

## MGT211 Introduction To Business More than 200 MCQs For Preparation of Midterm Exam

**Question No: 1** Which of the following business type has longest life time?

Sole proprietorship                  Partnership

**Joint stock company**                  All of the given options

**Question No: 2** Election of the Board of Directors is done by Shareholders.

Through special resolution                  **In annual general meeting**

In Special meeting                  In statutory meeting

**Question No: 3** Which of the following business type, has to pay double taxes to the government?

Sole proprietorship                  Partnership

**Joint stock company**                  Cooperative Societies

**Question No: 4** \_\_\_\_\_ includes the rules and regulations, necessary to manage the internal affairs of the company.

Memorandum of Association                  **Article of Association**

Prospectus                  All of the given option

**Question No: 5** General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in \_\_\_\_\_.

Charter of Company                  Article of Association

**Prospectus**                  None of the given option

**Question No: 6** To call the extraordinary meeting, how many days' notice is required?

**21 days**                  15 days                  07 days                  30 days

**Question No: 7** According to Section 305 of Companies Ordinance, a company may wound up **by court** under which of the following circumstances:

Statutory Declaration                  **Fails to submit statutory report**

Expiry of Period                  Appointment of Liquidators

**Question No: 8** Which of the following is the source of acquiring of redeemable capital?

Modarba Certificate                  Debentures

**Participation Term Certificates**                  All of the given option

**Question No: 9** Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:

**Reserve capital**                  Un-Issued Capital

Un-Called up Capital                  All of the given option

**Question No: 10** The following person cannot make a petition to the court to get an order for winding up of a company.

**Petition by debtor**                  Petition by creditor

Petition by contributory                  All of the above

**Question No: 11** Which of the following is the disadvantage of modified schedules and alternative workplace?

Freedom in professional and personal life                  More Job satisfaction

**Complicated coordination**

Suitable for self starter who require little direct supervision

**Question No: 12** Among different managerial styles, which of the following allows most rapid decision making?

**Autocratic styles** Democratic styles

Free rein style None of the given option

**Question No: 13** \_\_\_\_\_ is the process of motivating others to work to meet specific objectives.

**Leadership** Motivation Free rein style Democratic style

**Question No: 14** Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?

Participative Management and Empowerment

**Management by Objectives (MBO)**

Reinforcement/Behavior Modification Theory None of the given option

**Question No: 15** The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:

Organization Policies Product Policies

Management Structure **All of the given option**

**Question No: 16** A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

Marketing Mix **Advertising objective**

Market segmentation Marketing process

**Question No: 17** Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

**Market segmentation** Marketing Mix

Marketing Penetration Marketing control

**Question No: 18** The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

**Marketing Environment** Market segmentation

Marketing Mix Marketing Penetration

**Question No: 19** The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

Market segmentation **Marketing Mix**

Marketing Penetration Marketing Environment

**Question No: 20** Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

**Substitute product competition** Brand competition

International competition: Market competition

**Question No: 21** Physical distribution is a channel to make availability of \_\_\_\_\_ from producer to consumer.

**Finished goods**

Work in process

Raw material

All of the given option

**Question No: 22** Advertising strategies often depend on the product life cycle stage.

Example in case of introductory stage, which of the following advertising strategy is used:

Persuasive advertising

Comparative advertising

**Informative advertising**

Reminder advertising

None of the given options

**Question No: 23** \_\_\_\_\_ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

**Pull strategy** Push strategy Persuasive advertising Sales Promotion

**Question No: 24** \_\_\_\_\_ includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.

**Warehousing cost** Transportation cost

Distribution cost Manufacturing cost

**Question No: 25** Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

Order Processing

**Creative Selling**

Missionary Selling

None of the given option

**Question No: 26** Consumer promotion aimed at the \_\_\_\_\_ and Trade promotion aimed at wholesalers and retailers.

**Final consumer** Retailer Wholesalers All of the given options

**Question No: 27** In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

**Trade Shows** Contests Cross-promotion Special-event sponsorship

**Question No: 28** \_\_\_\_\_ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.

**Total quality management (TQM)** Promotion strategy

Sales promotion Management by objective (MBO)

