

Seva Sadan College of Arts, Science and Commerce

Academic Year 2019-2020 Examinations Sept-Oct 2020 (First Half 2020)

Sample Questions

Class: T.Y.BMS Semester VI

Subject : Retail Management

Question Name	Option A	Option B	Option C	Option D	Correct Answer
1. _____ means "Sale of goods or commodities in small quantities directly to consumers"	Wholesaler	Distributor	Retail	Trader	C
2. Retail has been categorized into two segments such as _____ retail sector and _____ retail sector.	small and large	organized and unorganized	wholesale and traders	Wholesaler and manufacturer	B
3. The _____ has direct links with the manufacturer and buys products or goods directly from him.	Wholesaler	Trader	Distributor	Retail	A
4. _____ is defined as "The set of business activities that adds value to the products and services sold to consumers for their personal or family use".	trading	Retailing	wholesaling	manufacturing	B
5. Retailers sell in _____ quantities as they sell directly to the final consumers.	large	medium	small	Extra large	C
6. _____ approved three FDI in Mountain Trail Food, Kohler India Corporation, and Merlin Entertainments India in the single brand retail sector.	organized	unorganized	Industrial policy and promotion (DIPP)	consumer complaint management	C
7. Around 96% of Indian retail sector is _____ whereby majority of sales take place through also popularly known as kirana or mom-and-pop stores.	organized	small	unorganized	large	C
8. _____ Industry is one of the fastest changing and vibrant industries in the world.	Manufacturing	Retail	wholesale	textiles	B
9. _____ has been categorized into two segments such as organized retail sector and unorganized retail sector.	Manufacturing	wholesale	Retail	textiles	C
10. _____ retail sector is holding the larger share of the retail market.	unorganized	organized	small	large	A
11. _____ involves a direct interface with the customer and the coordination of business activities from end to end.	Manufacturing	retailing	wholesale	private labels	B
12. For _____ retailers a store's physical layout is an important component in creating a retail experience that will attract customers.	Non-store based	store-based	public based	private based	B

13. _____ sector refers to the sectors undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc.	multi-channel	organized retail	unorganized	speciality	B
14. _____ retailing refers to the traditional formats of low-cost retailing, for example, local kirana shops, general stores, etc.	organized	unorganized	convenience	multi-channel	B
15. _____ retailing as a great enabler for remodelling retail organizations around the customer, reinforcing brand and driving sustainable, profitable growth.	organized	unorganized	convenience	multi-channel	D
16. _____ stores are having narrow product line with deep variety, viz. apparel stores, book stores etc.	speciality	departmental	convenience	non store	A
17. Retailing of various products by carrying out operations from store is known as _____ Retailing.	Unorganized	indirect or disguised	store	Direct	C
18. Direct mail, catalog marketing, tele marketing are _____ form of marketing.	Direct	Indirect	Multi-channel	Unorganized	A
19. _____ store is a large retail store offering wide variety of products under one roof separated by different departments.	speciality	departmental	convenience	non store	B
20. _____ stores are relatively small store located near residential area, open long hours, 7 days a week and carrying a limited line of high-turnover convenience products at slightly higher prices.	speciality	departmental	convenience	non store	C
21. Retailing done without conventional store based locations is called as _____ retailing.	speciality	departmental	convenience	non store	D
22. _____ defined as computer-to-computer transmission of standardized business transactions.	RFID	Electronic data interchange	Data Mining	LAN	B
23. _____ identifies the items using a tag, which is made up of a microchip with a coiled antenna, and a reader with an antenna.	Electronic data interchange	LAN	RFID	Data Mining	C
24. _____ is a powerful tool for retail supply chain management.	LAN	Data Mining	Electronic data interchange	RFID	B
25. A wireless _____ can enable secure voice communication that is free from interference, operates in unlicensed spectrum, and is encrypted to prevent eaves dropping.	Data Mining	Electronic data interchange	LAN	RFID	C
26. _____ refers to small electronic devices that consist of a small chip and an antenna.	LAN	RFID	Electronic data interchange	Data Mining	B
27. _____ is the use of electronic and digital equipment for monitoring retail stores in the form of CCTV equipment.	electronic surveillance	RFID	EDI	FDI	A
28. _____ identifies the items using a tag, which is made up of a microchip with a coiled antenna, and a reader with an antenna.	electronic surveillance	RFID	EDI	FDI	B
29. An _____ is a system used by retailers to display product price and information on the shelves.	electronic surveillance	electronic shelf	EDI	FDI	B

