



Dr.G.R.Damodaran College of Science
(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-
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II BSC VISUAL COMUNICATION [2015 – 2018]

SEMESTER III

CORE: MEDIA MANAGEMANT – 311C

Multiple Choice Questions.

1. Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the _____ of media enterprises.

- A. Leadership
- B. security
- C. gatekeeper
- D. administrator

ANSWER: A

2. Media enterprises operate in _____ different markets.

- A. Two
- B. three
- C. four
- D. six

ANSWER: B

3. Media enterprises operate in specific _____ markets.

- A. Civics
- B. atmosphere
- C. geographic
- D. consumer.

ANSWER: C

4. _____, is an interdisciplinary branch of applied mathematics devoted to optimal decision planning, with strong links with economics, business, engineering, and other sciences.

- A. Management science
- B. language
- C. science
- D. electronics

ANSWER: A

5. Applications of management science are abundant in industry as _____, manufacturing companies, service organizations, military branches, and in government.

- A. Airlines
- B. volunteer
- C. public relations

D. atomic

ANSWER: A

6. _____ are the collective communication outlets or tools that are used to store and deliver information or data.

A. Media

B. channel

C. receiver

D. Source.

ANSWER: A

7. The information revolution is based on _____ advancements.

A. Hub

B. modern

C. network

D. media

ANSWER: B

8. The methodology of communication although has changed and dispersed in numerous directions based on the source of its _____ impact.

A. sociocultural

B. modern culture

C. inactive

D. agriculture

ANSWER: A

9. The first transatlantic two-way radio broadcast occurred in _____ .

A. 2000

B. 1908

C. 1906

D. 1980

ANSWER: C

10. _____ is a series of related techniques in which partisans create an image or argument that favours their particular interests.

A. Media culture

B. . Media manipulation

C. socio culture

D. tissue culture

ANSWER: B

11. _____ tends to be created by smaller movements or individuals.

A. Activism

B. blurred

C. inactive

D. ecosystem

ANSWER: A

12. _____ tends to be created by companies to encourage consumption of their products or services.

- A. Company advertising
- B. tv advertising
- C. radio advertising
- D. commercial advertising.

ANSWER: D

13. Hoaxes are a form of practical _____ that typically uses the techniques of media manipulation to encourage people to believe in some outlandish lie or object.

- A. Comedy
- B. cracking jokes
- C. jokes
- D. laughing

ANSWER: C

14. _____ is a series of systems used by companies to communicate the value of a product or service to customers.

- A. interpersonnel
- B. catering
- C. counseling
- D. marketing

ANSWER: D

15. _____ is an organized effort which seeks to influence the decision making process within a specific group.

- A. Political campaigning
- B. public campaign
- C. public advertising
- D. public announcement

ANSWER: A

16. _____ is a form of communication that is aimed at influencing the attitude of a community toward some cause or position by presenting only one side of an argument.

- A. Property
- B. Propagandizing
- C. consuming
- D. characterizing

ANSWER: B

17. Propaganda is commonly created by _____, but some forms of mass-communication created by other powerful organisations can be considered propaganda as well.

- A. Governments
- B. public sector
- C. judiciary
- D. local

ANSWER: A

18. The principal distinction being that propaganda normally occurs within a nation, whereas _____ normally takes place between nations, often during war or cold war.

- A. Cold war

- B. propaganda
- C. psychological warfare
- D. customs officer

ANSWER: C

19. _____ is the management of the flow of information between an individual or an organization and the public.

- A. Public relations
- B. public monitoring
- C. public awareness
- D. public issues.

ANSWER: A

20. The straw man fallacy is the lumping of a strong opposition argument together with _____ or many weak ones to create a simplistic weak argument that can easily be refuted.

- A. Two
- B. one
- C. three
- D. hexagonal

ANSWER: B

21. Concentration of _____ is a process whereby progressively fewer individuals or organizations control increasing shares of the mass media.

- A. Media convergence
- B. media ownership
- C. media reception
- D. media convenient

ANSWER: B

22. As of _____, The Walt Disney Company is the largest media conglomerate in the US, with News Corporation, Time Warner and Viacom ranking second, third and fourth respectively.