**Question No: 29** A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

Public relation Trade Promotion **Publicity** Consumer Promotion

**Question No: 30** Advertising strategy that tries to keep a product's name in the consumer's mind.

Persuasive advertising

Comparative advertising

Informative advertising

**Reminder advertising**

**Question No: 31** Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

10%

15%

40%

80%

**Question No: 32** Components of Business Plan include all of the following except:

Marketing Component

Administrative Component

External Component

Financial Component

**Question No: 33** An agreement between two parties in which one party possess the rights to the other party is:

Partnership

Strategic Alliance

Joint venture

Franchising

**Question No: 34** The shareholders elect the Board of Directors in the

Through special resolution

In annual general meeting

In Special meeting

In statutory meeting

**Question No: 35** Portion of the undistributed profit transferred to which of the following?

General Reserve

Retained Earning

Appropriation account

All of the given options

**Question No: 36** Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

Charter of Company

Article of Association

Prospectus

None of the given option

**Question No: 37** A joint stock company may be wound up voluntarily in which of the following way:

Expiry of Period

Fails to submit statutory report

Fails to start its business within one year from the date of incorporation

All of the following

**Question No: 38** Capital is required for the purchase of land, machines, wages and raw materials. A businessman can generate its capital from:

Debt

Equity

None of the above

All of the given option

**Question No: 39** Cooperative Societies are not formed for:

The serving of the orphans and widows

The help of poor people

For the earning of profit

Social welfare

**Question No: 40** Which one of the following statements about marketing is inaccurate?

(The growing number of products in all categories has made it easier for marketers to capture the attention of customers. )

(Marketing has to do with persuading customers a product meets their needs. )

(The mass market has fragmented into many different groups of customers.)

(Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers. )

**Question No: 41** The process of tracking the demand and satisfaction of customers in an effort to develop products they will want to buy on an ongoing basis is called \_\_\_\_\_.

Marketing

Business vision

Product development

Customer relationship management

**Question No: 42** \_\_\_\_\_ is the typical sequence of changes in demand for a product that occurs over time.



The business vision statement

The product life cycle

Marketing research

A customer-oriented approach

**Question No: 43** All of the following except \_\_\_\_\_ are considered to be correct statements about marketing research.

(It is a systematic search for information about customers' needs and how those needs differ )

(Marketing research is geared to uncover unmet consumer needs )

(With market research, the chance product development will be able to create a product consumers want to buy increases )

(Marketing research provides an inexpensive method for tracking consumer behavior )

**Question No:44** When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its \_\_\_\_\_.

Market differentiation

Market mission

Market segment

Marketing plan

**Question No: 45** \_\_\_\_\_ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.

Marketing mix

Product mix

Product differentiation

Product positioning

**Question No: 46** Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

Sales promotion

Public relations

Personal selling

Advertising

**Question No: 47** The specific method a company uses to sell and deliver its products to customers is known as its \_\_\_\_\_.

Retail intermediaries

Direct distribution

Distribution mix

Distribution channel

**Question No: 48** Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?

Independent wholesalers

Direct distribution

Company-owned distributors

Retail distributors

**Question No: 49** The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

Missionary selling

Licensed distribution

Distribution mix

Distribution channel

**Question No: 50** All of the following choices represent one of the four types of utility except:

Time      Form      Loyalty      Ownership

**Question No: 51** The consumer rules! Find a need and fill it was the prevailing attitude during what historical era of marketing?

Production      Sales      Marketing      Relationship

**Question No: 52** The marketing concept is:

Companywide consumer orientation with the objective of achieving the maximum amount of profits.

Long-run success page.      Largest market share.      Highest paid staff.

