

Question Bank: Business Studies

Set-1

Chapters: Planning and Organizing

Q. No.		Marks
1.	<p>Which of the following is the feature of planning?</p> <p>A Provides direction B Reduces the risk of uncertainty. C Focuses on achieving objectives. D All of the above</p>	
2.	<p>Bawa cycles was in the business of manufacturing racing cycles and had a monopoly in the market. The business was doing well and the company was consistently meeting its objective of 10% increase in sales every year. Encouraged by the good track record, the Managing Director of the company kept an ambitious target of 15% increase in sales for the next year. The same year, two competitors also entered the market and because of this, the company was not able to meet target. Identify the limitations of one of the functions of management because of which the company was not able to achieve its target.</p> <p>A Planning may be rigid B Planning may not work in a dynamic environment C Planning does not guarantee success. D None of the above</p>	
3.	<p>Mrs. Sharma has joined a new organization named Realistic Ltd. On her first day to office, she analysed that, there was not different departments assigned for various products lines. She observed a separate team structure for each of them and also that they functioned independently of one another. From her analysis, what can we make out of the Realistic Ltd.?</p> <p>A It is a functional form of organization B Divisional structure is the way of the organization C The company follows the informal structure D No observation can be made out of her analysis.</p>	
4.	<p>Span of management refers to:</p> <p>A Number of managers B Length of term for which a manager is appointed C Number of subordinates under a superior D Number of members in top management</p>	
5.	<p>In case of tall organizational structure, the shape of the span of management is:</p> <p>A Narrow B Wider C No span D All of the above</p>	

6.	<p>“Accurate forecasts become essential for successful plans.” Identify the step of one of the functions of management highlighted above.</p> <p>A Setting objectives B Follow-up action C Developing Premises D Implementing the plan</p>	
7.	<p>“It is not always true that just because a plan has worked before it will work again. Besides, there are so many other unknown factors to be considered. This kind of complacency and false sense of security may actually lead to failure of planning.” Identify the limitation of planning highlighted above.</p> <p>A Planning leads to rigidity B Planning may not work in dynamic environment C Planning does not guarantee success. D Planning involves huge costs.</p>	
8.	<p>Ravi runs a locks manufacturing factory. He manufactures locks used in houses. He wants to expand his business. For this, he wants to enter into the manufacturing of locks for cars and motorcycles. Which type of organization structure will he choose for his factory?</p> <p>A Functional structure B Divisional structure C Formal organization structure D Informal organization structure</p>	
9.	<p>On the introduction of ‘Goods and Service Tax Act’, experts in the field of business started analysing and forecasting its impact on various sectors and industries. Kanha an established businessman, attended a few seminars and conferences organized by such experts to familiarize himself with this information. He wanted to use these forecasts and conjectures to reduce the uncertainty in making decisions for the future in his business. Name the steps in the planning process that is being discussed in the above paragraph.</p> <p>A Setting objectives B Developing premises C Evaluating alternatives D Implementing the plan</p>	
10.	<p>Gautama, product head at Ashok Leyland Limited, plans to make his ‘company of the decade’. For this purpose, he sets objectives, prepares strategies and other action plans keeping the internal as well as external forces in mind so that departments and individuals working in the organization are able to decide what action should be taken and in which direction. Identify the importance of management highlighted in the case.</p> <p>A Planning reduces uncertainty. B Panning reduces overlapping C Planning provide direction D Planning facilitates decision making</p>	
11.	<p>A company is manufacturing garments. The manager wants to increase</p>	

