

**MGT211 1000+ MCQS SEARCHING FILE FOR
GRAND QUIZ CREATE BY ORANGE MONKEY
TEAM FIRST FILE 95% CORRECT**

1. All of the following barriers exist due to economic differences in international trade Except.

Different environment

2. All of the following statements are true regarding partnership except_____.

There is no partnership income tax; the individual partners pay a personal income tax on their portion of partnership profits.

3. The form of business organization that generally has the largest volume is the _____.

Corporation

4. Which of the following is NOT a secondary industry?

Genetic industry

5. Which of the following is a primary industry?

Extractive industry and Genetic industryboth

6. Which of the following is a Secondary industry?

Constructive , manufacturing, services industry...all options

7. Which of the following is the partner who does not take part in the management of the business but is known to the public. He is liable to the creditors of the firm?

Silent partner

8. Which of the following is the partner who takes active part in the affairs of business and its management. He contributes his share in the capital and is liable to pay the obligations of the firm?

Active partner

9. Which of the following is the partner who takes active part in the affairs of the business but is unknown to the public as a partner. He is liable to the creditors of the firm?

Secret partner

10. Which of the following is the partner who only contributes his capital but does not take part in the management of the business. He is liable to pay the obligations of the firm?

Sleeping partner

11. Which of the following is the partner who invests a large portion of capital in the business. He has a prominent position in the firm due to his experience, skill, energy, age and other facts?

Senior partner

12. Which of the following is the partner in a firm who can make an agreement with a stranger to share the profits earned by him from the partnership business. He is not liable for any debt and cannot interface in the business matters?

Sub-partner

13. Which of the following is a person who has a small investment in the firm and has a limited experience of business?

Junior partner

14. Which of the following is a person who is over 18 years of age. A person is allowed to make contract when he has attained the age of majority?

Major Partner

15. Which of the following is a person who is minor cannot enter into a valid contract. However, he can become a partner with the consent of all other partners. He can share profits of a business but not the losses?

Minor Partner

16. Which of the following is a partner who neither contributes in capital nor does he take part in the management of the business but allows his name to be used in the business is known as. He is individually and jointly liable for the debts of the firm along with other partners?

Nominal Partner

17. Which of the following is a partner whose life has expired is known as. The share of capital and profit of such partner is paid to his legal heirs in lump sum or in installment?

Deceased Partner

18. Which of the following is a partner whose liabilities are limited to his share in business is called. He cannot take active part in the management of the firm?

Limited Partner

19. Which of the following is a partner whose liabilities are unlimited is known as.

He and his personal property both are liable to clear the debts of the firm?

Unlimited Partner

- 20. Which of the following is a**
A person who is newly admitted in the firm with the consent of all the partners.
He is not liable for any act of the firm performed before he became the partner unless he agrees.

Incoming partner

- 21. Which of the following is a**
A partner who leaves the firm due to certain reasons is known as.
He is liable to pay all the obligations and debts of the firm incurred before his retirement?

Retired Partner

- 22. Which of the following is a**
a partner is entitled to receive certain share of profits and is not held liable for losses is known as .
He is not allowed to take part in the management of the business?

Partner in profits only

- 23. Which of the following is a**
A person, who was the partner of a firm but has now retired from active participation in business and has left his capital in the business as a loan, receiving interest on it, is known as ?

Quasi Partner

- 24. Which of the following is a**
A person who holds himself out as a partner of a firm, before a third party or allows other to

do so, though he is not a partner of that firm, is called.
He is not entitled to any right like other partners of the firm. He is not entitled to any right like other partners of the firm. He is personally liable to the third party for the credit given to the firm, on the faith of his representation.

Partner by Estoppel

25. Which of the following is NOT the characteristic of a business?

Voluntarily contribution

26. Which of the following is a characteristics of a business?

CAPITAL, CREATION OF UTILITY, DEALING IN GOODS AND SERVICES, Employment, Islamic Process, Motive, Organization, Productions or Purchase of goods, Regular transaction, Risk and uncertainly, Sale or transfer for value, Social welfare ALL OPTIONS

27. The difference in value between a country's exports and imports is called

Balance of trade

28. Those countries where people are earning US \$9000 or more.

High income countries

29. Those countries where people are earning between US \$765 and \$9000

Middle income countries

30. Those countries where people are earning below US \$765.

Lower income countries

31. The country becomes a _____ when the value of imports exceeds than value of exports in the balance of trade.

Creditor

32. Which of the following is not an example of non-profit making organization?

Partnership

33. _____ meeting must be held at least one in three months and at least four times in a year.

Director meeting

34. On which of the following dates companies ordinance came into force?

January 1, 1985

35. Statutory meeting is held by which of the following companies?

All options

36. Environmental forces that are controllable are called?

Internal forces

37. Statutory report must be send to the shareholder before meeting that is certified by at least;

3 directors of CEO

38. A major disadvantage of the corporate form of organization is the _____-.

Double taxation of dividends

39. The activity directed towards producing wealth through buying and selling goods is termed as ?

Business

40. 'One man one vote' principle is applied in _____.

Co-operative society

41. First directors are usually named in the _____.

Articles of Association

42. The rules and regulations of a co-operative society are formed in its_____.

Co-operative rules

43. Annual General Meeting of the company that held.

Once in a year

44. The person who takes the major risks of a business by committing equity and time is known as

Partner

45. In which type of business, Government gives the financial assistance?

Joint stock company

46. In which stage of the company formation, MOA and AOA are submitted in the registrar's office?

Incorporation stage

47. Which of the following factor(S) contribute to success of new business.

All options

48. Social welfare is one of the objectives of:

Public limited company

49. Which of the following business form has the shortest life span?

Sole- partnership

50. The activities that are undertaken for personal satisfaction and not to earn profit or income are known as_____.

Economics activities

51. Business benefits the people by providing them.

Large number of services

52. Which of the following can be the strength of an organization?

Presence of few competitors

53. In which of the following industry, raw material is converted into finished or semi finished goods

Manufacturing

54. WTO was established in _____

January 1995

55. Franchiser gets a large amount of money from franchisee as _____ while using its name.

Fee

56. All of the following form of business has high failure rate EXCEPT.

Corporate societies

57. Which of the following is included in economic factors?

Exchange rate

58. First meeting of the members of public limited company is known as_____

Statutory meeting

59. Which industry is concerned with the extraction and production of raw materials?

Primary industry

60. Which industry use raw materials and make useful goods?

Secondary industry

61. The liability of a sole trader is.

Unlimited

62. A major advantage of the corporate form of organization is _____

Reduction of double taxation

63. A period of business cycle that is characterized by high employment rate may be the period of;

Expansion

64. It is difficult to transfer the rights of ownership in?

Sole proprietorship

65. Which of the following is not the adjective of the directors meeting?

To recommend dividend

66. The law relating to joint stock companies has been laid in company's ordinance?

1984

67. First directors are usually named in the _____.

Articles of association

68. The law relating to joint stock company has been laid in companies ordinance, 1984 which came into force on _____ in Pakistan.

Januray 1985

69. In which stage of the company formation, MOA and AOA are submitted in the register's office

Incorporation stage

70. The registration of a joint stock company is;

Compulsory

71. A major disadvantage of the corporate form of organization is the _____.

Double taxation of dividends

72. Which of the following statement is false.

Joint Venture do not provide opportunities to acquire new expertise

73. The relationship between persons who have agreed to share the profits of a business carried on by all or any one of them acting for all is called _____

Partnership

74. In which economy, the government decides that how many resources have to be generated and how the resources should be allocated?

Planned economy

75. Economist and policy makers are interested in Demographics attributes to determine the ;

Demand patterns

76. Which document contains the objective of the business and the ways to achieve those objectives?

Business plan

77. _____ is the simplest form of business organization, which is owned and controlled by one man

SOLE PROPRIETORSHIP

78. Two or more organization combine together and form a new organization.

Merger

79. The word 'limited' at the end of the company name means;

Shareholders has limited liability

80. Which entity supervises the work of all cooperative societies?

Cooperative department of provincial government

81. Barriers to international trade include;

All options

82. _____ - generally has unlimited liability

The owner of a sole proprietorship

83. Investment, revenue, expenses and net profit is discussed in _____ of business plan?

Financial part

84. A document that contains rules and regulations of the company.

All options

85. The buying and selling of goods by way of electronic media, such as telephone is called;

E-commerce

86. Which of the following can be the situation of wound up of a company?

All options

87. The list annual general meeting should be held with the _____ of incorporation of a company.

16 month

88. The sale of products and services via internet is fall under the;

E-commerce

89. Which of the following is required the certificate of commencement?

A public limited company

90. The activities that are undertaken for personal satisfaction and not to earn profit or income are known as _____

Non economics activities

91. Which of the document contains the objectives of the business and the ways to achieve those objectives?

Business plan

92. Auditors are generally appointed and their remuneration, fixed at the _____

All options

93. A _____ imposes limits on the quantity of a good that can be imported over a period of time.

Tariff

94. Which of the following is a new trend in which two or more organization combine together and form a new organization?

Merger

95. If the value of exports exceeds than value of imports the balance of trade is said to be favorable or a.

Trade barrier

96. Which mode of the business is formed when several business concern undertaking units are combined to carry on the business together fro achieving the economic benefits?

Combination

97. All of the following best describes the practice of corporate social responsibility, EXCEPT;

Interaction with government

98. Compared to licensing, franchising is a more advantageous entry mode because;

All options

99. Which of the following business type can avail some concessions from the government?

Cooperative society

100. The first stage in Evolution of business is;

Entrepreneurship

101. A sole proprietorship business may have;

All options

102. Which of the following business type can avail some concessions from the government?

Cooperative society

103. An agreement between two parties in which one party passes on the right to other party is called;

Franchising agreement

104. Which of the following can be the situation of wound up of a company?

All options

105. The liability of each member in cooperative society is .

Limited to the share capital

106. In what type of business, Expansion is comparatively difficult than others.

SOLE PROPRIETORSHIP

107. Following are the advantages of cooperative society except;

Lack of profit incentive

108. Goods produced domestically and sold in some other country is called_____

Exports

109. Total income of the country/ Total population is the formula to calculate.

Per capita Income

110. A market survey is important because it tells you;

All options

111. Which of the meetings is held only once in the life of a public company?

Statutory meeting

112. When a business enters into a legal arrangement to allow its name and product& services to be used by others for a fee it is called

Franchising

113. Which of the following factor(s) contribute to success of new business

All options

114. In which type of business, Government gives the financial assistance?

Co-operative society

115. A person or an organization that works for an exporter or importer is called _____

Independent

116. Which of the following documents contains the name and address of the joint stock company?

Memorandum of association

117. All of the following barriers exist due to economic differences in international trade EXCEPT;

Preferences for particular product

118. The form of business organization that generally has the largest sales volume is the;

Sole proprietorship

119. Which of the following is NOT the characteristics of a business?

Voluntarily contribution

120. Which of the following is not an example of non-profit making organization?

Partnership

121. Which of the following can be categorized an opportunity for an organization?

Good product development

122. Which of the following is NOT the characteristics of a business?

Voluntarily contribution

123. Sole proprietorship always enjoys;

100% of profit after tax

124. Which of the following can be categorized as opportunity for an organization?

High employee turnover

125. A document that contains rules and regulations of the company.

Articles of association

126. The notice calling the annual general meeting, must be given to all its members at least

30 days

127. It is difficult to transfer the rights of ownership in ?

Sole proprietorship

128. Which of the meetings is held only once in the life of a public company?

Statutory meeting

129. Which of the following is an example of genetic industry?

Poultry farms

130. Which of the following have not active participation in the management of the partnership firm?

All options

131. The notice of the statutory meeting must be sent to each _____ at least _____ before the meeting.

Shareholders, 21 days

132. In which meeting of the joint stock company, the board of directors is elected by the shareholders?

General meeting

133. Which of the following should be considered when designing a business plan?

Financial components of the business

134. Who signs the documents on behalf of the joint stock company?

Common seal is used for its signature

135. _____ is a kind of loan which is acquired from the market.

Debenture

136. Partners will have to pay all the debts of the business even from their personal property.

Both

137. A phenomenon in which a person searches for an opportunity and try to avail it is called

Entrepreneurship

138. In which forms of business one party gives the right to other party to do the business by using his name and trademark?