**Question No: 53** \_\_\_\_\_ involves long-term, value-added relationships developed over time with customers and suppliers:

Relationship Marketing      Marketing Era Marketing

Consumer Marketing      Exchange Marketing

**Question No: 54** An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:

Sales process      Exchange process

Relationship process      Production process

**Question No: 55** An enterprise that provides products or services that customers desire is a / an:

Institution      market      agency      business

**Question No: 56** The different types of stakeholders involved in a business include all of the following except:

Owners      creditors      couriers      employees

**Question No: 57** A certificate of ownership of a business is a:

Bond      stock      mutual fund      contract

**Question No: 58** The following are possible forms of business ownership except:

Proprietorship      partnership      bureaucracy      corporation

**Question No: 59** Partners have unlimited liability in a:

general partnership      corporation      limited partnership      cooperative

**Question No: 60** An arrangement whereby business owners allow others to use their trademark, trade name, or copyright under specified conditions is

Franchise      joint venture      distribution      cartel

**Question No: 61** A firm's \_\_\_\_\_ is measured by its stock price, which can be negatively affected by unethical business practices:

bond rating      risk      value      return on investment

**Question No: 62** \_\_\_\_\_ conditions reflect the overall performance of the nation's economy.

Microeconomic      multieconomic  
macroeconomic      all of the given options

**Question No: 63** The primary purpose of an industry business environmental assessment is to determine the:

economic growth      degree of competition  
inflation rate      population growth

**Question No: 64** The function of business responsible for the efficient use of employees and other resources (such as machinery) is:

Finance      marketing      production      management

**Question No: 65** If firms wish to avoid hiring during a temporary increase in production, they can offer \_\_\_\_\_ to existing employees.

Overtime      training      affirmative action      orientation program

**Question No: 66** Group of individuals working together to achieve shared job-related goals, such as higher pay, shorter working hours, more job security, greater benefits, or better working conditions is a:

Labor Union      Informal organization      Team      Trade union

**Question No: 67** Since they are closer to the production process, first line managers use their \_\_\_\_\_ skills more frequently.

Conceptual      interpersonal      managerial      technical

**Question No: 68** Which of the following allows employees to set their own goals and determine the manner in which they accomplish their tasks?

equity theory      management by objectives      theory X      theory Y

**Question No: 69** All of the following are key factors that influence consumer preferences and the size of target market except:

social values      anthropology      geography      demographics

**Question No: 70** Cameras, clothes, and household items are examples of products that exist in:

industrial markets      business markets  
consumer markets      government markets

**Question No: 71** To develop new ideas for expanding their product lines, many firms have recently increased their investment in:

research and development      production facilities  
distribution facilities      inventory control

**Question No: 72** Products that are not branded by the producer or retailer are called:

national brands      store brands      obsolete brands      generic brands

**Question No: 73** Managers typically attempt to set a price that will maximize a firm's:

Value      production      advertising      promotion

**Question No: 74** The manner by which a firm's products are made accessible to its customers is determined by its:

advertising strategies      product decisions  
pricing strategies      distribution decisions

**Question No: 75** Marketing intermediaries that match buyers and sellers of products without becoming owners of the products themselves are known as:

single-service marketers      agents      stockers      mediators

**Question No: 76** All of the following are methods of promotion except:

target marketing      personal selling      sales promotion      public relations

**Question No: 77** The type of advertising that is used for grocery products such as cereals, peanuts, cooking oil, and tea is:

institutional advertising      the push strategy  
reminder advertising      public relations advertising

**Question No: 78** Which of the following sales promotion strategies provide a gift or prize to consumers who purchase a specific product?

Pull      push      sampling      premiums

**Question No: 79** \_\_\_\_\_ are employees hired on something other than a full-time basis to supplement an organization's permanent workforce.

Contingent Workers      Knowledge workers  
Diverse workforce      None of the given options

**Question No: 80** \_\_\_\_\_ represents a series of tasks in which resources are used to produce a product or service.

Production process      Layout chart      Venn diagram      Organizational chart

**Question No: 81** The act of setting time periods for each task in the process is called:

Routing      Scheduling      Dispatching      None of the given options

**Question No: 82** A system that uses computers and telecommunication technology to share information across the organizational boundaries is known as \_\_\_\_\_ system.