	<p>profits by purchasing new high-speed machines or increasing the sale price or using waste materials in manufacturing stuffed toys. He decided that “using waste material” is the best solution for him. Identify the concept of management involved.</p> <p>A Directing B Coordinating C Planning D Organizing</p>											
12.	<p>Match the columns.</p> <table border="1"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>a The framework within which managerial and operating tasks are performed.</td> <td>(i) Decentralization</td> </tr> <tr> <td>b The granting of authority to subordinates</td> <td>(ii) Organization structure</td> </tr> <tr> <td>c The systematic granting of authority to the lowest level</td> <td>(iii) Divisional structure</td> </tr> <tr> <td>d The structure which is formed on the basis of product specialization</td> <td>(iv) Delegation of authority</td> </tr> </tbody> </table> <p>A a-(ii), b-(iv), c-(i) and d-(iii) B a-(i), b-(ii), c-(iii) and d-(iv) C a-(ii), b-(i), c-(iv) and d-(iii) D a-(iv), b-(iii), c-(ii) and d-(i)</p>	Column I	Column II	a The framework within which managerial and operating tasks are performed.	(i) Decentralization	b The granting of authority to subordinates	(ii) Organization structure	c The systematic granting of authority to the lowest level	(iii) Divisional structure	d The structure which is formed on the basis of product specialization	(iv) Delegation of authority	
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13.	<p>Functional structure of organization is most suitable:</p> <p>A in case of diversification of activities B in case of large organization C when high degree of specialization is required D All of the above</p>											
	<p>Read the following hypothetical text and answer question numbers 14-18 on the basis of the same.</p> <p>In 2015, Rakesh left his luxurious life in Bangalore, where he worked as a manager for Blue Mask Ltd. He shifted to Begampur, Chhattisgarh to fulfil his grandmother’s dream of converting their 25-acre ancestral land into a fertile farm. For this, he set out specific goals along with the activities to be performed to achieve the goals. Every activity was a challenge since he was clueless about farming. He learnt every activity from filling the land to sowing the seeds. To aid farmers, he launched his own company Innovative Agriculture Solutions Pvt. Ltd.</p> <p>It was difficult initially as no one trusted an urban youth telling farmers about farming. But when everything was discussed in detail, the farmers started taking interest. He wanted to ensure that the future events meet effectively the best interests of the company. Through sales forecasting, he prepared an annual plan for production and sales.</p> <p>He also found that the farmers grew only paddy, which was an activity of</p>											

	<p>months and the land remained idle for the rest 8-9 months of the year. He not only identified but evaluated various alternatives through which the farms could be utilized for the remaining months of the year. Through correct foresight and logical and systematic thinking based on analysis of all facts, all alternatives were examined and evaluated. He presented a plan to the farmers, where after harvesting paddy, vegetables could be grown.</p>	
14.	<p>Identify the function of management highlighted in the given case.</p> <p>A Planning B Organizing C Directing D Controlling</p>	
15.	<p>“..... He set out specific goals along with the activities to be performed to achieve the goals.” Identify the feature of the function of management identified as highlighted above.</p> <p>A It focuses on achieving objectives. B It is futuristic C It is pervasive D It is continuous</p>	
16.	<p>“He wanted to ensure that the future events meet effectively the best interests of the company. Through sales forecasting, he prepared an annual plan for production and sales.” Identify the feature of the function of management identified as highlighted above.</p> <p>A It focuses on achieving objectives. B It is futuristic C It is pervasive D It is continuous</p>	
17.	<p>“Through correct foresight and logical and systematic thinking based on analysis of all facts, all alternatives were examined and evaluated. He presented a plan to the farmers, where after harvesting paddy, vegetables could be grown.” Identify the step of the function of management identified as highlighted above.</p> <p>A Identifying alternative courses of action B Evaluating alternative courses C Selecting an alternative D Both (b) and (c)</p>	
18.	<p>“Through correct foresight and logical and systematic thinking based on analysis of all facts.” Which feature of planning highlighted in the given lines?</p> <p>A It focuses on achieving objectives. B It is futuristic C It is a mental exercise D It is continuous</p>	
	<p>Read the following hypothetical text and answer question numbers 19-23 on the basis of the same.</p> <p>‘Journey Limited’ is a car manufacturing company. The company have allocated the work among different people working in the organization to</p>	

