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Q.1 Which of the following methods cannot be associated with "below the line" method of promotion :

(A) Billboards Advertisement
(B) Sales promotion
(C) Websites
(D) Direct marketing
(E) Personal selling

Choose the **correct** answer from the options given below :

(1) (C) and (A) Only
(2) (A) and (B) Only
(3) (B) and (E) Only
(4) (D) and (E) Only

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015403**
Option 1 ID : **54025061609**
Option 2 ID : **54025061610**
Option 3 ID : **54025061611**
Option 4 ID : **54025061612**
Status : **Answered**
Chosen Option : **3**

Q.2 Identify an example of vertical merger from the list below :

(1) A leather shoes company merging with a pen manufacturing business
(2) A bank in US merges with a call centre to save costs of customer care division
(3) A car assembly plant in Germany merges with Indian car assembly plant to gain entry in India
(4) Two wheeler manufacturing business merges with a company making bi-cycles

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015409**
Option 1 ID : **54025061633**
Option 2 ID : **54025061634**
Option 3 ID : **54025061635**
Option 4 ID : **54025061636**
Status : **Not Answered**
Chosen Option : **--**

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Q.3 Match **List - I** with **List - II**.

List - I Concepts		**List - II** Terms	
(A)	Company A + Company B = Company C	(I)	Back flip acquisition
(B)	Cost saving as a result of a merger	(II)	Amalgamation
(C)	Private company takes over public company	(III)	Reverse Acquisition
(D)	Take over where buying company becomes subsidiary of purchased company	(IV)	Operational synergy

Choose the **correct** answer from the options given below :

(1) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

(2) (A)-(II), (B)-(IV), (C)-(III), (D)-(I)

(3) (A)-(IV), (B)-(II), (C)-(I), (D)-(III)

(4) (A)-(I), (B)-(IV), (C)-(II), (D)-(III)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015411**
Option 1 ID : **54025061641**
Option 2 ID : **54025061642**
Option 3 ID : **54025061643**
Option 4 ID : **54025061644**
Status : **Not Answered**
Chosen Option : **--**

Q.4 Which of the following belongs to Inventory Management ?

(A) ABC analysis

(B) Return on Investment

(C) Return on Equity

(D) EOQ (Economic Order Quantity)

(E) Reorder level

Choose the **correct** answer from the options given below :

(1) (A), (B) and (D) Only

(2) (A), (C), (D) and (E) Only

(3) (A), (C) and (D) Only

(4) (A), (D) and (E) Only

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015422**
Option 1 ID : **54025061685**
Option 2 ID : **54025061686**
Option 3 ID : **54025061687**
Option 4 ID : **54025061688**
Status : **Answered**
Chosen Option : **1**

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Q.5 Match **List - I** with **List - II**.

	List - I (Concept)		**List - II (Formulae)**
(A)	Return on Investment	(I)	Total current assets only
(B)	Return on Equity	(II)	$\sqrt{\frac{2PD}{C}}$
(C)	Working capital (Gross)	(III)	$\frac{\text{Net Profit}}{\text{Total Capital Invested}} \times 100$
(D)	EOQ (Economic Order Quantity)	(IV)	$\frac{\text{Net Income}}{\text{Equity}} \times 100$

Choose the **correct** answer from the options given below :

(1) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)

(2) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)

(3) (A)-(II), (B)-(IV), (C)-(I), (D)-(III)

(4) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015420**
Option 1 ID : **54025061677**
Option 2 ID : **54025061678**
Option 3 ID : **54025061679**
Option 4 ID : **54025061680**
Status : **Answered**
Chosen Option : **2**

Q.6 Which of the following refers to the cost that a company incurs when it makes a new issue of either stock or bonds ?

(1) Fixed cost

(2) Cost of capital

(3) Floatation cost

(4) Opportunity cost

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015430**
Option 1 ID : **54025061717**
Option 2 ID : **54025061718**
Option 3 ID : **54025061719**
Option 4 ID : **54025061720**
Status : **Answered**
Chosen Option : **4**

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Q.7 A three minute teaser to awaken the interest of potential investors. Which of the following business plan format does it relate to ?

(1) Elevator pitch
(2) Pitch deck with oral narrative
(3) Written presentation for external stakeholders
(4) Internal operational plan

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015396**
Option 1 ID : **54025061581**
Option 2 ID : **54025061582**
Option 3 ID : **54025061583**
Option 4 ID : **54025061584**
Status : **Not Answered**
Chosen Option : **--**

Q.8 Match **List - I** with **List - II**.

