

**Program: TYBMS – SEM – VI – (ATKT)**

**Sample MCQs**

Choose the correct alternative from the given options.

**SUBJECT: Operation Research**

1. When a maximization assignment problem is converted in minimization problem, the resulting matrix is called \_\_\_\_\_ matrix
  - a) Profit
  - b) Regret
  - c) Dummy
  - d) Cost
  
2. When there is a degeneracy in the transportation problem, we add an imaginary allocation called \_\_\_\_\_ in the solution
  - a) Penalty
  - b) Dummy
  - c) Epsilon
  - d) Regret
  
3. A resource which is completely utilized is called \_\_\_\_\_ in simplex
  - a) Scarce resource
  - b) Null resource
  - c) Zero resource
  - d) Abundant resource
  
4. When constraints are a mix of less than and greater than, it is a problem having
  - a) Infinite constraints
  - b) Mixed constraints
  - c) Multiple constraints
  - d) Infeasible constraints
  
5. Type of constraint that specifies maximum capacity of a resource is “\_\_\_\_\_ or equal to” constraint
  - a) Less than
  - b) Greater than
  - c) Less than 1
  - d) More than 1

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**ELECTIVE FINANCE**

**Subject: International Finance**

1. Systematic record of economic transaction for given year is \_\_\_\_\_
  - a) Current a/c
  - b) Capital a/c
  - c) BOP
  - d) BOT
  
2. Spread of the given quote USD/EUR 8.5678-8.5945 is \_\_\_\_\_
  - a) 0.0345
  - b) 0.0267
  - c) 0.6789
  - d) 0.0887
  
3. Inverse quote is of SGD/GBP 2.9587-2.9887 is \_\_\_\_\_
  - a) GBP/SGD 0.4445-0.4480
  - b) GBP/SGD 0.3346-0.3380
  - c) GBP/SGD 0.4346- 0.4356
  - d) GBP/SGD 0.5446- 0.5490
  
4. By definition, currency appreciation occurs when
  - a) the value of all currencies fall relative to gold.
  - b) the value of all currencies rise relative to gold.
  - c) the value of one currency rises relative to another currency.
  - d) the value of one currency falls relative to another currency.
  
5. Which of the following is not the participant of foreign exchange market?
  - a) Retailers
  - b) Wholesalers
  - c) Commercial Banks
  - d) FIIs

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**Subject: Project Management**

1. \_\_\_\_\_ projects are those for which there is no constraint on time.
  - a) National
  - b) International
  - c) Normal
  - d) Private
2. In a \_\_\_\_\_ Organization structure, you can see two command structures : Vertical and Horizontal
  - a) Functional
  - b) Matrix
  - c) Projectized
  - d) Network
3. \_\_\_\_\_ mean looking ahead and chalking out future courses of action to be followed.
  - a) Planning
  - b) Organizing
  - c) Monitoring
  - d) Implementation
4. \_\_\_\_\_ as a tool used to identify the environmental, social and economic impacts of a project prior to decision making.
  - a) SWOT
  - b) Environmental Impact Assessment
  - c) Feasibility studies
  - d) Social cost benefits
5. \_\_\_\_\_ refers to a group decision making technique of forecasting demand.
  - a) Trend projection method
  - b) Experts opinion poll
  - c) Delphi Method
  - d) Survey Method

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Choose the correct alternative from the given options.

#### Subject: Indirect Taxes

1. GST registration is?
  - a. PAN based
  - b. Passport Number based
  - c. Aadhar based
  - d. Ministry of Corporate identification number based
  
2. What is “Date” on which the supplier receives the payment as per section 12 of CGST Act?
  - a. Date entered in books of accounts
  - b. Date of credit in bank account
  - c. Date entered in books of accounts or date of credit in bank account, whichever is earlier
  - d. Date on which receipt voucher is issued by supplier
  
3. Which GST tax will be applicable when a businessman Mr. A from Gujarat had sold goods to Mr B from Bihar worth Rs. 10,00,000.
  - a. CGST
  - b. SGST
  - c. IGST
  - d. UTGST
  
4. On which of the following GST is not levied?
  - a. Immovable property
  - b. Supply of Goods
  - c. Supply of Services
  - d. Alcoholic Liquor for Industrial usage
  
5. What tax rate will be applicable in case of mixed supply of goods?
  - a. Goods which has the lowest rate
  - b. Goods which has the highest rate
  - c. Average prices of all the Goods involved
  - d. Sum of the value of all the Goods sold