- A. 2014
- B. 1908
- C. 1988
- D. 2012

ANSWER: D

23. An _____ is when a few firms dominate a market.

- A. Ownership
- B. outfit
- C. oligopoly
- D. airlines

ANSWER: C

24. A _____ is a name, term, design, or other feature that distinguishes one seller's product from those of others.

- A. Logo
- B. set design
- C. brand

D. password

ANSWER: C

25. Brand awareness is a customers _____ to recall and recognize the brand, the logo and the advertisements.

A. ability

B. difficulty

C. action

D. process

ANSWER: A

26. The first Indian media were established in the late 18th century with print media started in _____.

A. 1889

B. 1780

C. 1760

D. 1988

ANSWER: B

27. Auguste and Louis Lumi re moving pictures were screened in Bombay during July 1895;

A. Kolkatta

B. Bombay

C. madras

D. tucorin.

ANSWER: B

28. The first major newspaper in India The Bengal Gazette was started in _____.

A. 1957

B. 1980

C. 1780

D. 2001

ANSWER: C

29. Radio broadcasting was initiated in _____, but became a state responsibility only in 1930.

A. 1927

B. 1930

C. 1946

D. 1985

ANSWER: A

30. FCC abbreviation _____.

A. federal commission control

B. face control cause

C. Federal Communications Commission

D. fascism communal commission.

ANSWER: C

31. _____ means combination of fairness, kindness & justice.

A. Equality

B. buffer

- C. equity
- D. fancy

ANSWER: C

32. Arrangement of things is called _____ and placement of people is called social order.

- A. material order
- B. wedding cards order
- C. party hall order
- D. floral decoration order.

ANSWER: A

33. According to _____, Discipline means sincerity, obedience, respect of authority and observance of rules and regulations of the enterprise.

- A. Sany
- B. hussain
- C. fayol
- D. fazal

ANSWER: C

34. The quantum and method of _____ to be paid to the workers should be fair, reasonable, satisfactory and rewarding of the efforts.

- A. Remuneration
- B. cost
- C. money
- D. balance

ANSWER: A

35. A _____ is a temporary arrangement between two different points to facilitate quick and easy communication.

- A. Park shelt
- B. flarrey
- C. plankton
- D. gang plank.

ANSWER: D

36. _____ means concentration of authority at the top level.

- A. Authority
- B. benefit
- C. pager
- D. centralization

ANSWER: D

37. _____ is the function of management which follows planning. It is a function in which the synchronization and combination of human, physical and financial resources takes place.

- A. Performance
- B. preparation
- C. difficulty
- D. organizing

ANSWER: D

38. The _____ is viewed as the most difficult profession for ethnic minority candidates to find a job, according to a survey by diversity charity Race for Opportunity.

- A. media industry
- B. scientific techniques
- C. local channel
- D. radio channel

ANSWER: A

39. The National Stock Exchange formed in _____.

- A. 1933
- B. 1992
- C. 1962
- D. 1990

ANSWER: B

40. NSE stands for _____.

- A. National stock exchange
- B. Nativity system eco
- C. Natural science eco
- D. Non- stop e-commerc

ANSWER: A

41. TRAI stands for _____.

- A. Training rural achievement india
- B. Telecom Regulatory Authority of India
- C. Television regulation advertising in india
- D. Teaching radio act india

ANSWER: B

42. As per an industry report, total TV households in India were estimated to be 15.5 Crore at the end of year _____.

- A. 2014
- B. 2000
- C. 1999
- D. 2012.

ANSWER: D

43. The Indian print industry witnessed moderate growth in the year _____.

- A. 2015
- B. 1999
- C. 2011
- D. 1998

ANSWER: C

44. DRM stands for _____.

- A. Digital Rights Management
- B. decimal reading mathematics
- C. decode ratio mark

D. decimal recorder ministry

ANSWER: A

45. HITS stands for _____.

- A. Head end in the Sky
- B. Helmet in the shoot
- C. Head injury to school students
- D. Health insurance technology standards

ANSWER: A

46. A permitted exception to the sole proprietor stipulation is made by the _____ permitting the spouse of a sole proprietor to work for the business.

- A. Internal Revenue Service
- B. Inspector reserve service
- C. Infrastructure remission service
- D. Institutional revenue service

ANSWER: A

47. The _____ is made up of all blogs and their interconnections.

- A. biosphere
- B. bricks building
- C. pictorial
- D. blogosphere.

ANSWER: D

48. The term blogosphere was coined on _____ by Brad L. Graham, as a joke.

- A. September 10, 1999
- B. October 10, 2000
- C. September 21, 1999.
- D. January 26, 2000

ANSWER: C

49. It term blogosphere was re-coined in 2002 by _____.

- A. Rogger
- B. William Quick
- C. Zusan
- D. Zukosh

ANSWER: B

50. In 2007, following _____ of observation, social media expert Matthew Hurst mapped the blogosphere, generating the plot to the left based on the interconnections between blogs.

