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FINAL TERM EXAMINATION
Fall 2009
MGT211- Introduction To Business (Session - 2)

Question No: 1 (Marks: 1) - Please choose one

Conversion of raw material into finished goods is the example of:

- ▶ Industry
- Commerce
- Foreign Trade
- Finance
- Industry
- ▶ Commerce
- ▶ Foreign trade
- ▶ Finance

Question No: 2 (Marks: 1) - Please choose one

Examples of constructive industries include:

- ▶ Fishery
- ▶ Sugar mill
- ▶ Plant nurseries
- ▶ Canals



Question No: 3 (Marks: 1) - Please choose one

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

- ▶ Demographic Factors
- ▶ Economic and social factors
- ▶ Natural factors
- ▶ None of the above

Question No: 4 (Marks: 1) - Please choose one

A public company must have basic legal documents.

- ▶ One
- ▶ Two
- ▶ Three
- ▶ Five

Question No: 5 (Marks: 1) - Please choose one

According to section 305(b) of Company Ordinance 1984, a company may be wound up

by the court if number of members fall below in case of public company.

- ▶ Two

- ▶ Five
- ▶ Eight
- ▶ Seven

Question No: 6 (Marks: 1) - Please choose one

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:

- ▶ Ethics
- ▶ Profitability.
- ▶ Productivity.
- ▶ Game plan

Question No: 7 (Marks: 1) - Please choose one

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
- ▶ Corporate responsibility

Question No: 8 (Marks: 1) - Please choose one

At WAH Industries, new workers are immediately assigned to jobs. They learn by doing the actual work and by watching longer-term employees. WAH uses a policy of:

- ▶ Vertical assimilation.
- ▶ On-the-job training.
- ▶ Job rotation.
- ▶ Vestibule training

Question No: 9 (Marks: 1) - Please choose one

was the management theorist who developed a model of the order in which people strive to satisfy their needs:

- ▶ Frederick Strauss
- ▶ Frederick Taylor
- ▶ Abraham Maslow
- ▶ Abraham Mayo

Question No: 10 (Marks: 1) - Please choose one

ABC Company is currently hiring employees from different countries. ABC Company is said to be implementing strategy.

- ▶ Decentralization
- ▶ Downsizing
- ▶ Workforce diversity
- ▶ Retrenchment

Question No: 11 (Marks: 1) - Please choose one

Specifications of a product relate to the:

- ▶ Physical characteristics and level of quality
- ▶ Types of service that are provided along with the product Financing available with the product
- ▶ Types of competitors offering a similar product

Question No: 12 (Marks; 1) - Please choose one

occurs when there is direct communication between a seller and an individual customer using a promotion method other than face-to-face personal selling.

- ▶ Direct marketing
- ▶ Personal marketing
- ▶ Direct distribution
- ▶ Interpersonal promotion

Question No: 13 (Marks; 1) - Please choose one

Which of the following parts are included in the marketing mix?

- ▶ Product, place, promotion, and price
- ▶ Competition and customer satisfaction
- ▶ Buying, selling, transporting and storing
- ▶ Profit, distribution, and advertising

Question No: 14 (Marks: 1) - Please choose one

A cohesive marketing mix consists of the product, promotion, price, and

- ▶ Personnel
- ▶ Production
- ▶ Communication
- ▶ Place

Question No: 15 (Marks; 1) - Please choose one

Marketers use market segmentation to:

- ▶ To link market needs to an organization's marketing program
- ▶ To relate supply to demand in economic terms.
- ▶ To develop specific marketing actions related to the 4 P's.
- ▶ All of the given options

Question No: 16 (Marks; 1) - Please choose one

In the marketing research process the 1st step is to define the problem followed by:

- ▶ Implementing plan
- ▶ Collection of data
- ▶ Developing recommendation
- ▶ Developing the research design

Question No: 17 (Marks: 1) - Please choose one

The marketing objective for the maturity stage of the Product life cycle is to:

- ▶ Maintain brand loyalty
- ▶ Stress differentiation
- ▶ Harvest
- ▶ Gain awareness

When a company retains the product but reduces marketing support costs, it is in what stage of the Product life cycle?

- ▶ Decline
- ▶ Maturity
- ▶ Growth
- ▶ Introduction

Question No: 19 (Marks; 1) - Please choose one

The value of a brand which is in some instances listed on a firm's balance sheet is known as:

- ▶ Brand equity
- ▶ Brand values
- ▶ Brand property
- ▶ Brand promise

Question No: 20 (Marks; 1) - Please choose one

Setting the highest initial price is called price:

- ▶ Penetration
- ▶ Gouging
- ▶ Parity
- ▶ Skimming

Question No: 21 (Marks: 1) - Please choose one

The major disadvantage of advertising on television is:

Local market focus

- ▶ Long life span
- ▶ Cost.
- ▶ Its inability to target specific audiences.

Question No: 22 (Marks; 1) - Please choose one

are company's legal debts or obligations that arise during the course of business operations.