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**Sample MCQs**

**Choose the correct alternative from the given options.**

**Subject: Strategic Financial Management**

1. The most common form of dividend payment is \_\_\_\_\_
  - a) Stock dividend
  - b) Cash dividend
  - c) Stock split
  - d) Bonus dividend
  
2. \_\_\_\_\_ is the rate of return that a project generates.
  - a) IRR
  - b) NPV
  - c) Future value
  - d) RADR
  
3. EVA is a corporate surplus which is shared by \_\_\_\_\_
  - a) Employees and management
  - b) Employees and shareholders
  - c) Shareholders only
  - d) Employees, management and shareholders
  
4. Corporate Governance practices does not include \_\_\_\_\_
  - a) Audit Committee
  - b) Management analysis
  - c) Communication
  - d) Daily operations
  
5. NPA stands for \_\_\_\_\_
  - a) Non-Performing Assets
  - b) Net Present Assets
  - c) Non-Privilege Assets
  - d) Non-Profit Assets

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**Sample MCQs**

Choose the correct alternative from the given options.

**MARKETING ELECTIVE**

**SUBJECT: Brand Management**

1. A Brand is not a part of one of the following 5 Factors?
  - a) Brand Expectations
  - b) Brand Dispute
  - c) Brand Persona
  - d) Brand Perceptions
  
2. Which is a brand characteristic from the below?
  - a) Brand being distinctive
  - b) Brand being suggestive
  - c) Brand being able to collaborate
  - d) Brand should be easy to remember
  
3. Brand Management will include only one of the below characteristics of the brand
  - a) Visible and invisible
  - b) Tangible and Intangible
  - c) Likeable and Not Likeable
  - d) Adaptable and Convertible
  
4. Brand does not convey only one of the below levels of meaning. Which one?
  - a) Attributes
  - b) Benefits
  - c) Values
  - d) Tolerance
  
5. Which one of the below is not an advantage of Branding?
  - a) Promotes recognition
  - b) Creates competition
  - c) Brands generate referrals
  - d) Provides motivation and direction to staff

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**Subject: Retail Management**

1. \_\_\_\_\_ industry is one of the fastest-changing and vibrant industries in the world
  - a. Manufacturing
  - b. Retail
  - c. Wholesale
  - d. Textile
  
2. \_\_\_\_\_ has been categorized into two segments such as the organized retail sector and the unorganized retail sector.
  - a. Manufacturing
  - b. Wholesale
  - c. Retail
  - d. Textile
  
3. \_\_\_\_\_ defined as computer-to-computer transmission of standardized business transactions.
  - a. Electronic data Interchange
  - b. Electronic surveillance
  - c. Electronic shelf
  - d. FDI
  
4. \_\_\_\_\_ research provides the correct and latest information for arriving at sound marketing decisions.
  - a. Market
  - b. Marketing
  - c. Product
  - d. Behavior
  
5. \_\_\_\_\_ provide the way to gather lead contact information, house it, use it for communication purposes, and run reports on the data researchers have collected.
  - a. Points of sales
  - b. Customer analytics
  - c. Campaign
  - d. CRM

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**Subject: International Marketing**

- Q1 One of the main motives of International marketing is:
- a. Saturated Domestic Market.
  - b. Social service globally
  - c. Promoting Non-profit organization
  - d. Dumping
- Q2 Ethnocentric orientation refers to:
- a. Home country orientation
  - b. Host country orientation
  - c. Regio centric orientation
  - d. Geo centric orientation
- Q3 Identify the total member countries in SAARC (Trade Bloc)
- a. 8
  - b. 7
  - c. 10
  - d. 9
- Q4 Following is the type of NTB (Non-tariff barrier)
- a. Tariff
  - b. Specific duty
  - c. Quota**
  - d. Transit duty
- Q5 Franchising is similar to:
- a. Management contracting
  - b. Mergers and Acquisition
  - c. Licensing**
  - d. Exports



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**Subject: Media Planning & Management**

1. Which one of these is not a part of Media Planning?
  - a) Media Buying
  - b) Media Scheduling
  - c) Media Evaluation
  - d) Media Selling
  
2. This one department is not a part of the Print Media Company
  - a) Editorial Department
  - b) Circulation Department
  - c) Human Relations Department
  - d) Press Department
  
3. The below media channel is only listening channel
  - a) Radio
  - b) TV
  - c) Press Release
  - d) Out of Home
  
4. What does NTS in television stand for?
  - a) Neutral Television Study
  - b) National Television Study
  - c) Natural Television Survey
  - d) New Television Survey
  
5. Which one of the below does not affect Media Mix decisions?
  - a) Target Market/Audience
  - b) Media Availability
  - c) Approvals from the All India Media Association
  - d) Media Budgets/ Costs

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