

Deccan Education Society's
CHINTAMANRAO COLLEGE OF COMMERCE, SANGLI.
B.com. (Part-III) (Semester-V) Multiple Type Question Test
Modern Management Practices.

Day & Date-

Total Marks-

Time –

Student Name-

Div.-

/Roll No-

Instructions: 1. All questions are **compulsory**. 2. Following are MCQ type questions. 3. Student must write options numbers in given blank box.

Q.1.The primary stakeholders are:

- a. Customers. b. Suppliers. c. Shareholders. d. Creditors.

Q2. The goal of corporate governance and business ethics education is to:

- a. Teach students their professional accountability and to uphold their personal Integrity to society.
b. Change the way in which ethics is taught to students.
c. Create more ethics standards by which corporate professionals must operate.
d. Increase the workload for accounting students.

Q3. The corporate governance structure of a company reflects the individual companies':

- a. Cultural and economic system. b. Legal and business system.
c. Social and regulatory system. d. All of the above.

Q4. The internal audit function is least effective when the department:

- a. Is non-independent. b. Is competent. c. Is objective. d. Exhibits integrity

Q5. Under the _____, both internal and external corporate governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value.

- a. Shareholder theory. b. Agency theory. c. Stakeholder theory. d. Corporate governance theory.

Q6. One of the objectives of the Sarbanes-Oxley Act was to:

- a. Increase the cost of compliance with federal regulations.
- b. Force foreign companies to delist from U.S. capital market exchanges.
- c. Improve the quality and transparency of financial reporting.
- d. Increase the compliance burden for small companies.

Q7. An organization's appropriate tone at the top promoting ethical conduct is an example of:

- a. Ethics sensitivity. b. Ethics incentives. c. Ethical behavior. d. Consequentialist.

Q8. An independent director is one who:

- a. Did not attend a school supported by the company.
- b. Does not have outside relationships with other directors.
- c. Does not have any other relationships with the company other than his or her directorship.
- d. All of the above.

Q9. The chairperson of the board of directors and CEO should be leaders with:

- a. Vision and problem solving skills. b. The ability to motivate. c. Business acumen. d. All of the above.

Q10. A board that is elected in a classified system is known as a:

- a. Diversified board. b. Staggered board. c. Rotating board. d. Declassified board.

Q.11. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees
- d) All of the above

- Q.12. CRM technology can help in
- a) Designing direct marketing efforts
 - b) Developing new pricing models
 - c) Processing transactions faster
 - d) All of the above

Q.13. A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

- a) Customer database b) Customer mailing list c) Business database
- d) None of the above

Q.14. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

- a) Data mining b) Data survey c) CRM
- d) None of the above

Q.15. The main drawback of CRM is

- a) Implementing CRM before creating a customer strategy
- b) Rolling out CRM before changing the organization to match
- c) Stalking, not wooing, customers
- d) All of the above

Q.16. The marketing messages committed to customers wishes is a part of

- a) Permission marketing b) Activity marketing
- c) Supplier marketing d) None of the above

Q.17. The method used to assess real cost of providing services to an individual customer is

- a) Cost based accounting
- b) Activity based accounting

- c) Turnover based accounting
- d) Price based accounting

Q.18. _____ is any occasion on which the brand or product is used by end customers.

- a) Customer touch point
- b) Retailers touch point
- c) Company touch point
- d) None of the above

Q.19. _____ is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.

- a) Consumer behavior b) Product cycle
- c) Purchase behavior d) None of the above

Q.20. A consumer buying behavior is influenced by

- a) Cultural and social factors
- b) Personal factors
- c) Both a and b
- d) None of the above.

Q.21. _____ exerts the broadest and deepest influence on buying behavior.

- a) Social factors b) International factors c) Personal factors d) Cultural factors

Q.22. _____ is the fundamental determinant of a person's wants and behavior.

- a) Culture
- b) Attitude
- c) Value
- d) None of the above

Q.23. Indian marketers use a term called socioeconomic classification, which is based on the _____ of chief wage earner.

- a) Education
- b) Occupation
- c) Both a and b
- d) None of the above

Q.24. Socioeconomic system classifies urban households into _____ broad categories.

- a) 4 b) 8 c) 6
- d) None of the above

Q.25. For the rural areas, the socioeconomic system use _____ of the chief wage earner.