Franchising

139. Which of the following enjoys limited liability?

A corporation

140. Which for the following statement is false?

One reason for failure small business is that most entrepreneurs are younger than 25 years old

141. All of the following best describes the practice of corporate social responsibility, Except

Interaction with government

142. Which of the following can be categorized as opportunity for an organization?

High employee turnover

143. Which of the following have powers of decision making in joint stock company?

Board of directors

144. It is difficult to transfer the rights of ownership in?

Sole proprietorship

145. The notice calling the annual general meeting, must, be given to all its members at least _____ days before the date of the meeting

30 days

146. ALL of the following can be the advantage of the franchise business. Except

Independency of business

147. Occurrence of widespread price increases throughout an economic system

Inflation

148. The form of business organization that generally has the largest sales volume is the

Corporation

149. The limit imposed by one country on importing commodities from another country is known as

Quota

150. Statutory meeting is held by which of the following companies?

All options

151. Two or more organization combine together and form a new organization.

Merger

152. Which of the following is a new brand in which two or more organization together and form a new organization

Merger

153. Which is the first stage in the formation of joint stock company?

Promotion stage

154. Which of the following is NOT an attribute of sole proprietor ship business?

Profit sharing

155. Certificate of Commencement is issued by the

Registrar of the companies

156. A market survey is important because it tells you;

ALL options

157. Two or more people or organizations join hands and decide to do a business, formed a separate

Joint venture

158. Which of the following is the total output of goods and services produced by an economic system in a given period of time?

Aggregate output

159. When a person provides his services to society on the basis of his specialized knowledge and experience is termed

Profession

160. _____ are the government taxes on import that raise the price of foreign goods and make less competitive goods

Tariffs

161. _____ describes the government payments given to certain industries to help offset some of their costs of production?

Subsidies

162. Auditors are generally appointed and their remuneration, fixed at the _____

Annual meeting

163. The relationship between persons who have agreed to share the profits of a business carried on by all or any one of them acting for all is called

Partnership

164. The formation of _____ does not require any legal formality like registration

Sole proprietorship

165. A period of business cycle that is characterized by high labor turnover may be the period of _____

Evolution

166. _____ can expand their business by selling shares in the stock market

Joint stock company

167. The general Agreement on tariffs and trade (GATT) is based on the principle of

Tariff reduction through international negotiations

168. First directors are usually named in the _____

Articles of association

169. _____ describes the government-imposed restrictions on the quantity of a good that can be imported over a period of time

Quota

170. In which meeting of the joint stock company the board of directors is elected by the shareholders?

Annual general meeting

171. Statutory meeting is compulsory for;

All options

172. Which of the following is not the disadvantage of cooperative society?

Protection of mutual interest

173. The liability of each member in cooperative society is;

Limited to the share capital

174. In the business plan, when making financial projections, which of these would NOT form part of the plan?

Audit

175. Which of the following EXCLUDED from the advantages of sole proprietorship?

Unlimited liability

176. Concessions provided by a country to its producers to protect the economy is called a _____

Subsidy

177. Which of the following business form has the shortest life span?

Sole proprietorship

178. Which of the following option is true for the characteristics of a limited company?

Delayed decision

179. A major disadvantages of the corporation form of organization is the _____.

Double taxation of dividends

180. Competitor analysis is discussed under the following part?

All options

181. A phenomenon in which a person searches for an opportunity and try to avail it is called

Entrepreneurship

182. In which form of business one party gives the right to other party to do the business by using his name and trademark?

Franchising

183. Which of the following enjoys limited liability?

A corporation

184. Two or more people or organizations join hands and decide to do a business, formed a separate entity is called _____

Joint venture

185. Which of the following statement is false?

One reason for failure small business is that most entrepreneurs are younger than 25 years

186. All of the following best describes the practice of corporate social responsibility, Except

Interaction with government

187. For a private limited company, minimum number of members are - _____

2

188. Which of the following are NOT invited in the annual general meeting of a company?

Debenture holders

189. Issuing shares and debentures belong to the _____ of the company?

Commencement

190. The most important step in understanding business ethics is

Establishing codes of ethics

191. All of the following fall in the category of 'business' except

Construction of houses for personal use

192. _____ is the simplest form of business organization, which is owned and controlled by one man

SOLE PROPRIETORSHIP

193. The first annual general meeting should be held with the ____ of incorporation of a company

18 months

194. The relationship between person who have agreed to share the profits of a business carried one by all or any one of them acting for all is called.

Partnership

195. Which of the following is NOT the advantage of cooperative society?

Monopoly

196. Balance sheet of a company reflects

Organization's financial health at a specific point of time

197. Identity, what can be the biggest advantage of a small partnership over a sole proprietorship?

Rising capital

198. Effective interest rate is different from nominal rate of interest because;

All options

199. Which of the followings equation will be used to calculate future value of ordinary annuity?

$$\text{FV} = \text{CCF}(1+i)^{n-1}$$

200. Which of the following are known as Discretionary financing?

Long term liabilities

201. Suppose sales of company 's' have increased from RS 500,000 to RS 650,000 after 1 year. What will be the sale growth rate of company S?

130%

202. What is the present value of Rs, 10,000 to be paid at the end of five years if interest rate is 10% compounded annually?

Rs 6,209

203. Which of the following technique is used to select different investment options so as to reduce risk of losing the invested money?

Diversification

204. The formula to calculate future value of an amount using simple interest is.

$$\text{FV} = \text{PV} / (1+i)^n$$

205. Which of the following item is used to estimate the cash flows while employing percentage of sales method?

Sales revenue

206. Formation of _____ is very lengthy, very complicated and very technical job?

Joint stock company

207. Goods produced domestically and sold in some other country is called _____

Exports

208. First directors are usually named in the _____

Articles of association

209. Occurrence of widespread price increases throughout an economic system

Inflation

210. A _____ imposes limits on the quantity of a good that can be imported over a period of time.

Quota

211. A document that contains the terms and conditions of the business.

Partnership deed

212. Which of the following is a new trend, in which one business acquires the other business instead of combining

Acquisition

213. Which of the following is a new trend in market in which two or more organizations combine together and form a new organization.

Merger

214. Which of the following is two or more than two organizations collaborate for mutual profits.

Strategic alliance

215. The situation when a country imports less than it exports is;

A trade surplus

216. The formation of ____ does not require any legal formality like registration.

Sole proprietorship

217. The sale of products and services via internet is fall under the;

E-commerce

218. When a business enters into a legal arrangement to allow its name and product & services to be used by others for a fee it is called.

Franchisee

219. According to the companies ordinance the _____ must be held in once in a year.

Annual general meeting

220. In which part we see about customers. Their liking, locality and purchasing power

Financial part

221. Altering the articles of association requires _____ resolution.

Special

222. Total value of all goods and services produced within a given period by a national economy through domestic factors of production.

GDP

223. In which type of business, banks hesitate to give loans?

None options

224. When international trade restricts to safely, which one of the following barriers exists?

Subsides

225. A business related to the construction of roads and is categorized as.

Secondary industry

226. Election of directors and appointment of auditors is the objectives of _____.

None options

227. _____ is a written document which contains the objectives of the business and the ways to achieve these objectives.

Business plan

228. Which of the following is not the disadvantage of cooperative society?

Untrained supervision

229. A person or an organization that works for an exporter or importer is called.

Independent

230. Issuing shares and debentures belong to the _____ of the company?

Capital subscription

231. Which of the following can be categorized as opportunity for an organization?

High employee turnover

232. Which of the following have powers of decision making in Joint Stock Company?

Board of directors

233. It is difficult to transfer the rights of ownership on?

Sole proprietorship

234. The notice calling the annual meeting, must, be given to all its members at least _____ days before the date of the meeting

21 days

235. Which of the following is held only one in the life of a public company?

Statuary meeting

236. Which one of the following is NOT a type of business organization?

A company

237. Which of the following is not an example of non-profit making organization?

Partnership

238. All of the following can be the advantage of the franchise business. Except

Independency of business

239. THE limit imposed by one country on importing commodities from another country is known as;

Quota

240. When international trade restricts due to safety, which one of the following barriers exists?

Laws

241. In what type of business, there is easiest dissolution?

Sole proprietorship

242. Which is the first stage in the formation of Joint Stock Company?

Promotion stage

243. Which of the following is NOT an attribute of sole proprietorship business?

Profit sharing

244. Certificate of Commencement is issued by the;

Registrar of companies

245. Profit distributed among shareholders is called_____

Dividend

246. _____ generally has unlimited liability.

The owner of a sole proprietorship

247. _____ describe the government payments given to certain industries to help offset some of their costs of production?

Subsidies

248. The term tariff, as used in international trade, refers to;

A tax on imports

249. To think about benefiting the society and avoid harmful activities for the society is called _____

Corporate social responsibility

250. When a person provides his services to society on the basis of his specialized knowledge and experience is termed as

Profession

251. _____ are the government taxes on imports that rise the price of foreign goods and make them less competitive with domestic goods

Tariff

252. The activity directed towards producing wealth through buying and selling goods is termed as?

Business

253. Economist and policy makers are interested in Demographic attributes to determine the _____

Demand patterns

254. First directors are usually named in the _____

Memorandum of association

255. Environmental forces that are controllable are called?

Internal forces

256. The relationships between who have agreed to share the profits of a business carried on by all or any one of them for all is called;

Partnership

257. In which economy, the government decides that how many resources have to be generated and how the resources should be allocated?

Planned economy

258. _____ is the simplest form of business organization, which is owned and controlled by one man

SOLE PROPRIETORSHIP

259. Which document contains the objectives of the business and the ways to achieve those objectives?

Business plan

260. The word 'limited' at the end of the company name means;

Shareholders has limited company

261. The registration of a joint stock company is;

Compulsory

262. All of the following barriers exist due to economic differences in international trade EXCEPT;

Preferences for particular

product

263. Which of the following is NOT the characteristics of a business?

Voluntarily

contribution

264. The difference in value between a country's exports and imports is called

Balance of trade

265. All of the following are the controllable factors for success in business EXCEPT;

State laws

266. Auditors are generally appointed and their remuneration fixed at the _____

Annual general meeting

267. The two major sources of raising funds or financing a business are

Owner's capital & borrowed funds

268. Which of the following in the ethical behavior(s) in managerial Practices?

All options

269. _____ is one who has invested the maximum amount in the business?

None options

270. Statutory meeting must be held within _____ of the environment of the business.

3 months to 6 months

271. In _____ a central body will allocated the resources and then decode how these resources will be distributed.

Planned economy

272. If the value of exports exceeds than value of imports the balance of trade is said to be favorable or a

Trade surplus

273. In which of the following industry, raw material is converted into finished or semi finished goods

Manufacturing

274. The first stage in Evolution of business is

Industrial revolution

275. Which of the following does NOT belong to the right of the business?

None options

276. Those countries where people are earning below US \$ 765 are known as:

Low income countries

277. A document that contains rules and regulations of the company.

Articles of association

278. A major disadvantage of the corporate form of organization is the _____.

Double taxation of dividends

279. An agreement between two parties in which one party passes on the right to other party is called:

Franchising agreement

280. Competitor analysis is discussed under the following part?

Marketing part

281. For a private limited company, minimum number of members are _____.

2

282. A sole proprietorship business may have:

All of the given

283. The first annual general meeting should be held with the _____ of incorporation of a company.

18 months

284. In which economy, the government decides that how many resources have to be generated and how the resources should be allocated?

Planned economy

285. _____ is not liable for the debt of the partnership business.