- A. 3 weeks
- B. 2 weeks
- C. 6 weeks
- D. 7 weeks.

ANSWER: C

51. Franchises developed in the _____ century.

- A. mid eighteenth

- B. mid nineteenth
- C. mid sixteenth
- D. mid twentieth .

ANSWER: B

52. Media companies tend to have a variety of professionals on their boards, such as investment bankers, venture capitalists, chartered accountants, corporate lawyers, and _____ of big companies.

- A. investment
- B. bankers
- C. lawyers
- D. CEO

ANSWER: D

53. On December 21, 2012, Oswal Green Tech, formerly Oswal Chemicals and Fertilizers, acquired a 14.17 per cent shareholding in New Delhi Television in two separate block deals from the investment arms of _____ and Nomura Capital.

- A. Merrill Lynch
- B. asia
- C. myasuya
- D. delfia

ANSWER: A

54. _____ is written content conveyed through online media and print materials.

- A. Copywriting
- B. pasting
- C. clicking
- D. blocking.

ANSWER: A

55. A _____ is a short tune used in advertising and for other commercial uses.

- A. angle
- B. jingle
- C. bangle
- D. commercial

ANSWER: B

56. _____ is the creation of a plan or convention for the construction of an object or system.

- A. Design
- B. logo
- C. stickers
- D. crackers

ANSWER: A

57. _____ are words that make up a song usually consisting of verses and choruses.

- A. music
- B. composing
- C. short notes
- D. lyrics

ANSWER: D

58. The study and the actual use of metres and forms of versification are both known as _____.

- A. prosody
- B. archive
- C. capital
- D. character

ANSWER: A

59. The first modern press releases were created by _____.

- A. rosey lee
- B. martho lee
- C. acerlee
- D. lvy lee

ANSWER: D

60. _____ also known as egg tempera, is a permanent, fast-drying painting medium consisting of colored pigment mixed with a water-soluble binder medium.

- A. tempera
- B. aqua
- C. color
- D. paint

ANSWER: A

61. _____ is a legal status of a person or other entity that cannot repay the debts it owes to creditors.

- A. Bankruptcy
- B. debtors
- C. vendors
- D. lenders.

ANSWER: A

62. The memorandum of association of company, often simply called the memorandum is the document that governs the relationship between the _____ and the outside.

- A. office
- B. court
- C. desert
- D. company

ANSWER: D

63. Companies Act _____, the term General Commercial Company was introduced which meant that companies could undertake any lawful or legal trade or business.

- A. 1988
- B. 1999
- C. 1989
- D. 1945

ANSWER: C

64. The Companies Act _____ is an Act of the Parliament of India, enacted in 1956, which enabled companies to be formed by registration, and set out the responsibilities of companies, their directors and secretaries.

- A. 1956
- B. 1958
- C. 1988
- D. 1888

ANSWER: A

65. The Companies Act, 2013 is divided into _____ chapters containing 470 Sections as against 658 Sections in the Companies Act, 1956.

- A. 88
- B. 48
- C. 401
- D. 29

ANSWER: D

66. In law a _____ is a person who settles property on trust law for the benefit of beneficiaries.

- A. settlor
- B. detector
- C. lawyer
- D. judge

ANSWER: A

67. A _____ is a person who has written and executed a last will and testament that is in effect at the time of his or her death.

- A. muster
- B. beneficiary
- C. displayer
- D. testator

ANSWER: D

68. _____ is the perpetual, inalienable ownership of real estate by a corporation or legal institution.

- A. Estate
- B. Mortmain
- C. settlor
- D. law.

ANSWER: B

69. _____ equity is a party's contribution to a project in the form of effort, as opposed to financial equity, which is a contribution in the form of capital.

- A. Dual
- B. crisp
- C. sweat
- D. fine

ANSWER: C

70. _____ is the practice of the right to use a firm's business model and brand for a prescribed period of time.

- A. Remuneration
- B. advertising
- C. Franchising

D. carting
ANSWER: C

71. _____ is the trademark for a type of matrix barcode first designed for the automotive industry in Japan.

- A. PR Code
 - B. QR code
 - C. barcode
 - D. axis code
- ANSWER: B

72. The QR code system was invented in 1994 by _____ Wave.

- A. denso
- B. jubilee
- C. ocean
- D. atlas

ANSWER: A

73. _____ is the process of using a small aircraft, able to expel special smoke during flight, to fly in certain patterns to create writing readable by someone on the ground.

