

# MGT211

# INTRODUCTION TO BUSINESS

## Important mcqs

### Lec 1 - Introduction

1. What is the primary objective of the Introduction chapter of MGT211?

- a. To provide an overview of the concept of marketing. b. To introduce the key concepts and principles of management. c. To discuss the different types of organizational structures. d. To cover the importance of communication in organizations.

Answer: b

2. Which of the following is not one of the types of management covered in the Introduction chapter of MGT211?

- a. Scientific management b. Administrative management c. Human resource management d. Behavioral management

Answer: c

3. What does the Introduction chapter of MGT211 cover?

- a. Different leadership styles b. Different types of organizational structures c. Different types of control d. All of the above

Answer: b

4. Which of the following is a key concept introduced in the Introduction chapter of MGT211?

- a. Organizational behavior b. Human resource management c. Planning d. Controlling

Answer: a

5. What is the primary focus of the Introduction chapter of MGT211?

- a. Leading b. Controlling c. Planning d. Organizing

Answer: d

6. The Introduction chapter of MGT211 provides an overview of:

- a. The history of accounting b. The concept of marketing c. The concept of management d. The history of psychology

**Answer: c**

**7. Which of the following is not one of the types of plans discussed in the Introduction chapter of MGT211?**

- a. Strategic plans b. Tactical plans c. Operational plans d. Financial plans

**Answer: d**

**8. What is the purpose of the Introduction chapter of MGT211?**

- a. To provide an overview of the different types of control. b. To cover the different types of communication in organizations. c. To introduce key management concepts and principles. d. To discuss the different types of leadership styles.

**Answer: c**

**9. Which of the following is a key principle of management introduced in the Introduction chapter of MGT211?**

- a. Organizing b. Planning c. Leading d. Controlling

**Answer: b**

**10. The Introduction chapter of MGT211 sets the foundation for:**

- a. The rest of the book b. The study of marketing c. The study of finance d. The study of human resource management

**Answer: a**

## Lec 2 - Organizational Boundaries and Environments

1. **What are the external factors that influence an organization's operations?**

- A) Internal divisions
- B) Regulatory bodies
- C) Both A and B
- D) None of the above

**Answer: B) Regulatory bodies**

2. **What is the primary goal of an organization?**

- A) To maximize profits
- B) To serve its stakeholders
- C) To minimize costs
- D) To expand its operations

**Answer: B) To serve its stakeholders**

3. **Which of the following is an internal factor that defines an organization's structure?**

- A) Competitors
- B) Customers
- C) Suppliers
- D) Organizational culture

**Answer: D) Organizational culture**

4. **Which of the following is an example of an external factor that can influence an organization's operations?**

- A) Organizational structure
- B) Marketing strategy
- C) Economic conditions
- D) Employee motivation

**Answer: C) Economic conditions**

5. **What is the importance of understanding organizational boundaries and environments?**

- A) To achieve organizational goals
- B) To minimize competition
- C) To reduce costs
- D) To increase profits

**Answer: A) To achieve organizational goals**

6. **Which of the following is a potential source of competition for an organization?**

- A) Regulatory bodies
- B) Suppliers
- C) Customers
- D) None of the above

**Answer: C) Customers**

7. **What is the role of regulatory bodies in an organization's environment?**

- A) To promote competition
- B) To ensure compliance with laws and regulations
- C) To increase profits
- D) To reduce costs

**Answer: B) To ensure compliance with laws and regulations**

8. **What is the impact of economic conditions on an organization's operations?**

- A) No impact
- B) Positive impact
- C) Negative impact
- D) Both B and C

**Answer: D) Both B and C**

9. **Which of the following is an example of an external factor that can influence an organization's culture?**

- A) Organizational structure
- B) Customer preferences
- C) Employee motivation
- D) Regulatory bodies

**Answer: B) Customer preferences**

10. **How can an organization manage its external environment?**

- A) By controlling external factors
- B) By adapting to external changes
- C) By ignoring external factors
- D) By reducing stakeholder involvement

**Answer: B) By adapting to external changes**

## Lec 3 - Business Organization & Sole Proprietorship

1. **What is a sole proprietorship?**

- a) A business owned by multiple people
- b) A business owned by an individual
- c) A non-profit organization
- d) A corporation

Answer: b) A business owned by an individual

2. **What is the main advantage of a sole proprietorship?**

- a) Limited liability
- b) Separate legal entity
- c) Flexibility
- d) Ability to raise capital

Answer: c) Flexibility

3. **Which of the following is a disadvantage of a sole proprietorship?**

- a) Limited liability
- b) Ability to raise capital
- c) Flexibility
- d) Easy to form

Answer: b) Ability to raise capital

4. **Who is responsible for all debts and liabilities in a sole proprietorship?**

- a) The employees
- b) The customers
- c) The owner
- d) The government

Answer: c) The owner

5. **Which of the following is not a legal requirement for starting a sole proprietorship?**

- a) Registering the business
- b) Obtaining business licenses and permits
- c) Opening a separate bank account
- d) Hiring a lawyer

Answer: d) Hiring a lawyer

6. **Which of the following is a tax advantage of a sole proprietorship?**

- a) Lower tax rates
- b) Higher tax rates
- c) No tax liability
- d) No tax reporting requirements

Answer: a) Lower tax rates

7. **Which of the following is an example of a sole proprietorship?**

- a) Coca-Cola
- b) Apple Inc.
- c) John's Lawn Care Services
- d) General Electric

**Answer: c) John's Lawn Care Services**

8. **What is the biggest disadvantage of a sole proprietorship?**

- a) Limited liability
- b) No control over the business
- c) Difficulty in obtaining financing
- d) High tax rates

**Answer: c) Difficulty in obtaining financing**

9. **Which of the following is not a characteristic of a sole proprietorship?**

- a) Easy to form
- b) Separate legal entity
- c) Unlimited liability
- d) Owner has complete control over the business

**Answer: b) Separate legal entity**

10. **Which of the following is a personal benefit of owning a sole proprietorship?**

- a) Limited liability
- b) Separate legal entity
- c) No personal liability for business debts
- d) Ability to make all business decisions

**Answer: d) Ability to make all business decisions**

## Lec 4 - Partnership

1. **What is a partnership?**

- a) A business organization in which an individual owns and manages the business
- b) A business organization in which two or more individuals own and manage the business
- c) A business organization in which shareholders own the business

Answer: b

2. **What is the legal agreement that outlines the responsibilities of each partner in a partnership called?**

- a) Partnership bylaws
- b) Partnership agreement
- c) Partnership charter

Answer: b

3. **What is the maximum number of partners allowed in a general partnership?**

- a) 2
- b) 5
- c) There is no maximum limit

Answer: c

4. **In a limited partnership, who is responsible for the management of the business?**

- a) All partners
- b) General partners only
- c) Limited partners only

Answer: b

5. **What is the liability of a general partner in a partnership?**

- a) Limited liability
- b) Unlimited liability
- c) No liability

Answer: b

6. **What is a silent partner?**

- a) A partner who does not participate in the management of the business
- b) A partner who is not liable for the debts of the business
- c) A partner who invests money in the business but has no ownership stake

Answer: a

7. **What is a partnership dissolution?**

- a) The process of forming a partnership
- b) The process of terminating a partnership
- c) The process of adding a new partner to a partnership

Answer: b

8. **What is a partnership buyout?**

- a) The process of buying out a competitor's business
- b) The process of buying out a partner's ownership stake in a partnership
- c) The process of selling a partnership to a third party

Answer: b

9. **What is a limited liability partnership?**

- a) A partnership in which all partners have limited liability
- b) A partnership in which some partners have limited liability
- c) A partnership in which no partners have limited liability

**Answer: b**

10. **What are the tax implications of a partnership?**

- a) Partnerships are taxed as separate entities
- b) Partnerships are not subject to taxation
- c) Partnerships are taxed as pass-through entities

**Answer: c**



## Lec 5 - Joint Stock Company

1. **What is the legal status of a joint stock company?**

- a) A partnership
- b) A sole proprietorship
- c) A separate legal entity
- d) A government entity

Answer: c) A separate legal entity

2. **Who manages the affairs of a joint stock company?**

- a) Shareholders
- b) Board of Directors
- c) Partners
- d) CEO

Answer: b) Board of Directors

3. **What is the liability of shareholders in a joint stock company?**

- a) Limited to their investment in the company
- b) Unlimited
- c) Limited to the amount of the company's profits
- d) Limited to the amount of the company's debts

Answer: a) Limited to their investment in the company

4. **What is the minimum number of shareholders required to form a joint stock company?**

- a) 1
- b) 2
- c) 3
- d) 4

Answer: b) 2

5. **How are the profits and losses of a joint stock company distributed among shareholders?**

- a) Based on the number of shares owned by each shareholder
- b) Equally among all shareholders
- c) According to the seniority of the shareholders
- d) According to the age of the shareholders

Answer: a) Based on the number of shares owned by each shareholder

6. **What is the maximum number of shareholders allowed in a private joint stock company?**

- a) 10
- b) 50
- c) 100
- d) 200

Answer: b) 50

7. **What is the minimum amount of capital required to form a joint stock company?**
- a) There is no minimum requirement
  - b) \$10,000
  - c) \$50,000
  - d) \$100,000

**Answer: a) There is no minimum requirement**

8. **What is the process of selling shares in a joint stock company to the public?**
- a) IPO (Initial Public Offering)
  - b) A private placement
  - c) A merger
  - d) An acquisition

**Answer: a) IPO (Initial Public Offering)**

9. **What is the term used for the transfer of shares from one shareholder to another in a joint stock company?**
- a) Sale
  - b) Purchase
  - c) Transfer
  - d) Assignment

**Answer: c) Transfer**

10. **What is the role of the auditor in a joint stock company?**
- a) To manage the affairs of the company
  - b) To audit the financial statements of the company
  - c) To sell shares to the public
  - d) To issue dividends to the shareholders

**Answer: b) To audit the financial statements of the company**

## Lec 6 - Joint Stock Company (Continued)

1. **What is the liability of shareholders in a joint stock company?**
  - a) Unlimited liability
  - b) Limited liability
  - c) No liability
  - d) Joint liability

Answer: b) Limited liability
2. **Who is responsible for making strategic decisions in a joint stock company?**
  - a) Shareholders
  - b) Board of Directors
  - c) CEO
  - d) Government

Answer: b) Board of Directors
3. **What is the purpose of an audit in a joint stock company?**
  - a) To provide assurance that the financial statements are accurate and comply with accounting standards
  - b) To maximize shareholder profits
  - c) To provide tax advice
  - d) To reduce expenses

Answer: a) To provide assurance that the financial statements are accurate and comply with accounting standards
4. **Can a private joint stock company sell shares to the public?**
  - a) Yes
  - b) No

Answer: b) No
5. **What is the maximum number of shareholders allowed in a private joint stock company?**
  - a) 10
  - b) 50
  - c) 100
  - d) Unlimited

Answer: b) 50
6. **How is ownership transferred in a joint stock company?**
  - a) Through a board of directors decision
  - b) Through government intervention
  - c) Through the sale of shares
  - d) Through a court order

Answer: c) Through the sale of shares
7. **What is an IPO?**
  - a) The sale of shares to institutional investors
  - b) The sale of shares to private individuals
  - c) The sale of shares to the public
  - d) The repurchase of shares by the company

Answer: c) The sale of shares to the public

8. **Who appoints independent auditors in a joint stock company?**

- a) Shareholders
- b) Board of Directors
- c) CEO
- d) Government

**Answer: a) Shareholders**

9. **What is the main benefit of a joint stock company?**

- a) Limited liability for shareholders
- b) Unlimited liability for shareholders
- c) Lower taxes
- d) Easier management structure

**Answer: a) Limited liability for shareholders**

10. **Can a public joint stock company have an unlimited number of shareholders?**

- a) Yes
- b) No

**Answer: a) Yes**

## Lec 7 - What is Meeting?

### 1. What is a meeting?

- a) A gathering of people who come together to discuss a specific topic or agenda.
- b) A casual conversation among friends.
- c) A public event.

