

## **BOOK – 3**

## **MANAGEMENT**

1)	HRM is the art of		
	A) Preparation of Task	B) Coordinating Middle Management	
	C) Helping Top Management	D) Managing People	
Ans.	D) managing people		
2)	Why are employers interested in employee engagement?		
	A) to encourage employees to trus	st their manager.	
	B) to make a quick profit		
	C) to make employees work harde	er for less	
	D) because engaged employees ar	e more motivated and prepared to give their best to	
Ans.	D) because engaged employees	are more motivated and prepared to give their	
	best to		
3)	Which of the following act deals wi	ith recruitment and selection?	
	A) Child Labour Act	B) the Apprentices Act	
	C) Mines Act	D) all of the above	
Ans.	D) all of the above		
4)	Rowan's plan is a –		
	A) Incentive plan	B) Motivation	
	C) Task	D) work	
Ans:	A) Incentive plan		
5)	Work participation in management means		
	A) Duty	B) Employee Involvement	
	C) Security	D) Risk	
Ans:	B) Employee involvement		
6)	The term Refers to a condition in the organization where employee conducts		
	themselves in accordance with the organization's rules and standards of acceptable		
	behaviour.		
	A) Grievance	B) Conflict	
	C) Discipline	D) None of these	
Ans:	C) Discipline		
7)	is a statement that sho	ws the maximum acceptable human qualities	
	necessary to perform a job satisfactorily		



	A) Job Evaluation	B) Job Description	
	C) Job Specification	D) None of these	
Ans:	C) job specification		
8.	Grievance redressal, discipline, collective bargaining are of HRM		of HRM.
	A) Integration function	B) Procurement function	
	C) Development function	D) Behavioural function	
Ans.	A) integration function		
9.	Which is a form of participative management?		
	A) information-sharing	B) associative participation	
	C) consultative participation	D) all of the above	
Ans.	D) all of the above		
10.	is the father of Modern Marke	ting.	
	A) Abraham Maslow	B) Lester Wunderman	
	C) Peter Drucker	D) Philip Kotler	
Ans.	D) Philip Kotler		
11.	Modern Marketing is a process that a	ims at	
	A) Production	B) Profit-making.	
	C) The satisfaction of customer need	ls D) Selling products	
Ans:	C, The satisfaction of consumer needs		
12.	Which of the following is not include	ed in the function of physical supply?	
	A) Standardization	B) Storage	
	C) Transport	D) Packaging	
Ans:	A) standardization		
13.	Fixing a high price for a new product	will be called as	
	A) price skimming.	B) price segmentation.	
	C) dual pricing.	D) customary pricing.	
Ans.	A) Price Skimming		
14.	Sales management deals with		
	A) sales.	B) product.	
	C) profit.	D) market.	
Ans.	D) Market		
15.	Price and competition are increasing servers instage of PLC)		
	A) decline stage.	B) growth stage.	
	C) maturity stage.	D) introduction stage.	



Ans.	B) growth stage		
16.	The concept of the marketing mix was developed by		
	A) Philip Kotler	B) Stapleton	
	C) N.H.Borden	D) Albert w emery	
Ans:	C) N.H. Borden		
17.	The negative feeling which arises after purchase causing inner tension is known as		
	A) Cognitive Dissonance	B) Post-purchase dissonance	
	C) Buyer's Remorse	D) All of these	
Ans:	D) all of these		
18.	Marketing is applicable in		
	A) Goods	B) Events	
	C) Property	D) All of these	
Ans.	D) all of these		
19.	may be defined as the ratio between output and input.		
	A) Production	B) Productivity	
	C) Batch production	D) Job production	
Ans.	B) Productivity		
20.	TQM stands for		
	A) Total Quality Management	B) Total Quantity Management	
	C) Total Qualitative Management	D) To Quantitative management	
Ans.	A) Total Quality Management		
21.	Regional factors for location planning include all of the following except :		
	A) Raw materials	B) Markets	
	C) Labour consideration	D) Attitudes	
Ans.	D) Attitudes		
22.	In Production Management, at every next level, someis added to the previous		
	level.		
	A) income	B) profit	
	C) loss	D) value	
Ans:	D) Value		
23.	Factors affecting Product Design include	andperspectives.	
	A) customer & price	B) customer & production	
	C) customer & organization	D) quality & quantity	
Ans.	C) customer & organization		



24.	The primary focus of strategic management is	
	A) Strategic analysis	B) The total organization
	C) Strategy formulation	D) None
Ans:	B) The total organization	
25.	Who is called the Father of Strategic	Management?
	A) Chandler	B) Igor Ansoff
	C) Michael Porter	D) John Nash
Ans:	B) Igor Ansoff	
26.	Which of the following is not a characteristic of strategic management that mak	
	different from other types of manage	ement?
	A) It is interdisciplinary.	B) It has an external focus.
	C) It has an internal focus.	
	D) It concerns the present direction	of the organization.
Ans:	D) It concerns the present direction	on of the organization.
27.	Low cost, Differentiation, and Focus	are examples of
	A) Corporate strategies	B) Operational strategies
	C) Business Strategies	D) Functional strategies
Ans:	C) Business Strategies	
28.	What does Dog symbolize in the BC	G matrix?
	A) Introduction	B) Growth
	C) Maturity	D) Decline
Ans:	D) Decline	
29.	Which of the following variable is no A) Discount Rate	ot known in IRR?  B) Terminal Inflows
	C) Life of the project	D) Initial Cash Flows
Ans.	A) discount rate	,
30.	•	h what is the effect of an increase in the degree of
	leverage on the valuation of the firm	
	A) remains unaffected	B) increases first and then decreases
	C) decreases	D) increases
Ans.	B) increases first and then decreases	
31.	Bird in hand - argument is given by	
	A) Residuals theory	B) Walter model
	C) MM model	D) Gordon\s model



Ans.	D) Gordon\s model	
32.	Investors' subscriptions are accounted as	
	A) cash	B) deposits
	C) liabilities	D) unit capital
Ans.	D) unit capital	
33.	GST is a consumption of goods and service tax based on.	
	A) Development	B) Dividend
	C) Duration	D) Destination
Ans.	<b>D</b> ) Destination	
34.	Financial structure refers to	
	A) Short-term resources.	B) All the financial resources.
	C) Long-term resources.	D) All of these.
Ans.	<b>B</b> ) All the financial resources.	
35.	Quick asset does not include	LL ' )
	A) Government bonds.	B) Book debts.
	C) Advance for the supply of raw r	naterials. D . Inventories.
Ans.	D) Inventories.	
36.	If a company issues bonus shares the	e debt-equity ratio
	A) Remain unaffected.	B) Will be affected.
	C) Will improve.	D . None of the above.
Ans.	C) Will improve.	
37.	All constituencies with a stake in	the fortunes of the company are known as
	A) Shareholders.	B) Stakeholders.
	C) Creditors.	D) Customers.
Ans.	B) Stakeholders.	
38.	A portion of a market that is so well s	suited to a firm's internal and external environment
1	that other firms are not likely to challenge and dislodge it, is called:	
	(A) Core competency	(B) Propitious niche
	(C) Market segment	(D) Product positioning
Ans.	B) Propitious niche	
39. W	hich one of the following tasks is NO	Γ expected to be performed in Sales Management?

[5]



- (A) Formulating sales policies
- (B) Designing sales territories
- (C) Selecting and recruitment of salesforce
- (D) Determining selling price of firm's products

Ans. D) Determining selling price of firm's products