Gate-keeping      Broadband      Inter-organizational      Internal information

**Question No: 83** Through \_\_\_\_\_, firms achieve a lower average cost by producing large volume.

Inventory management      Economies of scale  
De-integration      Effective marketing

**Question No: 84** \_\_\_\_\_ is the management, technological, and production operations performed by the organization to convert inputs to outputs.

Systems theory      Entropy      Synergy      Transformation process

**Question No: 85** Comparing an organization's processes and products to the world's best and then matching or exceeding that quality is called:

Benchmarking      Quality assurance  
Continuous improvement process      Total quality management

**Question No: 86** The heart of a computer is its:

Power unit      Central processing unit  
Random access memory      Hard drive

**Question No: 87** In typical network architecture, workstations are connected to a \_\_\_\_\_, which is a machine that stores and provides access to centralized data.

Main-frame      Stand-alone computer      File server      Main-board

**Question No: 88** The exchange and comprehension of information is:

Communication      Promotion      Posture      Facial expression

**Question No: 89** Modems, printers, keyboards, monitors, and scanners are examples of computer \_\_\_\_\_.

Core components      Externalities      Peripherals      Serial interfaces

**Question No: 90** Which of the following is excluded from factors that can affect the business?

Demographic Factors      Economic factors      Act of God      None of the above



**Question No: 91** The function of business in which business man tries to find new techniques of production is

Accounting                  Management Function                  Innovation                  Quality improvement

**Question No: 92** If Trade Receipts are greater than Trade Payments then Balance of Payments is

Favorable                  Unfavorable                  Deficit                  None of the above

**Question No: 93** Which of the following is excluded from the advantages of Sole Proprietorship?

Direct relationship with customers                  Unlimited Liability

Easy transfer of Ownership                  Entire Profit

**Question No: 94** Which of the following is an advantage of sole proprietorship?

Longest life                  Availability of sufficient Capital

Direct contact with customer and workers                  Separate Legal Entity

**Question No: 95** Which of the following is not among the benefits of Partnership Firm?

Satisfaction of Partners                      **Lack of Secrecy**  
Moral Promotion                                Minority Protection

**Question No: 96** In partnership deed the profit & loss is distributed among the partners by the following ratio.

50:50                      **As per percentage of Capital invested**  
As per agreed ratio in Partnership deed                      25:75

**Question No: 97** The company may raise its capital through which of the following sources:

By Issuing Shares                      **By Issuing Debentures**  
By Savings                                      **All of the given options**

**Question No: 98** Advantages of cooperative societies does not include

Equal distribution of wealth                      **Interference of Government**  
No Monopoly                                      Open Membership

**Question No: 99** WTO was organized on \_\_\_\_\_

July 15, 1998                      January 01, 1990                      August 25, 1995                      **January 01, 1995**

**Question No: 100** A major disadvantage of corporate organization is

Double Taxation of dividend                      **Inability of the firm to large sum of additional capital**  
Limited liability of share holders                      Limited life of Cooperate firm

**Question No: 101** It is difficult to transfer to right of ownership is

Sole proprietor ship                      **Partner ship**                      All of given options                      None of given options

**Question No: 102** Wages are paid for

Long term                      **Short term**                      All of given options                      None of given options

**Question No: 103** Pakistan is exporting

Sports Item                      Agriculture Product                      Textile Product                      **All of given options**

**Question No: 104** Managers have \_\_\_\_\_ type of skills

2                      **3**                      4                      5

**Question No: 105** The process of attracting the people for job

**Recruitment**                      special skills                      Supervision                      Job Specification

**Question No: 106** What is the method of on job training?

Lectures                      Vestibule                      Videos                      **None of given options**

**Question No: 107** The liability of a sole trader is \_\_\_\_\_

limited Only to his investment in the business  
Limited to the total resources of the business                      **Unlimited**                      Not defined

**Question No: 108** Genetic industry means

Canal                      Sugar mill                      **Poultry**                      Agriculture

**Question No: 109** The first stage Evolution business is?

**Industry revolution**                      Globalization                      Entrepreneurship                      Marketing era

**Question No: 110** When entrepreneurs establish a business, they must first decide on the form of:

Partnership                      **Ownership**                      Expansion                      Organization

**Question No: 111** Generally, in a limited partnership:

**All partners have limited liability.**                      The partners exist for a limited time period.

The limited partners do not participate in management of the company.