Answer: a

### 2. What is the purpose of a meeting?

- a) Decision-making, problem-solving, brainstorming, planning, or providing updates.
- b) Entertainment.
- c) Sleep.

Answer: a

### 3. How can meetings be conducted?

- a) In person or virtually through video conferencing or other digital platforms.
- b) Over the phone only.
- c) Through social media.

Answer: a

### 4. What is necessary for effective meetings?

- a) Proper planning, organization, communication, and follow-up actions.
- b) No preparation.
- c) Only communication.

Answer: a

### 5. What is the importance of an agenda in a meeting?

- a) To keep the meeting on track and ensure that all important topics are discussed.
- b) It has no importance.
- c) To waste time.

Answer: a

### 6. Who is responsible for leading a meeting?

- a) The person who called the meeting or designated leader.
- b) Any random person attending the meeting.
- c) No one.

Answer: a

### 7. What is the purpose of taking minutes in a meeting?

- a) To document the discussion and decisions made during the meeting.
- b) It has no purpose.
- c) To forget what was discussed in the meeting.

Answer: a

### 8. What is the recommended length of a meeting?

- a) 30 minutes to 1 hour.
- b) 3 to 4 hours.
- c) No limit.

Answer: a

### 9. How can participants prepare for a meeting?

- a) Review the agenda, gather necessary information, and be on time.

- b) Ignore the agenda and show up late.
- c) Show up with no preparation.

**Answer: a**

10. **What is the recommended follow-up action after a meeting?**

- a) Distribute minutes, assign action items, and set a date for the next meeting.
- b) Do nothing.
- c) Cancel the next meeting.

**Answer: a**

## Lec 8 - Cooperative Society

1. **What is the primary objective of a cooperative society?**

- A) To generate profits for individual members
- B) To provide goods or services to members at a fair price while generating profits that can be shared among members
- C) To promote competition among members
- D) To create a monopoly in the market

**Solution: B**

2. **Who has the right to vote in a cooperative society?**

- A) Members with more shares have more voting rights
- B) Members with more experience have more voting rights
- C) All members have equal voting rights
- D) Only the elected board of directors have voting rights

**Solution: C**

3. **Which of the following is not a sector where a cooperative society can be formed?**

- A) Agriculture
- B) Finance
- C) Housing
- D) Government

**Solution: D**

4. **Who can become a member of a cooperative society?**

- A) Anyone can become a member
- B) Only individuals with high income
- C) Only individuals with high education
- D) Only individuals from a specific religion

**Solution: A**

5. **What is the legal status of a cooperative society?**

- A) It is not a legal entity
- B) It is a legal entity but cannot own property
- C) It is a legal entity and can own property
- D) It is a government organization

**Solution: C**

6. **What is the maximum number of members in a cooperative society?**

- A) 10
- B) 50
- C) 100
- D) There is no maximum limit

**Solution: D**

7. **What is the minimum number of members required to form a cooperative society?**
- A) 2
  - B) 5
  - C) 10
  - D) 20

**Solution: B**

8. **How are profits distributed in a cooperative society?**
- A) All profits are distributed among members equally
  - B) Profits are distributed based on the number of shares owned by each member
  - C) Profits are distributed based on the amount of investment made by each member
  - D) Profits are distributed based on the number of years of membership

**Solution: A**

9. **Can a cooperative society be dissolved?**
- A) No, it is a permanent organization
  - B) Yes, but only by the government
  - C) Yes, but only by a unanimous decision of all members
  - D) Yes, by following the rules laid down in the bylaws

**Solution: D**

10. **Can a cooperative society accept loans from non-members?**
- A) No, it can only accept loans from members
  - B) Yes, it can accept loans from anyone
  - C) Yes, but only from banks
  - D) Yes, but only from government organizations

**Solution: B**



## Lec 9 - Concept of Entrepreneurship

- 1. Which of the following is a characteristic of entrepreneurship?**
  - a) Risk aversion
  - b) Resistance to change
  - c) Opportunity recognition
  - d) Following established procedures

**Answer: c) Opportunity recognition**
- 2. What is the primary goal of entrepreneurship?**
  - a) Maximizing profits
  - b) Minimizing risks
  - c) Meeting social needs
  - d) Following established procedures

**Answer: a) Maximizing profits**
- 3. Which of the following is not a type of entrepreneurship?**
  - a) Social entrepreneurship
  - b) Sustainable entrepreneurship
  - c) Intrapreneurship
  - d) Linear entrepreneurship

**Answer: d) Linear entrepreneurship**
- 4. Which of the following is an example of a social entrepreneur?**
  - a) An owner of a software company
  - b) A founder of a nonprofit organization
  - c) A manager in a large corporation
  - d) A salesperson in a retail store

**Answer: b) A founder of a nonprofit organization**
- 5. Which of the following is not a key element of the entrepreneurial process?**
  - a) Opportunity recognition
  - b) Resource acquisition
  - c) Risk aversion
  - d) Execution

**Answer: c) Risk aversion**
- 6. Which of the following is not a source of entrepreneurial opportunities?**
  - a) Market gaps
  - b) Technological advancements
  - c) Political stability
  - d) Changes in consumer preferences

**Answer: c) Political stability**
- 7. What is the role of creativity in entrepreneurship?**
  - a) It is not important
  - b) It is important for idea generation
  - c) It is important for execution
  - d) It is important for managing resources

**Answer: b) It is important for idea generation**

8. Which of the following is not a characteristic of successful entrepreneurs?

- a) Persistence
- b) Risk aversion
- c) Passion
- d) Adaptability

Answer: b) Risk aversion

9. Which of the following is a reason why entrepreneurship is important for economic growth?

- a) It creates competition
- b) It increases government regulation
- c) It reduces innovation
- d) It decreases job opportunities

Answer: a) It creates competition

10. Which of the following is not a benefit of entrepreneurship for society?

- a) Job creation
- b) Innovation
- c) Wealth redistribution
- d) Social progress

Answer: c) Wealth redistribution

## Lec 10 - Franchising

### 1. What is franchising?

- a. A business model in which a company grants an individual or group the right to use its trademark and business model in exchange for royalties.
- b. A business model in which a company grants an individual or group the right to use its trademark and business model for free.
- c. A business model in which a company grants an individual or group the right to use its trademark and business model in exchange for a one-time fee.

Answer: c.

### 2. Which of the following is an advantage of franchising?

- a. Access to a proven business model.
- b. Complete independence in running the business.
- c. No need for any financial investment.

Answer: a.

### 3. Which of the following is a disadvantage of franchising?

- a. Limited independence in running the business.
- b. No support from the franchisor.
- c. No need for any financial investment.

Answer: a.

### 4. Which of the following is a type of franchise?

- a. Product distribution franchise.
- b. Marketing franchise.
- c. Service franchise.

Answer: a.

### 5. What is a product distribution franchise?

- a. A franchise in which the franchisor provides the franchisee with the products and supplies needed to run the business.
- b. A franchise in which the franchisor provides the franchisee with marketing support.
- c. A franchise in which the franchisor provides the franchisee with training and development programs.

Answer: a.

### 6. What is a marketing franchise?

- a. A franchise in which the franchisor provides the franchisee with marketing support.
- b. A franchise in which the franchisor provides the franchisee with products and supplies needed to run the business.
- c. A franchise in which the franchisor provides the franchisee with training and development programs.

Answer: a.

7. **What is a service franchise?**

- a. A franchise in which the franchisor provides the franchisee with marketing support.
- b. A franchise in which the franchisor provides the franchisee with products and supplies needed to run the business.
- c. A franchise in which the franchisor provides the franchisee with training and development programs.

Answer: c.

8. **Which of the following is a legal document that outlines the terms and conditions of a franchise agreement?**

- a. Franchise disclosure document.
- b. Franchise registration statement.
- c. Franchise agreement.

Answer: c.

9. **What is a franchise disclosure document?**

- a. A document that outlines the terms and conditions of a franchise agreement.
- b. A document that provides information about the franchisor and the franchise system.
- c. A document that outlines the financial obligations of the franchisee.

Answer: b.

10. **Which of the following is a fee paid by the franchisee to the franchisor for the use of the franchisor's trademarks and business model?**

- a. Royalty fee.
- b. Initial fee.
- c. Training fee.

Answer: a.

## Lec 11 - Success and Failure of Business

1. Which of the following is not a critical factor for the success of a business?

- a) Market demand
- b) Competition
- c) Leadership
- d) Limited capital

Answer: d) Limited capital

2. What is a unique value proposition?

- a) A business plan that outlines the company's financial goals
- b) A marketing message that differentiates the company from competitors
- c) A pricing strategy that undercuts the competition
- d) A product or service that has never been seen before

Answer: b) A marketing message that differentiates the company from competitors

3. Which of the following can negatively impact the success of a business?

- a) Efficient operations
- b) Clear marketing message
- c) Poor financial management
- d) Large target market

Answer: c) Poor financial management

4. What is a critical factor for the failure of a business?

- a) Effective risk management
- b) Adaptability
- c) Poor financial management
- d) Clear marketing message

Answer: c) Poor financial management

5. What is a clear target market?

- a) A broad group of consumers that a company wants to reach
- b) A specific group of consumers that a company wants to reach
- c) A group of investors that a company wants to attract
- d) A group of competitors that a company wants to outperform

Answer: b) A specific group of consumers that a company wants to reach

6. What is a critical factor for the success of a business?

- a) Limited innovation
- b) Efficient operations
- c) Limited market research
- d) Limited financial resources

Answer: b) Efficient operations

7. What is a critical factor for the failure of a business?

- a) Clear marketing message
- b) Large target market
- c) Poor leadership
- d) Limited competition

Answer: c) Poor leadership

8. **What is a critical factor for the success of a business?**

- a) Limited market demand
- b) Effective risk management
- c) High competition
- d) Poor customer service

**Answer: b) Effective risk management**

9. **What is a critical factor for the failure of a business?**

- a) Clear business goals
- b) Poor financial planning
- c) Limited market research
- d) Limited product differentiation

**Answer: b) Poor financial planning**

10. **What is a critical factor for the success of a business?**

- a) Limited adaptability
- b) Effective marketing strategy
- c) Poor financial management
- d) Limited market research

**Answer: b) Effective marketing strategy**

## Lec 12 - Foreign Trade and Foreign Business

1. **Which of the following refers to the exchange of goods and services between countries?**
  - a) Domestic trade
  - b) International trade
  - c) Local trade
  - d) Regional trade

**Answer: b) International trade**
2. **What is the primary objective of foreign trade?**
  - a) To increase domestic production
  - b) To reduce imports
  - c) To earn foreign exchange
  - d) To decrease the balance of trade

**Answer: c) To earn foreign exchange**
3. **Which of the following is not a mode of foreign trade?**
  - a) Export
  - b) Import
  - c) Franchising
  - d) Licensing

**Answer: c) Franchising**
4. **What is the name given to the difference between a country's total exports and imports?**
  - a) Balance of payments
  - b) Balance of trade
  - c) Current account
  - d) Capital account

**Answer: b) Balance of trade**
5. **Which of the following is not a benefit of foreign trade?**
  - a) Increased competition
  - b) Access to new markets
  - c) Economic growth
  - d) Reduced job opportunities

**Answer: d) Reduced job opportunities**
6. **What is foreign direct investment (FDI)?**
  - a) Investment in domestic companies
  - b) Investment in foreign companies
  - c) Investment in domestic and foreign companies
  - d) Investment in government securities

**Answer: b) Investment in foreign companies**
7. **Which of the following is a form of trade protectionism?**
  - a) Import quotas
  - b) Export promotion
  - c) Free trade agreements
  - d) Customs unions

**Answer: a) Import quotas**

8. Which of the following is an example of a trade surplus?

- a) A country exports more than it imports
- b) A country imports more than it exports
- c) A country has no exports or imports
- d) A country has a balance of trade of zero

Answer: a) A country exports more than it imports

9. What is meant by the term "tariff"?

- a) A tax on imports
- b) A tax on exports
- c) A subsidy for exports
- d) A subsidy for imports

