

29/2015

Maximum : 100 marks

Time : 1 hour and 15 minutes

1. Most visible element of marketing mix :
(A) Product (B) Price
(C) Place (D) People
2. A mere transfer of ownership of goods from seller to buyer is known as :
(A) Marketing (B) Physical movement
(C) Selling (D) Deal
3. Any paid form of non-personal presentation is :
(A) Advertisement (B) Marketing
(C) Publicity (D) Personal selling
4. AIDAS indicates :
(A) Attention Interest Desire Action Satisfaction
(B) Attitude Interest Desire Action Satisfaction
(C) Attitude Interest Desire Alternative Satisfaction
(D) Attention Interest Desire Alternative Satisfaction
5. A registered brand is known as :
(A) Brand mark (B) Trade mark
(C) Grade mark (D) Agmark
6. Which is "Silent Salesman"?
(A) Packaging (B) Branding
(C) Television (D) Newspaper
7. Find the odd one :
(A) Economic conditions (B) Government policy
(C) Competition (D) Marketing mix
8. Which is "Product line"?
(A) Unilever markets soaps-like Pears, Lux and Lifebuoy
(B) Lux soap is available in different colours
(C) Milma markets milk, buttermilk, curd, ghee and butter
(D) Unilever Ltd. has soaps, detergents, skincare products, toothpaste

9. "Sun silk Shampoo" sample pack given with manorama weekly—is an example of :
- (A) Sales promotion technique (B) Advertisement
(C) Publicity (D) Personal selling
10. "Caveat emptor" means :
- (A) Let the buyer beware (B) Let the seller beware
(C) Let the producer beware (D) Let the businessmen beware
11. Which one is not correct in the case of marketing?
- (A) Consumer satisfaction (B) Starts and ends with customer
(C) Profit through sales volume (D) Customer is the king
12. Place : Transportation
Knowledge : Advertisement
Risk : Insurance
Time : _____?
- (A) Warehousing (B) Publicity
(C) Marketing (D) H.M.T
13. Which one is not true in the case of "mail order business"?
- (A) Invites customers through advertisement
(B) No direct contact between buyer and seller
(C) Perishable goods are sold
(D) Branded goods are sold
14. _____ is an itinerant retailer.
- (A) General stores (B) Multiple shops
(C) Second hand shops (D) Cheap Jacks
15. "No bad debt" is not an advantage of :
- (A) Department store (B) Multiple shops
(C) Mail order house (D) Fixed shop retailers
16. ECGC stands for :
- (A) Export Credit Guarantee Corporation
(B) Export Commercial Guarantee Corporation
(C) Export Credit Guarantee Counsel
(D) Export Promotion and Credit Guarantee Counsel

17. Which among the following is different from others?
(A) Infosys (B) Wipro
(C) Nestle (D) Reliance
18. Which of the following is a micro marketing environment?
(A) Customers (B) Demographic
(C) Technological (D) Economic
19. "Zoological parks are overcrowded on Sundays and holidays"
"Buses are overloaded in the morning and evening"
A marketing strategy to shift or reduce these demand is called :
(A) Synchro marketing (B) De-marketing
(C) Marketing myopia (D) Morph marketing
20. Which of the following is not a marketing mix?
(A) Product (B) Price
(C) People (D) Place
21. "Durable goods" is :
(A) Computer (B) Soap
(C) Repair (D) Salt
22. "Price-Cut" technique is used at which stage of a product?
(A) Introduction (B) Decline
(C) Growth (D) Maturity
23. Which packaging aims at "Protection from Pilferage"?
(A) Thermocol package for Samsung Television
(B) Sun flower Oil comes in sealed pack
(C) Petrol in airtight container
(D) Coca-Cola one liter bottle are packed in plastic containers which are fully covered and placed over one another
24. Which of the following is not a feature of wholesaler?
(A) Large scale business (B) Received goods from manufacturers
(C) Provides after sale service (D) Sells to retailers