30. _____ is form of foriegn investment which comes in form of physical setup plant in the country where investor wishes to invest.	FII	FPI	FDI	IIP	C
31. _____ Is the most preferred mode through which foreign players have entered the indian market. It is the easiest route to enter the indian market.	FII	Franchising	FDI	IIP	B
32. _____ is an important part of defensive marketing strategy which aims at customer retention by pleasing them, in contrast with the offensive marketing strategy that focus on generating new customers.	FDI	Consumer complaint management	Department of Industrial policy and promotion (DIPP)	IIP	B
Subject : Brand Management					
Brand awareness consists of brand recognition and brand _____	Growth	Recall	Presence	Strategies	B
Achieving the right brand identity means creating brand _____ with customers.	Salience	Resonance	Performance	Awareness	A
Brand _____ is customer's personal opinions and evaluations of the brand.	Judgment	Imagery	Reliability	Identity	A
Brand resonance and the relationships consumers have with brands have two dimensions: intensity and _____	Growth	Judgment	Activity	Equity	C
The strategic brand management process starts with understanding what the brand represents and how it is _____ with respect to its competitors.	Marketing	Positioned	Targeted	Segmented	B
To create a strong brand image, marketers need to make sure that some strong brand associations are made which are different from the _____	Positioned	Valuable	Competitor	Segmented	C
A customer will choose a brand based on how compelling the _____ was as compared to other brands.	Difference	Similarity	Sameness	Opposite	A
If the brand positioning is conceptualized and executed well, it can be used by the company in various _____ activities.	Marketing	Society	Commercial	Social	A
A good positioning is something that must be _____ to the customer	Visible	Believable	Reasonable	Acceptable	B
Brand proliferation is the _____ of brand extension.	Same	Different	Opposite	Extension	C
Some _____ which have become well-known brands are Sony, Microsoft, Google, BMW, etc.	Celebrities	Sportsperson	Organization	Departments	C
Brand names can be registered and this gives _____ rights to the firm to take action against any competitor who misuses the brand name.	Legal	Moral	Illegal	Consumer	A
The legal term for brand is _____	Trademark	Status	Image	Position	A

_____ is basically the process of maintaining, improving and upholding a brand so that the name is associated with positive results.	Brand management	Symbol	Structure	Image	A
_____ is one of the major components of the companies brand.	Logo	Brand	Project	Loyalty	A
_____ are diagnostic tools to understand the true opinions and feelings of consumers when they are unwilling or otherwise unable to express themselves on these matters.	Instrumental techniques	Projective techniques	Research	Commanding	B
_____ relates to consumer's ability to identify the brand under a variety of circumstances.	Products	Brand management	Brand recall	Company success	C
_____ are those descriptive features that characterize a product or service.	Brand attributes	Brand awareness	Brand recognition	Brand equity	A
_____ describes how well the product or service meets customer's functional needs.	Brand image	Brand performance	Brand development	Brand competitor	B
Brand is a perpetual _____ that is rooted in reality.	Identity	Entity	Outdated	Impression	B
Brands build their strength by providing _____ products and services.	Inferior	Power	Superior	Deliverable	C
One of the key determinants of customers relation with the brand is how a _____ perceives a brand	Customer	Supplier	Wholesaler	Retailer	A
The most common is the financial benefit which enables a company to charge _____ premium for the brand	Loyalty	Company	Permission	Price	D
Branding is when that idea or image is _____ so that it is recognizable by more and more people, and identified	Sold	Marketed	Delivered	Purchased	B
Developing a _____ relationship with the target market is essential for brand management	Good	Bad	Strange	Manageable	A
The consumers always want _____ from a product.	Expectations	Discount	Variations	Connection	C
Customer- based brand equity occurs when the consumer has a high level of _____ and familiarity	Changeability	Awareness	Exposure	Ability	B
Brand attributes are those descriptive features that characterize a product or _____	Service	Value	Image	Awareness	A
The strong brands exhibit the _____ of branding.	Three C's	Four C's	Two C's	Five C's	A
People buy services purely based on their _____ that the person or business they're buying from will deliver as promised.	Goods	Understanding	Trust	Experience	C
Personality brands are _____ brands grown big time.	Buyer	Personal	Easier	Services	B
Brands save _____ making time	Difference	Advantages	Assignment	Decision	D
Brands give consumers a _____ to share.	Reason	Time	Creator	Uniqueness	A
The third and final way to build brand equity is to leverage _____ associations.	Borrower	Secondary	Auditor	Marketing	B
A brand _____ requires understanding sources of brand equity from the perspective of both the firm and the consumer.	Tracking	Audit	Equity	Identity	B