Sleeping partner

286. Franchiser gets a large amount of money from franchisee as _____ while using its name.

Interest

287. The two major sources of raising funds or financing a business are:

Owner's capital & borrowed funds

288. Set of organizational activities directed at attracting, developing, and maintaining an effective workforce is called:

Human resource Management

289. Total quantity of goods and services produced by an economic system during a given period is called

Aggregate output

290. The activity directed towards producing wealth through buying and selling goods is termed as?

Business

291. Filling out the vacant positions is?

Staffing

292. The two major sources of raising funds or financing a business are:

Owner's capital & borrowed funds

293. In which type of business, Government gives the financial assistance?

Joint stock company

294. Which of the following is EXCLUDED from the advantages of sole proprietorship?

Unlimited liability

295. EEO stands for:

Equal Employment Opportunity

296. In which of the following do two or more organizations collaborate on a project for mutual gain?

Joint venture

297. A person who practices the functions to achieve management's objectives?

Manager

298. Auditors are generally appointed and their remuneration, fixed at the _____

Annual General Meeting

299. This management level is concerned with long-range planning for the organization.

Top Managerial

300. Which of the following business type can avail some concessions from the government?

Joint stock company

301. The activities that are undertaken for personal satisfaction and not to earn profit or income are known as _____.

Business activities

302. It is difficult to transfer the rights of ownership in?

Partnership

303. Which of the following is NOT a core function of management?

Motivating

304. A part of organization that requires separate planning is called?

Strategic Business Unit (SBU)

305. Which of the following is not an example of non-profit making organization?

Partnership

306. A document that contains rules and regulations of the company.

307. Money is the sole motivator for workers according to which of the following?

Theory X

308. _____ is one who has invested the maximum amount in the business?

Senior Partner

309. The law relating to joint stock company has been laid in Companies Ordinance, 1984 which came into force on _____ in Pakistan.

Jan-85

310. Who signs the documents on behalf of the joint stock company?

common seal is used for its signature

311. A form designed by the employer for the prospective employee to fill it out is called?

Application blank

312. An agreement between two parties in which one party passes on the right to other party is called:

Joint venture

313. A written statement of what a job holder does, how a job is done, and why a job is done is a_____:

Job description.

314. In what type of business,there is easiest dissolution?

Sole proprietorship

315. Sources of marketing information are categorized into two groups - what are they?

External sources; internal sources.

316. Which of the following factor(s) contribute to success of new businesses?

Hard work

317. Which of the following is not the objective of the Directors' meeting?

To issue debentures

318. A distribution channel represents the path of a product from a producer to:

Consumer

319. Which of the following Selection devices are based upon physical condition of the candidates:

Medical tests

320. Which of the following factor(s) contribute to failures of new businesses?

All of the given

321. _____ are paid for short term period, e.g. for a day or for an hour or on the basis of units completed.

None of the given

322. What is mean by global organization?

Producing products for specific country

323. In franchising, all of the following are the rights of franchisee except:

Right to use factory location

324. A part of organization that requires separate planning is called _____.

None of the given

325. Those countries where people are earning below US \$765?

Middle income countries

326. Profit distributed among shareholders is called _____.

Dividend

327. In which approach of marketing: unsatisfied needs of the customers are satisfied?

Product oriented

328. Environmental forces that are controllable are called?

Internal forces

329. The notice calling the annual general meeting, must be given to all its members at least _____ days before the date of the meeting.

21 days

330. First meeting of the members of public limited company is known as:

Statutory meeting

331. Dividing the market on the basis of area, climate and cultural values is called?

Geographical segmentation

332. Which of the following enjoys limited liability?

A corporation

333. DSS stands for:

Decision support system

334. All of the following personal characteristics are found in an entrepreneur except:

Follower

335. _____ meeting must be held at least once in three months and at least four times in a year.

None of the given

336. In which leadership style, there will be downward communication only.

Democratic style

337. To get a product that is up to the expectations of the customers comes under consumerism.

False

338. Business may be define as an economic activity undertaken with a motive of earning profit by satisfying human needs in society. The term economic activity includes the activities with the motive of:

Personal satisfaction

339. Statutory meeting must be held within _____ of the commencement of the business

3 months to 6 months

340. The method of interviews where questions can be changed or adapted to meet the respondent's intelligence and understanding is called:

Unstructured interviews

341. Which types of organizations have expertise in selecting people for the job?

Exports

342. Which of the following is not an example of non-profit making organization?

Partnership

343. Which of the following is an example of genetic industry?

Poultry Farms

344. All of the following is the barrier of international trade, Except:

Tariff

345. Which of the following is included in a business plan:

All of the given

346. The first time issuance of share is held in the:

Primary market

347. Job Enrichment:

Is a programme through which management seeks greater productivity from worker

348. Which of the following condition must be fulfilled to obtain the "Certificate of commencement"?

All of the given

349. Decision about activities performed by the workers is called

Organizing

350. Which of the meetings is held only once in the life of a public company?

Statutory meeting

351. Total income of the country/Total population is the formula to calculate.

Per Capita Income

352. Which of the following documents contains the name and address of joint stock company?

Memorandum of association

353. All of the following fall in the category of "business" except:

Construction of houses for personal use

354. Limit imposed by one country or importing commodities from another country?

Quoata

355. Which of the following statement is true for the World Trade Organization (WTO):

Sets tariffs to balance international trade among nations

356. All of the following fall in the category of "business" except:

Construction of houses for personal use

357. Limit imposed by one country or importing commodities from another country?

Quota

358. Marketing should begin with _____.

All of the given

359. The activities that are undertaken for personal satisfaction and not to earn profit or income are known as _____.

Business activities

360. Concessions provided by a country to its producers in order to protect economy?

Subsidies

361. Which of the following have powers of decisions making in Joint Stock Company?

Board of directors

362. Election of directors and appointment of auditors is the objectives of _____.

Annual general meeting

363. Annual General Meeting is the meeting of the company that held

Once in a year

364. Those who invest in joint stock companies is called:

Shareholders

365. _____ meeting is the first meeting after commencement of business.

None of the given

366. _____ which mode of the business is formed when several business concern undertaking units are combined to carry on the business together for achieving the economic benefits?

combination

367. Which of the following is not the disadvantage of cooperative society?

Lack of secrecy

368. _____ describes life time objectives of the organization.

All of the given

369. Those who invest in joint stock companies is called:

Shareholders

370. First meeting of the members of public limited company is known as:

Statutory meeting

371. Which of the following have powers of decisions making in Joint Stock Company?

Board of directors

372. Limit imposed by one country or importing commodities from another country?

Quota

373. Which of the meetings is held only once in the life of a public company?

Statutory meeting

374. Sole proprietorship always enjoys:

100% of profit after tax

375. The first time issuance of share is held in the:

Primary market

376. Decision about activities performed by the workers is called

Organizing

377. _____ are the government taxes on imports that raise the price of foreign goods and make them less competitive with domestic goods.

Income tax

378. Which of the following is NOT an aspect to purchase a franchise business?

Attractive Location

379. Which of the following is not an example of non-profit making organization?

Partnership

380. The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:

Market penetrating

381. All of the following personal characteristics are found in an entrepreneur except:

Follower

382. Which of the following is included in a economic factors?

Value system

383. In what type of business,there is easiest dissolution?

Sole proprietorship

384. Goods produce domestically and sold in some other country is called:

Exports

385. Sources of marketing information are categorized into two groups - what are they?

External sources; internal sources

386. The first annual general meeting should be held with the _____ of incorporation of a company.

18 months

387. Dividing the market on the basis of area, climate and cultural values is called?

Geographical segmentation

388. Which types of organizations have expertise in selecting people for the job?

All of the given

1. Which of the following must hold a statutory meeting?

Statutory companies

Public limited companies

2. Which of the following is NOT included in aids to trade?

Insurance

3. The portion of capital kept at the winding up of a company for the payment of debts is known as:

Reserve capital

Authorized capital

2. Which of the following business type can avail some concessions from the government?

- Sole proprietorship
- Partnership
- Joint Stock company
- Cooperative society

3. While making financial projections in a business plan, which of these would NOT form part of the plan?

- Source of loan
- Audit
- Net income or profit
- Expected revenues

4. Which of the following are included in a business plan? Financial information, production plans, personal policies. Goals of the business and how they will be achieved.

Market analysis

All of the given options.

5. Which of the following is not a reason for a business failure?

Managerial experience or
inexperience Effective control
systems

Insufficient control
system None of the
given options

6. In which of the following two or more organizations collaborate on a project for mutual gain?

Strategic alliance

7. The difference between a country's merchandise exports and its merchandise imports is the:

- Current account
- Capital account
- Balance of trade
- Balance of payments

8. One of the best solutions to get rid of non-biodegradable wastes is:

Recycling

9. The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work.

However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality

test may be:

- Legal but not valid
- Valid but not reliable
- Reliable but not valid
- Reliable but not legal

10. _____ is a written statement which contains the duties and responsibilities of a job.

Job analysis

Job

specification

Job description

Job inventory

chart

11. According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem
Security

Social

Self-actualization

12. Douglas McGregor is associated with which of the following?

Scientific
management
Motivational
factors Theory X
and theory Y The
Hawthorne studies

13. Which step in Maslow's Hierarchy of Needs Theory deals with achieving one's potential?

Safety
Self
actualization
Physiological
Social

14. The term "Job Rotation":

Is another term for employee empowerment? Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy

Means that staff is moved periodically from task to task in order to increase variety and interest.

15. Which of the following statements is NOT true about services?

They are experienced, used or consumed
They are often sold first, and then consumed
They are perishable

They are tangible

16. Which of the following generic terms is not a management function?

Leading
Systemizing
ng
Planning
Organizing

17. Increases in the degree of responsibility a worker has over his or her job is referred to as job:

Empowerment
Enlargement
t
Enrichment
Entitlement

18. ABC Company is currently hiring employees from different countries. ABC Company is said to

be implementing_____strategy.

Decentralization

Downsizing

Workforce

diversity

Retrenchment

19. What is potentially the biggest advantage of a smallpartnership over a sole proprietorship?

Unlimited

liabilitySingle

tax filing

Difficult ownership
resale **Raising capital**

20. Which of the following is the oldest form of business organization?

Sole proprietorship
Partnership
Company
Cooperative society

21. Which of the following is an advantage of a corporation that is *not* an advantage as a limited partner in a partnership?

Limited liability
Easy transfer of ownership position
Double taxation

All of the given options are advantages that the corporation has over limited partner

22. Examples of constructive industries include: **Canals**

Fishery
Sugar mills
Plant nurseries

23. Which of the following statement shows the Trade Deficit process?

A process in which country imports are higher than the exports

A process in which country exports are equal to the exports

A process in which country imports are less than the country exports

All of the given options

24. Mr. Saleem has invested 20,000 Rs in a business but did not take part in the management of the

business. In which category of partner he falls?

Secret partner

Silent partner

Sleeping

partner

All of the given options

25. Name of the business

should: Be simple

Indicates the type of

business Be familiar

All of the given options

26. Hormel Foods Corporation in the USA

allows the Danish company Tulip International to produce and market SPAM for the UK market under its own name. What kind of market entry

strategy is Hormel using?

Licensing

Joint

venturing

Contracting

Franchising

27. What are some of the non financial ways of compensation for employees? (3 marks)

28. How does the term Merger differ from the

term Acquisition. (3 marks)

29. What do you mean by recruitment? What are the different ways of recruitment? (5 marks)

30. Describe Expectancy theory. (5 marks)

Question No: 1 (Marks: 1) - Please choose one
Which of the following is excluded from factors that can affect the business?
Demographic Factors
Economic and social factors
Natural factors
None of the above

Question No: 2 (Marks: 1) - Please choose one
The formation of _____ does not require any legal formality like registration.
Company
Cooperative society
Partnership
Sole proprietorship

Question No: 3 (Marks: 1) - Please choose one
Which of the following is a disadvantage of partnership?
Distribution of work
Sufficient capital
Prime credit standing
Profit sharing

Question No: 4 (Marks: 1) - Please choose one
In partnership deed, profit and loss is distributed among the partners:
In equal percentage
As per percentage of capital invested
As per agreed ratio in partnership deed
None of the given options

Question No: 5 (Marks: 1) - Please choose one
The powers of the Board of Directors to borrow from the bank are

mentioned in:

**Article of
Association**

Memorandum of
Association Special
Resolution

None of the given options

Question No: 6 (Marks: 1) - Please choose one
Which of the following should be considered when
designing a business plan? Objectives of the business
Marketing components of the business

Financial components of the business

All of the given options

Question No: 7 (Marks: 1) - Please choose one

A firm that acquires another firm as part of its overall business strategy is engaging in

_____.

A strategic

acquisition

financial

acquisition

two-tier tender

offer

repellent

Question No: 8 (Marks: 1) - Please choose one

The record of a country's imports and exports of goods and services is called its: Visible trade balance.

Balance of payments

Balance of payments on current

account. Balance of trade.

Question No: 9 (Marks: 1) - Please choose one

which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GAT

T EU

WTO

NAF

TA

Question No: 10 (Marks: 1) -

Please choose one Export subsidies

are:

Maximum limits on the quantity of specific products

imported to a nation. Taxes placed on imported products.