Not more than 75 partners may invest in the company at one time.

**Question No: 112** The “leading” function of management should be conducted in a manner that is consistent with firm’s:

Competition      Strategic plan      Industry demand      Labor union

**Question No: 113** The skills managers use to understand the relationships among the various tasks of the firm are:

Interpersonal skills      Technical skills      Decision making skills      Conceptual skills

**Question No: 114** The four functions of management:

Must be enacted in the proper sequence      Must be integrated  
Are stand alone, independent functions      Can not be performed by one individual

**Question No: 115** Social interaction and acceptance by others are examples of:

Physiological needs      Safety needs      Affiliation needs      Esteem needs

**Question No: 116** When firms delegate more authority to their employees, this strategy is referred to as:

Empowerment      Merit system      Hygiene theory      Equity system

**Question No: 117** The process used to determine the tasks and the necessary credentials for a particular position is referred to as:

Job analysis      Job screening      Job evaluation      Human resource planning

**Question No: 118** A \_\_\_\_\_ is an assignment to a higher level job with more responsibility and greater pay.

Transfer      Lateral assignment      Appraisal      Promotion

**Question No: 119** Products purchased by companies to produce other products are:

Consumer Goods      Industrial Goods      Services      Inventory

**Question No: 120** Many organizations provide guidelines of behavior to employees through a code of:

Cartel arrangements      Kickback agreements  
Production manuals      Responsibility and ethics

**Question No: 121** A firm can charge a higher price without losing its customers if it does not have much:

Production      Competition      Advertising      Industry demand

**Question No: 122** A distribution channel represents the path of a product from a producer to:

Retailer      Wholesaler      Consumer      Manufacturer

**Question No: 123** Process by which a company analyzes a competitor’s products to identify desirable improvements is:

Competitive product analysis      Value-Added Analysis  
Statistical Process Control      Quality/Cost Studies

**Question No: 124** Spreadsheets, database and word processing software are all types of:

Operating systems      Utility programs      Application software      Firmware

**Question No: 125** Which of the following is the most important determinant of a firm’s value?

Earnings      Debt      Liabilities      Liquidity

**Question No: 126** How funds are obtained and invested by the firm is determined by the:

Finance function                      Marketing function  
Organizing function                  Accounting function

**Question No: 127** \_\_\_\_\_ is used to cover long-term expenses such as assets.

Line of Credit      Debt Financing      Preferred Stock      Financial Management

**Question No: 128** \_\_\_\_\_ is the range of workers' attitudes, values, and behaviors that differ by gender, race, and ethnicity.

Knowledge Worker      Labor Markets      Contingent Worker      Workforce Diversity

**Question No: 129** An increase in the general level of prices of products over a specified period of time is called:

Inflation                      Gross domestic product  
Disinflation                  Equilibrium

**Question No: 130** The formation of \_\_\_\_\_ does not require any legal formality like registration.

Company      Cooperative society      Partnership      **Ans Sole proprietorship**

**Question No: 131** Which of the following is a disadvantage of partnership?

Distribution of work                  Sufficient capital  
Prime credit standing                  **Ans Profit sharing**

**Question No: 132** In partnership deed, profit and loss is distributed among the partners:  
In equal percentage                  As per percentage of capital invested

**Ans As per agreed ratio in partnership deed**      None of the given options

**Question No: 133** The powers of the Board of Directors to borrow from the bank are mentioned in:

**Ans Article of Association**                  Memorandum of Association  
Special Resolution                  None of the given options

**Question No: 134** Which of the following should be considered when designing a business plan?

Objectives of the business                  Marketing components of the business  
Financial components of the business                  **Ans All of the given options**

**Question No: 135** A firm that acquires another firm as part of its overall business strategy is engaging in \_\_\_\_\_.