List - I **Methods of floatation of new issue**		**List - II** **Advantage**	
(A)	Public issue	(I)	Entrepreneurs do not wish to disclose information to the open market
(B)	Private placement	(II)	The investor seeks an appreciation of their investment and possibly dividends
(C)	Offer to employees	(III)	It is an inexpensive method as it does not require brokers, agents, underwriters etc.
(D)	Rights issue	(IV)	Low floatation cost and higher efficiency

Choose the **correct** answer from the options given below :

(1) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)
(2) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
(3) (A)-(III), (B)-(I), (C)-(II), (D)-(IV)
(4) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015424**
Option 1 ID : **54025061693**
Option 2 ID : **54025061694**
Option 3 ID : **54025061695**
Option 4 ID : **54025061696**
Status : **Not Answered**
Chosen Option : **--**

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Q.9 Which of the following is to facilitate transfer of resources from the savers to the entrepreneurs seeking funds for setting new enterprises ?

(1) Angel Investors
(2) Capital Market
(3) Primary Market
(4) Secondary Market

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015428**
Option 1 ID : **54025061709**
Option 2 ID : **54025061710**
Option 3 ID : **54025061711**
Option 4 ID : **54025061712**
Status : **Answered**
Chosen Option : **2**

Q.10 Alpha company manufacturing kids apparel has taken over Beta company which also manufactures kids apparel at a small scale. What can be the primary reason for this kind of takeover ?

(1) Entry into new markets
(2) Regulatory issues
(3) Human resource issues
(4) Value addition

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015415**
Option 1 ID : **54025061657**
Option 2 ID : **54025061658**
Option 3 ID : **54025061659**
Option 4 ID : **54025061660**
Status : **Answered**
Chosen Option : **1**

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Q.11 Match **List - I** with **List - II**.

	List - I		**List - II**
(A)	Product franchise business opportunity	(I)	Franchise purchases and distributes the products from franchisor and he provides customers to the franchisor for a fee
(B)	Manufacturing franchise opportunity	(II)	Franchisor provides the franchises with a proven method for operating a business
(C)	Business franchise opportunity ventures	(III)	Franchisor grants the right to manufacture a product and sell it to the public using franchisor's name
(D)	Business format franchise opportunity	(IV)	Franchisor grants the franchisee the authority to distribute goods using the name and trademark of manufacturer

Choose the **correct** answer from the options given below :

(1) (A)-(III), (B)-(II), (C)-(I), (D)-(IV)

(2) (A)-(IV), (B)-(I), (C)-(III), (D)-(II)

(3) (A)-(IV), (B)-(III), (C)-(I), (D)-(II)

(4) (A)-(II), (B)-(III), (C)-(I), (D)-(IV)

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015413**
Option 1 ID : **54025061649**
Option 2 ID : **54025061650**
Option 3 ID : **54025061651**
Option 4 ID : **54025061652**
Status : **Answered**
Chosen Option : **3**

Q.12 If a company has incurred expenses of Rs. 10,000 and it wants a profit margin of 20% on cost, at what rate will a company sell its product ?

(1) 10,000

(2) 12,000

(3) 11,000

(4) 6,000

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015401**
Option 1 ID : **54025061601**
Option 2 ID : **54025061602**
Option 3 ID : **54025061603**
Option 4 ID : **54025061604**
Status : **Not Answered**
Chosen Option : **--**

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Q.13 Which of the following is not related to human resource planning ?

(1) Recruitment
(2) Training
(3) Selection
(4) Inspection

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015399**
Option 1 ID : **54025061593**
Option 2 ID : **54025061594**
Option 3 ID : **54025061595**
Option 4 ID : **54025061596**
Status : **Answered**
Chosen Option : **4**

Q.14 Select the options that enlists the advantages of franchising to the franchisor :

(A) Cost advantages
(B) Product acceptance
(C) Operating controls
(D) Quick expansion
(E) Structural controls

Choose the **correct** answer from the options given below :

(1) (A) and (D) Only
(2) (A) and (B) Only
(3) (B) and (C) Only
(4) (D) and (E) Only

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015410**
Option 1 ID : **54025061637**
Option 2 ID : **54025061638**
Option 3 ID : **54025061639**
Option 4 ID : **54025061640**
Status : **Answered**
Chosen Option : **1**

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Q.15 Which of the following is NOT a reason for failure merger and acquisitions ?

(1) Difficulties in cultural integration
(2) Inadequate due diligence
(3) Acquiring new technology
(4) Overestimated synergies

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015414**
Option 1 ID : **54025061653**
Option 2 ID : **54025061654**
Option 3 ID : **54025061655**
Option 4 ID : **54025061656**
Status : **Not Answered**
Chosen Option : **--**

Q.16 Anjali, who is doing graduation from Delhi University, has got an idea to make a safety gadget for college going girls which will give alert message to the registered numbers as well as nearest police stations, if the wearer is in any kind of danger. To execute her idea, she requires finance. She convinced one of her teachers who has the knowledge of making such gadget to provide her finance for feasibility studies. She also picked up a loan from a local bank. Identify the source of funding used by Anjali :

(A) Primary Market
(B) Capital Market
(C) Venture Capital
(D) Angel Investor

Choose the **correct** answer from the options given below :

(1) (B) and (D) Only
(2) (A) and (C) Only
(3) (C) and (B) Only
(4) (C) and (D) Only

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015429**
Option 1 ID : **54025061713**
Option 2 ID : **54025061714**
Option 3 ID : **54025061715**
Option 4 ID : **54025061716**
Status : **Answered**
Chosen Option : **2**

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Q.17 Match **List - I** with **List - II**.