Answer: a) A tax on imports

10. Which of the following is an example of foreign business?

- a) A domestic company exporting goods to foreign countries
- b) A foreign company operating in the domestic market
- c) A domestic company trading with other domestic companies
- d) A foreign company importing goods from domestic companies

Answer: b) A foreign company operating in the domestic market



## Lec 13 - Barriers to International Trade

1. Which of the following is a tariff barrier to international trade?

- A) Licensing requirements
- B) Health and safety standards
- C) Export subsidies
- D) Import duties

Answer: D

2. Which of the following is an example of a non-tariff barrier to international trade?

- A) Quotas
- B) Import duties
- C) Export subsidies
- D) Currency exchange rates

Answer: A

3. What is the purpose of a quota?

- A) To restrict the quantity of imports
- B) To increase the quantity of exports
- C) To reduce trade deficits
- D) To prevent dumping

Answer: A

4. Which of the following is an example of a subsidy?

- A) Import duty
- B) Export tax
- C) Government loan to a domestic industry
- D) Quota limit

Answer: C

5. What is the primary goal of a trade barrier?

- A) To increase competition
- B) To promote free trade
- C) To protect domestic industries
- D) To encourage foreign investment

Answer: C

6. Which of the following is an example of a voluntary export restraint?

- A) An import duty
- B) A quota limit
- C) An export tax
- D) A licensing requirement

Answer: B

7. What is the purpose of a licensing requirement?

- A) To restrict the quantity of imports
- B) To increase the quantity of exports
- C) To regulate the quality of imports
- D) To prevent piracy and counterfeiting

Answer: D

8. **What is the purpose of a health and safety standard?**

- A) To restrict the quantity of imports
- B) To regulate the quality of imports
- C) To increase the quantity of exports
- D) To promote fair trade practices

**Answer: B**

9. **Which of the following is an example of a technical barrier to trade?**

- A) An import duty
- B) A quota limit
- C) A licensing requirement
- D) A product standard

**Answer: D**

10. **Which of the following is a political barrier to trade?**

- A) A tariff
- B) A quota
- C) An embargo
- D) A health and safety standard

**Answer: C**

## Lec 14 - Stakeholder

1. Which of the following is a stakeholder in a business?

- A) Only shareholders
- B) Only customers
- C) Both shareholders and customers
- D) Neither shareholders nor customers

Answer: C) Both shareholders and customers

2. Which of the following is not an example of a stakeholder in a business?

- A) Employees
- B) Local community
- C) Competitors
- D) Government agencies

Answer: C) Competitors

3. What is the main reason for businesses to identify their stakeholders?

- A) To increase their profits
- B) To manage their expectations and ensure their support
- C) To minimize their costs
- D) To avoid legal liabilities

Answer: B) To manage their expectations and ensure their support

4. Which of the following is an example of a positive impact of stakeholders on a business?

- A) Decrease in sales revenue
- B) Increase in employee turnover
- C) Improved reputation and customer loyalty
- D) Increase in production costs

Answer: C) Improved reputation and customer loyalty

5. Which of the following is an external stakeholder in a business?

- A) CEO
- B) Employees
- C) Shareholders
- D) Suppliers

Answer: D) Suppliers

6. Which of the following is not a common approach for stakeholder management?

- A) Ignore stakeholders
- B) Monitor and engage with stakeholders
- C) Collaborate with stakeholders
- D) Address stakeholders' concerns and interests

Answer: A) Ignore stakeholders

7. **Which of the following is a negative impact of stakeholders on a business?**

- A) Increase in sales revenue
- B) Decrease in production costs
- C) Legal liabilities and penalties
- D) Higher employee morale

**Answer: C) Legal liabilities and penalties**

8. **Which of the following is an example of a stakeholder conflict?**

- A) Employees requesting a pay raise
- B) Customers giving positive feedback on a product
- C) Shareholders receiving dividends
- D) Suppliers delivering goods on time

**Answer: A) Employees requesting a pay raise**

9. **Which of the following is an example of a primary stakeholder in a business?**

- A) Government agencies
- B) Local community
- C) Customers
- D) Competitors

**Answer: C) Customers**

10. **Which of the following is not a benefit of effective stakeholder management for businesses?**

- A) Enhanced reputation and goodwill
- B) Increased profitability
- C) Improved relationships with stakeholders
- D) Long-term value creation

**Answer: B) Increased profitability**

## Lec 15 - Setting goals and Formulating Strategy

- 1. Which of the following is a critical component of setting goals and formulating strategy?**
  - A) Identifying market trends
  - B) Hiring new employees
  - C) Expanding the business location
  - D) Decreasing marketing expenses

**Answer: A**
- 2. What is the primary purpose of setting goals in business?**
  - A) To increase employee turnover
  - B) To identify new business opportunities
  - C) To measure progress towards objectives
  - D) To decrease customer satisfaction

**Answer: C**
- 3. Which of the following is a benefit of formulating a clear business strategy?**
  - A) Increased employee absenteeism
  - B) Decreased customer loyalty
  - C) Better allocation of resources
  - D) Increased competition from rivals

**Answer: C**
- 4. What is the role of market analysis in strategy formulation?**
  - A) To identify employee training needs
  - B) To determine the business's mission statement
  - C) To evaluate competition and market trends
  - D) To decrease product quality

**Answer: C**
- 5. Which of the following is an example of a SMART goal?**
  - A) Increase profits
  - B) Expand the business
  - C) Hire more employees
  - D) Increase sales by 10% in the next quarter

**Answer: D**
- 6. What is the purpose of a SWOT analysis in strategy formulation?**
  - A) To identify opportunities and threats
  - B) To decrease employee morale
  - C) To increase operational costs
  - D) To decrease customer satisfaction

**Answer: A**
- 7. Which of the following is a key element of effective strategy implementation?**
  - A) Lack of communication
  - B) Lack of employee involvement
  - C) Regular monitoring and evaluation
  - D) Decreased customer satisfaction

**Answer: C**

8. Which of the following is an example of a strategic objective?

- A) Increase customer satisfaction
- B) Decrease employee turnover
- C) Expand business operations
- D) Increase office supplies inventory

Answer: C

9. Which of the following is a potential risk associated with a business's strategy?

- A) Increased customer loyalty
- B) Decreased profitability
- C) Increased employee satisfaction
- D) Decreased competition

Answer: B

10. Why is ongoing monitoring and evaluation important in goal-setting and strategy formulation?

- A) To increase employee workload
- B) To ensure the business remains focused on long-term objectives
- C) To decrease competition from rivals
- D) To decrease customer satisfaction

Answer: B

## Lec 16 - Human Resource Planning

1. **What is the purpose of human resource planning?**

- A) To hire employees quickly
- B) To minimize the risk of skill shortages
- C) To reduce employee turnover
- D) To increase employee salaries

**Answer: B**

2. **Which of the following is NOT a step in the human resource planning process?**

- A) Analyzing the current workforce
- B) Identifying future staffing requirements
- C) Training all employees
- D) Forecasting future demand for labor

**Answer: C**

3. **What is the main benefit of human resource planning for an organization?**

- A) Increased employee turnover
- B) Lower recruitment costs
- C) Reduced employee benefits
- D) Higher employee salaries

**Answer: B**

4. **What is the first step in the human resource planning process?**

- A) Forecasting future demand for labor
- B) Analyzing the current workforce
- C) Identifying future staffing requirements
- D) Developing recruitment strategies

**Answer: B**

5. **Which of the following is an external factor that can affect human resource planning?**

- A) Employee performance
- B) Company culture
- C) Economic conditions
- D) Company size

**Answer: C**

6. **What is the purpose of forecasting future demand for labor?**

- A) To hire employees quickly
- B) To determine the number of employees needed in the future
- C) To reduce employee turnover
- D) To increase employee salaries

**Answer: B**

7. **Which of the following is an internal factor that can affect human resource planning?**
- A) Competition in the industry
  - B) Government regulations
  - C) Company budget
  - D) Labor market trends

**Answer: C**

8. **What is the main purpose of analyzing the current workforce?**
- A) To determine the number of employees needed in the future
  - B) To identify gaps in employee skills and knowledge
  - C) To forecast future demand for labor
  - D) To develop recruitment strategies

**Answer: B**

9. **Which of the following is a benefit of human resource planning for employees?**
- A) Lower salaries
  - B) More competition for jobs
  - C) Greater job security
  - D) Fewer benefits

**Answer: C**

10. **What is the main purpose of developing recruitment strategies?**
- A) To determine the number of employees needed in the future
  - B) To forecast future demand for labor
  - C) To hire employees quickly
  - D) To identify potential job candidates

**Answer: D**



## Lec 17 - Infrastructure for Test

1. **What is infrastructure for test?**

- a) The resources required for testing
- b) The resources required for development
- c) The resources required for deployment
- d) The resources required for documentation

Answer: a

2. **Which of the following is not a component of infrastructure for test?**

- a) Servers
- b) Operating systems
- c) Development tools
- d) Testing tools

Answer: c

3. **What is the purpose of infrastructure for test?**

- a) To create a testing environment
- b) To develop software applications
- c) To deploy software applications
- d) To document software applications

Answer: a

4. **Which of the following is a characteristic of good infrastructure for test?**

- a) It is expensive
- b) It is difficult to set up
- c) It is scalable
- d) It is proprietary

Answer: c

5. **Which of the following is not a consideration when designing infrastructure for test?**

- a) Scalability
- b) Security
- c) User interface
- d) Reliability

Answer: c

6. **What is the role of virtualization software in infrastructure for test?**

- a) It allows multiple virtual environments to be created on a single physical machine
- b) It allows multiple physical machines to be connected together
- c) It provides additional security features for testing environments
- d) It simplifies the testing process by automating test cases

Answer: a

7. **Which of the following is an advantage of cloud-based infrastructure for test?**

- a) It is more expensive than traditional infrastructure
- b) It requires specialized hardware to set up
- c) It is highly scalable and flexible
- d) It provides better performance for testing applications

Answer: c

8. **What is the primary function of testing tools in infrastructure for test?**

- a) To design and develop software applications
- b) To automate test cases and scenarios
- c) To manage development environments
- d) To provide security features for testing environments

**Answer: b**

9. Which of the following is a disadvantage of using virtualization software in infrastructure for test?

- a) It is less scalable than traditional infrastructure
- b) It requires more hardware resources
- c) It can be more complex to set up and manage
- d) It is less reliable than traditional infrastructure

**Answer: c**

10. What is the importance of scalability in infrastructure for test?

- a) It allows testing environments to handle increased demands
- b) It ensures that testing environments are always available
- c) It improves the accuracy of test results
- d) It provides additional security features for testing environments

**Answer: a**

## Lec 18 - Compensation and Benefits

1. **What is compensation?**

- A. The act of firing an employee
- B. The payment an employee receives for their work
- C. The process of recruiting new employees
- D. The training and development of employees

Answer: B

2. **Which of the following is an example of indirect compensation?**

- A. Salary
- B. Commission
- C. Bonus
- D. Health insurance

Answer: D

3. **What is a defined benefit plan?**

- A. A retirement plan where the employee contributes a percentage of their income
- B. A retirement plan where the employer contributes a percentage of the employee's income
- C. A retirement plan where the employee receives a fixed payout upon retirement
- D. A retirement plan where the employee can invest in stocks and bonds

Answer: C

4. **Which of the following is a disadvantage of a commission-based pay system?**

- A. It motivates employees to work harder
- B. It can lead to unethical behavior
- C. It is easy to administer
- D. It is cost-effective for the company

Answer: B

5. **What is the purpose of a benefits package?**

- A. To attract and retain employees
- B. To increase the company's profits
- C. To reduce employee turnover
- D. To increase employee productivity

Answer: A

6. **What is a cafeteria-style benefits plan?**

- A. A benefits plan where employees can choose which benefits they want
- B. A benefits plan where all employees receive the same benefits
- C. A benefits plan where employees are given a set amount of money to purchase their own benefits
- D. A benefits plan where employees receive benefits based on their performance