**Ans A strategic acquisition**                  A financial acquisition  
A two-tier tender offer                  A shark repellent

**Question No: 136** The record of a country's imports and exports of goods and services is called its:

Visible trade balance.                  **Ans Balance of payments**  
Balance of payments on current account.                  Balance of trade.

**Question No: 137** which of the following is the treaty designed to remove barriers to the free flow of goods, services, and capital between nations?

GATT      EU      **Ans WTO**      NAFTA

**Question No: 138** Export subsidies are:

Maximum limits on the quantity of specific products imported to a nation.  
Taxes placed on imported products.  
Licensing requirements or unreasonable quality standards designed to reduce imports.



**Ans Government payments to domestic producers to reduce the price on exported goods .**

**Question No: 139** If a very successful fast food restaurant has been ignoring customers' concerns about the small war toys and toy guns included in their Kids Meals, then managers should begin focusing on improving the firm's:

**Ans Ethics** Profitability. Productivity. Game plan

**Question No: 140** \_\_\_\_\_ is a dimension of social responsibility that includes hiring minority workers, making safe products, minimizing pollution, using energy wisely, and providing a safe work environment

Corporate philanthropy Corporate policy Corporate governance

**Ans Corporate responsibility**

**Question No: 141** Human resource planning is a dynamic planning process which involves ongoing environmental scanning and an analysis of organizational objectives, strategies, and policies aimed at deciding:

What business the organization should be in

**Ans The right quantity and quality of employees needed when and where**

What physical resources the organization needs

Who the organization's main competitors are

**Question No: 142** The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:

Legal but not valid

**Ans Valid but not reliable**

Reliable but not valid

Reliable but not legal

**Question No: 143** Selection devices that are based upon physical condition of the candidates are known as:

**Ans Medical tests**

Background investigations.

Aptitude tests

Application forms.

**Question No: 144** Which of the following chart shows turnover in an organization? GANNT chart **Ans Replacement chart** PERT chart Bar chart

**Question No: 145** The Hawthorne Studies found:

**Ans That social and psychological factors could significantly affect productivity**

That economic factors affect productivity

Money to be the primary motivator of female employees.

That workers were motivated to produce more when managers left them alone.

**Question No: 146** According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

Esteem.

**Ans Security Social Self-actualization.**

**Question No: 147** Company policy, administration, supervision, interpersonal relations, working conditions, and salary are characterized as:

Growth factors

**Ans Hygiene factors**

Esteem factors

Motivating factors

**Question No: 148** Which of the following step is important to improve expectancy?

**Ans Deliver rewards as promised.**

Observe and recognize performance.

Create the belief that effort is related to performance

Make the rewards meaningful.

**Question No: 149** The term "Job Rotation":

Is another term for employee empowerment Involves allocating a wider range of similar tasks to individuals

Involves giving employees work with a greater degree of responsibility and autonomy **Ans**

Means that staff is moved periodically from task to task in order to increase variety and interest

**Question No: 150** Which of the following is NOT included as a basic idea in the definition of marketing concepts?

**Ans Total company effort** Profit Productivity Customer satisfaction

**Question No: 151** In \_\_\_\_\_ of marketing, unsatisfied need of the customers are satisfied.

Social oriented stage Product oriented stage

**Ans Marketing oriented stage** None of the given options

**Question No: 152** Which of the following statements is NOT true about services?

They are experienced, used or consumed. They are often sold first, then consumed.

They are perishable.