25. Which is "Patronage motive"?
- (A) Quality (B) Durability
(C) Ambition (D) Instincts
26. "Raymonds" concentrate in textiles "Exclusively meant for men"— which market segmentation is used by the company?
- (A) Psychographic (B) Demographic
(C) Geographic (D) Behavioural
27. "Adding a higher priced, prestige product to a line for increasing the sale of existing lower priced product"—This process of marketing is called :
- (A) Trading up (B) Market positioning
(C) Market targeting (D) Trading Down
28. Which of the following is not an object of pricing?
- (A) Maximise profit (B) Maximise sales
(C) Maximise market share (D) Maximise product quality
29. A zero level channel is otherwise called :
- (A) Retail marketing (B) Wholesale marketing
(C) Direct marketing (D) Vertical marketing
30. Which salesmen assists dealers by giving suggestions on display and store layout facility?
- (A) Pioneer salesmen (B) Sales engineer
(C) Merchandising salesmen (D) Dealer service salesmen
31. "High price with high advertisement" is a strategy adopted at _____ stage of a product :
- (A) Introduction (B) Growth
(C) Maturity (D) Decline
32. An insurance which protect an employer from dishonesty of an employee is :
- (A) Honesty insurance (B) Trust worthy insurance
(C) Fidelity insurance (D) Health insurance
33. Which of the following is a "Public Corporation"?
- (A) Travancore Cochin Chemical Ltd (B) Unit Trust of India
(C) Railways (D) Hindustan Shipyard Ltd

34. Receipts issued in respect of goods placed in a bonded warehouse is called :
- (A) Mate receipt (B) Dock warrant
(C) Draw back (D) Consular invoice
35. The term "Days of grace" is related to :
- (A) Bills of Exchange (B) Letter of credit
(C) Bonded warehouse (D) Shipping documents
36. Which account never shows credit balance?
- (A) Bank (B) Cash
(C) Current (D) Capital
37. "Asset = Liabilities + Capital" - is based on :
- (A) Conservatism Principle (B) Matching Principle
(C) Dual aspect Principle (D) Full Disclosure Principle
38. Goods destroyed by Fire is Rs. 7,000. Insurance Company a claim of Rs. 5,000. The amount debited in profit and loss account is :
- (A) Rs. 2,000 (B) Rs. 7,000
(C) Rs. 5,000 (D) Rs. 12,000
39. "Goods withdrawn by the owner for his personal use" in this transaction which account is to be credited :
- (A) Drawings (B) Purchases
(C) Goods (D) Capital
40. Identify the "Contra Entry" transaction :
- (A) Paid rent by cheque
(B) Cash withdrawn from Bank
(C) Cash withdrawn from Bank for personal use
(D) Received a cheque from Anil
41. "Credit Note" is prepared at the time of :
- (A) Purchase return (B) Sales return
(C) Credit purchase (D) Credit sales

42. Identify intangible asset :
- | | |
|----------------|---------------|
| (A) Copy right | (B) Mines |
| (C) Stock | (D) Machinery |
43. Income and Expenditure Account : Profit and Loss Account
 Surplus : Profit
 Deficit : Loss
 Receipts and Payment Account : _____?
- | | |
|-------------------|---------------------|
| (A) Balance Sheet | (B) Cash book |
| (C) Bank Account | (D) Trading Account |
44. 'Vijay' a furniture merchant in Kodanad sold "Furniture" on credit to Kiran Perambavoor.
 Which subsidiary book is used to record this transaction (in the books of Vijay)?
- | | |
|--------------------|-----------------------|
| (A) Journal Proper | (B) Sales Day Book |
| (C) Cash Book | (D) Purchase Day Book |
45. Writing off "Wasting asset" is known as :
- | | |
|---------------|------------------|
| (A) Depletion | (B) Amortisation |
| (C) Accident | (D) Obsolescence |
46. Goodwill account is debited when :
- | | |
|--------------------------------|---|
| (A) Shares issued to promoters | (B) Shares issued for acquiring knowhow |
| (C) Shares issued to managers | (D) Shares issued to managing director |
47. Gaining ratio is calculated at the time of _____ of a partner.
- | | |
|-----------------|------------------|
| (A) Admission | (B) Retirement |
| (C) Dissolution | (D) Amalgamation |
48. The amount due to deceased partner is transferred to :
- | | |
|----------------------------|----------------------------------|
| (A) Partners loan account | (B) Partners wife's loan account |
| (C) Executors loan account | (D) Partners bank account |

