

B.M.M. - Advertising

1. Psychographics data in a customer database used by direct marketers includes information regarding a customer's _____ and _____.

- A. Activities; opinions
- B. Interest; income
- C. Opinions; age
- D. Hobbies; income

Answer

1. Psychographics data in a customer database used by direct marketers includes information regarding a customer's _____ and _____.

A. Activities; opinions

- B. Interest; income
- C. Opinions; age
- D. Hobbies; income

2. In finance, "working capital" means the same thing as

- A. Total assets.
- B. Fixed assets.
- C. Current assets.
- D. Current assets minus current liabilities.

Answer

2. In finance, "working capital" means the same thing as

- A. Total assets.
- B. Fixed assets.

C. Current assets.

- D. Current assets minus current liabilities.

3. The method of managing promotional budget to match the competitor is

- A. Percentage of sales method
- B. Affordable method
- C. Competitive parity method
- D. Objective and task method

Answer

3. The method of managing promotional budget to match the competitor is

- A. Percentage of sales method
- B. Affordable method

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- D. Objective and task method

4. _____ is a research technique that has been developed to identify linkages between attribute consequences and values

- A. Laddering
- B. Production process
- C. Internet advertising
- D. Marketing

Answer

4. _____ is a research technique that has been developed to identify linkages between attribute consequences and values

A. Laddering

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- C. Internet advertising
- D. Marketing

5. Advertising for _____ is not allowed.

- A. Liquor and Cigarette
- B. Washing powder
- C. Undergarments
- D. Eatables

Answer

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- B. Washing powder
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6. Juvenile Justice (Care and Protection of Children) Act was passed by the Government of India in?

- A. 1984
- B. 1993
- C. 2000
- D. 2004

Answer

6. Juvenile Justice (Care and Protection of Children) Act was passed by the Government of India in?

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7. Copyright is a form of _____ property.

- A. Online
- B. Personal
- C. Private
- D. Intellectual

Answer

7. Copyright is a form of _____ property.

- A. Online
- B. Personal
- C. Private

D. Intellectual

B.M.M. – Journalism

1. Every inquiry held by the Press Council shall be deemed to be a judicial proceeding:

- A. Within the meaning of Sections 195 and 227 of the Indian Penal Code
- B. Within the meaning of Sections 191 and 223 of the Indian Penal Code
- C. Within the meaning of Sections 193 and 228 of the Indian Penal Code
- D. Within the meaning of Sections 199 and 200 of the Indian Penal Code

Answer

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- A. Within the meaning of Sections 195 and 227 of the Indian Penal Code
- B. Within the meaning of Sections 191 and 223 of the Indian Penal Code
- C. Within the meaning of Sections 193 and 228 of the Indian Penal Code**
- D. Within the meaning of Sections 199 and 200 of the Indian Penal Code

2. The Economic Liberalization in India refers to:

- A. The liberalization of Goa in 1961
- B. The liberalization of the country's economic policies, initiated in 1991
- C. The liberalization movement of the LGBT Community
- D. Make the economy more service oriented

Answer

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3. The Wall Street Journal Began publishing in

- A. 1887
- B. 1888
- C. 1889
- D. 1890

Answer

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4. Which is the public service broadcasting body in india?

- A. Vividh bharathi
- B. Prasar Bharathi
- C. Gyan Darshan
- D. Yuva Vani

Answer

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5. NHK is the national broadcasting service of

- A. India
- B. North Korea
- C. Japan
- D. China

Answer

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B.M.S.

1. _____ element of each constraint is non-negative.
- A. The left hand side
 - B. The right hand side
 - C. Functional
 - D. Graphical

Answer

1. _____ element of each constraint is non-negative.
- A. The left hand side
 - B. The right hand side**
 - C. Functional
 - D. Graphical

2. The Bretton Woods System called for _____
- A. The IMF to promote development
 - B. Floating exchange rates against the Japanese Yen
 - C. Fixed exchange rates against the US Dollar
 - D. Floating exchange rates against US Dollar

Answer

2. The Bretton Woods System called for _____
- A. The IMF to promote development
 - B. Floating exchange rates against the Japanese Yen
 - C. Fixed exchange rates against the US Dollar**
 - D. Floating exchange rates against US Dollar