Answer: A

7. **Which of the following is an example of a non-monetary benefit?**

- A. Salary
- B. Bonus
- C. Health insurance
- D. Flexible work schedule

Answer: D

8. **What is the purpose of a performance-based pay system?**

- A. To motivate employees to work harder
- B. To reduce employee turnover
- C. To provide employees with a guaranteed income
- D. To increase employee benefits

**Answer: A**

9. **Which of the following is an example of an equity-based compensation plan?**

- A. Stock options
- B. Salary
- C. Bonus
- D. Health insurance

**Answer: A**

10. **What is the purpose of a 401(k) plan?**

- A. To provide employees with health insurance
- B. To provide employees with a retirement plan
- C. To provide employees with life insurance
- D. To provide employees with disability insurance

**Answer: B**

## Lec 19 - Contemporary Motivational Theories

1. Which of the following is a contemporary motivational theory?

- A) Maslow's Hierarchy of Needs
- B) Expectancy Theory
- C) Herzberg's Two-Factor Theory
- D) Alderfer's ERG Theory

Answer: B

2. Which of the following is not a component of Self-Determination Theory?

- A) Autonomy
- B) Competence
- C) Relatedness
- D) Expectancy

Answer: D

3. According to Equity Theory, which of the following is a source of tension for employees?

- A) Overcompensation
- B) Undercompensation
- C) Promotion opportunities
- D) Fringe benefits

Answer: B

4. Which of the following is a key concept of Goal-Setting Theory?

- A) Task feedback
- B) Task complexity
- C) Task significance
- D) Task variety

Answer: A

5. Which of the following is not a core element of the Job Characteristics Model?

- A) Task identity
- B) Autonomy
- C) Feedback
- D) Perceived organizational support

Answer: D

6. According to Self-Efficacy Theory, which of the following is a key determinant of an individual's self-efficacy?

- A) Expectancy
- B) Valence
- C) Outcome goals
- D) Prior experiences

Answer: D

7. Which of the following is a limitation of Expectancy Theory?

- A) It fails to account for individual differences
- B) It ignores the importance of intrinsic motivation
- C) It assumes that individuals make rational decisions
- D) It is too complex to be practically applied

Answer: C

8. Which of the following is not a need category in the Self-Determination Theory?

- A) Autonomy
- B) Competence
- C) Relatedness
- D) Esteem

Answer: D

9. According to the Job Characteristics Model, which of the following is a critical psychological state?

- A) Autonomy
- B) Skill variety
- C) Task significance
- D) Experienced meaningfulness of work

Answer: D

10. Which of the following is a limitation of Self-Determination Theory?

- A) It ignores the importance of extrinsic rewards
- B) It does not consider cultural differences
- C) It fails to account for individual differences
- D) It lacks empirical support

Answer: B

## Lec 20 - Two Factor Theory

1. **Who proposed the Two Factor Theory of Motivation?**

- a) Douglas McGregor
- b) Abraham Maslow
- c) Frederick Herzberg
- d) Clayton Alderfer

**Answer: c) Frederick Herzberg**

2. **What is the other name for the Two Factor Theory?**

- a) Theory X and Theory Y
- b) Hierarchy of Needs Theory
- c) ERG Theory
- d) Motivation-Hygiene Theory

**Answer: d) Motivation-Hygiene Theory**

3. **Which factors are considered as hygiene factors in the Two Factor Theory?**

- a) Achievement, recognition, and growth
- b) Responsibility, advancement, and opportunity for promotion
- c) Pay, company policies, and working conditions
- d) Job satisfaction, engagement, and commitment

**Answer: c) Pay, company policies, and working conditions**

4. **Which factors are considered as motivators in the Two Factor Theory?**

- a) Achievement, recognition, and growth
- b) Responsibility, advancement, and opportunity for promotion
- c) Pay, company policies, and working conditions
- d) Job satisfaction, engagement, and commitment

**Answer: a) Achievement, recognition, and growth**

5. **According to the Two Factor Theory, which factor is responsible for creating dissatisfaction among employees?**

- a) Hygiene factors
- b) Motivators
- c) Intrinsic factors
- d) Extrinsic factors

**Answer: a) Hygiene factors**

6. **Which of the following is an example of a hygiene factor according to the Two Factor Theory?**

- a) Challenging work
- b) Promotion opportunities
- c) Recognition for achievements
- d) Safe working conditions

**Answer: d) Safe working conditions**

7. **Which theory is similar to the Two Factor Theory?**

- a) Maslow's Hierarchy of Needs Theory
- b) Equity Theory
- c) Expectancy Theory
- d) Self-Determination Theory

**Answer: a) Maslow's Hierarchy of Needs Theory**

8. **Which factor is considered as the most important motivator in the Two Factor Theory?**
- a) Achievement
  - b) Recognition
  - c) Growth
  - d) Responsibility

**Answer: a) Achievement**

9. **Which of the following is a limitation of the Two Factor Theory?**
- a) It does not consider individual differences.
  - b) It does not take into account the social context.
  - c) It focuses only on intrinsic motivation.
  - d) It assumes that all employees have the same needs.

**Answer: d) It assumes that all employees have the same needs.**

10. **Which approach is recommended for increasing employee motivation according to the Two Factor Theory?**
- a) Providing more pay and benefits
  - b) Providing more recognition and opportunities for growth
  - c) Providing more job security and stability
  - d) Providing more rules and regulations

**Answer: b) Providing more recognition and opportunities for growth**



## Lec 21 - Strategies for enhancing job satisfaction and morale

1. Which of the following is not a strategy for enhancing job satisfaction?

- a) Providing opportunities for growth and development
- b) Encouraging social support and interaction
- c) Reducing employee autonomy and control
- d) Creating a positive work environment

Answer: c) Reducing employee autonomy and control

2. Which of the following is a benefit of enhancing job satisfaction?

- a) Increased employee turnover
- b) Decreased productivity
- c) Increased absenteeism
- d) Increased job performance

Answer: d) Increased job performance

3. Which of the following is an example of a non-monetary reward?

- a) A cash bonus
- b) A promotion
- c) Public recognition
- d) A pay raise

Answer: c) Public recognition

4. Which of the following is a disadvantage of using extrinsic rewards?

- a) They do not motivate employees
- b) They can lead to job dissatisfaction
- c) They can only be used with high-performing employees
- d) They are not cost-effective

Answer: b) They can lead to job dissatisfaction

5. Which of the following is an example of a flexible work arrangement?

- a) Telecommuting
- b) Mandatory overtime
- c) Shift work
- d) A fixed work schedule

Answer: a) Telecommuting

6. Which of the following is a disadvantage of using a job enrichment strategy?

- a) It can lead to job boredom
- b) It can increase job variety
- c) It can decrease job autonomy
- d) It can decrease job satisfaction

Answer: a) It can lead to job boredom

7. **Which of the following is a way to enhance employee autonomy and control?**

- a) Micromanaging employees
- b) Limiting employee decision-making
- c) Providing employees with resources and support
- d) Discouraging employee feedback and suggestions

**Answer: c) Providing employees with resources and support**

8. **Which of the following is a benefit of providing employee feedback and recognition?**

- a) Decreased employee motivation
- b) Increased employee satisfaction
- c) Decreased employee turnover
- d) Decreased employee productivity

**Answer: b) Increased employee satisfaction**

9. **Which of the following is a way to enhance employee social support and interaction?**

- a) Encouraging employees to work independently
- b) Discouraging employee collaboration
- c) Providing opportunities for team-building activities
- d) Reducing employee interaction

**Answer: c) Providing opportunities for team-building activities**

10. **Which of the following is an example of a job characteristic that can enhance job satisfaction?**

- a) Low job variety
- b) Low job autonomy
- c) High job significance
- d) High job boredom

**Answer: c) High job significance**

## Lec 22 - Marketing

1. **What is the primary goal of marketing?**

- a) To increase profits
- b) To increase sales
- c) To satisfy customer needs
- d) To maximize shareholder value

Answer: c) To satisfy customer needs

2. **Which of the following is not part of the marketing mix?**

- a) Price
- b) Product
- c) Promotion
- d) Personnel

Answer: d) Personnel

3. **Which of the following is an example of a marketing intermediary?**

- a) Wholesaler
- b) Manufacturer
- c) Retailer
- d) None of the above

Answer: a) Wholesaler

4. **Which of the following is a type of consumer products?**

- a) Industrial products
- b) Convenience products
- c) Specialty products
- d) All of the above

Answer: b) Convenience products

5. **What is market segmentation?**

- a) The process of creating a unique selling proposition
- b) The process of identifying groups of customers with similar needs or characteristics
- c) The process of setting prices for products or services
- d) The process of promoting products or services

Answer: b) The process of identifying groups of customers with similar needs or characteristics

6. **Which of the following is an example of a marketing objective?**

- a) Increase sales by 10% in the next quarter
- b) Launch a new product
- c) Increase customer satisfaction
- d) All of the above

Answer: a) Increase sales by 10% in the next quarter

7. **What is a SWOT analysis?**

- a) An analysis of the company's internal and external environment
- b) An analysis of the company's financial statements
- c) An analysis of the company's marketing mix
- d) An analysis of the company's production processes

Answer: a) An analysis of the company's internal and external environment

**8. What is market share?**

- a) The percentage of profits earned by a company in a given market
- b) The percentage of customers who are satisfied with a company's products or services
- c) The percentage of the total market that a company's product or service holds
- d) The percentage of a company's revenue that is reinvested in marketing

**Answer: c) The percentage of the total market that a company's product or service holds**

**9. What is a marketing plan?**

- a) A document outlining a company's marketing objectives and strategies
- b) A document outlining a company's financial projections
- c) A document outlining a company's production processes
- d) A document outlining a company's organizational structure

**Answer: a) A document outlining a company's marketing objectives and strategies**

**10. What is the difference between a product and a service?**

- a) A product is tangible, while a service is intangible
- b) A product is sold to businesses, while a service is sold to consumers
- c) A product is more expensive than a service
- d) A product has a shorter life cycle than a service

**Answer: a) A product is tangible, while a service is intangible**

## Lec 23 - The Marketing Environment

1. Which of the following is an example of an external factor that can affect a company's marketing environment?
- a) Employee morale
  - b) Production efficiency
  - c) Economic conditions
  - d) Customer satisfaction

Answer: c) Economic conditions

2. Which of the following is an example of a social and cultural trend that can impact a company's marketing environment?
- a) Technological advancements
  - b) Competitive pressure
  - c) Shifts in consumer behavior
  - d) Political regulations

Answer: c) Shifts in consumer behavior

3. Which of the following is an internal factor that can affect a company's marketing environment?
- a) Technological advancements
  - b) Political regulations
  - c) Production capacity
  - d) Economic conditions

Answer: c) Production capacity

4. Which of the following is an example of a legal and regulatory factor that can impact a company's marketing environment?
- a) Changes in consumer preferences
  - b) Shifts in the economy
  - c) Advertising restrictions
  - d) Advances in technology

Answer: c) Advertising restrictions

5. Which of the following is an example of a competitive factor that can affect a company's marketing environment?
- a) Changes in social and cultural trends
  - b) Technological advancements
  - c) Economic conditions
  - d) Rival companies' pricing strategies

Answer: d) Rival companies' pricing strategies

6. Which of the following is an example of a technological factor that can impact a company's marketing environment?
- a) Shifting demographics

- b) Legal and regulatory changes
- c) Changes in production processes
- d) Advances in communication technology

Answer: d) Advances in communication technology

7. **Which of the following is an example of an economic factor that can affect a company's marketing environment?**

- a) Changes in consumer preferences
- b) Technological advancements
- c) Inflation rates
- d) Social and cultural trends

Answer: c) Inflation rates

8. **Which of the following is an example of a political factor that can impact a company's marketing environment?**

- a) Technological advancements
- b) Changes in consumer preferences
- c) Government regulations
- d) Economic conditions

Answer: c) Government regulations

9. **Which of the following is an example of a demographic factor that can affect a company's marketing environment?**