Licensing requirements or unreasonable quality standards designed to reduce imports.

Government payments to domestic producers to reduce the price on exported goods.

Question No: 11 (Marks: 1) - Please choose one

If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

Ethics

Profitabil

ity.

Producti

vity.

Game

plan

Question No: 12 (Marks: 1) - Please choose one

_____ is a dimension of social responsibility that includes hiring minority workers, making safe products, minimizing pollution, using energy wisely, and providing a safe work environment

Corporate

philanthropy

Corporate policy

Corporate

governance

Corporate

responsibility

Question No: 13 (Marks: 1) - Please choose one

Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

The right quantity and quality of employees needed when and where

What physical resources the

organization needs Who the

organization's main competitors are

Question No: 14 (Marks: 1) - Please choose one

The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops.

Therefore the MBTI personality test may be:

Legal but not

valid **Valid but**

not reliable

Reliable but not

valid Reliable

but not legal

Question No: 15 (Marks: 1) - Please choose one
Selection devices that are based upon physical condition of the candidates are known as:

Medical tests

Background
investigations.

Aptitude tests

Application forms.

Question No: 16 (Marks: 1) - Please choose one
Which of the following chart shows turnover in an organization? GANNT chart

Replacement chart

PERT

chart

Bar

chart

Question No: 17 (Marks: 1) -
Please choose one The Hawthorne

Studies found:

That social and psychological factors could significantly affect productivity

That economic factors affect productivity

Money to be the primary motivator of female employees.
That workers were motivated to produce more when managers left them alone.

Question No: 18 (Marks: 1) - Please choose one
According to Maslow's hierarchy of needs, a person who buys a motion detector/burglaralarm for her house is motivated to do so in an attempt to fulfill the following need: Esteem.
Security

Social
Self-actualization.

Question No: 19 (Marks: 1) - Please choose one
Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth
factors

**Hygiene
factors**

Esteem
factors

Motivating
factors

Question No: 20 (Marks: 1) - Please choose one
Which of the following step is important to improve expectancy?
Deliver rewards as promised.

Observe and recognize performance.
Create the belief that effort is related to
performanceMake the rewards
meaningful.

Question No: 21 (Marks: 1) -
Please choose oneThe term "Job
Rotation":
Is another term for employee empowerment

Involves allocating a wider range of similar tasks to individuals
Involves giving employees work with a greater degree of responsibility and autonomy

Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 22 (Marks: 1) - Please choose one
Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Total company effort

Profit

Producti

vity

Customer satisfaction

Question No: 23 (Marks: 1) - Please choose one

In _____ of marketing, unsatisfied need of the customers are satisfied. Social oriented stage

Product oriented
stage **Marketing**
oriented stage
None of the given
options

Question No: 24 (Marks: 1) - Please choose one
Which of the following statements is NOT
true about services? They are experienced,
used or consumed.
They are often sold first, then
consumed. They are perishable.
They are tangible.

Question No: 25 (Marks: 1) - Please choose one
The degree to which a tool or test measures what it is supposed to
measure is known as:
Validity
Reliability
Dependabil
ity
Goodness
of fit.

Question No: 26 (Marks: 1) -
Please choose one Which of the
following would generally have
unlimited
liability?
A limited partner in a
partnership A
shareholder in a
corporation
The owner of a sole proprietorship
A member in a limited liability company (LLC)

Question No: 27 (Marks: 1) - Please choose one
What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Unlimited

liability

Single tax

filing

Difficult ownership resale

Raising capital

Question No: 28 (Marks: 1) -
Please choose one Which of the
following enjoys limited liability?

A general partnership

A corporation

A sole

proprietorship

None of the given

options

Question No: 29 (Marks: 1) - Please choose one
In which type of business entity the entire ownership interest is transferable most freely ?
General partnership
Limited
partnership
Corporation
Limited liability company

Question No: 30 (Marks: 1) -
Please choose one Which of the following is false?
One reason for failure of businesses is lack of managerial experience
One reason for failure of businesses is that most entrepreneurs are younger than 25 years old
One reason for failure of businesses is to neglect
One reason for failure of businesses is weak control systems
Question No: 31 (Marks: 5)

What is a business plan? Discuss the purpose and significance of a business plan.
Question No: 32 (Marks: 10)

What is Maslow's hierarchy of needs model? What are management implications of Maslow's Hierarchy need theory?

- 1) A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?
- a) 10%
 - b) 15%
 - c) 40%**
 - d) 80%

- 2) Components of Business Plan include all of the following except
- a) Marketing Component
 - b) Administrative Component
 - c) **External Component**
 - d) Financial Component
- 3) An agreement between two parties in which one party possess the rights to the other party is
- a) Partnership
 - b) Strategic Alliance
 - c) Joint venture
 - d) **Franchising**
- 4) The shareholders elect the Board of Directors in the
- a) Through special resolution
 - b) **In annual general meeting**
 - c) In Special meeting
 - d) In statutory meeting
- 5) Portion of the undistributed profit transferred to which of the following?
- a) General Reserve
 - b) Retained Earning
 - c) Appropriation account
 - d) **All of the given options**
- 6) Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?
- a) Charter of Company
 - b) Article of Association
 - c) **Prospectus**

d) None of the given option

- 7) A joint stock company may be wound up voluntarily in which of the following way:
- a) **Expiry of Period**
 - b) Fails to submit statutory report
 - c) Fails to start its business within one year from the date of incorporation
 - d) All of the following
- 8) Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:
- a) Debt
 - b) Equity
 - c) None of the above
 - d) **All of the given option**
- 9) Cooperative Societies are not formed for:
- a) The serving of the orphans and widows
 - b) The help of poor people
 - c) **For the earning of profit**
 - d) Social welfare
- 10) Which of the following is the source of acquiring of redeemable capital?
- a) Mudarbah Certificate
 - b) Debentures
 - c) **Participation Term Certificates**
 - d) All of the given option

Q# 11:

Which one of the following statements about marketing is inaccurate?

- a) **The growing number of products in all categories has made it easier for marketers to capture the attention of customers.**

- b) Marketing has to do with persuading customers a product meets their needs.
- c) The mass market has fragmented into many different groups of customers.
- d) Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.

Q# 12:

The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is called_____.

- a) Marketing
- b) Business vision
- c) Product development
- d) **Customer relationship management**

Q# 13:

_____ is the typical sequence of changes in demand for a product that occurs over time.

- a) The business vision statement
- b) **The product life cycle**
- c) Marketing research
- d) A customer-oriented approach

Q# 14:

All of the following except _____ are considered to be statements about marketing _____ correct research.

- a) It is a systematic search for information about customers' needs and how those needs differ
- b) Marketing research is geared to uncover unmet consumer needs
- c) With market research, the chance product development will be able to create a product consumers want to buy

increases

- d) **Marketing research provides an inexpensive method for tracking consumer behavior**

Q#15:

When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its

_____.

- a) Market differentiation
- b) Market mission
- c) **Market segment**
- d) Marketing plan

Q#16:

_____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

- a) **Marketing mix**
- b) Product mix
- c) Product differentiation
- d) Product positioning

Q# 17:

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

- a) Sales promotion
- b) Public relations
- c) **Personal selling**
- d) Advertising

Q# 18:

The specific method a company uses to sell and deliver its products to customers is known as its_____.

- a) Retail intermediaries
- b) Direct distribution
- c) Distribution mix
- d) **Distribution**

channel Q#1 9:

Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

- a) Independent wholesalers
- b) **Direct distribution**
- c) Company-owned distributors
- d) Retail distributors

Q# 20:

The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

- a) Missionary selling
- b) Licensed distribution
- c) **Distribution mix**
- d) Distribution channel

Q# 21:

All of the following choices represent one of the four types of utility except:

- a) Time
- b) Form
- c) **Loyalty**
- d) Ownership

Q# 22:

The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

- a) Production
- b) Sales
- c) **Marketing**
- d) Relationship

Q# 23:

The marketing concept is:

- a) Companywide consumer orientation with the objective of achieving the maximum amount of profits.
- b) **Long-run success page.**
- c) Largest market share.
- d) Highest paid staff.

Q# 24:

_____ involves long-term, value-added relationships developed overtime with customers and suppliers:

- a) **Relationship Marketing**
- b) Marketing Era Marketing
- c) Consumer Marketing
- d) Exchange Marketing

Q# 25:

An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

- a) **Sales process**
- b) Exchange process
- c) Relationship process
- d) Production process

Solved MCQs mgt211

Question # 1

Which of the following focuses on job content, environment, and conditions of employment?

Select correct option:

- a. Job description
- b. Human resource inventory report

c. Job analysis

- d. None of the given options

Question # 2

All of the following except_ are considered to be correct statements about marketing research.

Select correct option:

- a. It is a systematic search for information about customers' needs and how those needs differ.
- b. Marketing research is geared to uncover unmet consumer needs

c. With market research, the chance product development will be able to create a product consumers want to buy increases

- d. Marketing research provides an inexpensive method for tracking consumer behavior

Question # 3

In the marketing research process the 1st step is to define

the problem followed by: Select correct option:

- a. Collection of data**
- b. Develop recommendation**
- c. Develop the research design**
- d. Implement plan**

Question # 4

Which of the following is the least likely decision to be made by Operations Managers? Select correct option:

- a. Deciding which market areas to manufacture products for**
- b. Designing and improving the jobs of the workforce
- c. Selecting the location and layout of a facility
- d. How to use quality techniques to reduce waste

Question # 5

What kind of sales person are you most likely to find working in the pharmaceutical industry?
Select correct option:

- a. Order taker**
- b. Order getter
- c. Sales engineer
- d. Missionary salesperson

Question # 6

_____ includes all of the activities involved in the sale of products to final customers.
Select correct option:

- a. Wholesaling
- b. Retailing**
- c. Marketing
- d. Distributing

Question # 7

Which of the following are the functions of management?
a. Select correct option:

b.Planning

c.Organizing

d.Coordinating

e.All of the given

options Question # 8

A major advantage of the corporate form of organization is:

Select correct option:

a.Reduction of double taxation.

b.Limited owner liability.

c.Legal restrictions.

d.Ease of organization

Question # 9

It is difficult to transfer the rights of ownership in:

Select correct option:

a.Sole proprietorship

b.Partnership

c.All the given options

d.None of the given options

Question # 10

Statutory meeting must be held not later than _from the date on which a public company is entitled to commence business

Select correct option:

a.3 months

b.6 months

c. 1 year

d.One month

Question # 11

Which of the following is the most important determinant of a firm's value?

Select correct option:

a. Earnings

b. Debt

c. Liabilities

d. Liquidity

Question # 12

The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:
Select correct option:

- a. Market penetrating
- b. Target Marketing
- c. Relationship marketing
- d. Market**

segmentation Question

13

_____ refers to the standards of moral behavior. Select correct option:

- a. Legality
- b. Loyalty
- c. Integrity
- d. Ethi**

cs Question

14

The difference between a country's merchandise exports and its merchandise imports is the:
Select correct option:

- a. Current account.
- b. Capital account
- c. Balance of trade**
- d. Balance of payments

Question # 15

The World Trade Organization (WTO):
Select correct option:

- a. Sets tariffs to balance international trade among nations.
- b. Is the successor to NAFTA.

c.Rules on trade disputes between nations.

d.Sets exchange rates to balance international trade among nations.

Question # 16

Which of the following is NOT a core function of management? Select correct option:

a.Planning

b. Organizing

c. Motivating

d. Leading

Question # 17

In democratic style of leadership there is:
Select correct option:

a. Upward communication

b. Upward and downward communication

c. Occasional communication

d. Downward communication

Question # 18

The following are included in a business plan:
Select correct option:

a. Financial information, production plans, personnel policies

b. Goals of the business and how they will be achieved.

c. Market analysis

d. All of the above.

Question # 19

There are really only two ways to collect primary data for a marketing study: Select correct option:

a. Observation and asking questions

b. Passive and remote observations

c. Through laboratory settings and onsite groups

d. With careful, selected shopper and specialized syndicated

services

Question # 20

The major disadvantage of advertising on television is: Select correct option:

a. Local market focus

b. Long life span

c. Cost.

d. Its inability to target specific audiences.