	List - I		List - II
(A)	Amul's message - 'A gift for someone you love'	(I)	Umbrella branding
(B)	Dove - soaps, moisturising cream, deodarants	(II)	Tagline
(C)	Golden Arched of Mc Donald	(III)	Brand name
(D)	Freshness of Liril	(IV)	Logo

Choose the **correct** answer from the options given below :

(1) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
(2) (A)-(III), (B)-(IV), (C)-(II), (D)-(I)
(3) (A)-(IV), (B)-(III), (C)-(I), (D)-(II)
(4) (A)-(II), (B)-(I), (C)-(IV), (D)-(III)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015404**
Option 1 ID : **54025061613**
Option 2 ID : **54025061614**
Option 3 ID : **54025061615**
Option 4 ID : **54025061616**
Status : **Answered**
Chosen Option : **4**

Q.18 Rajat is producing chewing gum that will be sold in the market for ₹ 1. The target consumer is from 5 year onwards. The market size of this is large and scattered all over the country. Identify the channel of distribution he should use :

(1) Direct channel
(2) Longest channel
(3) Small channel
(4) Two level channel

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015406**
Option 1 ID : **54025061621**
Option 2 ID : **54025061622**
Option 3 ID : **54025061623**
Option 4 ID : **54025061624**
Status : **Answered**
Chosen Option : **3**

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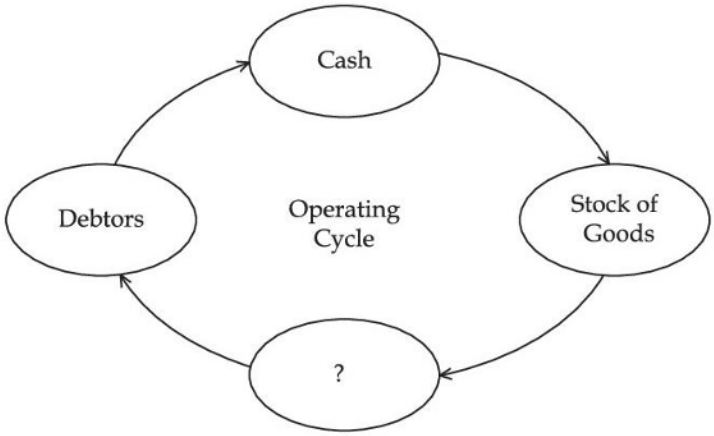
Q.19 If the unit selling price is Rs. 70,000, unit variable cost is 40,000 and the fixed expenses per month is 1,20,000, the break even quantity per month is _____.

(1) 5
(2) 4
(3) 10
(4) 5

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015423**
Option 1 ID : **54025061689**
Option 2 ID : **54025061690**
Option 3 ID : **54025061691**
Option 4 ID : **54025061692**
Status : **Answered**
Chosen Option : **2**

Q.20



Fill the missing circle in context to the operating cycle of a service industry :

(1) Raw material
(2) Work in progress
(3) Finished goods
(4) Sales

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015417**
Option 1 ID : **54025061665**
Option 2 ID : **54025061666**
Option 3 ID : **54025061667**
Option 4 ID : **54025061668**
Status : **Answered**
Chosen Option : **3**

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Q.21 Rohan, a qualified certified entrepreneur, decided to start a company providing communications services. It was like a dream for him. For him it was a first time to manage a company so he had a fear of involving high risk. However he lacked the necessary funds to give shape to his idea. He knew that if he failed to get investment from public, his dream will not turn into reality. So, he made a detailed business plan and presented his idea to a company which is run by a group of professional investors. They were impressed by his business plan and decided to fund his start up in exchange for an equity stake in business. The source of finance used by Rohan is :

(1) Angel investors
(2) Venture capitalist
(3) Both Angel investors and Venture capitalist
(4) Specialised financial institutions

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015425**
Option 1 ID : **54025061697**
Option 2 ID : **54025061698**
Option 3 ID : **54025061699**
Option 4 ID : **54025061700**
Status : **Answered**
Chosen Option : **3**

Q.22 The process of initiating production in accordance with pre-conceived production plan is called as :

(1) Shipping
(2) Dispatching
(3) Routing
(4) Scheduling

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015400**
Option 1 ID : **54025061597**
Option 2 ID : **54025061598**
Option 3 ID : **54025061599**
Option 4 ID : **54025061600**
Status : **Not Answered**
Chosen Option : **--**

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Q.23 Which of the following are characteristics of Sole Proprietorship ?

