

205/2015

1. According to _____ Marketing Management is the marketing concept in action.
(A) Philip Kotler (B) Neil Borden
(C) William J. Standon (D) R.L. King
2. _____ is the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services.
(A) Marketing (B) Consumer Behaviour
(C) Market Segmentation (D) Consumer Orientation
3. _____ consists of product planning and development, pricing, channels of distribution, sales force, advertising, sales promotion, physical distribution, marketing research and general planning.
(A) Marketing Mix (B) Product Mix
(C) Production Planning (D) Market Planning
4. The method of collecting information by an accurate watching, noting of phenomena as they occur in nature with regard to cause and effect or mutual relations :
(A) Experimentation Method (B) Survey Method
(C) Face-to-face Method (D) Observation Method
5. The act of dividing a market into distinct groups of buyers who might merit separate products and/or marketing mixes :
(A) Consumer Orientation (B) Consumer Behaviour
(C) Market Segmentation (D) Market Concentration
6. The process of assembling the products, keep it in stock by the wholesaler and then distribute to the retailers or institutional consumers who may be widely scattered is called :
(A) Dispersion (B) Assembling (C) Warehousing (D) Wholesale selling
7. A _____ has an independent shop in a business locality. Though he keeps a shop it is not a permanent nature and he may shift his shop the moment he finds that another locality is more profitable.
(A) Hawkers (B) Pedlars (C) Cheap Jacks (D) Street Traders
8. The type of outdoor advertisement in which hired person who move in procession with boards and notices and also playing musical instruments to attract the attention of the public is called :
(A) Mural Advertising (B) Sky Advertising
(C) Sandwichman Advertising (D) Intensive Advertising

9. _____ is defined as the oral presentation in conversation with one or more prospective buyer(s) for the purpose of making sales.

- (A) Personal selling (B) Direct selling (C) Salesmanship (D) Effective selling

10. Match the following :

Decisions regarding Branding				Explanations
(a)	Diversification			(i) Preservation of Products
(b)	Quality			(ii) Various Products
(c)	Variety			(iii) Production of one or more Products
(d)	Packing			(iv) Finding of New Products in Same Line
	(a)	(b)	(c)	(d)
(A)	(iv)	(iii)	(ii)	(i)
(B)	(i)	(ii)	(iii)	(iv)
(C)	(iv)	(ii)	(iii)	(i)
(D)	(iv)	(i)	(iii)	(ii)

11. Market gridding means :

- (A) A method of survey of expert opinion
(B) An analytical technique which facilitates dividing a market into segments
(C) Developing brand equity
(D) Another term for market stratification

12. Advertising a product on multiple TV channels at the same time :

- (A) Tele Marketing Advertisement (B) Road Blocking
(C) E-marketing (D) Virtual Marketing

13. Which of the following is not a type of non-store retailing ?

- (A) Direct Selling (B) Tele Marketing
(C) Automatic Vending (D) Limited Line Stores

14. The aspect of marketing deals with discouraging customers in general or a certain class of customers in particular as either a temporary or a permanent basis, is known as :

- (A) Over Marketing (B) Under Marketing
(C) Re-marketing (D) De-marketing

15. "International Marketing is the performance of business activities that direct the flow of goods and services to customers or users in more than one nation". This definition is given by :

- (A) Philip Kotler (B) William Stanton (C) Hary L. Hanson (D) Hess and Cateora

16. Increasing the volume of sales by neglecting quality control, production efficiency and/or cash flow management is called :
- (A) Over Trading (B) Over Marketing (C) Meta Marketing (D) Re-marketing
17. Social concept of marketing given by :
- (A) Philip Kotler (B) Pyle (C) Henri Fayol (D) Brad Edmonson
18. 'AIDO' means :
- (A) Activity, Intention, Option, Desire
 (B) Activity, Interest, Option, Demand
 (C) Activity, Interest, Opinion, Demographics
 (D) Activity, Interest, Opportunity, Desire
19. POP means :
- (A) Purchase of Product (B) Point of Purchase
 (C) Power of Purchasing (D) Point of Publicity
20. _____ is the out of designing the company's offering and image to occupy a distinctive plan in the target customers.
- (A) Holistic Marketing (B) Emotional Market
 (C) Experimental Marketing (D) Positioning
21. Who is the Father of Co-operative Movement in India ?
- (A) Raiffiaison (B) S. Delitzch
 (C) Robert Owen (D) Federick Nicholson
22. 'One man one vote' principle of co-operative society was recommended by _____.
- (A) Nicholson Committee (B) Maclagan Committee
 (C) Edwardhaw Committee (D) Owen Committee
23. 'AMUL' is related to India in the same way "MILKVITTA' is related to _____.
- (A) Bangladesh (B) England (C) U.S.A. (D) Ireland
24. APCOS stands for :
- (A) Anand Processing Co-operative Society
 (B) Anand Pattern Co-operative Society
 (C) All India Primary Co-operative Society
 (D) None of these

