>b</b>
22	<b>b</b>	47	<b>a</b>
23	<b>a</b>	48	<b>d</b>
24	<b>b</b>	49	<b>a</b>
25	<b>c</b>	50	<b>b</b>

## Sample MCQ - MHRM Sem- VI ( HRM)

### Module 1

1. HRM ensures the availability of competent
  - a) Customers,
  - b) Public,
  - c) **Manpower**
  - d) Shareholder
  
2. Human Resource Managers need to align HRM policies with strategy.
  - a) Competitors',
  - b) Government,
  - c) **Corporate**
  - d) Standard
  
3. \_\_\_\_\_ is a process of searching and attracting capable candidates to apply for the jobs.
  - a) Selection,
  - b) **Recruitment,**
  - c) Induction
  - d) Training
  
4. \_\_\_\_\_ test is conducted to judge specific talent or skill to handle a particular type of job.
  - a) **Aptitude,**
  - b) Interest,
  - c) Intelligence
  - d) Desire
  
5. In interview, a list of questions to be asked to the candidate is prepared well in advance.
  - a) **Structured,**
  - b) Unstructured,
  - c) Informal
  - d) Exit

6. Employees' welfare includes. .

- a) counseling,
- b) crèche facility,**
- c) promotion
- d) Transfer

7. \_\_\_\_\_ is a process of choosing the right person for the right job.

- a) Selection,**
- b) Recruitment,
- c) Placement
- d) Advertisement

8. \_\_\_\_\_ test helps to identify specific talent to handle particular type of job.

- a) Perception,
- b) Aptitude,**
- c) GK
- d) Desire

9. At the time leave the job any candidate ,the company should conduct \_\_\_\_\_ interview

- a) Exit Interview,**
- b) Selection interview,
- c) Formal interview
- d) Informal letter

10. Human resource involves human resource requirements

- a) Forecast.
- b) Planning,**
- c) Development, management
- d) Application

11. It is process of identifying manpower requirement in terms of quality and quantity to undertake various activities of the organisation.

- a) HRP**
- b) HRM
- c) HRD
- d) HR

12. It is providing the details about Job.

- a) **Job Description**
- b) Job specification
- c) Job design
- d) Job Rotation

13. It is used to reduce boredom and monotony of work

- a) **Job rotation**
- b) Job specification
- c) Job design
- d) Job description

14. It is indicating the vertical expansion of the job

- a) **Job Enrichment**
- b) Job specification
- c) Job design
- d) Job rotation

## Module 2

15. Training and development constitute \_\_\_\_\_ in many organisations.
- a) **Ongoing process**
  - b) Short term process
  - c) Periodic process
  - d) Long term process
16. \_\_\_\_\_ training implies training provided in a hall.
- a) **Vestibule**
  - b) Simulation
  - c) Role playing
  - d) Case study
17. \_\_\_\_\_ is an exercise or a game in which participants act the part of another character.
- a) Case study
  - b) Simulation
  - c) **Role playing**
  - d) Vestibule
18. \_\_\_\_\_ is an evaluation of an employee's performance of assigned duties and responsibilities.
- a) **Performance appraisal**
  - b) Promotion
  - c) Appraisal
  - d) Recruitment
19. \_\_\_\_\_ effect occurs when the rater evaluate the employee on the basis of one positive quality.
- a) Spill over
  - b) Horn
  - c) **Halo**
  - d) Contrast
20. \_\_\_\_\_ effect occurs when the rater evaluate the employee on the basis of one negative quality.
- a) Spill over
  - b) **Horn**
  - c) Halo
  - d) Contrast
21. \_\_\_\_\_ is a traditional method of performance appraisal.
- a) 360 degree appraisal
  - b) MBO
  - c) **Ranking method**
  - d) Assessment centers
22. \_\_\_\_\_ Report is prepared at the end of every year by the employees immediate superior.
- a) Incident
  - b) **Confidential**



