

BCOM- Perspectives and Methodology of Business Studies

Common for Private Registration BCom(Co-operation, Finance and Taxation & Travel and Tourism Programme) and BCom (CA), BCom(TT) under Off Campus stream.

1. Who coined the term Innovation as the function of entrepreneur?
(a) Drucker
(b) Mayo
(c) Schumpeter
(d) Adams
2. Who were two of the pioneers in the area of Total Quality Management?
A) Fayol; Weber
B) Taylor; Gilbreth
C) Owen; Munsterberg
D) Deming; Juran
3. Quality management is driven by a focus on:
A) workplace diversity
B) workplace spirituality
C) continual improvement
D) knowledge management
4. Gradual but continuous development is the philosophy of:
(a) Kaizen
(b) Six Sigma
(c) BPR
(d) TQM
5. Rapid development plans are part of :
(a) Kaizen
(b) Six Sigma
(c) BPR
(d) TQM
6. Entrepreneur relates more to which factor of production?
(a) Land
(b) Labour
(c) Capital
(d) Organisation
7. ATM is an example of:
(a) Kaizen
(b) Six Sigma
(c) BPR
(d) TQM
8. QWL is more related to:
(a) CRM
(b) HRM
(c) Marketing Management
(d) Strategic Management
9. Our assets walk out of the door every day, we're to make sure that they come back next morning". Narayana Murthy is referring to:
(a) Customers
(b) Human Resources

- (c) Machinery
 - (d) Capital
10. Setting standards with the industry for strategic improvement is the philosophy of:
- (a) TQM
 - (b) BPR
 - (c) Benchmarking**
 - (d) Kaizen
11. Zero Defectives is targeted in:
- (a) TQM**
 - (b) Kaizen
 - (c) Six Sigma
 - (d) BPR
12. Consumer Protection Act is of the year:
- (a) 1996
 - (b) 1991
 - (c) 1986**
 - (d) 1984
13. Which of the following is/are IPR(s)?
- (a) Patent
 - (b) Trademark
 - (c) Copyright
 - (d) All of these**
14. Kanchipuram Silk is an example of:
- (a) IPR**
 - (b) Consumer society
 - (c) Globalisation
 - (d) None of these
15. Publication credits are an example of:
- (a) Patent
 - (b) Copyright**
 - (c) Trademark
 - (d) Geographic Indications
16. Unauthorised use of IPR without consent/citation is called:
- (a) Research
 - (b) Plagiarism**
 - (c) Plainism
 - (d) Pragmatism
17. In management, the best money invested is in
- (a) Machinery
 - (b) People**
 - (c) Materials
 - (d) Land
18. The apex authority in insurance sector is:
- (a) IRDA**
 - (b) IRPD
 - (c) RBI
 - (d) SEBI
19. Right to Information Act insists an organisation to have a person in charge as:
- (a) Correspondent
 - (b) Information Officer**
 - (c) Chief Executive

- (d) Chief Mentor
20. Which of the following is a trade sales promotion method aimed specifically at retail outlets?
- (a) Trade show
 - (b) Buyback allowance
 - (c) Merchandise allowance
 - (d) Scan back allowance**
21. A company in its communication message lays emphasis on the quality, performance and value of its products. What is the communication objective of the company?
- (a) Awareness
 - (b) Knowledge
 - (c) Liking
 - (d) Preference**
22. Which of the following is not a condition necessary for an exchange to take place?
- (a) Each party must have something that interests the other
 - (b) Each party must be in a position to communicate and deliver the product
 - (c) The parties must involve themselves even if they consider each other undesirable or unacceptable to deal with**
 - (d) Each party must be free to accept or reject any offer from the other party
23. In which approach of the marketing costs analysis, is the net income calculated by deducting direct and indirect expenses from the gross margin?
- (a) Variable costs
 - (b) Full costs**
 - (c) Average costs
 - (d) Sunk costs
24. Tools Inc. buys hammers, bolts and other hardware items and sells them to hardware shops at a price that includes a profit. Tools Inc. would be a part of what kind of market?
- (a) Reseller market**
 - (b) Producer market
 - (c) Institutional market
 - (d) Government market
25. Toro ran a clever preseason promotion on some of its snow blower models, offering some money back if the snowfall in the buyer's market area turned out to be below average. This is an example of a(n) _____.
- a. rebate**
 - b. advertising specialty
 - c. price pack
 - d. premium pack
 - e. none of the above
26. An example of a(n) _____ is when airlines offer frequent plans, awarding points for miles traveled that can be turned in for free airline trips.
- a. advertising objective
 - b. POP reward
 - c. premium reward
 - d. patronage reward**
27. An example of a(n) _____ is a five-foot-high cardboard display of Cap'n Crunch next to Cap'n Crunch cereal boxes.
- a. patronage promotion
 - b. POP promotion**
 - c. POP pack
 - d. advertising promotion
28. A product in the maturity stage may require _____ advertising.