25. The National Dairy Development Board was set up on _____.
- (A) 26th September 1961 (B) 21st November 1961
(C) 26th November 1965 (D) 26th September 1965
26. Who is the exponent of White Revolution in India ?
- (A) Dr. William K. (B) Dr. V. Kurien
(C) Dr. M.S. Swaminathan (D) None of these
27. The headquarters of Kerala State Co-operative Rubber Marketing Federation :
- (A) Kottayam (B) Kollam (C) Trissur (D) Ernakulam
28. NAFED is engaged in the export of _____.
- (A) Wheat (B) Rice (C) Millet (D) Vegetables
29. Interstate trade is carried on by _____.
- (A) NAFED (B) NCCF (C) RBI (D) NABARD
30. The Primary Agricultural Co-operative Credit Societies give _____ to members.
- (A) Long term loans (B) Medium term loans
(C) Short term loans (D) Call and short notice loans
31. Which Commission recommended that all co-operative societies should make provisions for the education of their members and employees ?
- (A) International Co-operative Alliance
(B) Mehta Committee
(C) Khusru Committee
(D) Narasimham Committee
32. National Centre for Co-operative Education is situated at :
- (A) Bihar (B) New Delhi (C) Mumbai (D) Gujarat
33. Generally the Kerala State Agricultural and Rural Development Bank issue :
- (A) Preference shares (B) Equity shares
(C) Debentures (D) Bonds
34. The most important source from which the Kerala State Co-operative Bank gets finance :
- (A) SBI (B) RBI
(C) State Government (D) Central Government

35. The Minister for Co-operation in Kerala is :
- (A) Balakrishnan (B) Anoop Jacob
(C) P. Mohanan (D) P.J. Joseph
36. In Kerala Co-operative Propaganda is carried out mainly through _____.
- (A) NAFED (B) NABARD
(C) KERAFED (D) Kerala State Co-operative Union
37. Supersession means :
- (A) Overall Management of Co-operative Societies in a State
(B) Exceeding the Powers of the Act
(C) Removal of duly Elected Committee Members
(D) None of these
38. Generally the audit fee is payable within _____ of receipt of audit report.
- (A) One year (B) On the receipt of the report
(C) One month (D) No fixed time
39. Kerala State Co-operative Societies Act was passed in _____.
- (A) 1912 (B) 1929 (C) 1959 (D) 1969
40. Who was the minister for co-operation at the time of passing KCS Act ?
- (A) E.M. Sankaran Namboothiripad (B) T.V. Thomas
(C) Gowri Amma (D) P.R. Kurup
41. _____ is the essence of management.
- (A) Planning (B) Co-ordination
(C) Decision-making (D) Control
42. One among the following is not an associate of FW Taylor in Scientific Management :
- (A) Robert Owen (B) Gilberth (C) Gantt (D) Emerson
43. Who is the Father of Process Management School ?
- (A) Fred Luthans (B) G.R. Terry (C) Robert Owen (D) Henri Fayol
44. Which one of the following is not a feature of MBO ?
- (A) It is a technique and philosophy of management.
(B) Objective setting and performance are made by the participation of concerned managers.
(C) Management problems can be described through mathematical symbols.
(D) None of these.