- c) Show cause
  - d) Checklist
23. Sensitivity training is also known as \_\_\_\_\_ training.
- a) Laboratory
  - b) T- group**
  - c) On line
  - d) Classroom
24. \_\_\_\_\_ training refers to retraining.
- a) Induction
  - b) Job
  - c) Refresher**
  - d) Remedial
25. \_\_\_\_\_ refers to group discussions of ideas.
- a) Role playing
  - b) Brain storming**
  - c) Special assignment
  - d) Mentoring
26. \_\_\_\_\_ is learning the trade by being employed in it for an agreed period at lower wages.
- a) Apprenticeship**
  - b) Coaching
  - c) Understudy
  - d) Job rotation
27. \_\_\_\_\_ is a person who studies another's role or duties in order to act at short notice in the absence of others.
- a) Intern
  - b) Understudy**
  - c) Junior Board
  - d) Coach

### Module 3

28. \_\_\_ is a process of an effective motivation of individuals in a given situation to achieve a balance of objective.

- a) Training
- b) Human relations**
- c) Performance appraisal
- d) Attrition

29. \_\_\_ is pattern of behaviour of a leader to get the work done from subordinates.

- a) Decentralization
- b) Leadership style**
- c) Motivation pattern
- d) Centralization

30 Under \_\_\_ Leadership style subordinates make decisions.

- a) Laissez- faire**
- b) Participative
- c) Consultative
- d) Autocratic

31. ERG Theory stands for \_\_\_ relatedness and growth.

- a) Existence**
- b) Empathy
- c) Energy
- d) Empower

32. \_\_\_\_\_ is a general term used to describe overall group satisfaction.

- a) Job Satisfaction
- b) Morale**
- c) General satisfaction
- d) Ethics

33. \_\_\_ Leadership style is mostly adopted in Japanese organizations.

- a) Sociocratic
- b) Neurocratic
- c) Paternalistic**

d) Democratic

34.. Theory Z blends Japanese and \_\_\_ management practices.

a) **US**

b) Indian

c) Chinese

d) Japan

35.. Human relations is the study and practice of utilizing \_\_\_ resources in an organization.

a) physical

b) financial

c) **human**

d) machinery

36.. Human relations approach has \_\_\_ application.

a) **Universal**

b) Special

c) General

d) National

37.. \_\_\_ is a combination of mental, physical and social qualities.

a) Ability

b) **Personality**

c) Mentality

d) Knowledge

38. \_\_\_ is a feeling of injustice at the workplace.

a) **Grievance**

b) Motivation

c) Direction

d) Training

39.. \_\_\_\_\_ includes all internal and external factors which induces a person to take a particular course of action.

a) **Motivation**

b) Leadership

c) Management

d) Morale

40.. \_\_\_\_\_ is a feeling of injustice at the work place whether actual or perceived.

- a) Motivation
- b) Leadership
- c) Morale
- d) Grievance**

41. A \_\_\_\_\_ leader acts as a father figure to an organization.

- a) autocratic
- b) paternalistic**
- c) situational
- d) lassie-faire

## Module 4

42. \_\_\_\_\_ popularized the concept of learning organization through his book 'THE FIFTH DISCIPLINE'.

- a) **Peter Senge**
- b) Tom Peters
- c) Peter Drucker
- d) Henry Fayol

43. \_\_\_\_\_ competencies are specific to a particular job.

- a) Cross functional
- b) Business
- c) **Functional**
- d) Leadership

44. \_\_\_\_\_ organization provides autonomy to the employee.

- a) Line
- b) **Innovation**
- c) matrix
- d) Culture

45. Employee \_\_\_\_\_ is the extent to which employees feel passionate about their jobs and are committed to their work.

- a) Recognition
- b) Skill
- c) Satisfaction
- d) **Engagement**

46 \_\_\_\_\_ is an integrated system used to gather, store and analyse information regarding employees.

- a) HRP
- b) **HRIS**
- c) MIS
- d) ERP

47. \_\_\_\_\_ refers to planned elimination of positions or jobs.