	<p>ensure that no employee in the organization feels overburdened. The company has further functionally grouped these jobs under different departments. Although, the company strictly follows the Principle of Scalar Chain, but this has led to a big disadvantage to the company. The manager in the company too realized that it was becoming difficult for him to perform all the work alone. So, he shared some of it with three of his subordinates.</p>	
19.	<p>Which function of management has been described above? A Planning B Staffing C Motivation D Organising</p>	
20.	<p>“The company have allocated the work among different people working in the organization to ensure that no employee in the organisation feels overburdened.” Which step of organising is highlighted in the given lines? A Establishing reporting relationship. B Departmentalization C Identification and division of work D Assignment of duties</p>	
21.	<p>“The company has further functionally grouped these jobs under different departments.” Which step of organising is highlighted in the given lines? A Establishing reporting relationship. B Departmentalization C Identification and division of work D Assignment of duties</p>	
22.	<p>What disadvantage must the principle of Scalar chain have caused in the above case? A Delay in action B Ignorance of psychological needs C More emphasis only on work. D Ignorance of psychological needs</p>	
23.	<p>“The manager in the company too realized that it was becoming difficult for him to perform all the work alone. So, he shared some of it with three of his subordinates.” Identify the concept highlighted here. A Decentralization B Delegation C Informal Organization D None of the above.</p>	
24.	<p>Which of the following importance of organising reduces the workload as well as enhance productivity? A Clarity in working relationship B Benefits of specialization C Adaptation to change D Effective administration</p>	
25.	<p>Which of the following is the disadvantage of divisional structure? A Conflicts may arise among different divisions with reference to</p>	

	<p>allocation of funds.</p> <p>B More emphasis on departmental objectives</p> <p>C Leads to inter-departmental conflicts</p> <p>D Leads to inflexibility</p>	
	<p>Read the following hypothetical text and answer question numbers 26-30 on the basis of the same.</p> <p>An Auto Co. C Ltd. is facing a problem of declining market share due to increased competition from other new and exciting players in the market. Its competitors are introducing lower price models for mass consumer who are price sensitive. C Ltd. realised that it needs to take steps immediately to improve its market standing in the future. It decided to increase sales by 10% and gave the direction to all departments at all levels what they are expected to do to achieve the objective. The managers also made certain assumptions about the future, and forecasting was made about the demand for new products, price of machinery and equipment needed, etc. For quality conscious consumers, C Ltd. plans to introduce new model with added features and new technology advancement. The company has formed a team with representatives from all the levels of management. This team will brainstorm and will determine the steps that will be adopted by the organization for implementing the above strategy. However, it is very difficult to assess the future trends in the environment if economic policies are modified or political conditions in the country are not stable. Intense competition in the market can also upset financial plans, then sales targets may have to be revised.</p>	
26.	<p>Identify the functions of management highlighted in the given case.</p> <p>A Planning</p> <p>B Organising</p> <p>C Directing</p> <p>D Controlling</p>	
27.	<p>“It decided to increase sales by 10% and gave the direction to all departments at all levels what they are expected to do to achieve the objective.” Identify the step of the function of management identified.</p> <p>A Setting objectives</p> <p>B Developing premises</p> <p>C Both (A) and (B)</p> <p>D Follow up action</p>	
28.	<p>“it is very difficult to assess the future trends in the environment if economic policies are modified or political conditions in the country are not stable. Intense competition in the market can also upset financial plans, then sales targets may have to be revised.” Identify the limitation of the function of management identified.</p> <p>A Planning leads to rigidity</p> <p>B Planning may not work in a dynamic environment</p> <p>C Planning is a time-consuming process</p> <p>D Planning does not guarantee success.</p>	
29.	<p>Identify the feature (s) of the function of management identified as</p>	