Question # 21

_____ may be used to analyze how well a company is managing its assets. Select correct option:

a. Profitability Ratio

b. Debt Ratio

c. Activity Ratio

d. Liquidity Ratio

Question # 22

For the individual employee, MBO provides: Select correct option:

a. A way to keep the company accountable

b. Specific personal performance objectives

c. Increased monetary compensation

d. Communication between co-workers.

Question # 23

Examples of genetic industries include: Select correct option:

a. Poultry

b. Sugar mill

c. Plant nurseries

d. Canals

Question # 24

Which of the following enjoys limited liability? Select correct option:

a. A general partnership.

b. A corporation.

c. A sole proprietorship.

d. None of the above

Question # 25

JIT aims at:-

Select correct option:

- a.Avoid delays
- b.Favorable cash flow of the organization
- c.Reduction in non-value added activities
- d.All of the given**

options Question # 26

Consumer goods are purchased by:

Select correct option: a. Business users.

- b.Ultimate consumers.**
- c.Governments.
- d.Families.

Question # 27

The last step involved in designing an advertising campaign is

.Select correct option:

- a.Allocation of Budget
- b.Advertising Objectives
- c.Advertising Evaluation**
- d.Message Creation

Question # 28

In which of the following do two or more organizations collaborate on a project formutual gain?

Select correct option:

- a.Limited partnership**

b. Joint venture
c. Public corporation

d. Strategic alliance

Question # 29

Air crafts are used for transportation of products when speed is Select correct option:

**More
important**

Less
important

**Question #
30**

An item consumed in one or a few uses is called a:
Select correct option:

a.Consumer good

b.Commodity

c.Durable good

d.Nondurable

good **Question # 31**

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Select correct option:

a.Sales promotion

b.Public relations

c.Personal selling

d.Advertising

Question # 32

A written statement of what a jobholder does, how a job is done, and why a job is done is a_____:

Select correct option:

a.Job description.

b.Human resource inventory report.

c.Job analysis.

d. Job specification.

Question # 33

Aggregating prospective buyers into groups is called: Select correct option:

a. Market categorization

b. Market segmentation

c. BCG matrix analysis

d. Grouping

a. Sets exchange rates to balance international trade among nations.

Question #34

Franchisors like franchising because:

Select correct option:

a.They get a huge amount of money from franchisee without doing much

b.Failure rate of franchise business is lower than other businesses.

c.Franchisees invest their own money and take responsibility for the management of the businesses they own.

d.All of the

given Question #

35

Auditors are generally appointed and their remuneration, fixed at the _____

Select correct option:

Extraordinary

Meeting Statutory

Meeting

Director's

Meeting Annual

General Meeting

Question #36

Which of the following is included in economic factors? Select correct option:

Religion

Value

system

Norms

**Exchange
rate**

**Question
37**

Management, marketing and finance are
key parts of a/ an: Select correct option:

Accounting plan Production

strategy Business plan

Information systems

Question # 38

_____ refers to the standards of
moral behavior. Select correct option:

Legality

Loyalty

Integrity

Ethics

Question

39

Skyscrapers, pop-ups, and banners are all types of
_____ advertis

ing. Select correct option:

Televis

ion

Radio

Outdoor
Internet
Question #
40

Selection devices that are based upon physical condition of the candidates are known as: Select correct option:

- a. Medical tests**
- b. Background investigations.
- c. Aptitude tests
- d. Application forms.

- 1) Which of the following business type has longest life time?
 1. Sole proprietorship
 2. Partnership
 3. **Joint stock company**
 4. All of the given options
- 2) Election of the Board of Directors is done by Shareholders.
 1. Through special resolution
 2. **In annual general meeting**
 3. In Special meeting
 4. In statutory meeting
- 3) Which of the following business type, has to pay double taxes to the government?
 1. Sole proprietorship
 2. Partnership
 3. **Joint stock company**
 4. Cooperative Societies

4) _____ includes the rules and regulations, necessary to manage the internal affairs of the company.

1. Memorandum of Association
2. **Article of Association**
3. Prospectus
4. All of the given option

- 5) General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in_____.
1. Charter of Company
 2. Article of Association
 3. **Prospectus**
 4. None of the given option
- 6) To call the extraordinary meeting, how many days' notice is required?
1. **21 days**
 2. 15 days
 3. 07 days
 4. 30 days
- 7) According to Section 305 of Companies Ordinance, a company may woundup **by court** under which of the following circumstances:
1. **Statutory Declaration**
 2. **Fails to submit statutory report**
 3. Expiry of Period
 4. Appointment of Liquidators
- 8) Which of the following is the source of acquiring of redeemable capital?
1. Modarba Certificate
 2. Debentures
 3. **Participation Term Certificates**
 4. All of the given option
- 9) Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:
1. **Reserve capital**
 2. Un-Issued Capital
 3. Un-Called up Capital
 4. All of the given option

10) The following person cannot make a petition to the court to get an order for winding up of a company.

1. **Petition by debtor**
2. Petition by creditor
3. Petition by contributory
4. All of the above

- 1) Which of the following is the disadvantage of modified schedules and alternative workplace?
 - a. Freedom in professional and personal life
 - b. More Job satisfaction
 - c. **Complicated coordination**
 - d. Suitable for self starter who require little direct supervision
- 2) Among different managerial styles, which of the following allows most rapid decision making?
 - a. **Autocratic styles**
 - b. Democratic styles
 - c. Free rein style
 - d. None of the given option
- 3) _____ is the process of motivating others to work to meet specific objectives.
 - a. **Leadership**
 - b. Motivation
 - c. Free rein style
 - d. Democratic style
- 4) Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?
 - a. Participative Management and Empowerment
 - b. **Management by Objectives (MBO)**
 - c. Reinforcement/Behavior Modification Theory
 - d. None of the given option
- 5) The internal environment consists of the insides

forces that influence marketing strategy and decision making is/are as follows:

- a. Organization Policies
- b. Product Policies
- c. Management Structure
- d. **All of the given option**

- 6) A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:
- a. Marketing Mix
 - b. Advertising objective**
 - c. Market segmentation
 - d. Marketing process
- 7) Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.
- a. Market segmentation**
 - b. Marketing Mix
 - c. Marketing Penetration
 - d. Marketing control
- 8) The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:
- a. Marketing Environment**
 - b. Market segmentation
 - c. Marketing Mix
 - d. Marketing Penetration
- 9) The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.
- a. Market segmentation
 - b. Marketing Mix**
 - c. Marketing Penetration
 - d. Marketing Environment

10) Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

- a. **Substitute product competition**
- b. Brand competition
- c. International competition:
- d. Market competition

- 11) Physical distribution is a channel to make availability of
_ from producer to consumer.
- a. **Finished goods**
 - b. Work in process
 - c. Raw material
 - d. All of the given option
- 12) Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:
- a. Persuasive advertising
 - b. Comparative advertising
 - c. **Informative advertising**
 - d. Reminder advertising
 - e. None of the given options
- 13) A _____ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.
- a. **Pull strategy**
 - b. Push strategy
 - c. Persuasive advertising
 - d. Sales Promotion
- 14) _____ includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.
- a. **Warehousing cost**
 - b. Transportation cost
 - c. Distribution cost
 - d. Manufacturing cost
- 15) Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:
- a. Order Processing
 - b. **Creative Selling**
 - c. Missionary Selling
 - d. None of the given option
- 16) Consumer promotion aimed at the _____ and Trade promotion

aimed at wholesalers and retailers.

a. **Final consumer**

b. Retailer

c. Wholesalers

d. All of the given options

- 17) In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

- a. **Trade Shows**
 - b. Contests
 - c. Cross-promotion
 - d. Special-event sponsorship
- 18) _____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.
- a. **Total quality management (TQM)**
 - b. Promotion strategy
 - c. Sales promotion
 - d. Management by objective (MBO)
- 19) A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.
- a. Public relation
 - b. Trade Promotion
 - c. **Publicity**
 - d. Consumer Promotion
- 20) Advertising strategy that tries to keep a product's name in the consumer's mind.
- a. Persuasive advertising
 - b. Comparative advertising
 - c. Informative advertising
 - d. **Reminder advertising**

Q 1.

1. A major disadvantage of corporate organization is
 - Double Taxation of dividend
 - **Inability of the firm to large sum of additional capital**
 - Limited liability of share holders
 - Limited life of Cooperate firm
2. It is difficult to transfer to right of ownership is
 - Sole proprietor ship
 - **Partner ship**
 - All of given options

- None of given options

3. Wages are paid for

- Long term
- **Short term**
- All of given options
- None of given options

4. Pakistan is exporting

- Sports Item
- Agriculture Product
- Textile Product
- **All of given options**

5. Managers have____type of skills

- 2
- **3**
- 4
- 5

6. The process of attracting the people for job

- **Recruitment**
- Special skills
- Supervision
- Job Specification

7. What is the method of on job training?

- Lectures
- Vestibule
- Videos
- **None of given options**

8. The liability of a sole trader is ____

- limited Only to his investment in the business
- Limited to the total resources of the business
- **Unlimited**
- Not defined

9. Genetic industry means

- Canal
- Sugar mill
- **Poultry**
- Agriculture

10. The first stage Evolution business is?

- **Industry revolution**
- Globalization
- Entrepreneurship
- Marketing era

Question # 1 of 15

In studying consumer behavior, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called:

Demographics

Psychographics

Personal profile

Personality

Question # 2 of 15

The method of interview where questions can be changed or adapted to meet the respondent's intelligence and understanding is called

Unstructured interview

Structured

interview All of

the given options

None of the given options

Question # 3 of 15

Examples of generic industries include

Poultry

Sugar mill

Plant

nurseries

Canals

Question # 4 of 15

----- refers to standard of moral

behavior Loyalty

Integrity

Ethics

Question # 5 of 15

The buying and selling of goods by way of electronic media, such as telephone is called

- Digital
 - age E
 - commerc
 - e
 - Enterprise resource
 - planning
 - None of the
 - above
-

Question # 6 of 15

Which one of the following is NOT a benefit of partnership?

- Distribution of
 - work
 - Unlimited**
 - liability** Tax
 - facility
 - Minority protection
-

Sets tariffs to balance international trade among nations

Is the successor to NAFTA?

Rules on trade disputes between nations.

Sets exchange rates to balance international trade among nations

Question # 8 of 15

The liability of a sole trader is

- Limited only to his investment in the business
- Limited to the total resources of the business
- Unlimited**
- Not defined

Question # 9 of 15

Which of the following statements about Franchising is true?

- Franchising is a type of corporate system
- Franchising is used to achieve coordination at successive stages of production
- Franchising is a type of administered vertical marketing system
- Franchising is the most visible variation of contractual systems

Question # 10 of 15

Which one of the following business type can avail some concessions from Government?

- Sole proprietorship
- Partnership
- JS Company
- Cooperative society**

Question # 11 of 15

Wages are paid for
Short term
periods Long
term periods
All of the given
options None of the
given options

Question # 12 of 15

A good, service, or idea consisting of a bundle of Tangible and intangible attributes that can satisfy consumer is called a:

- Durable good
 - Product**
 - Commodity
-

Question # 13 of 15

A _____ is an assessment of the kinds of skills, knowledge and abilities needed to successfully perform each job in an organization

Job description
Human resource inventory report
Job specification
Job analysis

Question # 14 of 15

The interviewer asks the respondents same questions using a predetermined series of questions interview questions in:

**Structured
interview**
Unstructured
interview
Telephonic
interview None of
the given options

Question # 15 of 15

Which one of the following business has shortest life span?