- a) Upsizing
- b) **Downsizing**
- c) Termination
- d) Matrix

48 \_\_\_\_\_ guidelines are in respect of prevention of sexual harassment at work place.

- a) **Vishakha**
- b) Mehrotra
- c) Apsara
- d) Narshima

49. Generation \_\_\_\_\_ includes persons born between 1979 and 1999.

- a) **Y**
- b) Z
- c) X
- d) D

50 Human resource information system relates to the \_\_\_\_\_ of human resources employed in an organization.

- a) Counting
- b) Appraisal
- c) **Valuation**
- d) Estimation

#### **Answers**

1. Manpower 2. Corporate 3. Recruitment, 4 Aptitude, 5. Structured, 6. crèche facility, 7. Selection, 8 Aptitude, 9. Exit Interview, 10. Planning, 11. HRP 12. Job Description 13. Job rotation 14. Job Enrichment 15. Ongoing process 16. Vestibule 17. Role playing 18 Performance appraisal 19 Halo 20 Horn 21 Ranking method 22 Confidential 23. T- group 24. Refresher 25 Brain storming 26 Apprenticeship 27 Understudy 28. Human relations 29. Leadership style 30. Laissez- faire 31. Existence 32 Morale 33 Paternalistic 34. US 35.. human 36. Universal 37. Personality 38. Grievance 39 Motivation 40. Grievance 41. paternalistic 42. Peter Senge 43. Functional 44. Innovation 45. Engagement 46 HRIS 47. Downsizing 48 Vishakha 49. Y 50 Valuation

## Sample MCQ Purchasing and Store Keeping - Sem-VI (Store Keeping )

### Module -1

1. It comprises the management of storehouses and stockyards, the operation of handling and storage equipment and the safe custody and protection of stock

- a) **Storage**
- b) Issue and Dispatch
- c) Store Accounting
- d) Stock Taking

2.This is the process of receiving demands, selecting the items required and handing them over to users. it includes packaging of issues and loading goods on vehicles for delivery

- a) Storage
- b) **Issue and Dispatch**
- c) Store Accounting
- d) Stock Taking

3.. Stores accounting is the process of recording stock movement and maintaining an account of stock balance

- a) Storage
- b) Issue and Dispatch
- c) **Store Accounting**
- d) Stock Taking

4.. is the process of the quantities and condition of goods. it should be a continuous process to maintain the adequate level of inventories

- a) Storage
- b) Issue and Dispatch
- c) Store Accounting
- d) **Stock Taking**

5. This is a place where raw materials used for production are stored

- a. **Raw Material Store**
- b. Production Store
- c. General Store
- d. Tools Store

6.. This is a place storing product materials such as consumables, cutting oils, cutting tools, else.

- a) Raw Material Store
- b) Production Store**
- c) General Store
- d) Tools Store

7. This is a place where various kind of miscellaneous items such as paints, painting ingredients, spirits etc. are stored.

- a) Raw Material Store
- b) Production Store
- c) General Store**
- d) Tools Store

8.. This is a place where all kinds of measuring instruments, cutting tools hammers, special tools, etc. are stored.

- a) Raw Material Store
- b) Production Store
- c) General Store
- d) Tools Store**

9.. It is an intermediate storage place where semi-processed are stored for some time before they are moved to next stages of operation

- a) Work in process store**
- b) Stationery stores
- c) Bonded stores
- d) Refrigerated Stores

10.. This is a place where all kinds of stationery items require for office of various departments are stored

- a) Work in process store
- b) Stationery stores**



- c) Bonded stores
- d) Refrigerated Stores

11..These are stores where goods subjected to custom duty are stored and goods which as deboned when needed for production and custom duty is paid

- a) Work in process store
- b) Stationery stores
- c) Bonded stores**
- d) Refrigerated Stores

12..This kind of stores is used for storing perishable items such vegetables, fruits, chemicals

- a) Work in process store
- b) Stationery stores
- c) Bonded stores
- d) Refrigerated Stores**

13..This type of store serves the requirement of a particular proof unit and located nearer the manufacturing shop of that unit.