	<p>discussed in the case.</p> <p>A It is a mental exercise</p> <p>B Planning is futuristic</p> <p>C Planning is pervasive</p> <p>D All of the above</p>											
30.	<p>“The managers also made certain assumptions about the future, and forecasting was made about the demand for new products, price of machinery and equipment needed, etc.” Identify the step of the function of management identified.</p> <p>A Setting objectives</p> <p>B Developing premises</p> <p>C Both (A) and (B)</p> <p>D Follow up action</p>											
31.	<p>Which of the following statement is true?</p> <p>A Delegation has a wider scope than decentralization.</p> <p>B Delegation has more freedom to take decision than decentralization.</p> <p>C Delegation is compulsory whereas decentralization is optional.</p> <p>D None of the above</p>											
32.	<p>Match the following</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Column I</th> <th>Column II</th> </tr> </thead> <tbody> <tr> <td>a Anticipate changes</td> <td>(i) Planning</td> </tr> <tr> <td>b Planning decides in advance how work is to be done</td> <td>(ii) Reduces the risk of uncertainty</td> </tr> <tr> <td>c Establishes standards for controlling</td> <td>(iii) Promote innovation</td> </tr> <tr> <td>d Planning encourages new ideas</td> <td>(iv) Provides direction</td> </tr> </tbody> </table> <p>Find the correct option:</p> <p>A a-(i); b-(ii); c-(iii) and d-(iv)</p> <p>B a-(ii); b-(iv); c-(i) and d-(iii)</p> <p>C a-(iii); d-(iv); c-(i) and d-(ii)</p> <p>D a-(iv); b-(i); c-(iii) and d-(ii)</p>	Column I	Column II	a Anticipate changes	(i) Planning	b Planning decides in advance how work is to be done	(ii) Reduces the risk of uncertainty	c Establishes standards for controlling	(iii) Promote innovation	d Planning encourages new ideas	(iv) Provides direction	
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	<p>Direction: (Q. No. 33 and 36) There are two statements marked as Assertion (A) and Reason (R). Read the statements and choose the appropriate option from the options given below:</p> <p>A Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>B Both Assertion (A) and Reason (R) are true and Reason (R) is the not the correct explanation of Assertion (A)</p> <p>C Assertion (A) is true but Reason (R) is false</p> <p>D Assertion (A) is false but Reason (R) is true</p>											
33.	<p>Assertion (A) Managers need to be given some flexibility to be able to cope with the changed circumstances.</p> <p>Reason (R) Planning reduces creativity.</p> <p>A Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p>											

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34.	<p>Assertion (A) Through planning, the uncertain events or changes can be anticipated and eliminated.</p> <p>Reason (R) Planning reduces the risk of uncertainty.</p> <p>A Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>B Both Assertion (A) and Reason (R) are true and Reason (R) is the not the correct explanation of Assertion (A)</p> <p>C Assertion (A) is true but Reason (R) is false</p> <p>D Assertion (A) is false but Reason (R) is true</p>	
35.	<p>Assertion (A) People working in the same department can work in good coordination.</p> <p>Reason (R) Organising promotes effective control and coordination within a department due to similarity of tasks performed.</p> <p>A Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>B Both Assertion (A) and Reason (R) are true and Reason (R) is the not the correct explanation of Assertion (A)</p> <p>C Assertion (A) is true but Reason (R) is false</p> <p>D Assertion (A) is false but Reason (R) is true</p>	
36.	<p>Assertion (A) In decentralization, one of the challenges is the accountability of performance.</p> <p>Reason (R) In response to this, better control systems are being evolved such as balance score card and management information system.</p> <p>A Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)</p> <p>B Both Assertion (A) and Reason (R) are true and Reason (R) is the not the correct explanation of Assertion (A)</p> <p>C Assertion (A) is true but Reason (R) is false</p> <p>D Assertion (A) is false but Reason (R) is true</p>	
37.	<p>Which one of the following is a step of planning?</p> <p>A Analysis of organisation structure</p> <p>B Analysis of environment</p> <p>C Analysis of employee behaviour</p> <p>D Analysis of employee morale</p>	
38.	<p>Rearrange the steps in the decision-making process logically.</p> <p>A Identification of a problem</p> <p>B Identification of decision criteria</p> <p>C Allocation of weights to criteria</p> <p>D Development of alternative</p> <p>E Analysis of alternatives</p>	