- a) Technological advancements
- b) Economic conditions
- c) Aging population
- d) Shifts in social and cultural trends

Answer: c) Aging population

10. **Which of the following is an example of a natural factor that can impact a company's marketing environment?**

- a) Economic conditions
- b) Technological advancements
- c) Natural disasters
- d) Changes in consumer behavior

Answer: c) Natural disasters

## Lec 24 - The Marketing Mix

1. **What are the four elements of the marketing mix?**

- A) Product, price, promotion, and packaging
- B) Product, price, place, and promotion
- C) Product, pricing, position, and packaging
- D) Promotion, placement, product, and profit

**Answer: B) Product, price, place, and promotion**

2. **Which element of the marketing mix relates to the activities involved in getting the product to the customer?**

- A) Product
- B) Price
- C) Place
- D) Promotion

**Answer: C) Place**

3. **Which element of the marketing mix includes decisions about the features, design, and packaging of the product?**

- A) Product
- B) Price
- C) Place
- D) Promotion

**Answer: A) Product**

4. **Which element of the marketing mix involves determining the optimal price for a product or service?**

- A) Product
- B) Price
- C) Place
- D) Promotion

**Answer: B) Price**

5. **Which element of the marketing mix refers to the methods used to promote a product or service?**

- A) Product
- B) Price
- C) Place
- D) Promotion

**Answer: D) Promotion**

6. **What is the purpose of the marketing mix?**

- A) To identify the target market
- B) To develop the product
- C) To set the price
- D) To create a successful marketing strategy

**Answer: D) To create a successful marketing strategy**

7. **Which of the following is an example of a promotional tactic?**

- A) Determining the optimal price for a product
- B) Designing the packaging for a product
- C) Creating an advertising campaign

D) Deciding on the distribution channels for a product

**Answer: C) Creating an advertising campaign**

8. **Which element of the marketing mix relates to the profit margins for a product?**

A) Product

B) Price

C) Place

D) Promotion

**Answer: B) Price**

9. **Which of the following is an example of a product decision?**

A) Determining the target market

B) Setting the price

C) Deciding on the product features

D) Creating a promotional campaign

**Answer: C) Deciding on the product features**

10. **Which element of the marketing mix relates to the distribution channels used to get the product to the customer?**

A) Product

B) Price

C) Place

D) Promotion

**Answer: C) Place**



## Lec 25 - The Marketing Research

1. **What is the primary goal of marketing research?**

- A) To increase sales
- B) To understand customer needs and preferences
- C) To create new products
- D) To reduce costs

**Solution: B) To understand customer needs and preferences**

2. **Which of the following is NOT a method of collecting primary data?**

- A) Surveys
- B) Interviews
- C) Social media analytics
- D) Observational research

**Solution: C) Social media analytics**

3. **Which of the following is a disadvantage of using secondary data in marketing research?**

- A) It is often more expensive than primary data
- B) It is usually more time-consuming to collect than primary data
- C) It may not be specific enough for the research needs
- D) It is biased and unreliable

**Solution: C) It may not be specific enough for the research needs**

4. **Which type of research involves collecting data from a sample of people through structured questions?**

- A) Exploratory research
- B) Descriptive research
- C) Experimental research
- D) Observational research

**Solution: B) Descriptive research**

5. **Which of the following is a common sampling method used in marketing research?**

- A) Random sampling
- B) Convenience sampling
- C) Quota sampling
- D) All of the above

**Solution: D) All of the above**

6. **Which of the following is an example of a closed-ended question in a survey?**

- A) How do you feel about our new product?
- B) Can you tell me more about your experience with our company?
- C) Do you prefer product A or product B?
- D) What factors influence your purchasing decisions?

**Solution: C) Do you prefer product A or product B?**

7. **Which of the following is NOT a step in the marketing research process?**

- A) Data analysis
- B) Formulating a research question
- C) Developing a marketing plan
- D) Reporting the findings

**Solution: C) Developing a marketing plan**

8. **What type of data analysis involves finding patterns and relationships between variables?**

- A) Descriptive analysis
- B) Inferential analysis
- C) Exploratory analysis
- D) Predictive analysis

**Solution: A) Descriptive analysis**

9. **What is the purpose of a focus group in marketing research?**

- A) To collect quantitative data
- B) To collect primary data
- C) To gain insights into customer attitudes and perceptions
- D) To observe customer behavior

**Solution: C) To gain insights into customer attitudes and perceptions**

10. **Which of the following is an example of a research objective?**

- A) To increase sales by 20% in the next quarter
- B) To understand why customers prefer our competitor's products
- C) To develop a new advertising campaign
- D) To launch a new product line

**Solution: B) To understand why customers prefer our competitor's products**

## Lec 26 - Consumer Behavior and Marketing Research

1. **What is the definition of consumer behavior?**

- A) The study of how businesses operate
- B) The study of how individuals make decisions about buying, using, and disposing of goods and services
- C) The study of how to market products to consumers
- D) The study of how to create new products

**Solution: B) The study of how individuals make decisions about buying, using, and disposing of goods and services.**

2. **What is the first step in the consumer decision-making process?**

- A) Need recognition
- B) Information search
- C) Evaluation of alternatives
- D) Purchase decision

**Solution: A) Need recognition.**

3. **Which of the following is NOT a type of consumer buying decision?**

- A) Habitual buying decision
- B) Limited decision making
- C) Complex buying decision
- D) Casual buying decision

**Solution: D) Casual buying decision.**

4. **Which of the following is NOT a psychological factor influencing consumer behavior?**

- A) Motivation
- B) Perception
- C) Attitude
- D) Distribution

**Solution: D) Distribution.**

5. **Which of the following is NOT a method of primary data collection for marketing research?**

- A) Surveys
- B) Focus groups
- C) Social media analytics
- D) Secondary data analysis

**Solution: D) Secondary data analysis.**

6. **What is the difference between qualitative and quantitative research?**

- A) Qualitative research focuses on numbers and statistics, while quantitative research focuses on subjective opinions and experiences.
- B) Quantitative research focuses on numbers and statistics, while qualitative research focuses on subjective opinions and experiences.

- C) Qualitative research is more expensive than quantitative research.
- D) Quantitative research is more time-consuming than qualitative research.

**Solution: B) Quantitative research focuses on numbers and statistics, while qualitative research focuses on subjective opinions and experiences.**

**7. What is a sample in marketing research?**

- A) The entire population being studied
- B) A small subset of the population being studied
- C) The margin of error in the research results
- D) The standard deviation of the research results

**Solution: B) A small subset of the population being studied.**

**8. What is a focus group?**

- A) A one-on-one interview between a researcher and a participant
- B) A survey sent out to a large group of people
- C) A group discussion led by a researcher to gather opinions and experiences about a product or service
- D) A statistical analysis of sales data

**Solution: C) A group discussion led by a researcher to gather opinions and experiences about a product or service.**

**9. What is a psychographic segmentation variable?**

- A) Age
- B) Gender
- C) Income
- D) Personality

**Solution: D) Personality.**

**10. What is the purpose of market segmentation?**

- A) To divide a market into smaller groups of consumers with similar needs and characteristics
- B) To create a single product that appeals to all consumers
- C) To eliminate competition in a market
- D) To reduce the cost of production

**Solution: A) To divide a market into smaller groups of consumers with similar needs and characteristics.**

## Lec 27 - Product, Product types & step for product development

- 1. Which of the following is NOT a step in the product development process?**
  - A) Concept testing
  - B) Market analysis
  - C) Customer segmentation
  - D) Commercialization

**Answer: C) Customer segmentation**
- 2. What are the four types of products?**
  - A) Durable, perishable, services, experiences
  - B) Convenience, shopping, specialty, unsought
  - C) Raw materials, semi-finished, finished goods, consumer goods
  - D) Basic, enhanced, premium, luxury

**Answer: B) Convenience, shopping, specialty, unsought**
- 3. Which type of product requires more extensive search and evaluation by consumers?**
  - A) Convenience
  - B) Shopping
  - C) Specialty
  - D) Unsought

**Answer: B) Shopping**
- 4. Which of the following is NOT a characteristic of a specialty product?**
  - A) High price
  - B) Exclusive distribution
  - C) Widespread availability
  - D) Unique characteristics

**Answer: C) Widespread availability**
- 5. What is the first step in the product development process?**
  - A) Idea generation
  - B) Business analysis
  - C) Concept testing
  - D) Market testing

**Answer: A) Idea generation**
- 6. Which step in the product development process involves estimating sales, costs, and profits?**
  - A) Concept testing
  - B) Business analysis
  - C) Market testing
  - D) Commercialization

**Answer: B) Business analysis**
- 7. What is the final step in the product development process?**
  - A) Concept testing
  - B) Market testing
  - C) Commercialization
  - D) Idea generation

**Answer: C) Commercialization**

8. Which of the following is an example of an unsought product?

- A) Milk
- B) Toothpaste
- C) Funeral services
- D) Smartphones

Answer: C) Funeral services

9. Which type of product is typically sold at a lower price point and in more locations?

- A) Specialty
- B) Shopping
- C) Convenience
- D) Unsought

Answer: C) Convenience

10. Which step in the product development process involves testing the product in a small market before a full launch?

- A) Concept testing
- B) Business analysis
- C) Market testing
- D) Commercialization

Answer: C) Market testing

## Lec 28 - Product Life Cycle, Branding, Packaging and Labeling

1. Which of the following is NOT a stage in the Product Life Cycle?

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline
- e) None of the above

Answer: e) None of the above

2. At which stage of the Product Life Cycle is a product likely to experience the highest sales growth?

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

Answer: b) Growth

3. Which of the following is an example of a secondary package?

- a) A cereal box
- b) A can of soda
- c) A bottle of shampoo
- d) A shipping box

Answer: d) A shipping box

4. What is the purpose of branding?

- a) To create a unique identity for a product or service
- b) To enhance the functionality of a product
- c) To increase the price of a product
- d) To reduce the cost of production

Answer: a) To create a unique identity for a product or service

5. Which of the following is an example of a national brand?

- a) Tide laundry detergent
- b) Target's Up & Up brand
- c) Great Value brand at Walmart
- d) Kirkland Signature brand at Costco

Answer: a) Tide laundry detergent

6. What is the purpose of labeling a product?

- a) To provide important information to customers
- b) To create a unique identity for a product
- c) To enhance the functionality of a product
- d) To reduce the cost of production

**Answer: a) To provide important information to customers**

**7. Which of the following is an example of a private label brand?**

- a) Coca-Cola
- b) Nike
- c) Kirkland Signature at Costco
- d) Apple

**Answer: c) Kirkland Signature at Costco**

**8. Which stage of the Product Life Cycle is characterized by intense competition and pressure on pricing?**

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

**Answer: c) Maturity**

**9. What is the purpose of primary packaging?**

- a) To protect the product during shipping and storage
- b) To provide important information to customers
- c) To create a unique identity for a product
- d) To enhance the functionality of a product

**Answer: d) To enhance the functionality of a product**

**10. Which of the following is an example of a premium brand?**

- a) Great Value brand at Walmart
- b) Levi's jeans
- c) Kirkland Signature at Costco
- d) Target's Up & Up brand

**Answer: b) Levi's jeans**



## Lec 29 - Pricing and Distribution Mix

1. **What is the purpose of a pricing strategy in marketing?**

- a) To maximize production costs
- b) To set a price that covers only production costs
- c) To set a price that maximizes sales and profitability
- d) To set a price that is lower than competitors

**Answer: c) To set a price that maximizes sales and profitability**

2. **What is the purpose of a distribution strategy in marketing?**

- a) To limit access to the product
- b) To choose the right channels to make the product available to customers
- c) To set up a complex distribution network
- d) To increase production costs

**Answer: b) To choose the right channels to make the product available to customers**

3. **What is the difference between direct and indirect distribution channels?**

- a) Direct channels involve selling through intermediaries, while indirect channels involve selling directly to customers
- b) Direct channels involve selling directly to customers, while indirect channels involve selling through intermediaries
- c) Direct channels involve selling to a limited customer base, while indirect channels involve selling to a wider customer base
- d) There is no difference between direct and indirect channels