- a. Central Store
- b. Sub-stores**
- c. Departmental Stores
- d. Group Stores

14..These stores serve the need of a particular department.

- a. Central Store
- b. Sub-stores
- c. Departmental Stores**
- d. Group Stores

15..This kind of stores keeps the materials required for a number of production units belonging to the same industrial group located in one location in an industrial estate.

- a) Central Store
- b) Sub-stores
- c) Departmental Stores
- d) Group Stores**

**16.** This is a store used to store construction materials like steel, cement, tools, el required for large construction projects.

- a) Central Store
- b) Sub-stores
- c) Departmental Stores
- d) Site Stores**

**Answers**

**1. a 2.b 3. c 4.d 5.a 6.b 7.c 8.d 9. a 10.b 11.c 12.d 13.b 14.c 15. d 16. d**

## Module :-2

1. Storekeeper usually performs the service functions of receiving the materials after they are purchased or manufactured so he should maintain proper records of materials so that the inventories are instantly determined

- a) **Receiving the materials**
- b) Inspection of materials
- c) Recording Bin card balance
- d) Preservation

2. Storekeeper is also responsible for setting materials received inspected by the experts and obtain the necessary certificate

- a) Receiving the materials
- b) **Inspection of materials**
- c) Recording Bin card balance
- d) Preservation

3. Lifo denotes

- a) Last in Final Out
- b) **Last in First Out**
- c) Last in For Out
- d) Last in Firm Out

4.. It is the main records of store accounts.

- a) **Store Ledger Account**
- b) Journal entry
- c) Balance sheet
- d) Store Entry

5. It account is open in the stores ledger which is the main records of the store account.

- a) **Store Ledger Account**
- b) Journal entry
- c) Balance sheet
- d) Bin Card

6. It is mentioning only Quantity of material

- a) Store Ledger Account
- b) Journal entry
- c) Balance sheet
- d) **Bin Card**

- 7.. Gate pass copy are not supposed to keep by\_\_\_\_\_
- a) Storekeeper
  - b) Owner
  - c) Gatekeeper /Security incharge at Factory gate
  - d) **Clerk**
8. C class Material is having\_\_\_\_\_ Vlaue
- a) 70%
  - b) 20%
  - c) **10%**
  - d) 5%
9. It means **variety of products and small volumes and variety of processing requirement**
- a) **Process Layout**
  - b) Product Layout
  - c) Cellular Manufacturing layout
  - d) Fixed position layout
10. **It means large volume of product and Huge amount is invested**
- a) Process Layout
  - b) **Product Layout**
  - c) Cellular Manufacturing layout
  - d) Fixed position layout

**Answer**

**1. a 2. b 3. b 4.a 5. a 6. d 7.d 8.c 9.a 10.b**

### Module -3

1. This Model is applicable when the demand for an item has a constant or near constant rate and when the entire quantity ordered, arrives in the inventory at one point of time.

- a) **Economic Order Quantity**
- b) Perpetual Inventory Control
- c) Periodic Inventory Control
- d) Optimum Inventory

2. It is the scientific technique for planning the ordering and usage of materials at various levels of production and for monitoring the stocks during these transactions.

- a. MPS
- b. MRP**
- c. BOM
- d. MIS

3. It is the time that elapses between issuing replenishment order and receiving the material in stores.

- a. Replenishment time
- b. Lead time**
- c. Idle time
- d. Lazy Time

4. It is the task of buying goods of right quality, in the right quantities, at the right time and at the right price.

- a. Supplying
- b. Purchasing**
- c. Scrutinizing
- d. Selling

5. Which is not a part of 5R's of buying?

- a. Right Quality
- b. Right Quantity
- c. Right Source
- d. Right Installment**

6.. Purchasing responsibilities can be divided into Buying, Clerical and .....division.