(A) No separate legal entity

(B) Sole beneficiary

(C) Limited finance and skills

(D) Utmost good faith

(E) Implied authority

Choose the **correct** answer from the options given below :

(1) (A), (B) and (D) Only

(2) (B), (C) and (E) Only

(3) (A), (B) and (C) Only

(4) (B), (C) and (D) Only

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015397**
Option 1 ID : **54025061585**
Option 2 ID : **54025061586**
Option 3 ID : **54025061587**
Option 4 ID : **54025061588**
Status : **Answered**
Chosen Option : **1**

Q.24 In Production Plan, under which situation some or all manufacturing process is to be subcontracted or outsourced.

(1) No manufacturing involved

(2) Partial manufacturing

(3) Complete manufacturing

(4) Double manufacturing

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015398**
Option 1 ID : **54025061589**
Option 2 ID : **54025061590**
Option 3 ID : **54025061591**
Option 4 ID : **54025061592**
Status : **Not Answered**
Chosen Option : **--**

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Q.25 Match **List - I** with **List - II**.

	List - I		List - II
(A)	Patents	(I)	Rajat created a 2D design of a pen
(B)	Copyright	(II)	Used for inventions
(C)	Industrial design	(III)	Ramesh wrote a book
(D)	Trademark	(IV)	Logo created for a product

Choose the **correct** answer from the options given below :

(1) (A)-(II), (B)-(IV), (C)-(I), (D)-(III)
(2) (A)-(II), (B)-(III), (C)-(I), (D)-(IV)
(3) (A)-(II), (B)-(I), (C)-(III), (D)-(IV)
(4) (A)-(I), (B)-(IV), (C)-(II), (D)-(III)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015408**
Option 1 ID : **54025061629**
Option 2 ID : **54025061630**
Option 3 ID : **54025061631**
Option 4 ID : **54025061632**
Status : **Answered**
Chosen Option : **3**

Q.26 Mr. Ravi, a producer of mask, came across a piece of information on his Whatsapp group, that a study had stated, that in June the 4th wave of deadly virus will be back. Based on the information, he increased his production capacity from 250 masks per day to 500 masks per day. Identify the trend.

(1) Think trend
(2) Watch trend
(3) Read trend
(4) Talk trend

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015391**
Option 1 ID : **54025061561**
Option 2 ID : **54025061562**
Option 3 ID : **54025061563**
Option 4 ID : **54025061564**
Status : **Answered**
Chosen Option : **1**

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Q.27 This is the early stage financing where capital is required by an entrepreneur for conducting research at pre-commercialization stage.

(1) Second round financing
(2) Seed capital finance
(3) Pre-start-up and start up
(4) Early financing

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015427**
Option 1 ID : **54025061705**
Option 2 ID : **54025061706**
Option 3 ID : **54025061707**
Option 4 ID : **54025061708**
Status : **Answered**
Chosen Option : **4**

Q.28 Rohan is selling 1000 t-shirts at a price of ₹ 800. The cost of placing the order is ₹ 400 per order. Inventory holding cost is ₹ 20 per annum. What is the economic order quantity for Rohan ?

(1) 200
(2) 400
(3) 350
(4) 120

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015418**
Option 1 ID : **54025061669**
Option 2 ID : **54025061670**
Option 3 ID : **54025061671**
Option 4 ID : **54025061672**
Status : **Answered**
Chosen Option : **3**

Q.29 Sensing entrepreneurial opportunities is a process of converting ideas into _____.

(1) enterprise
(2) opportunity
(3) innovation
(4) customers

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015393**
Option 1 ID : **54025061569**
Option 2 ID : **54025061570**
Option 3 ID : **54025061571**
Option 4 ID : **54025061572**
Status : **Answered**
Chosen Option : **1**

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Q.30 Mohit has created a pen that can be erased easily with the help of friction. He has informed the marketing department to ensure that all promotion is done by using the statement "No other pen has this particular feature." Identify the promotion strategy used by Mohit .