49. The maximum capital that can be raised by a company is called :
- (A) Paid up capital (B) Called up capital
(C) Reserve capital (D) Nominal capital
50. "Anil" become a shareholder of Glaxo. Ltd. when :
- (A) Anil submit share application form with Glaxo. Ltd
(B) Anil pays share application money to the issuing bank of Glaxo. Ltd
(C) Anil receives "letter of allotment" from Glaxo. Ltd
(D) Anil receives "letter of regret" from Glaxo. Ltd
51. Issue of shares to existing share holders at a concessional rate is called :
- (A) Right issue (B) Private placement
(C) Public issue (D) ESOP
52. On dissolution of partnership _____ are paid first.
- (A) Debts to insiders
(B) Debts of third parties
(C) Debts of partners having huge capital
(D) Debts of partners having small capital
53. The term "imprest money" is related to :
- (A) Journal (B) Bills of exchange
(C) Petty cash book (D) Double column cash book
54. Statement (1) : Debenture holders have voting right
Statement (2) : Debenture holders will get interest
Statement (3) : Debenture holders can take part in the management of the company
- (A) Statement (1) and (2) are true (B) Statement (1) and (3) are not true
(C) Statement (1), (2) and (3) are true (D) Statement (2) and (3) are true
55. A bill of exchange is accepted by :
- (A) Debtor (B) Creditor
(C) Banker (D) Seller
56. "Credit purchase of machinery" is recorded in purchase day book is an error of :
- (A) Commission (B) Principle
(C) Omission (D) Compensating

57. Which of the following is a "real account"?
- | | |
|---------------------|--------------------|
| (A) Cash account | (B) Salary account |
| (C) Capital account | (D) Anil's account |
58. "Journal folio" is recorded in :
- | | |
|-------------------|-------------------|
| (A) Journal | (B) Ledger |
| (C) Balance sheet | (D) Trial balance |
59. Which subsidiary book is both "Journal and Ledger"?
- | | |
|-----------------------|--------------------|
| (A) Purchase day book | (B) Sales day book |
| (C) Cash book | (D) Bank account |
60. Which account is prepared to know "credit sales"?
- | | |
|---------------------------|-----------------------------|
| (A) Total debtors account | (B) Total creditors account |
| (C) Opening balance sheet | (D) Closing balance sheet |
61. Which communication is known as "Jungle Telegraph"?
- | | |
|-------------------------------|----------------------------|
| (A) Formal communication | (B) Informal communication |
| (C) Telegraphic communication | (D) None of these |
62. The need hierarchy theory is advocated by :
- | | |
|----------------------|--------------------|
| (A) Philip Kotler | (B) Abraham Maslow |
| (C) Peter F. Drucker | (D) B.F. Skinner |
63. "Father of Scientific Management" :
- | | |
|-----------------|--------------------|
| (A) Henry Fayol | (B) F.W. Taylor |
| (C) Elton Mayo | (D) Oliver Sheldon |
64. Number of subordinates that a superior can effectively supervise is called :
- | | |
|-----------------------------|---------------------------|
| (A) Authority | (B) Span of control |
| (C) Delegation of Authority | (D) Decentralised control |
65. "Right to give order" is called :
- | | |
|--------------------|----------------|
| (A) Responsibility | (B) Authority |
| (C) Accountability | (D) Discipline |

66. Find the odd one :
- (A) Advertisement (B) Waiting list
(C) Factory Gate (D) Transfer
67. Wastage is high under :
- (A) Time rate system (B) Piece rate system
(C) Commission system (D) Monthly payment system
68. The ability of a person to look at things from others point of view is known as:
- (A) Sympathy (B) Empathy
(C) Listening skill (D) Inspiring skill
69. Communication between sales executive and production manager is :
- (A) Horizontal (B) Vertical
(C) Diagonal (D) Lateral
70. Which of the following is true for an over capitalised company?
- (A) Market value of share falls (B) Under estimation of future earnings
(C) Conservative dividend policy (D) Promotion during recession
71. Capital required for the day-to-day running of a business is called :
- (A) Fixed capital (B) Working capital
(C) Owners equity (D) Equity capital
72. Which one is not an individual brand name?
- (A) Rexona (B) Sony
(C) Pears (D) Vim
73. Which speculator in the stock exchange expect "rise in share price"?
- (A) Bull (B) Bear
(C) Stag (D) Lame duck
74. _____ came under "Middle level management".
- (A) Functional managers (B) General manager
(C) Inspector (D) Chief executives