- ▶ Assets
- ▶ Liabilities
- ▶ Expenses
- ▶ Revenues

Question No: 23 (Marks; 1) - Please choose one

Which one of the following would normally be considered as one of the 'costs of quality'?

- ▶ Internal failure costs
- ▶ Marketing costs
- ▶ Distribution costs
- ▶ Research and development costs

Question No: 24 (Marks: 1) - Please choose one

After watching the 30-minute infomercial on Oxy-Clean, Mariah was certain the cleaning product would remove the grape juice stain from her white carpet. In terms of the communication process, Mariah has engaged in:

- ▶ Receiving.
- ▶ Messaging.
- ▶ Encoding.
- ▶ Decoding.



Question No: 25 (Marks; 1) - Please choose one

The three major categories of influences that are believed to influence the consumer buying decision process are personal, psychological, and:

- ▶ Person-specific
- ▶ Social
- ▶ Demographic
- ▶ Situational

Question No: 26 (Marks; 1) - Please choose one

Which of the following statements is correct for a sole proprietorship?

- ▶ The sole proprietor has limited liability
- ▶ The sole proprietor can easily dispose of their ownership position relative to a shareholder in a corporation
- ▶ The sole proprietorship can be created more quickly than a corporation
- ▶ The owner of a sole proprietorship faces double taxation unlike the partners in a partnership

Question No: 27 (Marks: 1) - Please choose one

Which of the following is the oldest form of business organization?

- ▶ Sole proprietorship
- ▶ Partnership
- ▶ Company
- ▶ Cooperative Society

Question No: 28 (Marks: 1) - Please choose one

As the production manager of an engineering firm, you went out and bought a metal cutting machine. What you have purchased can best be classified as

- ▶ a processed component.
- ▶ a component part.
- ▶ raw material.
- ▶ an industrial product.

Question No: 29 (Marks: 1) - Please choose one

Manual order processing

- ▶ allows the integration of order processing and production planning.
- ▶ is flexible in special situations.
- ▶ is practical for a large volume of orders.
- ▶ is the most widely used form of order processing.

Question No: 30 (Marks: 1) - Please choose one

To effectively monitor changes in the marketing environment, marketers must engage in:

- ▶ use of the marketing concept
- ▶ environmental scanning and analysis
- ▶ information collection
- ▶ marketing research

Question No: 31 (Marks; 1) - Please choose one

The use of a pull policy may require heavy expenditures for

- ▶ public relations and distribution.
- ▶ advertising and sales promotion.
- ▶ personal selling and public relations.
- ▶ distribution and advertising

Question No: 32 (Marks; 1) - Please choose one

The basic role of promotion is

- ▶ information.
- ▶ manipulation.

- ▶ communication.
- ▶ interpretation.

Question No: 33 (Marks; 1) - Please choose one

A marketer that wanted to include detailed explanations in advertisements would be most likely to use

- ▶ radio
- ▶ television.
- ▶ outdoor displays.
- ▶ magazines.

Question No: 34 (Marks; 1) - Please choose one

Advertising is a major promotion mix ingredient that is a

- ▶ paid form of personal communication.
- ▶ paid form of nonpersonal communication.
- ▶ nonpaid form of personal communication.
- ▶ nonpaid form of nonpersonal communication.

Question No: 35 (Marks: 1) - Please choose one

The final stage of the selling process is the

- ▶ closing.
- ▶ trial close.
- ▶ presentation.
- ▶ folio w-up.



Question No: 36 (Marks; 1) - Please choose one

Written or oral communication is termed as

- ▶ Verbal communication
- ▶ Non verbal communication
- ▶ Both verbal and non verbal communication
- ▶ None of the given options

Question No: 37 (Marks; 1) - Please choose one

is a system which support the decision of the management.

- ▶ DSS
- ▶ MIS
- ▶ ERP
- ▶ JIT

Question No: 38 (Marks: 1) - Please choose one

Assets which can not be physically touched are termed as

- ▶ Intangible assets
- ▶ Tangible assets

- ▶ Goodwill
- ▶ None of the given options

Question No: 39 (Marks: 1) - Please choose one

All payables falls under the category of

- ▶ Liabilities
- ▶ Assets
- ▶ Goodwill
- ▶ None of the given options

Question No: 40 (Marks; 1) - Please choose one

A plan or an estimate for future expenses and revenues is termed as

- ▶ Budgeting
- ▶ Balance sheet
- ▶ Income statement
- ▶ None of the given options

Question No; 41 (Marks; 5)

What is meant by "Physical Distribution"? What are the different transportation modes used for physical distribution of products?

Question No: 42 (Marks; 5)

In order to offer more satisfactory services, many companies have discovered criteria that customers use to judge service quality. What is this criterion in perspective to company?

Question No: 43 (Marks: 10)

Explain product life cycle in detail.

Question No: 44 (Marks: 10)

Define sales promotion and describe its methods.

Question No: 45 (Marks: 10)

Define information system and discuss the types of information systems used in the organizations

