

**TYBMS SEM VI (AC.YEAR 2019-2020) SAMPLE MCQ'S**

Sr no	Questions	Marks	Option 1	Option2	Option 3	Option 4
1	Media is _____ in nature .	2	Homogeneous	Heterogeneous	Harmonious	Limited
2	TRP stands for _____	2	Television Rating Points	Television Reporting Points	Transmission Rating Points	Transmission Review Points
3	In international marketing research, the use of ____ should be made liberally.	2	primary	secondary data	unpublished data	taxes
4	The International Finance Corporation, an affiliate of the World Bank was established in _____.	2	1919	1800	2020	1956
5	In PERT, the time estimated calculations using the formula $[(a + 4m + b) / 6]$ is _____ time.	2	latest	shortest	average expected	earliest
6	_____ Float is the amount of time that the activity completion time can be delayed without affecting the earliest start time of the immediate successor activity in the network.	2	Total	Free	Independent	Interference Float
7	Bid rate in the Quote -AUD/NZD 1.0408-1.0418 is _____	2	1.4008	1.0418	1.4418	1.0408
8	EUR/USD = 1.2596-1.2620, Percentage Spread = _____	2	1.2608	0.19	0.38	0.19

9	Every registered person required to keep and maintain books of account or other records	2	for a period of 2 years	for a period of 3 years	for a period of 5 years	for a period of 6 years
10	Details of outward supply shall be furnished in	2	GSTR 3	GSTR 2	GSTR 1A	GSTR1
11	_____ matrix helps in showcasing different brands in any given product category.	2	Brand Hierarchy	Brand-product	Sub-brands	Product Line
12	_____ are an extremely popular form of brand extension in which the new product carries both the parent brand name and a new name.	2	Sub-brands	Brand Hierarchy	Brand-product	Branding Strategy
13	Diversity is viewed as an integral part of _____.	2	Strategic planning	morals	results	diversity
14	_____ are appointed to help assimilate new employees into the organizational culture.	2	team	mentors	efforts	Stay interviews
15	the geographic area where maximum number of visitors will visit in a mall is	2	locality	entrances	windows	catchment
16	An important element of retail management linking the merchandise with the customer is	2	customer management	contact management	inventory management	store operations
17	Research indicates that it can feel extremely uncomfortable acting against one's _____ style.	2	Natural	Cross cultural	Communication	Artificial

18	Trained employees generate higher_____ .	2	spontaneous	Overconfidence	Positive attitude	Productivity
19	_____ power is based on the power-receiver having an identification with the power holder.	2	Reward	Referent	Legitimate	Social
20	The power which is based on belief that the powerholder has a legal right to exert influence is called as _____ power.	2	legitimate	coercive	reward	expert
21	XBRL presents solution to _____ problem.	2	Registered company	Government corporation	Communication	All of the above
22	The first taxonomy for financial reporting was released on _____.	2	30th June, 2003	31 <sup>st</sup> July, 2000	26th January, 2003	15th August, 2009
23	_____ Float is the amount of time that the activity completion time can be delayed without affecting the earliest start time of the immediate successor activity in the network.	2	Total	Free	Independent	Interference Float
24	In game theory, a choice that is optimal for a firm no matter what its competitors do is referred to as	2	the dominant strategy	the game-winning choice	super optimal	a gonzo selection
25	Airport retailing is suitable for merchandise items like	2	branded products	electronic durables	kitchen equipments	mobile phones