	<p>F Selection of an alternatives G Implementation of the alternatives</p> <p>a GFEDCBA b CDBAFEG c ABCDEFG d GCDABEF</p>	
39.	<p>Himalaya Ltd. Is engaged in manufacturing of washing machines. The target of the organization is to manufacture 500 washing machines a day. There is an occupational specialization in the organization which promotes efficiency of employees. There is no duplication of efforts in such type of organization structure. Identify the type of organization structure describe above.</p> <p>A Formal B Divisional C Functional D Informal</p>	
40.	<p>Which one of the following is not an importance of organising:</p> <p>A Role clarity B Performance appraisal C Adaptation to change D Growth and expansion</p>	

Question bank: Business Studies

SET 2

Chapters: Marketing Management and Nature and significance of management

Q1. It is a social process where in people interacts with others in order to persuade them to act in a particular way. Identify the process.

- a. Market
- b. Marketing
- c. Marketing management
- d. None of the above

Q2. In situations of rare supply, the buyer may be taking extra efforts in persuading the seller to sell the product to him/her. In such cases the marketer would be

- a. Buyer
- b. Seller
- c. Both a and b
- d. None of the above

Q3. All selling activities are directed towards ----- whereas marketing is concerned with -----.

- a. Maximising sales, Minimising sales
- b. Minimising sales, Customer satisfaction
- c. Maximising sales, Customer satisfaction
- d. None of the above

Q4. During the earlier days availability and affordability of the product were considered to be the key to the success of a firm. Which marketing management philosophy is emphasised here?

- a. Selling concept
- b. Marketing concept
- c. Product concept
- d. Production concept

Q5. A marketer of Automobiles, having 10% market share in the country, aims at enhancing his market share to 20% in the next three years. Thus he develops various important aspects and specifies the action programmes to achieve these objectives. Which marketing function is being discussed above?

- a. Customer support services
- b. Pricing of product
- c. Product designing and development
- d. Marketing planning

Q6. That part of a brand which can be recognised but which is not utter able is called -----.

- a. Brand name
- b. Brand mark

- c. Trade mark
- d. None of the above

Q7. Maggie has extended this name to many of its products like noodles, tomato ketchups, soups etc. Now it wants to extend this name for magic masala also. Which advantage of branding is highlighted in the question?

- a. Helps in advertising and display programmes
- b. Differential pricing
- c. Ease in introduction of new product
- d. Status symbol

Q8. This marketing mix plays a very important role in the marketing success or failure of many products. It not only performs the function of product protection but also facilitates the use of the product. Identify the marketing mix described above.

- a. Place
- b. Product
- c. Price
- d. Physical Distribution

Q9. Exo chemicals are involved in the manufacturing of poisonous chemicals. These chemicals are used for cleaning purposes. Exo chemicals sell their product in large quantities to various industries and organisations and in small quantities to households. They have put a warning on their product stating: "Contains toxic substances. Not fit for consumption". Which function of labelling is followed by the marketer?

- a. Identification of the product
- b. Promotion of the product
- c. Description of the product
- d. Providing information required by law

Q10. The price will tend to reach the ----- limit in case there is lesser degree of competition while under conditions of free competition the price will tend to be set at the ----- Levels.

- a. Lower, upper
- b. Upper, lower
- c. Regulated, Free
- d. None of the above

Assertion – Reasoning MCQ

Direction (Q No's 11-13). There are two statements marked as Assertion (A) and Reason(R). Read the statements and choose the appropriate option from the options given below

- a. Both Assertion (A) and Reason (R) are true and (R) is the correct explanation of (A)
- b. Assertion (A) is true but Reason (R) is false.
- c. Assertion (A) is false but Reason (R) is true.
- d. Both Assertion (A) and Reason (R) are true but (R) is not the correct explanation of (A)

Q11. Assertion (A) The demand is said to be elastic if a relatively small change in price results in large change in the quantity demanded.