45. Arrange the steps in planning in a sequential order :
- Collecting and Analysing Information
 - Identifying and Defining the Real Problem
 - Establishing Objectives
 - Determining Planning Premises
- (a), (b), (c), (d)
 - (c), (b), (a), (d)
 - (d), (a), (b), (c)
 - (d), (b), (c), (a)
46. The following one is not a feature of decision-making :
- It relates to the means to the end.
 - It is always a positive process.
 - It is a human process involving to a great extent the application of intellectual abilities.
 - It is a process of choosing a course of action from among the alternative course of actions.
47. _____ is a graphical method of identifying alternative actions, estimating probabilities and identifying the resulting expected pay-off.
- Pay-off matrix
 - PERT
 - CPM
 - None of these
48. _____ is the quality of behaviour of individuals whereby they guide people or others activities in organising effort.
- Planning
 - Organising
 - Co-ordinating
 - Leadership
49. Name the proposers of the Path-Goal Theory of Leadership :
- Robert House and Terence Mitchel
 - FW Taylor and Emerson
 - Henri Fayol and Mc Cleland
 - None of these
50. The latest approach to management which integrates the various approaches to management is :
- Behavioural Approach
 - Functional Approach
 - Contingency Approach
 - System Approach
51. In India Lead Bank Schemes are operated by the _____.
- RBI
 - Public Sector Banks
 - Scheduled Banks
 - NABARD

52. Which one of the following is not an instrument of credit control in the banking system ?
 (A) Tax Rates (B) Cash Reserve Ratio
 (C) Moral Suasion (D) Open Market Operation
53. ATM services become free of cost with effect from :
 (A) July 1, 2009 (B) April 1, 2009
 (C) January 1, 2009 (D) September 1, 2009
54. Reserve Bank of India was established in :
 (A) 1948 (B) 1975 (C) 1965 (D) 1935
55. The commercial banks in India are governed by :
 (A) RBI Act, 1934 (B) Indian Companies Act, 1956
 (C) SEBI Act, 1992 (D) Indian Banking Regulation Act, 1949
56. Who is the present Governor of RBI ?
 (A) Ranga Rajan (B) Raghuram Raj (C) Arun Jaitly (D) K.M. Mani
57. The RBI, in order to control credit :
 (A) CRR should be increased and Bank Rate should be increased.
 (B) CRR should be decreased and Bank Rate should be increased.
 (C) CRR should be decreased and Bank Rate should be decreased.
 (D) CRR should be increased and Bank Rate should be decreased.
58. Traveller's cheques are issued by :
 (A) RBI
 (B) Travel Agencies
 (C) Commercial Banks
 (D) Tourism Department, Government of India
59. A statutory reserve is a compulsory reserve kept under Banking Regulation Act as per Section :
 (A) 15 (B) 16 (C) 17 (D) 18
60. Schedule No : 4 in Banking Companies is meant for :
 (A) Borrowings (B) Deposits
 (C) Loans and Advances (D) Bills Payable

61. Human Resource needs can be estimated by examining past trends in :
- (A) Sensitivity analysis technique (B) Markov analysis technique
(C) Computer model technique (D) Trend analysis technique
62. Input to the selection process include all except :
- (A) Supervision (B) Job Analysis
(C) Job Description (D) Human Resource Planning
63. A process by which participants provide their ideas on a stated problem during a free group discussion is called _____.
- (A) Role playing (B) Behaviour modelling
(C) Brainstorming (D) Business games
64. As a step in selection process Reference Checks include :
- (A) To verify information and gaining additional information about the applicant.
(B) To help the manager to eliminate unqualified or unfit job seekers.
(C) Acceptance of the offer and certain documents by the candidate.
(D) To evaluate the applicant's suitability for the job.
65. Which of the following statement(s) is/are correct ?
- (A) Internal source of recruitment is costly.
(B) HRM is a much broader concept and staffing is an inherent part of it.
(C) There is no restriction on the number of candidates in case of selection.
(D) All of the above.
66. Human resource management emphasises :
- (A) Development of people (B) Motivation of people
(C) Adoption of people (D) Punishment of people
67. The main feature of Internship training is :
- (A) It is used by the workers who are seeking to enter skilled jobs.
(B) The superior guides and instructs the trainee as a coach.
(C) It enables the trainee to gain a broader understanding of all jobs of the business.
(D) Selected candidates carry on regular studies for the prescribed period.
68. Performance appraisal relates to :
- (A) Open-door Method (B) 360 degree Method
(C) Autocratic Method (D) Happiness index