Sole proprietorship
Partners
hip JS
Compan
y
Co-operative society

Questions
Correct
answer

1) Which of the following is excluded from factors that can affect the business?
a)

Demographic
Factorsb)

Economic
factorsc)

Act of
Godd)

None of the above

Correct answer D

2) The function of business in which business man tries to find new techniques of production is

a)

Accounting

b)

Management

Function

c)

Innovation

d)

Correct answer c

3) If Trade Receipts are greater than Trade Payments then Balance of Payments is _____

a)

Favorable

b)

Unfavorable

c)

Deficit

d) None of the above

Correct answer A

4) Which of the following is excluded from the advantages of Sole Proprietorship?

a)

Direct relationship with

customers

b)

Unlimited

Liability

c)

Easy transfer of
Ownershipd)

Entire Profit

Correct answerB

5) Which of the following is an advantage of sole proprietorship? a)

Longest

life b)

Availability of sufficient

Capital c)

Direct contact with customer and workersd)

Separate Legal Entity

Correct answerC

6) Which of the following is not among the benefits of Partnership Firm? a) Satisfaction of Partnersb)

Lack of Secrecyc)

Moral Promotiond)

Minority Protection

Correct answerB

7) In partnership deed the profit & loss is distributed among the partners by the following ratio.

a) 50:50

b) As per percentage of Capital investedc)

As per agreed ratio in Partnership deeed)

25:75

Correct answerC

8) The company may raise its capital through which of the following sources:

a)

By Issuing
Sharesb)

By Issuing
Debenturesc)

By
Savings
d)

All of the given options

Correct answerD

9) Advantages of cooperative societies does not include

a)

Equal distribution of
wealthb)

Interference of
Governmentc)

No Monopoly
Open
Membership

Correct
answerB

10)WTO was organized on _____

a)

July 15, 1998

b)

January 01,
1990c)

August 25,
1995d)

January 01, 1995

Correct answerD

Please highlight the correct option from given choices.

1. An enterprise that provides products or services that
customers desireis a /an:

a. institution

b. market

c. agency

d.

business
s

2. The different types of stakeholders involved in a business include all of the following except:
- a. owners
 - b. creditors
 - c. couriers
 - d. employees

3. A certificate of ownership of a business is a:
- a. bond
 - b. stock
 - c. mutual fund
 - d. contract
4. The following are possible forms of business ownership except:
- a. proprietorship
 - b. partnership
 - c. bureaucracy
 - d. corporation
5. Partners have unlimited liability in a:
- a. general partnership
 - b. corporation
 - c. limited partnership
 - d. cooperative
6. An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is a :
- a. franchise
 - b. joint venture
 - c. distribution
 - d. cartel
7. A firm's _____ is measured by its stock price, which can be negatively affected by unethical business practices:

- a. bond rating
- b. risk
- c. valu
- e.
- d. return on investment

8. _____ conditions reflect the overall performance of the nation's economy.

- a. microeconomic
- b. multieconomi
- c c. macroecono
- mic
- d. all of the given options

9. The primary purpose of an industry business environmental assessment is to determine the:
- economic growth
 - degree of competition
 - inflation rate
 - population growth
10. The function of business responsible for the efficient use of employees and other resources (such as machinery) is:
- finance
 - marketing
 - production
 - management
- 11) All of the following are considered crucial ingredients that are needed in order for a business to be able to make a profit except.....
- Land
 - Capital
 - Labor
 - Financial Counselors
- 12) Jahanzaib's restaurant was sued when a customer suffered a severe allergic reaction. As sole proprietor of the establishment, Jahanzaib's will be personally liable for any judgment against the restaurant due to --
- .
- Charter Laws
 - Unlimited Liability
 - Terms of his property insurance
 - Limited Liability
- 13) ----- comprise partners whose liability is limited to the cash or property they contributed to the partnership.
- Limited partnerships

- b) Limited Liability Companies
- c) Sole Corporations
- d) General Partnership

14) ----- is considered a primary advantage to forming a business partnership.

- a) Shared Profit
- b) Increase Specialization
- c) Shared Control
- d) Unlimited Liability

15) Disadvantages associated with being an entrepreneur include all of the following except --.

- a) Ensuring the business functions properly
- b) Possibly incurring large losses
- c) Possibly losing source of income
- d) Having an increased amount of control

16) All of the following except ----- are considered to be barriers to free trade

- a) Tariffs
- b) Quotas
- c) Subsidies
- d) Taxes

17) A ----- is an economic system in which the production of goods and services is left in the hands of private enterprise.

- a) Totalitarian government
- b) Representative democracy
- c) Mixed Economy
- d) Free Market Economy

18) ----- are those persons who guarantee the company, to buy the remaining shares if minimum requirement is not met.

- a) Promoters
- b) Brokers

- c) Underwriters
- d) Directors

19) The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

- a) Finance
- b) Marketing
- c) Production
- d) Management

20) The different types of stakeholders involved in a business include all of the following except:

- c) Couriers

Question No: 1 Which of the following business type has longest life time?

Joint stock company

Question No: 2 Election of the Board of Directors is done by Shareholders.

Through special resolution

In annual general meeting

Question No: 3 Which of the following business type, has to pay double taxes to the government?

Sole proprietorship Partnership

Joint stock company

Question No: 4 includes the rules and regulations, necessary to manage the internal affairs of the company.

Article of Association

Question No: 5 General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in____.

Charter of Company Article of Association

Prospectus None of the given option

Question No: 6 To call the extraordinary meeting, how many days' notice is required?

21 days 15 days 07 days 30 days

Question No: 7 According to Section 305 of Companies Ordinance, a company may wound up **by court** under which of the following circumstances:

Statutory Declaration **Fails to submit statutory report**

Expiry of Period Appointment of Liquidators

Question No: 8 Which of the following is the source of acquiring of redeemable capital?

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Participation Term Certificates All of the given option

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Petition by debtor

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Complicated coordination

Suitable for self starter who require little direct supervision

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Autocratic styles

Question No: 13 _____ is the process of motivating others to work to meet specific objectives.

Leadership Motivation Free rein style Democratic style

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Management by Objectives (MBO)

Reinforcement/Behavior Modification Theory

None of the given option

Question No: 15 The internal environment consists of the inside forces that influence marketing strategy and decision making is/are as follows:

Organization Policies Product Policies

Management Structure **All of the given option**

Question No: 16 A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

Marketing Mix **Advertising objective**

Market segmentation Marketing process

Question No: 17 Dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

Market

segmentation

Question No: 18 The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

Marketing Environment

Question No: 19 The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Marketing Mix

Question No: 20 Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

Substitute product

competition

Question No: 21 Physical distribution is a channel to make availability of _____ from producer to consumer.

Finished goods

Work in process

Raw material

All of the given option

Question No: 22 Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

None of the given options

Question No: 23

_____ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

Pull strategy

Push strategy

Persuasive advertising

Sales Promotion

Question No: 24 includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.

Warehousing cost

Transportation cost

Distribution cost

Manufacturing cost

Question No: 25 Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

Order Processing

Creative Selling

Missionary Selling

None of the given option

Question No: 26 Consumer promotion aimed at the _____ and Trade promotion aimed at wholesalers and retailers.

Final consumer Retailer Wholesalers

All of the given options

Question No: 27 In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

Trade Shows Contests Cross-promotion

Special-event sponsorship

Question No: 28 is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.

Total quality management (TQM)

Promotion strategy

Sales promotion Management by objective (MBO)

Question No: 29 A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

Public relation

Publicity

Trade Promotion

Consumer Promotion

Question No: 30 Advertising strategy that tries to keep a product's name in the consumer's mind.

Persuasive advertising

Comparative advertising

Informative advertising

Reminder advertising

Question No: 31 Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

10% 15% 40% 80%

Question No: 32 Components of Business Plan include all of the following except:

Marketing Component

Administrative Component

External Component

Financial Component

Question No: 33 An agreement between two parties in which one party possess the rights to the other party is:

Partnership Strategic Alliance
Joint venture Franchising

Question No: 34 The shareholders elect the Board of Directors in the

Through special resolution

In annual general meeting In Special meeting

In statutory meeting

Question No: 35 Portion of the undistributed profit transferred to which of the following?

General Reserve Retained Earning

Appropriation account

All of the given options

Question No: 36 Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

Charter of Company
Article of Association

Prospectus None of the given option

Question No: 37 A joint stock company may be wound up voluntarily in which of the following way:

Expiry of Period

Fails to submit statutory report

Fails to start its business within one year from the date of incorporation

nAll of the following

Question No: 38 Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:

- Debt Equity None of the above
All of the given option

Question No: 39 Cooperative Societies are not formed for:

- The serving of the orphans and widows
The help of poor people

- For the earning of profit Social welfare

Question No: 40 Which one of the following statements about marketing is inaccurate?

(The growing number of products in all categories has made it easier for marketers to capture the attention of customers.)

(Marketing has to do with persuading customers a product meets their needs.)

(The mass market has fragmented into many different groups of customers.)

(Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.)

Question No: 41 The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is called_____.

relationship management

Question No: 42

is the typical sequence of changes in demand for a product that occurs overtime.

The business vision statement

The product life cycle

Marketing research

A customer-oriented approach

Question No: 43 All of the following except _____ are considered to be correct statements about marketing research.

(It is a systematic search for information about customers' needs and how those needs differ)

(Marketing research is geared to uncover unmet consumer needs)

(With market research, the chance product development will be able to create a product consumers want to buy increases)

(Marketing research provides an inexpensive method for tracking consumer behavior)

Question No:44 When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its _____.

Market differentiation Market mission

Market segment

Marketing plan

Question No: 45

_____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

Marketing mix

Product mix Product differentiation

Product positioning

Question No: 46 Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Sales promotion

Public relations

Personal selling

Advertising

Question No: 47 The specific method a company uses to sell and deliver its products to customers is known as its_____.

Retail intermediaries

Direct distribution Distribution mix

Distribution channel

Question No: 48 Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

Independent wholesalers Direct distribution Company-owned

distributors Retail distributors

Question No: 49 The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

Missionary selling

Licensed distribution Distribution mix

Distribution channel

Question No: 50 All of the following choices represent one of the four

types of utility except: Time Form

Loyalty Ownership

Question No: 51 The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

Production Sales Marketing

Relationship

Question No: 52 The marketing concept is:

Companywide consumer orientation with the objective of achieving the maximum amount of profits.

Long-run success page.

Largest market share.

Highest paid staff.

Question No: 53

_____ involves long-term, value-added relationships developed over time with customers and suppliers:

Relationship Marketing

Marketing Era Marketing Consumer Marketing

Exchange Marketing

Question No: 54 An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

Sales process

Exchange process Relationship process

Production process

Question No: 55 An enterprise that provides products or services that customers desire is a / an: Institution

market

agency

business

Question No: 56 The different types of stakeholders involved in a business include all of the following except:

Owners creditors

couriers

employees

Question No: 57 A certificate of ownership of a business is a:

Bond stock

mutual fund

contract

Question No: 58 The following are possible forms of business

ownership except: Proprietorship partnership

bureaucracy

corporation **Question No: 59** Partners have unlimited

liability in a:

general partnership

corporation

limited partnership

cooperative

Question No: 60 An arrangement whereby business owners allow others to use their trademark, tradename, or copyright under specified conditions is

Franchise

joint venture

distribution

cartel

Question No: 61 A firm's

_____ is measured by its stock price, which can be negatively affected by unethical business practices:

bond rating risk value return on investment

Question No: 62

_____ conditions reflect the overall performance of the nation's economy.

Microeconomic multieconomic

macroeconomic all of the given options

Question No: 63 The primary purpose of an industry business environmental assessment is to determine the:

economic growth

degree of competition inflation rate

population growth

Question No: 64 The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

Finance marketing production

management

Question No: 65 If firms wish to avoid hiring during a temporary increase in production, they can offer

_____ to existing employees.

Overtime training affirmative action

orientation program

Question No: 66 Group of individuals working together to achieve shared job-related goals, such as higher pay, shorter working hours, more job security, greater benefits, or better working conditions is a:

Labor Union Informal organization Team Trade union

Question No: 67 Since they are closer to the production process, first line managers use their

_____skills more frequently.

Conceptual interpersonal

managerial

technical

Question No: 68 Which of the following allows employees to set their own goals and determinethe manner in which they accomplish their tasks?

equity theory
theory X

management by objectives
theory Y

Question No: 69 All of the following are key factors that influence consumer preferences and the size of target market except:

social values anthropology
geography demographics

Question No: 70 Cameras, clothes, and household items are examples of products that exist in:

industrial markets
business markets

consumer markets
government markets

Question No: 71 To develop new ideas for expanding their product lines, many firms have recently increased their investment in:

research and development
production facilities distribution facilities
inventory control

Question No: 72 Products that are not branded by the producer or retailer are called:

national brands store brands obsolete brands
generic brands

Question No: 73 Managers typically attempt to set a price that will maximize a firm's:

Value

production

advertising

promotion

Question No: 74 The manner by which a firm's products are made accessible to its customers is determined by its:

advertising strategies

product decisions pricing strategies

distribution decisions

Question No: 75 Marketing intermediaries that match buyers and sellers of products without becoming owners of the products themselves are known as:

single-service marketers agents stockers
mediators

Question No: 76 All of the following are methods of promotion except:

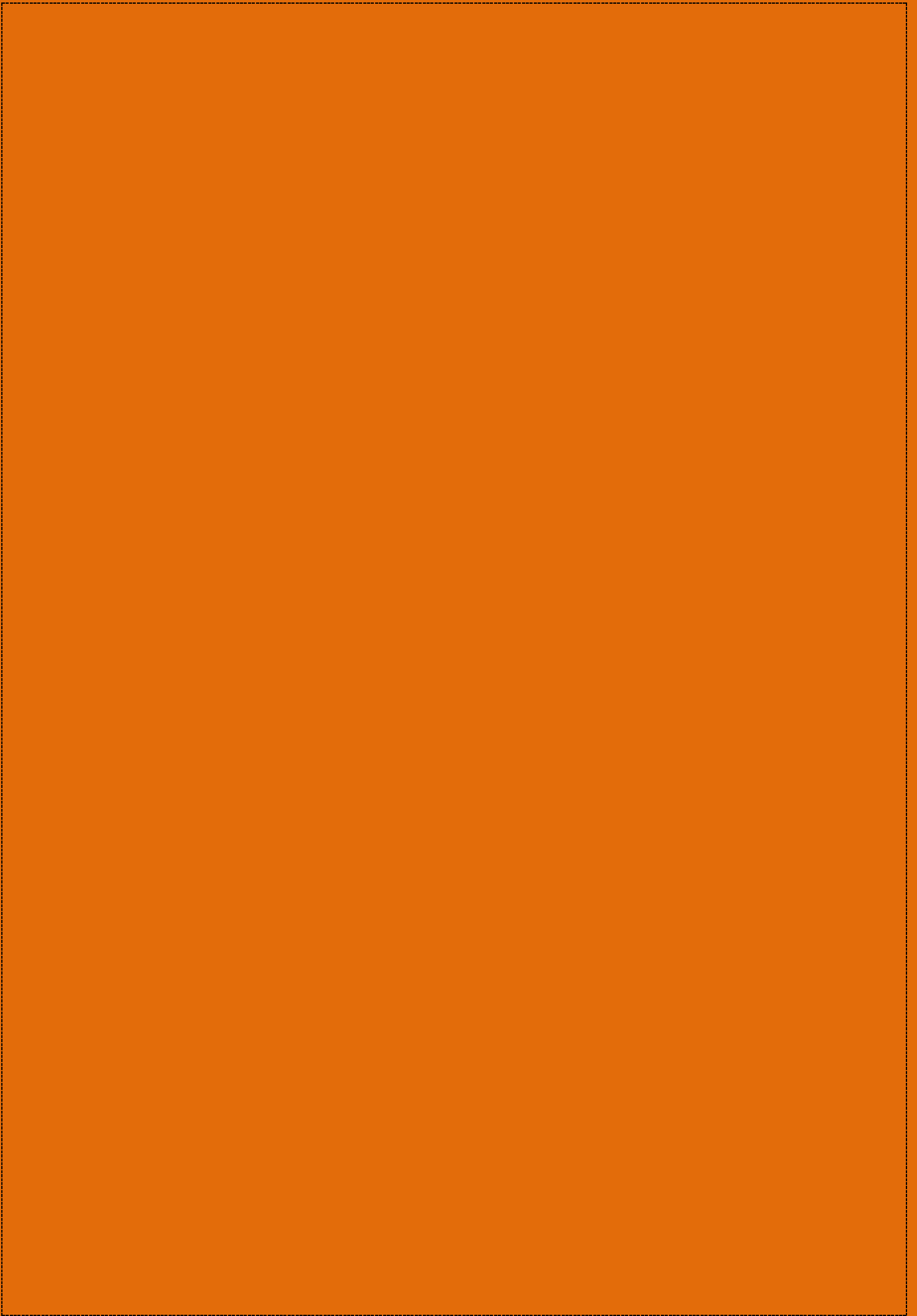
target marketing personal selling
sales promotion public relations

Question No: 77 The type of advertising that is used for grocery products such as cereals, peanuts, cooking oil, and tea is:

institutional advertising
the push strategy

reminder advertising
public relations advertising

Question No: 78 Which of the following sales promotion strategies provide a gift or prize to consumers who purchase a specific product?



Pull push sampling premiums

Question No: 79

_____are employees hired on something other than a full-time basis to supplement an organization's permanent workforce.

Contingent Workers

Knowledge workers Diverse workforce

None of the given options

Question No: 80

_____represents a series of tasks in which resources are used to produce a product or service.

Production process Layout chart Venn diagram

Organizational chart

Question No: 81 The act of setting time periods for each task in the process is called:

Routing Scheduling Dispatching

None of the given options

Question No: 82 A system that uses computers and telecommunication technology to share information across the organizational boundaries is known as _____system.

Gate-keeping Broadband Inter-organizational

Internal information

Question No: 83 Through _____, firms achieve a lower average cost by producing large volume.

Inventory management

Economies of scale

De-integration Effective marketing

Question No: 84

_____ is the management, technological, and production operations performed by the organization to convert inputs to outputs.

Systems theory Entropy Synergy
Transformation process

Question No: 85 Comparing an organization's processes and products to the world's best and then matching or exceeding that quality is called:

Benchmarking Quality assurance Continuous improvement process
Total quality management

Question No: 86 The heart of a computer is its:

Power unit Central processing unit Random access memory
Hard drive

Question No: 87 In typical network architecture, workstations are connected to a _____, which is a machine that stores and

provides access to centralized data.

Main-frame Stand-alone computer
File server Main-board

Question No: 88 The exchange and comprehension of information is:

Communication Promotion
Posture Facial expression

Question No: 89 Modems, printers, keyboards, monitors, and scanners are examples of computer_____.

Core components ExternalitiesPeripherals
Serial interfaces

Question No: 90 Which of the following is excluded from factors that can affect the business?

Demographic Factors Economic factors
Act of God None of the above

Question No: 91 The function of business in which business man tries to find new techniques of production is

Accounting Management Function
Innovation Quality improvement

Question No: 92 If Trade Receipts are grater then Trade Payments then Balance of Payments is _____

Favorable Unfavorable
Deficit None of the above

Question No: 93 Which of the following is excluded from the advantages of Sole Proprietorship?

Direct relationship with customers
Ownership Unlimited Liability Easy transfer of
Entire Profit

Question No: 94 Which of the following is an advantage of sole proprietorship?

Longest life

Availability of sufficient Capital

Direct contact with customer and workers

Separate Legal Entity

Question No: 95 Which of the following is not among the benefits of Partnership Firm? Satisfaction of Partners Lack of Secrecy

Moral Promotion Minority Protection

Question No: 96 In partnership deed the profit & loss is distributed among the partners by the following ratio.

50:50 As per percentage of Capital invested As per agreed ratio in Partnership deed 25:75

Question No: 97 The company may raise its capital through which of the following sources:

By Issuing Shares

By Issuing Debentures By Savings

All of the given options

Question No: 98 Advantages of cooperative societies does not include

Equal distribution of wealth

Interference of Government No Monopoly

Open Membership

Question No: 99 WTO was organized on _____

July 15, 1998

January 01, 1990 August 25, 1995

January 01, 1995

Question No: 100 A major disadvantage of corporate organization is

Double Taxation of dividend

Inability of the firm to large sum of additional capital

Limited liability of share holders

Limited life of Cooperate firm

Question No: 101 It is difficult to transfer to right of ownership is

Partner ship

Question No: 102 Wages are paid for

Long term **Short term** All of given options
None of given options

Question No: 103 Pakistan is exporting

Sports Item Agriculture Product

Textile Product **All of given options** **Question No: 104**

Managers have _____ type of skills

2 **3** 4 5

Question No: 105 The process of attracting the people for job

Recruitment pecial skills Supervision
Job Specification

Question No: 106 What is the method of on job training?

Lectures

Vestibule Videos

None of given options **Question No: 107** The liability of a sole

trader is _____

limited Only to his investment in the business

Limited to the total resources of the business

Unlimited

Not defined

Question No: 108 Genetic industry means

Canal

Sugar mill

Poultry

Agriculture

Question No: 109 The first stage Evolution business is?

Industry revolution

Globalization

Entrepreneurship

Marketing era

Question No: 110 When entrepreneurs establish a business, they must first decide on the form of:

Partnership

Ownership

Expansion

Organization

Question No: 111 Generally, in a limited partnership:

All partners have limited liability.

The partners exist for a limited time period. The

limited partners do not participate in management of the company.

Not more than 75 partners may invest in the company at one time.

Question No: 112 The “leading” function of management should be conducted in a manner that is consistent with

firm’s:

Competition Strategic plan Industry demand
Labor union

Question No: 113 The skills managers use to understand the relationships among the various tasks of the firm are:

Interpersonal skills Technical skills Decision making skills
Conceptual skills

Question No: 114 The four functions of management:

Must be enacted in the proper sequence
Must be integrated

Are stand alone, independent functions
Can not be performed by one individual

Question No: 115 Social interaction and acceptance by others are examples of:

Physiological needs Safety needs Affiliation needs
Esteem needs

Question No: 116 When firms delegate more authority to their employees, this strategy is referred to as:

Empowerment

Merit system

Hygiene theory

Equity system

Question No: 117 The process used to determine the tasks and the necessary credentials for a particular position is

referred to as:

Job analysis

Job screening Job evaluation

Human resource planning

Question No: 118 A

_____ is an assignment to a higher level job with more responsibility and greater pay.

Transfer

Lateral assignment

Appraisal

Promotion

Question No: 119 Products purchased by companies to produce other products are:

Consumer Goods

Industrial Goods

Services

Inventory

Question No: 120 Many organizations provide guidelines of behavior to employees through a code of:

Cartel arrangements Kickback agreements

Production manuals

Responsibility and ethics

Question No: 121 A firm can charge a higher price without losing its customers if it does not have much:

Production Competition Advertising
Industry demand

Question No: 122 A distribution channel represents the path of a product from a producer to:

Retailer Wholesaler Consumer
Manufacturer

Question No: 123 Process by which a company analyzes a competitor's products to identify desirable improvements is:

Competitive product analysis
Value-Added Analysis

Statistical Process Control
Quality/Cost Studies

Question No: 124 Spreadsheets, database and word processing software are all types of: Operating systems

Utility programs Application software

Firmware **Question No: 125** Which of the following is the most important determinant of a firm's value? Earnings

Debt Liabilities Liquidity

Question No: 126 How funds are obtained and invested by the firm is determined by the:

Finance function Marketing function

Organizing function

Accounting function

Question No: 127

_____ is used to cover long-term expenses such as assets.

Line of Credit Debt Financing
Preferred Stock Financial Management

Question No: 128

_____ is the range of workers' attitudes, values, and behaviors that differ by gender, race, and ethnicity.

Knowledge Worker Labor Markets Contingent Worker
Workforce Diversity

Question No: 129 An increase in the general level of prices of products over a specified period of time is called:

Inflation Gross domestic product

Disinflation Equilibrium

Question No: 130 The formation of

_____ does not require any legal formality like registration.

Company Cooperative society

Partnership

Ans Sole proprietorship **Question No: 131**

Which of the following is a disadvantage of partnership?

Distribution of work
Sufficient capital

Prime credit standing

Ans Profit sharing

Question No: 132 In partnership deed, profit and loss is distributed among the partners:

In equal percentage As per percentage of capital invested

Ans As per agreed ratio in partnership deed

None of the given options

Question No: 133 The powers of the Board of Directors to borrow from the bank are mentioned in:

Ans Article of Association

Memorandum of Association Special Resolution

None of the given options

Question No: 134 Which of the following should be considered when designing a business plan?