Reason (R) Here numerically the price elasticity is greater than one.

Q12. Assertion (A) Products purchased by ultimate consumers for satisfying their personal needs are referred to as industrial products.

Reason (R) As compared to consumer products the numbers of buyers of industrial products are limited.

Q13. Assertion (A) Advertisement is an impersonal form of communication which is paid for by the marketers to promote some goods or service.

Reason (R) Advertisement is undertaken by some identified individual or company who makes the advertising efforts and also bears the cost of it.

Direction Read the following text and answer question numbers (14- 18) on the basis of the same.

ABC Crackers limited, a fire cracker manufacturing company launched some new products on the eve of Diwali in the market, which attracted many buyers. To meet the increased demand the company employed people to promote the products to each distributor from the nearby villages. As the products were in great demand in the market, a competitor, A2Z Crackers Limited, imitated the products. The products of the competitor were not accepted by the consumers due to inferior quality, lack of relevant information, poor response from the customer support services. However, it was a status symbol to buy the products of ABC Crackers Limited because of their quality and responsible management.

Q14. Identify the product related decisions because of which consumers preferred the products of ABC Crackers limited.

- a. Branding and Labelling
- b. Labelling and Packaging
- c. Branding and Packaging
- d. Branding, Labelling and Packaging

Q15. Which department of the company showed poor customers support services?

- a. Marketing department
- b. Public Relations department
- c. Production department
- d. Sales department

Q16. "To meet the increased demand, the company employed people to promote the products to each distributor, from the nearby villages" Which element of promotion mix is highlighted here?

- a. Advertisement
- b. Personal selling
- c. Public Relations

d. Sales Promotion

Q17. Which combination of marketing philosophies has been adopted by ABC crackers Limited and A2Z Crackers Limited respectively?

- a. Product and Production
- b. Product and Selling
- c. Marketing and Production
- d. Selling and Product

Q18. ABC Crackers limited, a fire cracker manufacturing company launched some new products on the eve of Diwali in the market, which attracted many buyers.

Which of the following things is marketed in the above case?

- a. Services
- b. Places
- c. Product
- d. Ideas

Q19. In a popular advertisement on radio and television, Bollywood actress Vidya Balan talks about cleanliness. The idea behind is to create awareness regarding having a toilet in each house instead of going out in the open. She included in the advertisement a punch line “ Jahan Soch Vahan Shauchalaya”

Identify what is being marketed here.

- A. Idea
- B. Information
- C. Experiences
- D. Services

Q20. In order to promote tourism in Kerala, the Kerala government organises boat race and elephant race every year. It attracts thousands of audiences not only from within the state but also from other states too.

Identify what is being marketed here.

- a. Place
- b. Organisation
- c. Event
- d. Both a and c

Q21. Hindustan Lever Limited differentiates its three types of tea leaves with three different coloured labels (Green, Red, and Yellow). Which function of Labelling is highlighted here?

- a. Describe the product
- b. Identification of product
- c. Grading of Products
- d. Promotion of Products

Directions Read the following text and answer questions numbers 22-26 on the basis of the same

Shah limited started their business by selling AC's. They have now started to sell other appliances such as well as audio systems, TV's, washing machines, water purifiers etc. The company also handles complaints and offers after sale services. But later on it somehow ignored after sales services leading to a tarnished image of the company. The top management quickly took the rectifying measures and protected as well as promoted the favourable image in the eyes of the public.

The company also started selling mixer grinders. To ensure better protection these mixers were packed in a transparent polybag and then they were kept in a coloured cardboard box. All the packages of all the products of the company has following details

- Price
- Method of use
- Caution
- Manufacturer's address
- A yellow square with a blue circle outside it.