3. What does GST cover?
- A. Goods and Services.
 - B. Goods Only.
 - C. Services Only.
 - D. Gold and Silver.

Answer

3. What does GST cover?
- A. Goods and Services.**
 - B. Goods Only.
 - C. Services Only.
 - D. Gold and Silver.

4. Sales - variable cost = _____.
- A. Fixed cost
 - B. Contribution
 - C. Profit
 - D. Loss

Answer

4. Sales - variable cost = _____.
- A. Fixed cost
 - B. Contribution**
 - C. Profit
 - D. Loss

5. The most common form of dividend payment is
- A. Stock dividend

- B. Cash dividend
- C. Stock split
- D. Bonus issue

Answer

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- B. Cash dividend**
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6. _____ is an important first step in building brand equity, but usually not sufficient.

- A. Brand Awareness
- B. Brand Recall
- C. Brand Identity,
- D. Brand Essence

Answer

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7. _____ are small selling spaces, typically located in the walkways of enclosed malls, airports, college campuses, or office building lobbies.

- A. Hyper Markets
- B. Freestanding locations
- C. Merchandise kiosks
- D. Shopping Centres

Answer

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8. Where is the international court of justice situated?

- A. New York, United States of America
- B. Geneva, Switzerland
- C. Paris, France
- D. The Hague, Netherlands

Answer

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- A. New York, United States of America
- B. Geneva, Switzerland
- C. Paris, France
- D. The Hague, Netherlands**

9. _____ is a print media.

- A. OOH
- B. AIR
- C. Magazine.
- D. Star Plus

Answer

9. _____ is a print media.

- A. OOH
- B. AIR
- C. Magazine.**
- D. Star Plus

10. _____ may be defined as a set of moral standard which people owning and managing business is expected to follow.

- A. Business Values
- B. Business Conduct
- C. Business Ethos
- D. Business Ethics

Answer

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- D. Business Ethics**

11. Madan, an OD consultant, has agreed with his client (XYZ Ltd.) to conduct a team building workshop for their sales department, when the Vice President of sales is scheduled to be on a vacation. This is an example of :

- A. Collusion
- B. Dilemma
- C. Ethics
- D. Coercion

Answer

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- B. Dilemma
- C. Ethics
- D. Coercion

12. Variability implies lack of _____.

- A. Inconsistency
- B. Consistency
- C. Variations
- D. Reliability

Answer

12. Variability implies lack of _____.

- A. Inconsistency
- B. Consistency**
- C. Variations
- D. Reliability

13. Which of the following terms is consistent with the definition 'Integration is managed differently for different groups'?

- A. Multiculturalism
- B. Assimilation
- C. Conformity
- D. Integration

Answer

13. Which of the following terms is consistent with the definition 'Integration is managed differently for different groups'?

- A. Multiculturalism**
- B. Assimilation
- C. Conformity
- D. Integration

B.A.F.

Q1 The organisation that manages the Mutual Fund investment is known as ____.

- A. Investment Company
- B. Bank
- C. Assets Management Company
- D. Life Insurance Company

Answer

Q1. The organisation that manages the Mutual Fund investment is known as ____.

- A. Investment Company
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- D. Life Insurance Company

Q2. Variable cost depends on _____.

- A. Production
- B. Sales
- C. Fixed Cost
- D. Profit

Answer

Q2. Variable cost depends on _____.

- A. Production**
- B. Sales
- C. Fixed Cost
- D. Profit

Q3. MPBF stands for

- A) Maximum permissible bank finance.
- B) Minimum permissible bank finance.
- C) Maximum permission bank finance
- D) Minimum permission bank finance.

Answer

Q3. MPBF stands for

- A) Maximum permissible bank finance.**
- B) Minimum permissible bank finance.
- C) Maximum permission bank finance
- D) Minimum permission bank finance.

Q4. Lower the ratio, the more favorable it is, is true for _____ ratio.

- A) operating
- B) quick
- C) net profit
- D) debtors turnover

Answer

Q4. Lower the ratio, the more favorable it is, is true for _____ ratio.

- A) operating**
- B) quick

- C) net profit
- D) debtors turnover

Q5. _____ means the supply of goods or services or both including digital products over digital or electronic network.

