

What is potentially the biggest advantage of a small partnership over a sole proprietorship?

- Unlimited liability
- Single tax filing
- Difficult ownership resale

Raising capital

Which of the following enjoys limited liability?

- A general partnership
- A corporation**
- A sole proprietorship
- None of the given options

In which type of business entity the entire ownership interest is transferable most freely?

- General partnership
- Limited partnership
- Corporation

Limited liability company

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%

Components of Business Plan include all of the following except

a) Marketing Component

b) Administrative Component

c) External Component

d) Financial Component

An agreement between two parties in which one party possess the rights to the other party is

a) Partnership

b) Strategic Alliance

c) Joint venture

d) Franchising

The shareholders elect the Board of Directors in the

a) Through special resolution

b) In annual general meeting

c) In Special meeting

d) In statutory meeting

Portion of the undistributed profit transferred to which of the following?

a) General Reserve

b) Retained Earning

c) Appropriation account

d) All of the given options

Brief history, Auditor's report, shareholders' equity and liabilities, share capital, etc are mention in which of the document?

- a) Charter of Company
- b) Article of Association

c) Prospectus

- d) None of the given option

A joint stock company may be wound up voluntarily in which of the following way:

a) Expiry of Period

- b) Fails to submit statutory report
- c) Fails to start its business within one year from the date of incorporation
- d) All of the following

Capital is required for the purchase of land, machines, wages and raw materials.

A businessman can generate its capital from:

- a) Debt
- b) Equity
- c) None of the above

d) All of the given option

Cooperative Societies are not formed for:

- a) The serving of the orphans and widows
- b) The help of poor people

- c) For the earning of profit**
- d) Social welfare

Which of the following is the source of acquiring of redeemable capital?

- a) Mudarbah Certificate
- b) Debentures
- c) Participation Term Certificates**
- d) All of the given option

Which one of the following statements about marketing is inaccurate?

- a) The growing number of products in all categories has made it easier for marketers to capture the attention of customers.**
- b) Marketing has to do with persuading customers a product meets their needs.
- c) The mass market has fragmented into many different groups of customers.
- d) Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers.

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 _____.

- a) Marketing
- b) Business vision
- c) Product development
- d) Customer relationship management**

_____ is the typical sequence of changes in demand for a product that occurs over time.

- a) The business vision statement
- b) The product life cycle**
- c) Marketing research
- d) A customer-oriented approach

All of the following except _____ are considered to be correct statements about marketing research.

- a) It is a systematic search for information about customers' needs and how those needs differ
- b) Marketing research is geared to uncover unmet consumer needs
- c) With market research, the chance product development will be able to create a product consumers want to buy increases
- d) Marketing research provides an inexpensive method for tracking consumer behavior**

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 _____.

- a) Market differentiation
- b) Market mission
- c) Market segment**
- d) Marketing plan

_____ 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.

- a) Marketing mix**
- b) Product mix
- c) Product differentiation
- d) Product positioning

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?

- a) Sales promotion
- b) Public relations
- c) Personal selling**
- d) Advertising

The specific method a company uses to sell and deliver its products to customers is known as its _____.

- a) Retail intermediaries
- b) Direct distribution
- c) Distribution mix
- d) Distribution channel**

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?

- a) Independent wholesalers
- b) Direct distribution**
- c) Company-owned distributors
- d) Retail distributors

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?

- a) Missionary selling
- b) Licensed distribution
- c) Distribution mix**
- d) Distribution channel

All of the following choices represent one of the four types of utility except:

- a) Time
- b) Form
- c) Loyalty**
- d) Ownership

Questions:

Q1. Discuss some of the concerns an entrepreneur may have when starting a new business.

Q2. Distinguish between management and leadership. Do you think a person could be an effective manager but an ineffective leader?

Q3. Describe the tasks involved in developing a human resource plan.

**Q4. What are some of the non financial ways of compensation for employees?
(3 marks)**

Q5. How does the term Merger differs from the term Acquisition. (3 marks)

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