**Ans They are tangible.**

**Question No: 153** The degree to which a tool or test measures what it is supposed to measure is known as:

**Ans Validity** Reliability Dependability Goodness of fit.

**Question No: 154** Which of the following would generally have *unlimited* liability?

A limited partner in a partnership A shareholder in a corporation

**Ans The owner of a sole proprietorship**

A member in a limited liability company (LLC)

**Question No: 155** What is potentially the biggest advent age of a small partnership over a sole proprietorship?

Unlimited liability Single tax filing

Difficult ownership resale **Ans Raising capital**

**Question No: 156** Which of the following enjoys limited liability?

A general partnership **Ans A Corporation**

A sole proprietorship None of the given options

**Question No: 157** In which type of business entity the entire ownership interest is transferable most freely ?

General partnership Limited partnership

Corporation **Ans Limited liability company**

**Question No: 158** Which of the following is false? I don't know the answer

One reason for failure of businesses is lack of managerial experience

One reason for failure of businesses is that most entrepreneurs are younger than 25 years old

One reason for failure of businesses is to neglect

One reason for failure of businesses is weak control systems

**Question No: 159** What is a business plan? Discuss the purpose and significance of a business plan.

**Question No: 160** What is Maslow's hierarchy of needs model? What are management implications of Maslow's Hierarchy need theory?

**QuestionNo:161**

People in business and government face important ethical issues and decisions.

Only in the United States

Primarily in capitalist countries

Primarily in communist countries

In many different countries around the world

**QuestionNo:162** Following are the advantages of cooperative society except:

Increase in employment

Lack of profit incentive

Friendly relation

Easy formation

**QuestionNo:163** \_\_\_\_\_ refers to the standards of moral behavior.

Legality

Loyalty

Integrity

Ethics

**QuestionNo:164** Which of the following is included in job specification?

Working environment

Experience

Job title

Job location

**QuestionNo:165** Which of the following is included in economic factors?

Religion

Value system

Norms

Exchange rate

**QuestionNo:166** Wages are paid for :

- Short term period
- Long term period
- All of the given options
- None of the given options

The first stage in Evolution of business is:

**QuestionNo:167**

- Industrial revolution
- Marketing Era
- Entrepreneurship
- Globalization

**QuestionNo:168**

Which of the following statements about franchising is true?

- Franchising is a type of corporate system.
- Franchising is used to achieve coordination at successive stages of production
- Franchising is a type of administered vertical marketing system.
- Franchising is the most visible variation of contractual systems

The liability of a sole trader is:

**QuestionNo:169**

- Limited only to his investment in the business
- Limited to the total resources of the business
- Unlimited
- Not defined

Which of the following is not an example of non-profit making organization?

**QuestionNo:170**

- NGO's
- Trusts
- Cooperative societies
- Partnership

First directors are usually named in the \_\_\_\_\_

**QuestionNo:171**



Memorandum of Association

Articles of Association

Prospectus

None of the above

**QuestionNo:172**

Barriers to international trade include:

Social and cultural differences

Political and legal differences

Economic differences

All of the given options

**QuestionNo:173**

The first stage in Evolution of business is:

Industrial revolution

Marketing Era

Entrepreneurship

Globalization

**QuestionNo:174**

Political and legal barriers to trade include:

Tariffs

Quotas

All of the given options

None of the given options

**QuestionNo:175**

Which of the following is not the disadvantage of cooperative society?

Lack of secrecy

No profit incentive

Untrained supervision

Protection of mutual interest

**QuestionNo:176**

A statutory report must be sent to every member of the company at least \_\_\_\_\_ days before the meeting is to be held.

21 days

30 days

45 days

51 days

**QuestionNo:177** A market survey is important because it tells you:

- How many & what types of people are shopping at a store.
- Tells you what the customer will buy.
- Tells you how much the customer will pay for the product.
- All of the above.

**QuestionNo:178** A market survey is important because it tells you:

- How many & what types of people are shopping at a store.
- Tells you what the customer will buy.
- Tells you how much the customer will pay for the product.
- All of the above.