(1) Indirect sales strategy
(2) Direct sales strategy
(3) Promotion
(4) Personal selling

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015407**
Option 1 ID : **54025061625**
Option 2 ID : **54025061626**
Option 3 ID : **54025061627**
Option 4 ID : **54025061628**
Status : **Answered**
Chosen Option : **1**

Q.31 From the following identify the qualities of a good brand name :

(A) Symbolically eye catching
(B) Neither obscene, negative nor vulgar
(C) Either Hindi or English
(D) Short simple and easy to pronounce
(E) Always graphically represented

Choose the **correct** answer from the options given below :

(1) (A) and (B) Only
(2) (C), (D) and (E) Only
(3) (A), (C) and (D) Only
(4) (A), (B) and (D) Only

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015402**
Option 1 ID : **54025061605**
Option 2 ID : **54025061606**
Option 3 ID : **54025061607**
Option 4 ID : **54025061608**
Status : **Answered**
Chosen Option : **3**

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Q.32 Ritesh owns a departmental store. He has an equity stake of ₹ 20,000. He borrowed ₹ 30,000 with an interest rate of 10% per annum. He makes a gross profit of ₹ 10,000 per year. Calculate the ROE. (Return On Equity)

(1) 35%
(2) 17.5%
(3) 70%
(4) 2.91%

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015419**
Option 1 ID : **54025061673**
Option 2 ID : **54025061674**
Option 3 ID : **54025061675**
Option 4 ID : **54025061676**
Status : **Not Answered**
Chosen Option : **--**

Q.33 Match **List - I** with **List - II**.

	List - I		**List - II**
(A)	Patanjali	(I)	Individual Brand Name
(B)	i20 cars	(II)	Family Brand Name
(C)	Lux soaps	(III)	Corporative Brand Name
(D)	Oriflame	(IV)	Alpha-Numeric Name

Choose the **correct** answer from the options given below :

(1) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)
(2) (A)-(I), (B)-(II), (C)-(III), (D)-(IV)
(3) (A)-(II), (B)-(IV), (C)-(III), (D)-(I)
(4) (A)-(IV), (B)-(II), (C)-(III), (D)-(I)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015405**
Option 1 ID : **54025061617**
Option 2 ID : **54025061618**
Option 3 ID : **54025061619**
Option 4 ID : **54025061620**
Status : **Not Answered**
Chosen Option : **--**

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Q.34 Match **List - I** with **List - II**.

	List - I		List - II
(A)	Political environment	(I)	Many factories were closed as the Taj Mahals colour is turning yellow
(B)	Social environment	(II)	Compulsory for both riders on a motorcycle to wear helmet
(C)	Ecological environment	(III)	War between two countries
(D)	Legal environment	(IV)	Increase in population

Choose the **correct** answer from the options given below :

(1) (A)-(III), (B)-(IV), (C)-(I), (D)-(II)
(2) (A)-(III), (B)-(IV), (C)-(II), (D)-(I)
(3) (A)-(III), (B)-(I), (C)-(IV), (D)-(II)
(4) (A)-(II), (B)-(I), (C)-(III), (D)-(IV)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015395**
Option 1 ID : **54025061577**
Option 2 ID : **54025061578**
Option 3 ID : **54025061579**
Option 4 ID : **54025061580**
Status : **Answered**
Chosen Option : **3**

Q.35 Vimal Co. Ltd. was earlier producing pencils, now they have decided to venture into the field of notebooks and paper. So they decided to combine with Classmate Pvt. Ltd. for the same and formed a new company 'Vimate Pvt. Ltd.'. Identify the type of expansion strategy.

(1) Market Extension Merger
(2) Product Extension Merger
(3) Horizontal Merger
(4) Vertical Merger

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015412**
Option 1 ID : **54025061645**
Option 2 ID : **54025061646**
Option 3 ID : **54025061647**
Option 4 ID : **54025061648**
Status : **Answered**
Chosen Option : **2**

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Q.36 Calculate the net working capital from the following :

Work in progress	-	₹ 10,000
Short term borrowing	-	₹ 6,000
Accounts receivable	-	₹ 5,400
Outstanding expenses	-	₹ 2,600
Cash-in-hand	-	₹ 2,200
Long term investment	-	₹ 45,000

(1) ₹ 17,600
(2) ₹ 8,600
(3) ₹ 9,000
(4) ₹ 26,200

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015416**
Option 1 ID : **54025061661**
Option 2 ID : **54025061662**
Option 3 ID : **54025061663**
Option 4 ID : **54025061664**
Status : **Not Answered**
Chosen Option : **--**

Q.37 Which of the following is NOT an advantage of offering shares to employees ?
(1) Efficiency Improvement
(2) Low Employee Turnover
(3) Better Employee Relations
(4) High Flotation Costs

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015426**
Option 1 ID : **54025061701**
Option 2 ID : **54025061702**
Option 3 ID : **54025061703**
Option 4 ID : **54025061704**
Status : **Answered**
Chosen Option : **2**

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Q.38 Rashmi went to Paris with her school dance group for an Indian dance performance. After the dance show was over, many people approached her to buy the Indian lehenga. They offered her 5 times the amount she paid as they loved Indian outfits. When Rashmi told this to her sister who lived in Paris, her sister got an idea. She told her father to buy lehengas from India and send it to her so that she could sell them in Paris. Identify the source of idea field from where Rashmi's sister got the idea.