- a. informative
 - b. comparative
 - c. persuasive
 - d. **reminder**
29. Marketing communicators must do all of the following except ____.
- a. identify the target audience
 - b. **send products to the customer**
 - c. determine the communication objectives
 - d. collect audience responses
30. Which of the following is not a personality symbol?
- a. Mickey Mouse.
 - b. The Jolly Green Giant.
 - c. The Energizer bunny.
 - d. None of the above.
31. "Buy it now" refers to ____.
- a. personal selling
 - b. advertising
 - c. nonpersonal communication channel
 - d. **sales promotion**
32. Which of the following is not a sales promotion?
- a. Coupons.
 - b. **TV commercials.**
 - c. Contests.
 - d. Cents-off deals.
33. Whether you place most promotional emphasis on advertising or whether you place most promotional emphasis on sales promotion may depend on ____.
- a. the nature of your product
 - b. the nature of your industry
 - c. money available
 - d. **all of the above**
34. If you are attempting to create primary demand toward your product, you will use ____ ads.
- a. **informative**
 - b. persuasive
 - c. reminder
 - d. developmental
35. You want to increase reach. You could ____.
- a. aim your ads at different demographic groups
 - b. air your ad at different times of the day
 - c. attack your competitors' ad messages
 - d. A and B
36. There is an increasing amount of commerce being done via the Internet. With respect to the promotional mix, which of the following categories would be most directly concerned with Internet commerce?
- a. advertising
 - b. public relations
 - c. **direct marketing**
 - d. sales promotion
37. The personal presentation by the firm's sales force for the purpose of making sales and building customer relationships is called:
- a. **personal selling.**

- b. public relations.
 - c. direct marketing.
 - d. sales promotion.
38. Which of the following major promotional tools use press relations, product publicity, corporate communications, lobbying, and public service to communicate information?
- a. advertising
 - b. public relations**
 - c. direct marketing
 - d. sales promotion
39. Which of the following major promotional tools use the telephone, mail, fax, e-mail, and the Internet to communicate directly with specific consumers?
- a. advertising
 - b. public relations
 - c. direct marketing**
 - d. sales promotion
40. Copying successful business models is attributed to:
- (a) Innovative entrepreneurs
 - (b) Imitative entrepreneurs**
 - (c) Intrapreneurs
 - (d) None of these
41. Nullifies the super normal profits from the market.
- (a) Capital
 - (b) Labour
 - (c) Competition**
 - (d) Price
42. creates competition.
- (a) Innovative entrepreneurs
 - (b) Imitative entrepreneurs**
 - (c) Intrapreneurs
 - (d) None of these
43. KPO stands for:
- (a) Kernel Process Outsourcing
 - (b) Key Process Outsourcing
 - (c) Knowledge Process Outsourcing**
 - (d) None of these
44. LPO stands for:
- (a) Legal Process Outsourcing**
 - (b) Loyalty Problem Outsourcing
 - (c) Lower Process Outsourcing
 - (d) None of these
45. For a poor manufacturer with market reach, it would be strategically suitable to adopt:
- (a) Franchising
 - (b) Contract manufacturing**
 - (c) BPR
 - (d) KPO
46. Calling for business ideas from any source outside/inside the organisation is called:
- (a) BPR
 - (b) LPO
 - (c) Franchising
 - (d) Open Innovation**
47. Adoption of IT for government / administration transactions is called:

- (a) E Governance**
 - (b) E Commerce
 - (c) E Business
 - (d) M Commerce
48. Income Tax is a:
- (a) Direct Tax**
 - (b) Indirect Tax
 - (c) Luxury Tax
 - (d) Can't Say
49. Which of the following is a direct tax?
- (a) Sales tax
 - (b) Wealth tax**
 - (c) Service tax
 - (d) Luxury tax
50. IPO refers to floatation of capital through:
- (a) Primary market**
 - (b) Secondary Market
 - (c) Private placement
 - (d) None of these