Objectives of the business Marketing components of the business

Financial components of the business

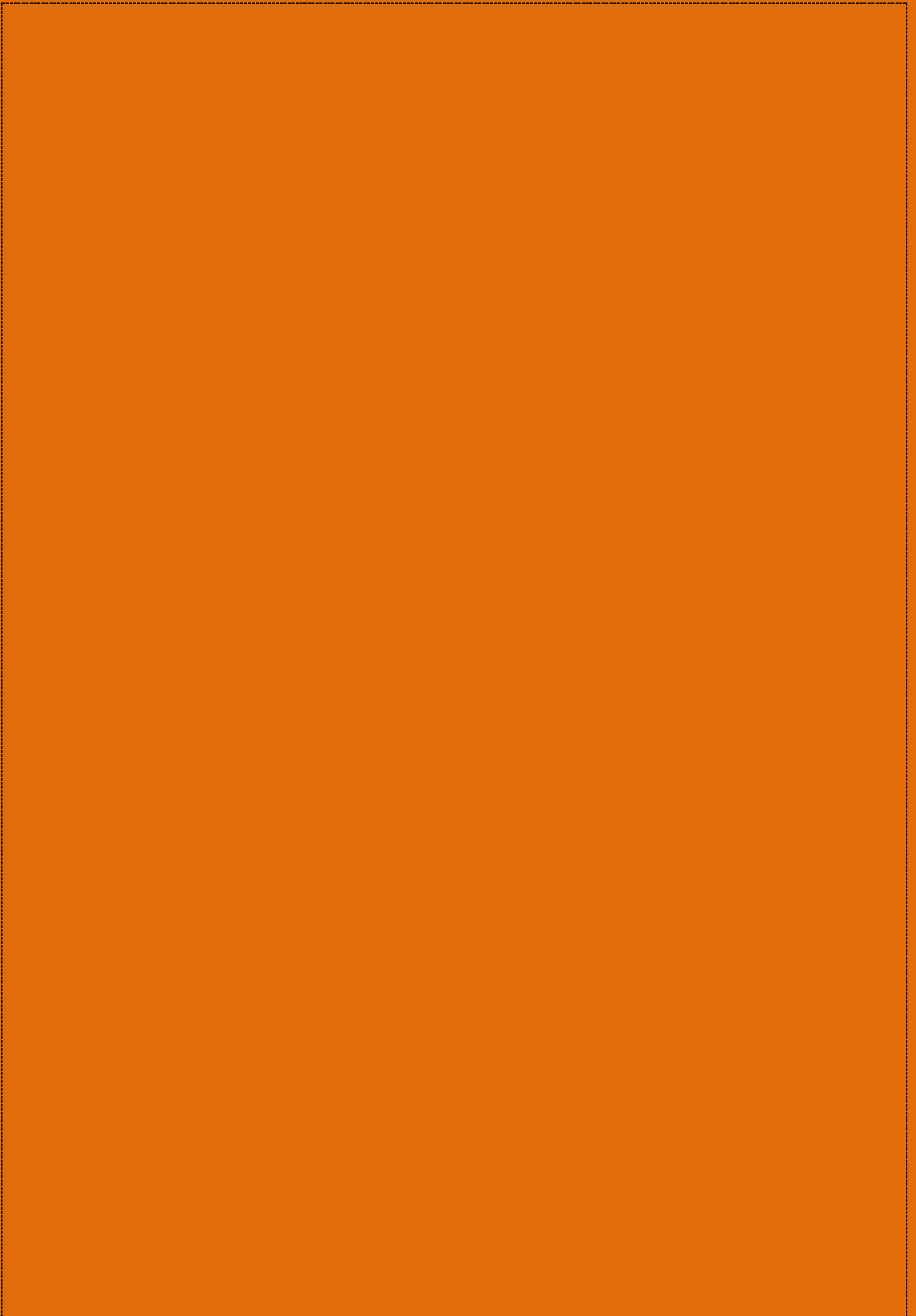
Ans All of the given options

Question No: 135 A firm that acquires another firm as part of its overall business strategy is engaging in_____.

Ans A strategic acquisition A financial acquisition

A two-tier tender offer A shark repellent

Question No: 136 The record of a country's imports and exports of goods and services is called its:



Visible trade balance.

Ans Balance of payments

Balance of payments on current account.

Balance of trade.

Question No: 137 which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATTEU

Ans WTO

NAFTA

Question No: 138 Export subsidies are:

Maximum limits on the quantity of specific products imported to a nation.

Taxes placed on imported products.

Licensing requirements or unreasonable quality standards designed to reduce imports.

Ans Government payments to domestic producers to reduce the price on exported goods .

Question No: 139 If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

Ans Ethics

Profitability.

Productivity.

Game plan

Question No: 140 _____ is a dimension of social responsibility that includes hiring minority workers, making safe products, minimizing pollution, using energy wisely, and providing a safe work environment

Ans Corporate responsibility

Question No: 141 Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

Ans The right quantity and quality of employees needed when and where

What physical resources the organization needs Who the organization's main competitors are

Question No: 142 The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid **Ans Valid but not reliable**

Reliable but not valid Reliable but not legal

Question No: 143 Selection devices that are based upon physical condition of the candidates are known as:

Ans Medical tests Background investigations.

Aptitude tests Application forms.

Question No: 144 Which of the following chart shows turnover in an organization? GANNT chart **Ans**
Replacement chart PERT chart **Bar**
chart

Question No: 145 The Hawthorne Studies found:

Ans That social and psychological factors could significantly affect productivity

That economic factors affect productivity

Money to be the primary motivator of female employees.

That workers were motivated to produce more when managers left them alone.

Question No: 146 According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem. **Ans Security Social Self-actualization.**

Question No: 147 Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth factors

Esteem factors

Ans Hygiene factors

Motivating factors

Question No: 148 Which of the following step is important to improve expectancy?

Ans Deliver rewards as promised.

Observe and recognize performance.

Create the belief that effort is related to performance

Make the rewards meaningful.

Question No: 149 The term "Job Rotation":

Ans Means that staff is moved periodically from task to task in order to increase variety and interest

Question No: 150 Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Ans Total company effort

Question No: 151 In

_____ of marketing, unsatisfied need of the customers are satisfied.

Ans Marketing oriented stage

Question No: 152 Which of the following statements is NOT true about services?

They are experienced, used or consumed.

They are often sold first, then consumed.

They are perishable.

Ans They are tangible.

Question No: 153 The degree to which a tool or test measures what it is supposed to measure is known as:

Ans Validity

Reliability

Dependability

Goodness of fit.

Question No: 154 Which of the following would generally have *unlimited* liability?

A limited partner in a partnership

A shareholder in a corporation

Ans The owner of a sole proprietorship

A member in a limited liability company (LLC)

Question No: 155 What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Unlimited liability Single tax filing

Difficult ownership resale

Ans Raising capital **Question No: 156** Which of

the following enjoys limited liability?

A general partnership

Ans A Corporation

A sole proprietorship

None of the given options

Question No: 157 In which type of business entity the entire ownership interest is transferable most freely ?

General partnership Limited partnership

Corporation

Ans Limited liability company

QuestionNo:158 A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

a) 10%

b) 15%

c) 40%

d) 80%

QuestionNo:196 All of the following are considered crucial ingredients that are needed in order for a business to be able to make a profit except -
-.

Land Capital Labor Financial Counselors

QuestionNo:197 Jahanzaib's restaurant was sued when a customer suffered a severe allergic reaction. As sole proprietor of the establishment, Jahanzaib's will be personally liable for any judgment against the restaurant due to -----.

Charter Laws Unlimited Liability terms of his property
insurance Limited Liability

QuestionNo:198 comprise partners whose liability is limited to the cash or property they contributed to the partnership.

Limited partnerships Limited Liability Companies Sole Corporations
General Partnership

QuestionNo:199
----- is considered a primary advantage to forming a business partnership.

Shared Profit Increase Specialization
Shared Control Unlimited Liability

QuestionNo:200 Disadvantages associated with being an entrepreneur include all of the following except-.

Having an increased amount of control

QuestionNo:201 All of the following except ----- are considered to be barriers to free trade:

Subsidies

QuestionNo:202 A is an economic system in which the production of goods and services is left in the hands of private enterprise.

Free Market Economy

QuestionNo:203 ----- are those persons who guarantee the company, to buy the remainingshares if minimum requirement is not met.

Underwriters

Question No: 1 (Marks: 1) - Please choose one

Which of the following is excluded from factors that can affect the business?Demographic Factors

Economic and social factorsNatural factors

None of the above

Question No: 2 (Marks: 1) - Please choose one

The formation of_____does not require any legal formality likeregistration.

Company Cooperative societyPartnership

Sole proprietorship

Question No: 3 (Marks: 1) - Please choose one

Which of the following is a disadvantage of partnership?

Distribution of work Sufficient capital Prime credit standingProfit sharing

Question No: 4 (Marks: 1) - Please choose one

In partnership deed, profit and loss is distributed among the partners:In equal percentage

As per percentage of capital invested As per agreed ratio in partnership deedNone of the given options

Question No: 5 (Marks: 1) - Please choose one

The powers of the Board of Directors to borrow from the bank are mentioned in:

Article of Association Memorandum of Association
Special Resolution

None of the given options

Question No: 6 (Marks: 1) - Please choose one

Which of the following should be considered when designing a business plan?

Objectives of the business

Marketing components of the business Financial
components of the business All of the given options

Question No: 7 (Marks: 1) - Please choose one

A firm that acquires another firm as part of its overall business strategy is engaging in

_____.

A strategic acquisition A financial acquisition A two-tier tender offer A shark repellent

Question No: 8 (Marks: 1) - Please choose one

The record of a country's imports and exports of goods and services is called its:

Balance of payments

which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATT EU WTO NAFTA

Export subsidies are:

Government payments to domestic producers to reduce the price on exported goods

If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin

focusing on improving the firm's:

Ethics

Question No: 12 (Marks: 1) - Please choose one

_____ is a dimension of social responsibility that includes hiring minority

Workers, making safe products, minimizing pollution, using energy wisely, and providing

Corporate responsibility

Question No: 13 (Marks: 1) - Please choose one

Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

The right quantity and quality of employees needed when and where
What physical resources the organization needs

Who the organization's main competitors are
Question No: 14 (Marks: 1) - Please choose one

The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work.

However, critics of this test suggest that the results can change over time as a person's personality develops.

Therefore the MBTI personality test may be:

Legal but not valid Valid but not reliable Reliable but not valid Reliable but not legal

Question No: 15 (Marks: 1) - Please choose one

Selection devices that are based upon physical condition of the candidates are known as:

Medical tests

Background investigations. Aptitude tests

Application forms.

Question No: 16 (Marks: 1) - Please choose one

Which of the following chart shows turnover in an organization? GANNT chart

Replacement chart PERT chart

Bar chart

Question No: 17 (Marks: 1) - Please choose one The Hawthorne Studies found:

That social and psychological factors could significantly affect productivity

Question No: 18 (Marks: 1) - Please choose one

According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Security Social

Self-actualization.

Question No: 19 (Marks: 1) - Please choose one

Company policy, administration, supervision,
interpersonal relations, working conditions, and salary
are characterized as:

Growth factors Hygiene factors Esteem factors
Motivating factors

Question No: 20 (Marks: 1) - Please choose one

Which of the following step is important to improve expectancy?

Deliver rewards as promised. Observe and recognize performance.

Create the belief that effort is related to performance
Make the rewards meaningful.

Question No: 21 (Marks: 1) - Please choose one
The term "Job Rotation":

Is another term for employee empowerment Involves
allocating a wide range of similar tasks to individuals

Involves giving employees work with a greater degree
of responsibility and autonomy

Means that staff is moved periodically from task to
task in order to increase variety and interest

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT included as a basic
idea in the definition of marketing? concepts?

Total company effort Profit

Productivity Customer satisfaction

Question No: 23 (Marks: 1) - Please choose one

In_____of marketing, unsatisfied need of the customers are satisfied.

Social oriented stage Product oriented stage Marketing oriented stage None of the given options

Question No: 24 (Marks: 1) - Please choose one

Which of the following statements is NOT true about services?They are experienced, used or consumed.

MGT211

They are often sold first, then consumed.

They are perishable. They are tangible.

Question No: 25 (Marks: 1) - Please choose one

The degree to which a tool or test measures what it is supposed to measure is known as:

Validity

Question No: 26 (Marks: 1) - Please choose one

Which of the following would generally have unlimited liability?

The owner of a sole proprietorship

A member in a limited liability company (LLC) Question No: 27 (Marks: 1) - Please choose one

What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Raising capital

Question No: 28 (Marks: 1) - Please choose one Which of the following enjoys limited liability?

A Corporation

MGT211

In which type of business entity the entire ownership interest is transferable most freely ?

Limited liability Company

Which of the following is/are the component/s of business?

Trade and aids to trade