(1) Service sector idea
(2) Trading related idea
(3) Natural resources
(4) Creative efforts

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015394**
Option 1 ID : **54025061573**
Option 2 ID : **54025061574**
Option 3 ID : **54025061575**
Option 4 ID : **54025061576**
Status : **Answered**
Chosen Option : **1**

Q.39 What are the sequential steps in the creative process ?

(A) Idea germination and preparation
(B) Illumination
(C) Incubation
(D) Verification

Choose the **correct** answer from the options given below :

(1) (A), (B), (C), (D)
(2) (A), (C), (B), (D)
(3) (A), (D), (B), (C)
(4) (A), (D), (C), (B)

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015392**
Option 1 ID : **54025061565**
Option 2 ID : **54025061566**
Option 3 ID : **54025061567**
Option 4 ID : **54025061568**
Status : **Answered**
Chosen Option : **3**

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Q.40 Which of the following statements are not related to working capital requirement ?

(A) A company uses labour to produce goods

(B) A company needs to purchase land

(C) A company sells goods on credit

(D) A company needs to spend money on painting the office

(E) A company needs to purchase 5 new machines

Choose the **correct** answer from the options given below :

(1) (B) and (E) Only

(2) (A) and (D) Only

(3) (B) and (C) Only

(4) (B) and (D) Only

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015421**
Option 1 ID : **54025061681**
Option 2 ID : **54025061682**
Option 3 ID : **54025061683**
Option 4 ID : **54025061684**
Status : **Answered**
Chosen Option : **2**

Q.41

Case study

Sudha has just passed her class XII with 90% marks and was to start her own business but was unable to decide about the nature of business. Her friend, Sumita suggested her to seek professional help.

One day during the morning walk her grandmother fell down in park. She observed that her grandmother often forgets to take her medicines. She thought that the same problem might be faced by other old people. She got an idea from here to start a business, to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of members of their family which could indicate the location of old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines. She also made it a point to observe her grandmother sometimes during the morning walk to see the functioning of the device. Sudha also studied pros and cons of production before launching it.

She contacted a professional, Sanjay, as advised by her friend, who asked her to give his valuable technical assistance and capital to finance her ideas.

Identify the trend spotted by Sudha in the below mentioned lines.
"She also made it a point to observe her grandmother sometimes during the morning walk to see functioning of the device".

(1) Talk trend

(2) Think trend

(3) Watch trend

(4) Read trend

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015431**
Option 1 ID : **54025061721**
Option 2 ID : **54025061722**
Option 3 ID : **54025061723**
Option 4 ID : **54025061724**
Status : **Answered**
Chosen Option : **1**

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Q.42

Case study

Sudha has just passed her class XII with 90% marks and was to start her own business but was unable to decide about the nature of business. Her friend, Sumita suggested her to seek professional help.

One day during the morning walk her grandmother fell down in park. She observed that her grandmother often forgets to take her medicines. She thought that the same problem might be faced by other old people. She got an idea from here to start a business, to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of members of their family which could indicate the location of old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines. She also made it a point to observe her grandmother sometimes during the morning walk to see the functioning of the device. Sudha also studied pros and cons of production before launching it.

She contacted a professional, Sanjay, as advised by her friend, who asked her to give his valuable technical assistance and capital to finance her ideas.

Which of the following concept described in the above paragraph, helped Sudha in structuring her idea for solving the problem ?

(1) Idea Generation
(2) Environment scanning
(3) Creativity
(4) Product Identification

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015432**
Option 1 ID : **54025061725**
Option 2 ID : **54025061726**
Option 3 ID : **54025061727**
Option 4 ID : **54025061728**
Status : **Answered**
Chosen Option : **1**

Q.43

Case study

Sudha has just passed her class XII with 90% marks and was to start her own business but was unable to decide about the nature of business. Her friend, Sumita suggested her to seek professional help.

One day during the morning walk her grandmother fell down in park. She observed that her grandmother often forgets to take her medicines. She thought that the same problem might be faced by other old people. She got an idea from here to start a business, to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of members of their family which could indicate the location of old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines. She also made it a point to observe her grandmother sometimes during the morning walk to see the functioning of the device. Sudha also studied pros and cons of production before launching it.

She contacted a professional, Sanjay, as advised by her friend, who asked her to give his valuable technical assistance and capital to finance her ideas.

After opportunity spotting and scanning of the environment, an entrepreneurial idea should lead to a _____.