Q22. Which element of marketing mix is highlighted in the lines "Shah limited started their business by selling AC's? They have now started to sell other appliances such as well as audio systems, TV's, washing machines, water purifiers etc. The company also handles complaints and offers after sale services?"

- a. Product
- b. Place
- c. Price
- d. Promotion

Q23. Which element of promotion mix is highlighted in the lines "The top management quickly took the rectifying measures and protected as well as promoted the favourable image in the eyes of the public"?

- a. Advertising
- b. Sales Promotion
- c. Public Relation
- d. Both b and c

Q24. Coloured card box is an example of ----- packaging:

- a. Primary
- b. Secondary
- c. Transportation
- d. Both b and c

Q25. Blue circle encircling a yellow square is an example of:

- a. Trademark
- b. Brand mark
- c. Brand name
- d. Warning

Q26. Which of the following refers to that process of assigning a distinctive name or symbol to a product by which it can known, remembered and identified?

- a. Labelling
- b. Product Mix
- c. Packaging
- d. Branding

Q27. To meet the objectives of the firm, the management of Bhavya Ltd offers employment to physically challenged persons. Identify the objective it is trying to achieve.

- a. Personal
- b. Social
- c. Organisational
- d. None of the above

Q28. In an organisation the objective of marketing department is to increase sales by 10% by offering discounts. However, the finance department is reluctant to offer discount as it means loss of revenue.

One of the importance of coordination helped to resolve the conflict. Identify it.

- a. Growth in size
- b. Specialisation
- c. Functional differentiation
- d. Both a and c

29. Max limited has a target of producing 1, 00,000 units in a year at a cost of Rs 80 per unit. The target was achieved by the production manager but at a cost of Rs 100 per unit. Is production manager effective or efficient or both?

- a. Effective only
- b. Efficient only
- c. Both a and b
- d. None of the above

Q30. An organisation consists of diverse individuals with different needs, who join the organisation for different purpose but as members of the organisation they work together to achieve organisational goal. Which feature of management is being highlighted?

- a. Goal oriented
- b. Pervasive function
- c. Group Activity
- d. Continuous process

Read the following text and answer the following questions on the basis of the same: Sana is the branch manager of ABC Handicrafts Pvt. Ltd. The company's objective is to promote the sales of Indian handloom and handicraft products. It sells fabrics, furnishings, ready-mades and household items are made out of traditional Indian fabrics. Sana decides

quantities, variety, colour and texture of all the above items and then allocates resources for their purchase from different suppliers. She appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk. Although the products looked very attractive and impressive, they were relatively expensive on the front of affordability for an average customer. Sana suggested that they should keep the silk bed covers for special festive occasions and offer the cotton bed covers on a regular basis to keep costs under control.

Q.31 "She appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk." Which function of management is highlighted in this context?

- a. Controlling
- b. Staffing
- c. Planning
- d. Directing

Q.32 In the above case "company's objective is to promote the sales of Indian handloom and handicraft products." The above line focuses on which feature of management?

- a. Management is an intangible force
- b. Management is a goal-oriented process
- c. Management is pervasive in nature
- d. Management is a continuous process

Q.33 With reference to the above case, at which level of management Sana is working?

- a. Lower level
- b. Top level
- c. Middle level
- d. Shop floor

Q.34 "Sana suggested that they should keep the silk bed covers for special festive occasions and offer the cotton bed covers on a regular basis to keep costs under control." Which function of management is highlighted in this context?

- a. Controlling
- b. Staffing
- c. Organising
- d. Planning

Q 35. "Anyone can be called a manager irrespective of the educational qualification possessed." Identify the characteristic of the profession that Management does not fulfil in the statement being discussed above.