**Answer: b) Direct channels involve selling directly to customers, while indirect channels involve selling through intermediaries**

4. **What is a pricing strategy that involves setting a high initial price and gradually lowering it over time?**

- a) Penetration pricing
- b) Skimming pricing
- c) Cost-plus pricing
- d) Discount pricing

**Answer: b) Skimming pricing**

5. **Which of the following is an example of a direct distribution channel?**

- a) Selling through retailers
- b) Selling through wholesalers
- c) Selling through a company website
- d) Selling through agents or brokers

**Answer: c) Selling through a company website**

6. **Which of the following is a disadvantage of a selective distribution strategy?**

- a) It limits competition
- b) It limits access to the product

- c) It increases production costs
- d) It limits geographic coverage

**Answer: d) It limits geographic coverage**

**7. What is the purpose of a channel intermediary?**

- a) To limit access to the product
- b) To add value to the product
- c) To increase production costs
- d) To reduce customer demand

**Answer: b) To add value to the product**

**8. What is a pricing strategy that involves setting a low initial price to attract customers and gain market share?**

- a) Penetration pricing
- b) Skimming pricing
- c) Cost-plus pricing
- d) Discount pricing

**Answer: a) Penetration pricing**

**9. Which of the following is an example of an indirect distribution channel?**

- a) Selling through a company website
- b) Selling through a physical store location
- c) Selling through a catalog
- d) Selling through a sales agent

**Answer: d) Selling through a sales agent**

**10. What is a distribution strategy that involves selling a product through a single intermediary or retail outlet in a particular geographic area?**

- a) Intensive distribution
- b) Selective distribution
- c) Exclusive distribution
- d) Multichannel distribution

**Answer: c) Exclusive distribution**

## Lec 30 - Wholesaling, retailing & physical distribution

1. Which of the following is not a function of wholesalers?

- a) Bulk purchasing
- b) Transportation
- c) Product display
- d) Warehousing

Answer: c) Product display

2. Which of the following is a characteristic of retailing?

- a) Selling goods in large quantities
- b) Selling goods to intermediaries
- c) Selling goods directly to consumers
- d) Selling goods through e-commerce only

Answer: c) Selling goods directly to consumers

3. Which of the following is not a component of physical distribution?

- a) Transportation
- b) Inventory management
- c) Product display
- d) Order processing

Answer: c) Product display

4. Which of the following is not a type of retailer?

- a) Department store
- b) Convenience store
- c) Factory outlet
- d) Manufacturer

Answer: d) Manufacturer

5. Which of the following is not a function of retailers?

- a) Product display
- b) After-sales support
- c) Bulk purchasing
- d) Customer service

Answer: c) Bulk purchasing

6. Which of the following is not a benefit of effective physical distribution?

- a) Reduced costs
- b) Increased customer satisfaction
- c) Improved inventory management
- d) Decreased transportation efficiency

Answer: d) Decreased transportation efficiency

7. Which of the following is not a type of wholesaler?

- a) Merchant wholesaler
- b) Retailer
- c) Agent/broker
- d) Manufacturer's sales branch or office

Answer: b) Retailer

8. Which of the following is not a factor to consider when choosing a distribution channel?
- a) Target market
  - b) Product characteristics
  - c) Competitor's pricing
  - d) Company's resources and capabilities

Answer: c) Competitor's pricing

9. Which of the following is not a type of physical distribution system?
- a) Direct distribution
  - b) Indirect distribution
  - c) Selective distribution
  - d) Exclusionary distribution

Answer: d) Exclusionary distribution

10. Which of the following is not a benefit of using intermediaries in the distribution process?
- a) Increased market coverage
  - b) Reduced costs
  - c) Increased control over distribution
  - d) Decreased customer satisfaction

Answer: d) Decreased customer satisfaction

## Lec 31 - Promotion and advertisement

1. Which of the following is not a type of promotion?

- a) Advertising
- b) Public relations
- c) Direct mail
- d) Production

Solution: d) Production

2. Which type of advertising targets a specific geographic area?

- a) National advertising
- b) Global advertising
- c) Regional advertising
- d) Local advertising

Solution: d) Local advertising

3. What is the goal of a pull promotion strategy?

- a) To push the product into the market
- b) To create a strong brand image
- c) To target a specific demographic
- d) To encourage consumers to seek out the product

Solution: d) To encourage consumers to seek out the product

4. Which of the following is an example of a sales promotion?

- a) A billboard advertisement
- b) A press release
- c) A coupon
- d) A product launch event

Solution: c) A coupon

5. Which type of advertising is used to build long-term brand awareness?

- a) Direct response advertising
- b) Retail advertising
- c) Institutional advertising
- d) Promotional advertising

Solution: c) Institutional advertising

6. What is the primary goal of advertising?

- a) To educate consumers
- b) To entertain consumers
- c) To persuade consumers
- d) To confuse consumers

Solution: c) To persuade consumers

7. **Which of the following is not a social media platform commonly used for advertising?**
- a) Facebook
  - b) LinkedIn
  - c) TikTok
  - d) Netflix

**Solution: d) Netflix**

8. **What is the purpose of public relations?**
- a) To advertise products or services
  - b) To create a positive image for a company or brand
  - c) To target a specific audience
  - d) To increase sales

**Solution: b) To create a positive image for a company or brand**

9. **Which of the following is not a factor that affects the cost of advertising?**
- a) The size of the advertisement
  - b) The type of media used
  - c) The target audience
  - d) The location of the business

**Solution: d) The location of the business**

10. **What is the goal of a push promotion strategy?**
- a) To encourage consumers to seek out the product
  - b) To build long-term brand awareness
  - c) To create a strong brand image
  - d) To push the product into the market

**Solution: d) To push the product into the market**

## Lec 32 - Personal Selling

1. **What is personal selling?**

- a) A form of advertising
- b) A form of promotion
- c) A form of public relations
- d) A form of direct mail

**Answer: b) A form of promotion**

2. **What is the primary goal of personal selling?**

- a) To increase brand awareness
- b) To generate leads
- c) To persuade customers to buy a product or service
- d) To build relationships with customers

**Answer: c) To persuade customers to buy a product or service**

3. **What is the difference between personal selling and advertising?**

- a) Personal selling uses paid media, while advertising uses face-to-face communication
- b) Personal selling uses face-to-face communication, while advertising uses paid media
- c) Personal selling focuses on building relationships, while advertising focuses on creating brand awareness
- d) Personal selling is used for simple products, while advertising is used for complex products

**Answer: b) Personal selling uses face-to-face communication, while advertising uses paid media**

4. **Which of the following is an example of personal selling?**

- a) A TV commercial
- b) A billboard advertisement
- c) A salesperson offering a product demonstration to a potential customer
- d) A print ad in a magazine

**Answer: c) A salesperson offering a product demonstration to a potential customer**

5. **Which of the following is a characteristic of effective personal selling?**

- a) Focusing on the features of the product
- b) Being pushy and aggressive
- c) Building relationships with customers
- d) Providing a one-size-fits-all solution to all customers

**Answer: c) Building relationships with customers**

6. **What is the difference between transactional selling and relationship selling?**

- a) Transactional selling focuses on building relationships with customers, while relationship selling focuses on making quick sales
- b) Transactional selling is used for simple products, while relationship selling is used for complex products
- c) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships
- d) Transactional selling is more expensive than relationship selling

**Answer: c) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships**

7. **Which of the following is an example of a sales force automation tool?**

- a) A CRM system

- b) A product catalog
- c) A brochure
- d) A price list

Answer: a) A CRM system

8. Which of the following is an important step in the personal selling process?

- a) Identifying potential customers
- b) Designing advertisements
- c) Conducting market research
- d) Building brand awareness

Answer: a) Identifying potential customers

9. What is consultative selling?

- a) Focusing on building relationships with customers
- b) Offering a one-size-fits-all solution to all customers
- c) Identifying customer needs and providing tailored solutions
- d) Offering discounts and incentives to customers

Answer: c) Identifying customer needs and providing tailored solutions

10. What is the role of salespeople in the personal selling process?

- a) To build brand awareness
- b) To persuade customers to buy a product or service
- c) To conduct market research
- d) To design advertisements

Answer: b) To persuade customers to buy a product or service



## Lec 33 - Personal Selling (Continued).

### 1. What is personal selling?

- a) Advertising through various channels
- b) Direct interaction between a salesperson and potential customer
- c) Social media marketing
- d) Telemarketing

Answer: b) Direct interaction between a salesperson and potential customer

### 2. What are the objectives of personal selling?

- a) Building relationships with customers
- b) Generating leads
- c) Providing customer service
- d) All of the above

Answer: d) All of the above

### 3. What is consultative selling?

- a) Quick sales approach
- b) Building long-term customer relationships
- c) Providing tailored solutions to meet customer needs
- d) None of the above

Answer: c) Providing tailored solutions to meet customer needs

### 4. What are the steps in the personal selling process?

- a) Prospecting, qualifying, presenting, handling objections, closing the sale, following up
- b) Advertising, telemarketing, social media marketing
- c) Branding, packaging, pricing, promotion, distribution
- d) None of the above

Answer: a) Prospecting, qualifying, presenting, handling objections, closing the sale, following up

### 5. What is the role of salespeople in personal selling?

- a) Building relationships with customers
- b) Identifying customer needs
- c) Providing tailored solutions
- d) All of the above

Answer: d) All of the above

### 6. What are the skills required for effective personal selling?

- a) Communication skills
- b) Active listening skills
- c) Product knowledge
- d) All of the above

Answer: d) All of the above

7. **What is the difference between transactional selling and relationship selling?**
- a) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships.
  - b) Transactional selling is focused on building long-term customer relationships, while relationship selling is focused on making quick sales.
  - c) Both are the same approach.
  - d) None of the above.

**Answer: a) Transactional selling is focused on making quick sales, while relationship selling is focused on building long-term customer relationships.**

8. **What are some common sales force automation tools used in personal selling?**
- a) CRM systems
  - b) Lead management systems
  - c) Sales forecasting tools
  - d) All of the above

**Answer: d) All of the above**

9. **What are the challenges faced by salespeople in personal selling?**
- a) Rejection
  - b) Competition
  - c) Need to adapt to changing customer needs and preferences
  - d) All of the above

**Answer: d) All of the above**

10. **What is the primary objective of personal selling?**
- a) Building relationships with customers
  - b) Providing customer service
  - c) Generating leads
  - d) Persuading customers to purchase a product or service

**Answer: d) Persuading customers to purchase a product or service**

## Lec 34 - Sales Promotion

1. Which of the following is an example of a sales promotion?

- A) Product packaging
- B) Advertising
- C) Public relations
- D) Coupons

Answer: D) Coupons

2. Which of the following sales promotion tactics is designed to encourage repeat purchases?

- A) Coupons
- B) Rebates
- C) Loyalty programs
- D) Contests

Answer: C) Loyalty programs

3. A company offers a discount to customers who purchase a certain quantity of their product. This is an example of which type of sales promotion?