(1) Evaluate product
(2) Definite product
(3) Analyse product
(4) Natural product

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015433**
Option 1 ID : **54025061729**
Option 2 ID : **54025061730**
Option 3 ID : **54025061731**
Option 4 ID : **54025061732**
Status : **Answered**
Chosen Option : **1**

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Q.44

Case study

Sudha has just passed her class XII with 90% marks and was to start her own business but was unable to decide about the nature of business. Her friend, Sumita suggested her to seek professional help.

One day during the morning walk her grandmother fell down in park. She observed that her grandmother often forgets to take her medicines. She thought that the same problem might be faced by other old people. She got an idea from here to start a business, to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of members of their family which could indicate the location of old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines. She also made it a point to observe her grandmother sometimes during the morning walk to see the functioning of the device. Sudha also studied pros and cons of production before launching it.

She contacted a professional, Sanjay, as advised by her friend, who asked her to give his valuable technical assistance and capital to finance her ideas.

Identify the step of creative process from the below mentioned lines :
"She also made it a point to observe her grandmother sometimes during the morning walk to see functioning of the device".

(1) Incubation
(2) Illumination
(3) Innovation
(4) Verification

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015434**
Option 1 ID : **54025061733**
Option 2 ID : **54025061734**
Option 3 ID : **54025061735**
Option 4 ID : **54025061736**
Status : **Answered**
Chosen Option : **3**

Q.45

Case study

Sudha has just passed her class XII with 90% marks and was to start her own business but was unable to decide about the nature of business. Her friend, Sumita suggested her to seek professional help.

One day during the morning walk her grandmother fell down in park. She observed that her grandmother often forgets to take her medicines. She thought that the same problem might be faced by other old people. She got an idea from here to start a business, to develop an instrument for old people that could be fitted with an electronic device connected to the mobile phones of members of their family which could indicate the location of old people when they go outside their homes. This device was to be kept in their pockets. She also thought to fit a timer in the instrument that could remind the old persons about the time of taking their medicines. She also made it a point to observe her grandmother sometimes during the morning walk to see the functioning of the device. Sudha also studied pros and cons of production before launching it.

She contacted a professional, Sanjay, as advised by her friend, who asked her to give his valuable technical assistance and capital to finance her ideas.

Identify the source of funding used by Sudha in the above paragraph.

(1) Secondary Market
(2) Primary Market
(3) Venture Capital
(4) Angel Investor

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015435**
Option 1 ID : **54025061737**
Option 2 ID : **54025061738**
Option 3 ID : **54025061739**
Option 4 ID : **54025061740**
Status : **Answered**
Chosen Option : **2**

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Q.46

Case study

Jaagruk Grahak is an NGO which is active in spreading awareness and conducting tests of products for quality checks.

After doing a quality check in their laboratory, they found an energy drink by the name 'Blue Bull' produced by an MNC that contains the ingredients which are very harmful to health but the company has not mentioned them anywhere in the label of the product package. Jaagruk Grahak called a press conference and revealed the reports of the test for the product claiming that it contains harmful perspectives which were way beyond the permissible limits and regular intake of such drink could cause cancer. It was a breaking news on TV channels, newspapers, Radio, Magazines etc.

As a result, people stopped consuming that drink. This gave a big shock to company's sales and consequently it's revenue decreased drastically and affected company's goodwill. To overcome this situation, the top executive of the company decided to issue a press release clarifying that the company has stopped using harmful ingredients and label contains all the required information as per the law. The company also made multimedia presentation of its production process and future plans to promote its sales. The company also plans to change its packaging and labelling to give a fresh look to product.

Identify the concept used by the company to rebuild its image and to remove negative publicity.

(1) Sponsorship
(2) Sales Promotions
(3) Public Relations
(4) Personal Selling

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015436**
Option 1 ID : **54025061741**
Option 2 ID : **54025061742**
Option 3 ID : **54025061743**
Option 4 ID : **54025061744**
Status : **Answered**
Chosen Option : **2**

Q.47

Case study

Jaagruk Grahak is an NGO which is active in spreading awareness and conducting tests of products for quality checks.

After doing a quality check in their laboratory, they found an energy drink by the name 'Blue Bull' produced by an MNC that contains the ingredients which are very harmful to health but the company has not mentioned them anywhere in the label of the product package. Jaagruk Grahak called a press conference and revealed the reports of the test for the product claiming that it contains harmful perspectives which were way beyond the permissible limits and regular intake of such drink could cause cancer. It was a breaking news on TV channels, newspapers, Radio, Magazines etc.

As a result, people stopped consuming that drink. This gave a big shock to company's sales and consequently it's revenue decreased drastically and affected company's goodwill. To overcome this situation, the top executive of the company decided to issue a press release clarifying that the company has stopped using harmful ingredients and label contains all the required information as per the law. The company also made multimedia presentation of its production process and future plans to promote its sales. The company also plans to change its packaging and labelling to give a fresh look to product.

Which of the following promotion methods uses mass media methods ?