**QuestionNo:179** Barriers to international trade include:

- Social and cultural differences
- Political and legal differences
- Economic differences
- All of the given options

**QuestionNo:180** Which of the following is NOT a core function of management?

- Planning
- Organizing
- Motivating
- Leading

**QuestionNo:181** In.....industry,raw material is converted into some goods finished or semi finished:

- Manufacturing
- Constructive
- Genetic
- Extractive

**QuestionNo:182** A major advantage of the corporate form of organization is:

Reduction of double taxation.

Limited owner liability.

Legal restrictions.

Ease of organization

The formation of \_\_\_\_ does not require any legal formality like registration.

**QuestionNo:183**

Sole proprietorship

Company

Cooperative society

Partnership

Compared to licensing, franchising is a more advantageous entry mode because:

**QuestionNo:184**

It generates economies of scale in marketing to international customers.

It offers greater control.

It is low-risk and low-cost.

Of all the above

population size is included in

**QuestionNo:185**

Economic factors

Demographic factors

Legal factors

Technological

Which of the following is excluded from factors that can affect the business?

**QuestionNo:186**

Demographic Factors

Economic and social factors

Natural factors

None of the above

**QuestionNo:187** A Pizza delivery service company generated after tax earnings of Rs. 800,000. With total stockholder investments equaling Rs. 20,00,000. What was the company's return on equity?

a) 10%

b) 15%

**c) 40%**

d) 80%

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**QuestionNo:188** the return on investment in a firm is derived from the firm's ability to earn \_\_\_\_\_.

Question No: 12 the total market value of all final goods and services produced in a country is known as \_\_\_\_\_.

**QuestionNo:189** \_\_\_\_\_ theory of motivation holds that people evaluate their treatment by employers relative to the treatment of others.

**QuestionNo:190** if a manager is having difficulties in managing his or her subordinates, \_\_\_\_\_ would be recommended to cope with the situation.

**QuestionNo:191** Redesigned conventional office space to accommodate jobs and schedules that are far less dependent on assigned spaces and personal apparatus is called \_\_\_\_\_.

**QuestionNo:192** Discuss some of the concerns an entrepreneur may have when starting a new business.

**QuestionNo:193** Discuss and give examples of what you believe is the most common form of business ownership in your hometown.

**QuestionNo:194** Distinguish between management and leadership. Do you think a person could be an effective manager but an ineffective leader?

**QuestionNo:195** Describe the tasks involved in developing a human resource plan.

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**QuestionNo:196** All of the following are considered crucial ingredients that are needed in order for a business to be able to make a profit except -----.

Land                      Capital                      Labor                      **FinancialCounselors**

**QuestionNo:197** Jahanzaib's restaurant was sued when a customer suffered a severe allergic reaction. As sole proprietor of the establishment, Jahanzaib's will be personally liable for any judgment against the restaurant due to -----.

Charter Laws                      **Unlimited Liability**  
 erms of his property insurance                      Limited Liability

**QuestionNo:198** ----- comprise partners whose liability is limited to the cash or property they contributed to the partnership.

**Limited partnerships**                      Limited Liability Companies  
 Sole Corporations                      General Partnership

**QuestionNo:199**----- is considered a primary advantage to forming a business partnership.

Shared Profit                      **Increase Specialization**                      Shared Control                      UnlimitedLiability

**QuestionNo:200** Disadvantages associated with being an entrepreneur include all of the following except -----.

Ensuring the business functions properly                      Possibly incurring large losses  
 Possibly losing source of income                      **Having an increased amount of control**

**QuestionNo:201** All of the following except ----- are considered to be barriers to free trade



Tariffs

Quotas

Subsidies

Taxes

**QuestionNo:202** A ----- is an economic system in which the production of goods and services is left in the hands of private enterprise.

Totalitarian government

Representative democracy

Mixed Economy

Free Market Economy

**QuestionNo:203** ----- are those persons who guarantee the company, to buy the remaining shares if minimum requirement is not met.

Promoters

Brokers

Underwriters

Directors