- A) Coupons
- B) Rebates
- C) Quantity discounts
- D) Sampling

Answer: C) Quantity discounts

4. Which of the following sales promotion tactics is designed to increase trial of a product?

- A) Coupons
- B) Rebates
- C) Loyalty programs
- D) Contests

Answer: A) Coupons

5. Which of the following is an example of a trade promotion?

- A) Coupons
- B) Rebates
- C) Free samples
- D) Slotting fees

Answer: D) Slotting fees

6. A company offers a free sample of their product to customers. This is an example of which type of sales promotion?

- A) Coupons
- B) Rebates
- C) Quantity discounts
- D) Sampling

**Answer: D) Sampling**

**7. Which of the following is an example of a push promotion?**

- A) Coupons
- B) Rebates
- C) Advertising
- D) Public relations

**Answer: C) Advertising**

**8. Which of the following is an example of a pull promotion?**

- A) Coupons
- B) Rebates
- C) Sales force promotions
- D) Public relations

**Answer: A) Coupons**

**9. Which of the following is a disadvantage of sales promotions?**

- A) Increased brand awareness
- B) Increased customer loyalty
- C) Reduced profit margins
- D) Increased sales volume

**Answer: C) Reduced profit margins**

**10. Which of the following is an example of a premium promotion?**

- A) Coupons
- B) Rebates
- C) Free gifts
- D) Slotting fees

**Answer: C) Free gifts**

## Lec 35 - The Productivity

1. **What is productivity?**

- A) The amount of money a company earns
- B) The efficiency and effectiveness of resource usage
- C) The number of employees a company has
- D) The size of a company's revenue

Answer: B

2. **Which of the following is NOT a factor that can affect productivity?**

- A) Workforce training
- B) Production processes
- C) Investment in technology and infrastructure
- D) The number of employees a company has

Answer: D

3. **Why is productivity important?**

- A) It can lead to increased output and lower costs
- B) It is a measure of a company's revenue
- C) It determines a company's profitability
- D) It is an indicator of customer satisfaction

Answer: A

4. **What is a common method for improving productivity?**

- A) Hiring more employees
- B) Reducing employee salaries
- C) Investing in technology and infrastructure
- D) Reducing employee benefits

Answer: C

5. **Which of the following is an example of a productivity metric?**

- A) Number of employees in a company
- B) Revenue generated by a company
- C) Output per employee hour
- D) Customer satisfaction ratings

Answer: C

6. **Which industry typically has the highest productivity levels?**

- A) Manufacturing
- B) Retail
- C) Hospitality
- D) Healthcare

Answer: A

7. **What is the relationship between productivity and economic growth?**

- A) Higher productivity leads to lower economic growth
- B) Lower productivity leads to higher economic growth
- C) Higher productivity leads to higher economic growth
- D) Productivity has no impact on economic growth

8. **What is the difference between labor productivity and total factor productivity?**

- A) Labor productivity measures output per worker, while total factor productivity measures output per unit of capital and labor
- B) Labor productivity measures output per unit of capital and labor, while total factor productivity measures output per worker
- C) There is no difference between the two measures
- D) Total factor productivity measures only the output of labor, while labor productivity measures both labor and capital

**Answer: A**

9. **Which of the following is an example of an external factor that can impact productivity?**

- A) Workforce training
- B) Production processes
- C) Government regulations
- D) Investment in technology and infrastructure

**Answer: C**

10. **What is the impact of low productivity on a company?**

- A) Increased costs and reduced output
- B) Increased revenue and higher profits
- C) Improved customer satisfaction
- D) Increased market share

**Answer: A**

## Lec 36 - Tools for Production Planning

1. Which of the following is a tool for production planning?

- A) Microsoft Excel
- B) Adobe Photoshop
- C) Autodesk AutoCAD
- D) Google Drive

Answer: C) Autodesk AutoCAD

2. What does MRP stand for in production planning?

- A) Manufacturing Resource Planning
- B) Material Resource Planning
- C) Marketing Resource Planning
- D) Management Resource Planning

Answer: B) Material Resource Planning

3. Which of the following is not a production planning tool?

- A) Statistical process control (SPC)
- B) Computer-aided design (CAD) software
- C) Enterprise resource planning (ERP) software
- D) Adobe Illustrator

Answer: D) Adobe Illustrator

4. What is the primary benefit of using production planning tools?

- A) To increase costs
- B) To improve efficiency
- C) To reduce output
- D) To decrease profits

Answer: B) To improve efficiency

5. Which tool is used for scheduling production tasks and tracking inventory levels?

- A) MRP
- B) ERP
- C) SPC
- D) CAD

Answer: A) MRP

6. Which of the following is a CAD software commonly used in production planning?

- A) Microsoft Word
- B) Adobe Acrobat
- C) Autodesk Inventor
- D) Google Sheets

Answer: C) Autodesk Inventor

7. What does ERP stand for in production planning?

- A) Enterprise Resource Planning
- B) Energy Resource Planning
- C) Environmental Resource Planning
- D) Economic Resource Planning

Answer: A) Enterprise Resource Planning

8. **Which tool is used to monitor and control production processes?**

- A) SPC
- B) CAD
- C) MRP
- D) ERP

**Answer: A) SPC**

9. **Which of the following is not a function of production planning tools?**

- A) Inventory management
- B) Resource allocation
- C) Cost reduction
- D) Customer service

**Answer: D) Customer service**

10. **What is the primary objective of using production planning tools?**

- A) To increase costs
- B) To reduce efficiency
- C) To decrease profits
- D) To optimize production processes

**Answer: D) To optimize production processes**



## Lec 37 - Total Quality Management

1. Which of the following is NOT a principle of Total Quality Management?

- A) Continuous improvement
- B) Customer focus
- C) Employee empowerment
- D) Micromanagement

Answer: D) Micromanagement

2. Which of the following is NOT a component of the Deming cycle?

- A) Plan
- B) Do
- C) Check
- D) Act

Answer: D) Act

3. Which of the following is a tool used in statistical process control?

- A) Histogram
- B) Fishbone diagram
- C) Affinity diagram
- D) Pareto chart

Answer: A) Histogram

4. Which of the following is NOT a cost associated with poor quality?

- A) Prevention costs
- B) Appraisal costs
- C) External failure costs
- D) Internal development costs

Answer: D) Internal development costs

5. Which of the following is a key element of Six Sigma?

- A) Employee empowerment
- B) Continuous improvement
- C) Customer focus
- D) Lean manufacturing

Answer: B) Continuous improvement

6. Which of the following is NOT one of the 7 basic tools of quality?

- A) Flowchart
- B) Histogram
- C) Scatter plot
- D) Fishbone diagram

Answer: C) Scatter plot

7. **Which of the following is a technique used in Total Quality Management for gathering ideas?**
- A) Affinity diagram
  - B) Control chart
  - C) Gantt chart
  - D) Pareto chart

**Answer: A) Affinity diagram**

8. **Which of the following is a technique used in Total Quality Management for identifying the most important issues to address?**
- A) Brainstorming
  - B) Flowcharting
  - C) Pareto analysis
  - D) Quality circles

**Answer: C) Pareto analysis**

9. **Which of the following is a key characteristic of a Total Quality Management culture?**
- A) Micromanagement
  - B) Blaming individuals for mistakes
  - C) Punishing employees for making errors
  - D) Empowering employees to improve processes

**Answer: D) Empowering employees to improve processes**

10. **Which of the following is a benefit of Total Quality Management?**
- A) Decreased customer satisfaction
  - B) Increased costs
  - C) Improved employee morale
  - D) Decreased productivity

**Answer: C) Improved employee morale**

## Lec 38 - Total Quality Management (Continued)

1. **What is the primary focus of Total Quality Management?**

- a) Reducing costs
- b) Enhancing employee empowerment
- c) Improving quality
- d) All of the above

Answer: c) Improving quality

2. **What is the goal of continuous improvement in TQM?**

- a) To achieve ever-higher levels of quality and efficiency
- b) To reduce costs and increase profits
- c) To eliminate waste in processes
- d) To achieve customer satisfaction

Answer: a) To achieve ever-higher levels of quality and efficiency

3. **What is statistical process control?**

- a) A tool used to monitor and control processes in TQM
- b) A technique used to reduce waste in manufacturing
- c) A method of quality assurance for products
- d) A process of benchmarking organizational performance

Answer: a) A tool used to monitor and control processes in TQM

4. **What is benchmarking?**

- a) A tool used to compare organizational performance
- b) A technique used to reduce waste in production
- c) A method of measuring customer satisfaction
- d) A process of employee empowerment

Answer: a) A tool used to compare organizational performance

5. **What is the role of top management in TQM?**

- a) Providing leadership and support
- b) Identifying customer needs and expectations
- c) Participating in quality circles
- d) Monitoring process improvement

Answer: a) Providing leadership and support

6. **What is a quality circle?**

- a) A team of employees who meet regularly to identify and solve quality-related problems
- b) A method of statistical process control
- c) A tool used for benchmarking organizational performance
- d) A process of continuous improvement

Answer: a) A team of employees who meet regularly to identify and solve quality-related problems

7. **What is the importance of customer feedback in TQM?**

- a) It helps to identify areas for improvement
- b) It reduces costs and waste
- c) It enhances employee empowerment
- d) It improves leadership effectiveness

**Answer: a) It helps to identify areas for improvement**

8. **What is the benefit of TQM for organizations?**

- a) Improved customer satisfaction
- b) Reduced employee empowerment
- c) Increased waste and costs
- d) Decreased competitive advantage

**Answer: a) Improved customer satisfaction**

9. **What is the key principle of TQM?**

- a) Employee empowerment
- b) Continuous improvement
- c) Cost reduction
- d) Customer focus

**Answer: d) Customer focus**

10. **What is the role of employees in TQM?**

- a) To participate in quality circles
- b) To monitor process improvement
- c) To reduce waste in production
- d) All of the above

**Answer: d) All of the above**

## Lec 39 - Benchmarking

1. **What is benchmarking?**

- A. A process of comparing organizational performance to industry standards.
- B. A process of monitoring employee productivity.
- C. A process of reducing waste in manufacturing.

Answer: A

2. **Which of the following is not a type of benchmarking?**

- A. Internal benchmarking
- B. Competitive benchmarking
- C. Customer benchmarking
- D. Profit benchmarking

Answer: D

3. **What is the first step in the benchmarking process?**

- A. Identify areas for improvement
- B. Determine benchmarking partners
- C. Collect data

Answer: A

4. **Which of the following is not a benefit of benchmarking?**

- A. Increased costs
- B. Improved quality
- C. Enhanced competitiveness
- D. Increased efficiency

Answer: A

5. **Which of the following is a limitation of benchmarking?**

- A. It is time-consuming and expensive.
- B. It requires extensive training of employees.
- C. It is only applicable to manufacturing organizations.

Answer: A

6. **What is competitive benchmarking?**

- A. Comparing an organization's performance to industry standards.
- B. Comparing an organization's performance to its direct competitors.
- C. Comparing an organization's performance to its own past performance.

Answer: B

7. **Which of the following is not a step in the benchmarking process?**

- A. Analyze data
- B. Implement improvements
- C. Develop performance goals
- D. Conduct employee evaluations

Answer: D

8. **What is functional benchmarking?**

- A. Comparing an organization's performance to industry standards.
- B. Comparing an organization's performance to its direct competitors.
- C. Comparing an organization's performance to organizations in different industries.

Answer: C

9. **What is internal benchmarking?**

- A. Comparing an organization's performance to industry standards.
- B. Comparing an organization's performance to its direct competitors.
- C. Comparing an organization's performance to its own past performance.

**Answer: C**

10. **What is the main purpose of benchmarking?**

- A. To compare an organization's performance to industry standards.
- B. To identify areas for improvement.
- C. To reduce waste in manufacturing.