(1) Above the line
(2) Below the line
(3) Through the line
(4) Beside the line

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015437**
Option 1 ID : **54025061745**
Option 2 ID : **54025061746**
Option 3 ID : **54025061747**
Option 4 ID : **54025061748**
Status : **Answered**
Chosen Option : **3**

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Q.48

Case study

Jaagruk Grahak is an NGO which is active in spreading awareness and conducting tests of products for quality checks.

After doing a quality check in their laboratory, they found an energy drink by the name 'Blue Bull' produced by an MNC that contains the ingredients which are very harmful to health but the company has not mentioned them anywhere in the label of the product package. Jaagruk Grahak called a press conference and revealed the reports of the test for the product claiming that it contains harmful perspectives which were way beyond the permissible limits and regular intake of such drink could cause cancer. It was a breaking news on TV channels, newspapers, Radio, Magazines etc.

As a result, people stopped consuming that drink. This gave a big shock to company's sales and consequently it's revenue decreased drastically and affected company's goodwill. To overcome this situation, the top executive of the company decided to issue a press release clarifying that the company has stopped using harmful ingredients and label contains all the required information as per the law. The company also made multimedia presentation of its production process and future plans to promote its sales. The company also plans to change its packaging and labelling to give a fresh look to product.

Which of the following promotion tools helps to increase sales in short term ?

(A) Advertising

(B) Personal selling

(C) Sales promotion

(D) Public relations

Choose the **correct** answer from the options given below :

(1) (A) and (D) Only

(2) (B) and (C) Only

(3) (A) and (C) Only

(4) (B) and (D) Only

Options 1. 1

2. 2

3. 3

4. 4

Question Type : **MCQ**
Question ID : **54025015438**
Option 1 ID : **54025061749**
Option 2 ID : **54025061750**
Option 3 ID : **54025061751**
Option 4 ID : **54025061752**
Status : **Answered**
Chosen Option : **3**

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Q.49

Case study

Jaagruk Grahak is an NGO which is active in spreading awareness and conducting tests of products for quality checks.

After doing a quality check in their laboratory, they found an energy drink by the name 'Blue Bull' produced by an MNC that contains the ingredients which are very harmful to health but the company has not mentioned them anywhere in the label of the product package. Jaagruk Grahak called a press conference and revealed the reports of the test for the product claiming that it contains harmful perspectives which were way beyond the permissible limits and regular intake of such drink could cause cancer. It was a breaking news on TV channels, newspapers, Radio, Magazines etc.

As a result, people stopped consuming that drink. This gave a big shock to company's sales and consequently it's revenue decreased drastically and affected company's goodwill. To overcome this situation, the top executive of the company decided to issue a press release clarifying that the company has stopped using harmful ingredients and label contains all the required information as per the law. The company also made multimedia presentation of its production process and future plans to promote its sales. The company also plans to change its packaging and labelling to give a fresh look to product.

Why is labelling of a product important ?

(1) Describe the product and specify its content
(2) Identification of the Product or Brand
(3) Providing information required by law
(4) To describe the product, identify the product and to provide information required by law

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015439**
Option 1 ID : **54025061753**
Option 2 ID : **54025061754**
Option 3 ID : **54025061755**
Option 4 ID : **54025061756**
Status : **Answered**
Chosen Option : **4**

Q.50

Case study

Jaagruk Grahak is an NGO which is active in spreading awareness and conducting tests of products for quality checks.

After doing a quality check in their laboratory, they found an energy drink by the name 'Blue Bull' produced by an MNC that contains the ingredients which are very harmful to health but the company has not mentioned them anywhere in the label of the product package. Jaagruk Grahak called a press conference and revealed the reports of the test for the product claiming that it contains harmful perspectives which were way beyond the permissible limits and regular intake of such drink could cause cancer. It was a breaking news on TV channels, newspapers, Radio, Magazines etc.

As a result, people stopped consuming that drink. This gave a big shock to company's sales and consequently it's revenue decreased drastically and affected company's goodwill. To overcome this situation, the top executive of the company decided to issue a press release clarifying that the company has stopped using harmful ingredients and label contains all the required information as per the law. The company also made multimedia presentation of its production process and future plans to promote its sales. The company also plans to change its packaging and labelling to give a fresh look to product.

Which of the following is NOT an objective of public relation ?

(1) It works towards promoting smooth functioning of business
(2) It helps in building a corporate image
(3) It acts towards promoting the products and services
(4) It helps to protect the product

Options 1. 1
2. 2
3. 3
4. 4

Question Type : **MCQ**
Question ID : **54025015440**
Option 1 ID : **54025061757**
Option 2 ID : **54025061758**
Option 3 ID : **54025061759**
Option 4 ID : **54025061760**
Status : **Answered**
Chosen Option : **4**

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