- a. Ethical code of Conduct

- b. Professional Association
- c. Restricted Entry
- d. Service Motive

Q36. 'Even where members of a department willingly cooperate and work, a manager has to coordinate the efforts of different people in a conscious manner.' Identify the characteristic of coordination discussed above.

- a. Coordination ensures unity of action
- b. Coordination is a deliberate function
- c. Coordination is a continuous process
- d. Coordination is an all-pervasive function

Q36. "What distinguishes a successful manager from a less successful one is the ability to put the principles into practice." Which aspect of the nature of management is highlighted in the above statement?

- a. Management as a science
- b. Management as an art
- c. Management as a profession
- d. Management is an intangible force

Q37. Which level of management is responsible for the welfare and survival of the organisation?

- a. Top level of management
- b. Middle level of management
- c. Supervisory level
- d. Both (b) and (c)

Q38. Identify the dimension of the characteristic of management- "it is multidimensional", which specifies that the task of management is to make the strengths of human resources effective and their weaknesses irrelevant towards achieving the organisation's objectives.

- a. Management of work
- b. Management of people
- c. Management of operations
- d. Management of goals

Q39. The Topper group is looking to make a foray into manufacturing of semiconductors and it has set up a business to seize the business opportunity and add to its prospects in the long run. The company has already pivoted into a number of new projects like electronics, 5G network equipment, as well as semiconductors. Which economic objective of management does the business seek to fulfil?

- a. Survival
- b. Growth
- c. Profit
- d. Efficiency

Q40. The production department at Karishma Ltd, a firm manufacturing readymade garments for men has an objective to increase production by 10% but the Sales department

does not approve of the increase in production, till changes are brought about in the product to incorporate latest fashion. These kinds of conflicts bring to light the following importance of the force that can help to accomplish the linking of activities of various departments:

- a. Growth in size
- b. Functional differentiation.
- c. Specialization.
- d. Efficiency

Q41. Ravi joined a marketing firm as a Sales manager. On his first day in the company, during the orientation programme, the CEO of the company told Ravi that he will have to simultaneously perform the functions of management (planning, organising, staffing, directing, controlling) all the time. Which characteristic of management was the CEO referring to?

- a. Management is a continuous process
- b. Management is all pervasive
- c. Management is multidimensional
- d. None of the above

Q41. KTX Group is rolling out an initiative to help create wealth for its employees through the implementation of Employee Stock option. Through motivation and leadership, the management will help individuals to develop team spirit, cooperation and commitment to the success of the group. The following importance of management is highlighted above:

- a. Management helps in achieving personal objectives
- b. Management helps in the development of society
- c. Management creates a dynamic organisation
- d. Management increases efficiency

There are two statements marked as Assertion (A) and Reason(R). Read the statements and choose the appropriate option from the options given below

- a. Both Assertion (A) and Reason (R) are true and (R) is the correct explanation of (A)
- b. Assertion (A) is true but Reason (R) is false.
- c. Assertion (A) is false but Reason (R) is true.
- d. Both Assertion (A) and Reason (R) are true but (R) is not the correct explanation of (A)

Q42. Assertion (A): Coordination leads to specialisation.

Reason (R): It helps to harmonise individual goals and organisational goals. Thus, it ensures that all individuals from different backgrounds work towards the common goals of the organisation.

Q43. Assertion (A): Management increases efficiency.

Reason (R): It helps the organisation to adapt to changes.

Q44. Assertion (A): Management is not a pure science

Reason (R) Management is a systemised body of knowledge; based on observation and experimentation and has universal validity.

Q45. Silico Ltd. has appointed the former Consulting executive of Shri Shakti Ltd. Rajan Bahl as its Vice President. What will be his basic task?

- a. To integrate diverse elements and coordinate activities of different departments.
- b. To carry out plans formulated by top managers.
- c. To oversee the efforts of the workforce.
- d. Help to maintain quality of output

Q46. Coordination is required at

- a. Top level management
- b. Middle Level Management
- c. Operational Level Management
- d. All of the above.