**Answer: B**

## Lec 40 - Communication

1. Which of the following is not a component of effective communication?

- a) Sender
- b) Receiver
- c) Noise
- d) Distortion

Answer: d) Distortion

2. What is the process of receiving and interpreting messages called?

- a) Encoding
- b) Decoding
- c) Feedback
- d) Context

Answer: b) Decoding

3. Which of the following is an example of nonverbal communication?

- a) Speaking
- b) Writing
- c) Gesturing
- d) Emailing

Answer: c) Gesturing

4. Which of the following is an example of formal communication?

- a) A casual conversation
- b) A memo from a supervisor
- c) An email to a friend
- d) A phone call to a family member

Answer: b) A memo from a supervisor

5. Which of the following is a barrier to effective communication?

- a) Clarity
- b) Trust
- c) Noise
- d) Active listening

Answer: c) Noise

6. Which of the following is an example of downward communication?

- a) A manager communicating with employees
- b) Employees communicating with each other
- c) Employees communicating with managers
- d) A board member communicating with shareholders

Answer: a) A manager communicating with employees

7. **Which of the following is an example of lateral communication?**

- a) A manager communicating with employees
- b) Employees communicating with each other
- c) Employees communicating with managers
- d) A board member communicating with shareholders

**Answer: b) Employees communicating with each other**

8. **Which of the following is an example of upward communication?**

- a) A manager communicating with employees
- b) Employees communicating with each other
- c) Employees communicating with managers
- d) A board member communicating with shareholders

**Answer: c) Employees communicating with managers**

9. **Which of the following is an example of informal communication?**

- a) A memo from a supervisor
- b) An email to a friend
- c) A phone call to a family member
- d) A company newsletter

**Answer: b) An email to a friend**

10. **What is the process of verifying the accuracy of information called?**

- a) Feedback
- b) Clarification
- c) Encoding
- d) Decoding

**Answer: b) Clarification**



## Lec 41 - Non-Verbal Communication Modes

1. Which of the following is an example of non-verbal communication?

- a) Speaking
- b) Writing
- c) Smiling
- d) Texting

Answer: c) Smiling

2. Which of the following is an example of paralinguistic communication?

- a) Eye contact
- b) Facial expressions
- c) Tone of voice
- d) Gestures

Answer: c) Tone of voice

3. Which of the following is an example of kinesic communication?

- a) Shaking hands
- b) Nodding head
- c) Raising eyebrows
- d) All of the above

Answer: d) All of the above

4. Which of the following is an example of haptic communication?

- a) Touching someone's arm
- b) Waving goodbye
- c) Nodding head
- d) Using facial expressions

Answer: a) Touching someone's arm

5. Which of the following is an example of proxemic communication?

- a) Using hand gestures
- b) Making eye contact
- c) Standing close to someone
- d) Raising voice

Answer: c) Standing close to someone

6. Which of the following is an example of chronemic communication?

- a) Using emojis
- b) Sending text messages
- c) Being punctual
- d) Using slang

Answer: c) Being punctual

7. **Which of the following is an example of olfactory communication?**

- a) Using perfume
- b) Wearing a hat
- c) Making eye contact
- d) Using hand gestures

**Answer: a) Using perfume**

8. **Which of the following is an example of physical appearance communication?**

- a) Making eye contact
- b) Using facial expressions
- c) Dressing professionally
- d) Nodding head

**Answer: c) Dressing professionally**

9. **Which of the following is an example of posture communication?**

- a) Using hand gestures
- b) Making eye contact
- c) Sitting with crossed legs
- d) Using facial expressions

**Answer: c) Sitting with crossed legs**

10. **Which of the following is an example of silence communication?**

- a) Using slang
- b) Nodding head
- c) Making eye contact
- d) Pausing before speaking

**Answer: d) Pausing before speaking**

## Lec 42 - Application of Information System in the Organizations

1. Which of the following is an example of an information system used for financial management in organizations?

- a. Customer Relationship Management (CRM)
- b. Enterprise Resource Planning (ERP)
- c. Decision Support System (DSS)
- d. Accounting Information System (AIS)

Answer: d. Accounting Information System (AIS)

2. Which of the following is an example of an information system used for supply chain management in organizations?

- a. Human Resource Management System (HRMS)
- b. Knowledge Management System (KMS)
- c. Material Requirement Planning (MRP)
- d. Sales Force Automation (SFA)

Answer: c. Material Requirement Planning (MRP)

3. Which of the following is an example of an information system used for customer relationship management in organizations?

- a. Enterprise Resource Planning (ERP)
- b. Sales Force Automation (SFA)
- c. Business Intelligence (BI)
- d. Supply Chain Management (SCM)

Answer: b. Sales Force Automation (SFA)

4. Which of the following is an example of an information system used for human resource management in organizations?

- a. Enterprise Resource Planning (ERP)
- b. Decision Support System (DSS)
- c. Customer Relationship Management (CRM)
- d. Human Resource Management System (HRMS)

Answer: d. Human Resource Management System (HRMS)

5. Which of the following is an example of an information system used for business intelligence in organizations?

- a. Decision Support System (DSS)
- b. Sales Force Automation (SFA)
- c. Knowledge Management System (KMS)
- d. Customer Relationship Management (CRM)

Answer: a. Decision Support System (DSS)

6. Which of the following is an example of an information system used for project management in organizations?

- a. Supply Chain Management (SCM)
- b. Business Process Management (BPM)
- c. Project Management Information System (PMIS)
- d. Enterprise Content Management (ECM)

Answer: c. Project Management Information System (PMIS)

7. Which of the following is an example of an information system used for marketing in organizations?

- a. Supply Chain Management (SCM)
- b. Customer Relationship Management (CRM)
- c. Business Intelligence (BI)
- d. Enterprise Resource Planning (ERP)

**Answer: b. Customer Relationship Management (CRM)**

8. **Which of the following is an example of an information system used for e-commerce in organizations?**

- a. Online Transaction Processing (OLTP)
- b. Material Requirement Planning (MRP)
- c. Sales Force Automation (SFA)
- d. Enterprise Content Management (ECM)

**Answer: a. Online Transaction Processing (OLTP)**

9. **Which of the following is an example of an information system used for knowledge management in organizations?**

- a. Business Process Management (BPM)
- b. Human Resource Management System (HRMS)
- c. Enterprise Content Management (ECM)
- d. Knowledge Management System (KMS)

**Answer: d. Knowledge Management System (KMS)**

10. **Which of the following is an example of an information system used for logistics management in organizations?**

- a. Supply Chain Management (SCM)
- b. Enterprise Resource Planning (ERP)
- c. Business Intelligence (BI)
- d. Decision Support System (DSS)

**Answer: a. Supply Chain Management (SCM)**

## Lec 43 - Accounting

1. Which of the following is NOT a financial statement?

- a) Balance sheet
- b) Income statement
- c) Cash flow statement
- d) Sales report

Answer: d) Sales report

2. What is the purpose of a balance sheet?

- a) To show the profitability of a company
- b) To provide information about cash inflows and outflows
- c) To show the financial position of a company at a specific point in time
- d) To report the revenues and expenses of a company over a period of time

Answer: c) To show the financial position of a company at a specific point in time

3. Which accounting principle requires that expenses be recorded in the same period as the related revenues?

- a) Matching principle
- b) Revenue recognition principle
- c) Cost principle
- d) Conservatism principle

Answer: a) Matching principle

4. Which of the following is an example of a current liability?

- a) Mortgage payable
- b) Accounts receivable
- c) Accounts payable
- d) Long-term notes payable

Answer: c) Accounts payable

5. What is the purpose of an income statement?

- a) To show the financial position of a company at a specific point in time
- b) To provide information about cash inflows and outflows
- c) To report the revenues and expenses of a company over a period of time
- d) To show the profitability of a company

Answer: d) To show the profitability of a company

6. What is the purpose of a cash flow statement?

- a) To show the financial position of a company at a specific point in time
- b) To provide information about cash inflows and outflows
- c) To report the revenues and expenses of a company over a period of time
- d) To show the profitability of a company

Answer: b) To provide information about cash inflows and outflows

7. **Which of the following is an example of a fixed asset?**

- a) Inventory
- b) Accounts receivable
- c) Land
- d) Prepaid expenses

**Answer: c) Land**

8. **What is the purpose of a trial balance?**

- a) To ensure that the total debits equal the total credits
- b) To prepare financial statements
- c) To record adjusting entries
- d) To calculate the net income of a company

**Answer: a) To ensure that the total debits equal the total credits**

9. **What is the purpose of adjusting entries?**

- a) To record transactions in the general ledger
- b) To calculate the net income of a company
- c) To bring accounts up to date and match revenues and expenses
- d) To close temporary accounts at the end of the accounting period

**Answer: c) To bring accounts up to date and match revenues and expenses**

10. **What is the purpose of a general journal?**

- a) To record transactions in the general ledger
- b) To prepare financial statements
- c) To record adjusting entries
- d) To calculate the net income of a company

**Answer: a) To record transactions in the general ledger**

## Lec 44 - Tools of the Accounting Trade

- 1. Which software is commonly used in accounting?**
  - a) Photoshop
  - b) QuickBooks
  - c) Adobe Premiere
  - d) Microsoft Word

**Answer: b) QuickBooks**
- 2. Which spreadsheet program is commonly used in accounting?**
  - a) Google Sheets
  - b) Microsoft PowerPoint
  - c) Microsoft Excel
  - d) Apple Numbers

**Answer: c) Microsoft Excel**
- 3. Which of the following is a tool used for electronic payments in accounting?**
  - a) Venmo
  - b) PayPal
  - c) Cash App
  - d) All of the above

**Answer: d) All of the above**
- 4. Which reference material is commonly used by accountants?**
  - a) Cookbooks
  - b) Tax guides
  - c) Fiction novels
  - d) Biographies

**Answer: b) Tax guides**
- 5. Which tool is used for managing documents in accounting?**
  - a) Adobe Acrobat
  - b) Photoshop
  - c) Microsoft Excel
  - d) Document management system

**Answer: d) Document management system**
- 6. Which financial calculator is commonly used in accounting?**
  - a) Casio
  - b) HP
  - c) Texas Instruments
  - d) All of the above

**Answer: d) All of the above**
- 7. Which tool is used for creating financial statements in accounting?**
  - a) Microsoft PowerPoint
  - b) Adobe Photoshop
  - c) Microsoft Excel
  - d) Financial reporting software

**Answer: d) Financial reporting software**

8. Which software is commonly used for payroll management in accounting?

- a) Xero
- b) QuickBooks
- c) ADP
- d) Sage

Answer: c) ADP

9. Which tool is used for managing inventory in accounting?

- a) Barcode scanner
- b) Microsoft Excel
- c) Financial reporting software
- d) Document management system

Answer: a) Barcode scanner

10. Which tool is used for calculating taxes in accounting?

- a) Tax calculator
- b) Tax guide
- c) Tax software
- d) Financial reporting software

Answer: c) Tax software



## Lec 45 - Financial Management

- Which of the following is not a primary objective of financial management?**
  - Maximizing shareholder wealth
  - Maximizing profits
  - Minimizing risk
  - Maximizing market share

**Answer: d) Maximizing market share**
- The net present value (NPV) method is used to:**
  - Evaluate the profitability of a project
  - Determine the payback period of a project
  - Calculate the internal rate of return of a project
  - None of the above

**Answer: a) Evaluate the profitability of a project**
- The capital asset pricing model (CAPM) is used to calculate:**
  - The cost of debt
  - The cost of equity
  - The weighted average cost of capital (WACC)
  - None of the above

**Answer: b) The cost of equity**
- A company's current ratio is calculated by dividing its current assets by its:**
  - Total assets
  - Long-term liabilities
  - Current liabilities
  - Shareholders' equity

**Answer: c) Current liabilities**
- The time value of money refers to:**
  - The idea that money today is worth more than the same amount of money in the future
  - The idea that money today is worth less than the same amount of money in the future
  - The idea that money has the same value regardless of when it is received
  - None of the above

**Answer: a) The idea that money today is worth more than the same amount of money in the future**
- The debt-to-equity ratio is calculated by dividing a company's total liabilities by its:**
  - Total assets
  - Shareholders' equity
  - Net income
  - Gross profit

**Answer: b) Shareholders' equity**
- The quick ratio is a measure of a company's:**
  - Liquidity
  - Solvency
  - Profitability
  - Efficiency

**Answer: a) Liquidity**

8. **The goal of financial leverage is to:**

- a) Increase a company's profitability
- b) Reduce a company's risk
- c) Maximize a company's market share
- d) Increase a company's return on investment (ROI)

**Answer: d) Increase a company's return on investment (ROI)**

9. **The internal rate of return (IRR) is the discount rate that makes the:**

- a) NPV of a project positive
- b) NPV of a project negative
- c) Payback period of a project equal to its useful life
- d) None of the above

**Answer: a) NPV of a project positive**

10. **A company's cash flow statement shows:**

- a) Its revenue and expenses over a period of time
- b) Its assets, liabilities, and equity at a specific point in time
- c) Its cash inflows and outflows over a period of time
- d) None of the above

**Answer: c) Its cash inflows and outflows over a period of time**