- a) Occupation and Type of home
- b) Education and occupation
- c) Education and type of home
- d) None of the above

Q.26. Socioeconomic system classifies rural households into _____ broad categories.

- a) 8 b) 6 c) 4 d) None .

Q.27. Social class is indicated by _____ variables.

- a) Single b) Several c) Known d) None .

Q.28. A person's _____ are all the groups that have a direct or indirect influence on their attitudes or behavior.

- a) Inspirational groups b) Reference groups c) Dissociative groups d) None .

Q.29. Process of manage information about customers to maximize loyalty is said to be

- a) company relationship management
- b) supplier management
- c) retailers management
- d) customer relationship management

Q.30. In buyer decision process, percentage of potential customers in a given target market is called

- a) customer funnel
- b) company funnel
- c) marketing funnel
- d) retailers funnel

Q.31. Aggregate value of customer's base is classified as

- a) shareholder value
- b) base value
- c) retention value
- d) marketers base value

Q.32. Record which is based on business customers past purchases, sales price and volumes is classified as

- a) business database
- b) customer database
- c) databases marketing
- d) company marketing .

Q.33. Whole cluster of benefits when company promises to deliver through its market offering is called

- a) value proposition
- b) customer proposition
- c) product proposition
- d) brand proposition

Q.34. Third step in customer's value analysis

- a) assessing attributes importance
- b) assessing company's performance
- c) monitoring competitors performance
- d) both b and c

Q.35. All costs customer expects to incur to buy any market offering is called

- a) total economic cost
- b) total functional cost
- c) total customer cost
- d) total functional cost .

Q.36. Percentage or number of customers who move from one level to next level in buying decision process is called

- a) conversion rates b) marketing rates c) shopping rates d) loyalty rates

Q.37. Customized products and services for customers and interaction to individual customers are part of

- a) retailers management b) customer relationship management
c) company relationship management d) supplier management

Q.38. Company's 'customer relationship capital' is another name of

- a) satisfied customers b) dissatisfied customers c) customer retention d) customer conversion.

Q.39. Company's monetary, time and energy cost, all are included in

- a) total customer cost b) psychological cost c) personal benefits d) image benefits

Q.40. A person or company that yields a revenue more than incurred costs of selling and serving is called

- a) dissatisfaction b) superior value c) profitable customers d) satisfied customers .

Q.41. The process of MBO starts with -----

- a) setting up of obligation b) Fetrion plan c) Review d) All

Q.42. Management is a -----

- a) profession b) principles c) performance d) None

Q.43. Management is a -----Activity

- a) single b) group c) both group and single d) None

Q.44. Management applies to ----

- a) Business unit
- b) Family
- c) government
- d) All

Q.45. A manager needs three skills such as technical, human and ---

- a) Conceptual
- b) Process
- c) Accuracy
- d) None

Q.46. Management is a wider concept than administration according to---

- a) Oliver Sheltom
- b) Fayol
- c) Hernold Koontz
- d) William Newman

Q.47. MBO was developed by ----

- a) Peter.F.Drucker
- b) Chester Bernard
- c) Fayol
- d) None

Q.48. MBO offers the basis for assessing the ---

- a) operations
- b) performance
- c) equality
- d) None these

Q.49. who is referred to as father of modern management?

- a.) Baybrooke and Lindblom
- b) Benett G stewartt
- c) C K Prahlad
- d) Drucker

Q.50. Technological advancement can create new -----advantages that are more powerful than existing Advantages.

- a) Cost advantage
- b) profit advantage
- c) Competitive
- d) Differentiation.

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ANSWER KEY

1	c	21	D	41	A
2	C	22	A	42	A
3	D	23	C	43	B
4	A	24	B	44	D
5	a	25	A	45	A
6	C	26	C	46	B
7	C	27	B	47	A
8	C	28	B	48	B
9	D	29	D	49	D
10	A	30	C	50	C
11	D	31	A	51	c
12	D	32	A	52	C
13	A	33	A	53	D
14	A	34	D	54	A
15	D	35	C	55	a
16	A	36	A	56	C
17	B	37	B	57	C
18	A	38	A	58	C
19	A	39	A	59	D
20	C	40	C	60	A

61	D				
62	D				
63	A				
64	A				
65	D				
66	A				
67	B				
68	A				
69	A				
70	C				
71	D				
72	A				
73	C				
74	B				
75	A				