Subject : Indirect Tax					
1) First copy of tax Invoice for goods is marked as _____.	Original	Duplicate	Triplicate	Quadruplicate	A
2) Registered person need not give Tax Invoice when value of supply is less than _____.	Rs. 150	Rs. 200	Rs. 250	Rs. 300	B
3) Tax invoice for services is prepared in _____.	Single Copy	Duplicate Copy	Triplicate Copy	Quadruplicate Copy	B
4) Revised Invoice is used for _____.	Correction in original invoice	Correction in bill of supply	Issued by unregistered person	To give effect of registration from date of registration	D
5) Tax invoice for goods is prepared in _____.	Single Copy	Duplicate Copy	Triplicate Copy	None of these	C
6) Contents of Tax invoice is given in _____.	Rule 46	Rule 47	Rule 48	Rule 49	A
7) RCM means _____.	Reverse Charge Mechanism	Reliability Centered Maintainence	Revenue Cycle Management	None of these	A
8) Tax invoice must contain _____ code.	SAC	HSN	Both of these	None of these	B
9) A registered person is required to issue _____ note, where taxable value or tax charged in that tax invoice is found to be less than the taxable value or tax payable in respect of such supply	Debit Note	Credit Note	All of these	None of these	A
10) Invoice in GST is an important document to claim _____.	Refund	Input Tax Credit	Returns	Interest	B
11) The receipt must issue an invoice in following cases: _____.	The supplier falls to issue the invoice	The supplier is unregistered	notified for tax on reverse charge basis	All the above	B
12) The receipt voucher must contain: _____.	Details of goods or services	Invoice reference	Full value of supply	None of these	A

Subject : International Finance					
1) Effect of falling domestic rate: _____.	Reduces profitability of importers	profitability of importers	Either of the above	None of the above	A
2) _____ refers to the size or the scope of potential loss.	Risk	Uncertainty	Exposure	None of these	C
3) If two banks are quoting the following GDP rates: Bank A: Rs. 78.9810-79.1110 and Bank B: Rs. 79.0110 - 79.2350 the arbitrage opportunity will be _____.	100	0	124	142	B
4) _____ risk is also called as "Accounting Exposure".	Transaction	Economic	Translation	None of these	C
5) If the quote of bank ABC is EUR INR 68.00/30 and quote of Bank PQR is INR EUR 1.4550/1.4600, arbitrage opportunity will be _____.	2828	0	2882	2288	A
6) Internal techniques of managing FOREX risk includes all of the following, except _____.	Leading and Lagging	Matching	Split currency invoicing	Forward and future contracts	D

7) When a company has receipts and payments in the same foreign currency due at the same time, it can use _____ technique of managing forex risk.	Risk Sharing Agreement	Lagging	Leading	Matching	D
8) An investor looking at reducing his risk is known as _____.	Speculator	Hedger	Arbitrageur	Trader	B
9) _____ is a Tax levied on passive income earned by an individual or a corporation of one country within the tax jurisdiction of another country.	Income tax	Withholding Tax	Value Added Tax	Poll Tax	B
10) _____ is also known as secrecy jurisdiction.	Tax Haven	Tax pricing	Foreign Affiliate	None of these	A
11) A strategy used to reduce tax liabilities by pricing goods and services within a group structure in a way that it does not reflect the arm's length transaction_____.	Thin Capitalization	Repatriating Profits	Transfer pricing	Tax Haven	C
12) _____ is a tax avoidance technique whereby multinational subsidiaries are financed primarily by debt from the parent company instead of equity capital.	Thin Capitalization	Repatriating Profits	Transfer pricing	Tax Haven	A
13) Globalization means the phenomenon of _____.	Sourcing people and capital from where it is best available	Producing where it is most cost effective	Selling where the demand and markets are	All of these	D
14) _____ is the criterion that the taxable income is taxed in the same manner by the tax payer's national tax authority regardless of where in the world it is earned.	Capital- Export Neutrality	National Neutrality	Capital-Import Neutrality	None of these	B