- a. Packing
- b. Traffic**
- c. Record
- d. Follow up

7. The first activity of Purchasing cycle is

- a. Communicating requirement to the purchase
- b. Source Selection and development
- c. Recognizing the need for procurement**
- d. Inspection of goods

8. Buying according to the requirements is called .....

- a. Seasonal Buying
- b. Hand to mouth buying**
- c. Scheduled Buying
- d. Tender Buying

9.. Procuring an item in staggering deliveries according to the delivery schedule finished to the supplier by the buyer.

- a. Seasonal Buying
- b. Hand to mouth buying
- c. Scheduled Buying**
- d. Tender Buying

10.. Buying of the annual requirements of an item during its season.

- a. Seasonal Buying
- b. Hand to mouth buying
- c. Scheduled Buying
- d. Speculative Buying**

11. Raw Materials and WIP can be classified under-

- a. Indirect Material
- b. Direct Material**
- c. Finished Material
- d. Standard Parts

12. ....are the basic materials which have not undergone any conversion since their receipt from suppliers.

- a. WIP
- b. Raw Material
- c. Finished Parts**
- d. Work Made Parts

**Answer**

**1. a 2.b 3.b 4.b 5.d 6.b 7. c 8.b 9. c 10. d 11. b 12.c**

## Module-4

1.It is the management of the flow of things between the point of origin and point of the consumption in order to meet requirements of customers

- a) **Logistic**
- b) Retailer
- c) Wholesaler
- d) Supplier

2.It is the process of planning, implementing and controlling the flow of goods and services from place of production to the place of consumption to customer satisfaction

- a) **Logistic**
- b) Retailer
- c) Wholesaler
- d) Supplier

3..It is a network of organisation that having linkages both upstream and downstream in different activities and process that produce and deliver goods and services to the ultimate customers.

- a) **Supply Chain Management**
- b) Retailer
- c) Wholesaler
- d) Supplier

4. It starts with supplier and passes through the manufacture, wholesaler, retailer and finally reaches to the customers.

- a) **Supply Chain Management**
- b) Retailer



- c) Wholesaler
- d) Supplier

5. The integrated management of all linkages and value added activities from the supplier to the customers in such a way that enhanced customer value is achieved at lowest cost.

- a) **Supply Chain Management**
- b) Retailer
- c) Wholesaler
- d) Supplier

6. It consists of credit terms, payment schedules , payment of money for materials, products.

- a) Product Flow
- b) Information Flow
- c) **Financial Flow**
- d) Supply Flow

7. A supply chain is made up of a series of processes that involve an input, a \_\_\_\_\_, and an output.

- A. shipment
- B. supplier
- C. customer
- D. transformation**

8. \_\_\_\_\_ is a tool to chart how individual processes are currently being conducted and to help lay out new improved processes.

- a) **Process mapping**
- b) Pareto charting
- c) Supply chain design
- d) Design chain mapping

9. Identify from the following list a major strategic risk associated with outsourcing.

- A. Outsourcing landed cost is usually higher than in sourcing cost.
- B. The supplier is purchased by a competitor.**
- C. The business loses sight of market trends.
- D. The cost of supplied material is passed on to the customer.

10. \_\_\_\_\_ is the design of seamless value-added processes across organization boundaries to meet the real needs of the end customer.

- A. Operations
- B. Supply chain management**
- C. Process engineering
- D. Value charting

11. The impact of cost reduction on profits is much larger than the impact of increased

- A. innovation.
- B. production.
- C. information.
- D. Sales.**

12. \_\_\_\_\_ considers how your organization competes and is an essential element of corporate strategy.

- A. Value proposition analysis**
- B. Leadership
- C. A consultant
- D. A competitor

13. “3PL” involves using a supplier to provide \_\_\_\_\_ services.

- A. marketing
- B. design
- C. logistics**
- D. contract manufacturing

### Answer

1.a 2.a 3. a 4.a 5. a 6. c 7. d 8. a 9.b 10. b 11. d 12.a 13.c