- A) Physical presence
- B) Electronic commerce
- C) Annual statement
- D) Monthly statement

Answer

Q5. _____ means the supply of goods or services or both including digital products over digital or electronic network.

- A) Physical presence
- B) Electronic commerce**
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- D) Monthly statement

B.B.I.

1. _____ is a type of internal sources of recruitment.

- A. Promotion
- B. Transfer
- C. Employee referrals
- D. Campus recruitment

Answer

1. _____ is a type of internal sources of recruitment.

- A. Promotion
- B. Transfer
- C. Employee referrals

D. Campus recruitment

2. Public debt is mobilised during _____

- A. Deflation
- B. Inflation
- C. Stagflation
- D. Hyperflation

Answer

2. Public debt is mobilised during _____

- A. Deflation
- C. Stagflation
- D. Hyperflation

B. Inflation

3. _____ means a combination of financial assets and physical assets.

- A. Investment
- B. Debentures
- C. Security
- D. Portfolio

Answer

3. _____ means a combination of financial assets and physical assets.

- A. Investment
- B. Debentures
- C. Security

D. Portfolio

4. Industrial sickness contributes to _____ cost economy.

- A. Low
- B. High
- C. Average
- D. Medium

Answer

4. Industrial sickness contributes to _____ cost economy.

- A. Low
- B. High**
- C. Average
- D. Medium

5. First auditor of a company shall be appointed by the _____

A. Board of Directors

B. CEO

C. Government

D. Registrar

Answer

5. First auditor of a company shall be appointed by the _____

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B. CEO

C. Government

D. Registrar

BSC HS

1. Champagne + Orange juice = _____
- a. Negroni
 - b. Screwdriver
 - c. Mimosa
 - d. Kir

Answer

1. Champagne + Orange juice = _____
- a. Negroni
 - b. Screwdriver
 - c. Mimosa**
 - d. Kir

2. The term strategy is derived from the Greek word _____
- a. Strategos
 - b. Stragos
 - c. Strategie
 - d. Stragie

Answer

2. The term strategy is derived from the Greek word _____
- a. Strategos**
 - b. Stragos
 - c. Strategie
 - d. Stragie

3. The subject of O.B. draws heavily from the discipline of:
- a. Psychology;
 - b. History;
 - c. Politics;
 - d. All of the above.

Answer

3. The subject of O.B. draws heavily from the discipline of:
- a. Psychology;
 - b. History;
 - c. Politics;
 - d. All of the above.**

4. ideal current ratio is:
- a. 1 : 1
 - b. 2 : 1
 - c. 1 : 3
 - d. None of these.

Answer

4. ideal current ratio is:
- a. 1 : 1
 - b. 2 : 1**
 - c. 1 : 3
 - d. None of these.

5. A budget is a plan by which resources required to generate _____ are allocated.

Money

- a. Cash
- b. Revenue
- c. Expenses
- d. Advance Front Office:

Answer

5. A budget is a plan by which resources required to generate _____ are allocated.

Money

- a. Cash
- b. Revenue**
- c. Expenses
- d. Advance Front Office:

6. _____ Budget forecasts revenues and expenses associated with the routine operations of the hotel during a certain period.

- a. Capital
- b. Departmental
- c. Master
- d. Operating

Answer

6. _____ Budget forecasts revenues and expenses associated with the routine operations of the hotel during a certain period.

- a. Capital
- b. Departmental**
- c. Master
- d. Operating

7. _____ Sensations are detected at the tip of the tongue.

- a. Sweet
- b. Salty
- c. Sour
- d. Bitter

Answer

7. _____ Sensations are detected at the tip of the tongue.

- a. Sweet**
- b. Salty
- c. Sour
- d. Bitter

BSC IT

1. In project bidding phase RFQ stands for

- a) Request For Quotation
- b) Review of Quality
- c) Request of Quality
- d) Requirement for Quality

Answer

1. In project bidding phase RFQ stands for

a) Request For Quotation

- b) Review of Quality
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2. Applications and networks that have _____ tolerance for latency, will obviously require higher performance network connections and hardware.

- a) low
- b) high
- c) medium
- d) fast

Answer

2. Applications and networks that have _____ tolerance for latency, will obviously require higher performance network connections and hardware.

a) low

- b) high
- c) medium
- d) fast

3. A _____ Privacy policy is your everyday practicing,collecting,managing and using data from site visitors.

- a) E-Banking
- b) E-Commerce
- c) Information Technilogy
- d) Taxation

Answer

3. A _____ Privacy policy is your everyday practicing,collecting,managing and using data from site visitors.

a) E-Banking

b) E-Commerce

- c) Information Technilogy
- d) Taxation

4. Which multiple access technique is used by IEEE 802.11 standard for wireless LAN?

- a) CDMA
- b) CSMA/CA
- c) ALOHA
- d) CSMA/CD

Answer

4. Which multiple access technique is used by IEEE 802.11 standard for wireless LAN?

- a) CDMA
- b) CSMA/CA**
- c) ALOHA
- d) CSMA/CD

M.COM

1. _____ refers to downsizing of employees through VRS or CRS schemes.

- a) Attrition
- b) Turnover
- c) Downsizing
- d) Reducing

Answer

1. _____ refers to downsizing of employees through VRS or CRS schemes.

- a) Attrition
- b) Turnover
- c) Downsizing**
- d) Reducing

2. _____ is a set of rules and norms for interacting with others on the internet.

- a) Netiquettes
- b) Net etiquettes
- c) Nanotech
- d) Plagiarism

Answer

2. _____ is a set of rules and norms for interacting with others on the internet.

- a) Netiquettes**
- b) Net etiquettes
- c) Nanotech
- d) Plagiarism

3. _____ is a description of employees' job relevant strengths and weaknesses.

- a) Performance feedback
- b) Performance appraisal
- c) Performance evaluation
- d) None of the above

Answer

3. _____ is a description of employees' job relevant strengths and weaknesses.

- a) Performance feedback
- b) Performance appraisal**
- c) Performance evaluation
- d) None of the above

4. _____ theory regards that the role of ethics is to enable us to lead a successful and good life.

- a) Deontological
- b) Teleological
- c) Modern virtue
- d) Virtue

Answer

4. _____ theory regards that the role of ethics is to enable us to lead a successful and good life.

- a) Deontological
- b) Teleological
- c) Modern virtue
- d) Virtue**

5. _____ argued that a company should have no social responsibility to the public or society because its only concern is to earn profits for the shareholders.

- a) Jeremy Bentham
- b) Stuart Mill

- c) Gandhiji
- d) Milton Friedman

Answer

5. _____ argued that a company should have no social responsibility to the public or society because its only concern is to earn profits for the shareholders.

- a) Jeremy Bentham
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6. Corporate ethics is also known as _____.

- a) Corporate social responsibility
- b) Business ethics
- c) Corporate values
- d) Corporate culture

Answer

6. Corporate ethics is also known as _____.

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b) Business ethics

- c) Corporate values
- d) Corporate culture

7. _____ helps the firms to track sales data.

- a) SIS
- b) CSR
- c) CRM
- d) MIS

Answer

7. _____ helps the firms to track sales data.

- a) SIS
- b) CSR
- c) CRM

d) MIS

8. Entrepreneurship involves _____ as its activities are subject to uncertainty.

- a) Innovation
- b) Risk taking
- c) Planning
- d) Creativity

Answer

8. Entrepreneurship involves _____ as its activities are subject to uncertainty.

- a) Innovation

b) Risk taking

- c) Planning
- d) Creativity

9. CRM refers to _____ Customer Relationship Management

- a) Customer Relationship Management
- b) Customer Retention Management
- c) Consumer Retail Management
- d) Cost to retain from Management

Answer

9. CRM refers to _____ Customer Relationship Management

a) Customer Relationship Management

- b) Customer Retention Management
- c) Consumer Retail Management
- d) Cost to retain from Management

10 _____ is a proportion between two figures.

- a) Ratio
- b) Long term
- c) Turnover
- d) None of these

Answer

10 _____ is a proportion between two figures.

a) Ratio

- b) Long term
- c) Turnover
- d) None of these

11. Price Variance includes _____

- a) Material Price Variance
- b) Labour Rate Variance
- c) Both A & B
- d) None of these

Answer

11. Price Variance includes _____

- a) Material Price Variance
- b) Labour Rate Variance
- c) Both A & B**
- d) None of these