- A. cloud
- B. fog
- C. skywriting
- D. flight mode

ANSWER: C

74. The Press Institute of India PII is an independent non profit organization founded in _____.

- A. 1985
- B. 1955
- C. 1963
- D. 1889

ANSWER: C

75. Research Institute for Newspaper Development was established under the Registration of Societies Act in _____.

- A. 1999
- B. 1867
- C. 1956
- D. 1979

ANSWER: D

76. The board of governors for BBC is _____ members.

- A. 12
- B. 14
- C. 25
- D. 18

ANSWER: A

77. The first Indian media were established in the late 18th century with Print media started in _____.

- A. 1770
- B. 1780
- C. 1760
- D. 1996

ANSWER: B

78. _____ trust are generally formed for charitable or religious purposes, and are not intended to do commercial activities.

- A. Public
- B. private
- C. NGO
- D. houses

ANSWER: A

79. Private trusts are created and governed by the provisions of the Indian Trusts Act, _____ .

- A. 1880
- B. 1888
- C. 1882
- D. 1847

ANSWER: C

80. Trusts are registered using a document called _____.

- A. Trust deed
- B. a notary
- C. Board of Trustees
- D. board of studies

ANSWER: A

81. All the trustees together are called _____.

- A. Board of Trustees
- B. Board of studies
- C. .Board of group
- D. Board of govt.

ANSWER: A

82. Trust income certificate is called _____.

- A. u by s 12A
- B. a by s 12A
- C. s by s 12A
- D. us by s 12A

ANSWER: A

83. India since the country independence from Britain in _____ has seen a huge growth in Cooperative societies serving mainly the farming sector.

- A. 1950
- B. 1948
- C. 1947
- D. 1946

ANSWER: C

84. A _____ is an autonomous association of people who voluntarily cooperate for their mutual social, economic, and cultural benefit.

- A. Cooperative
- B. cooperation
- C. association
- D. farmers

ANSWER: A

85. In _____ the National Development Council NDC had recommended a national policy on cooperatives.

- A. 1958
- B. 1980
- C. 1976
- D. 1999.

ANSWER: A

86. _____ had a strong faith in the cooperative movement.

- A. Jawaharlal Nehru
- B. Indra Gandhi
- C. Sarojini Naidu
- D. Gandhiji

ANSWER: A

87. VAT abbreviation _____.

- A. value aided tax
- B. Value Added Tax
- C. value aided trax
- D. value added trust

ANSWER: B

88. CST abbreviation _____.

- A. center safe tax
- B. center state tax
- C. Central Sales Tax
- D. Central state tax.

ANSWER: C

89. TIN abbreviation _____.

- A. Taxi in nation
- B. Tax Information Network
- C. truth in nation
- D. Trade of Indian nation

ANSWER: B

90. IEC abbreviation _____.

- A. Indian expanding code
- B. Indian extreme center
- C. Import Export Code

D. Import export coder

ANSWER: C

91. LLC abbreviation _____.

- A. limited liability course
- B. Limited liability company
- C. Limited labile company
- D. Lincoln limited Company

ANSWER: B

92. The Maestro Concept created by _____.

- A. Lydia
- B. Simon bureaus
- C. Leland Buck Ryan
- D. James bull George .

ANSWER: C

93. A city editor is a title used by a particular section editor of a _____.

- A. Radio
- B. TV
- C. Newspaper
- D. magazine

ANSWER: C

94. In the Public Limited Company the company shares are owned by the _____.

- A. shareholders
- B. public
- C. stakeholders
- D. private owners.

ANSWER: B

95. In Private Limited Company the company shares are owned by Directors and _____.

- A. Promoters
- B. owners
- C. public
- D. managers

ANSWER: A

96. Under the Government of India Act, _____, cooperatives were treated as a provincial subject.

- A. 1785
- B. 1935
- C. 1946
- D. 1980

ANSWER: B

97. The item Cooperative Societies is a State Subject under entry No. _____ of the State List of the Constitution of India.

- A. No.32
- B. No.42

C. No.54
D. No.22
ANSWER: A

98. The Multi State Cooperative Societies Act _____ was enacted by Parliament under Entry No. 44 of the Union List of the Constitution of India.

- A. 1960
- B. 1880
- C. 1980
- D. 1984

ANSWER: D

99. The All India Rural Credit Survey Committee Report, _____ recommended an integrated approach to cooperative credit and emphasized the need for viable credit cooperative societies by expanding their area of operation, encouraging rural savings and diversifying business.

- A. 1977
- B. 1954
- C. 1988
- D. 1990.

ANSWER: B

100. Island Region are _____

- A. lakshadweep
- B. Pondicherry
- C. sultan bathery
- D. srilanka

ANSWER: A

101. In _____, the Shah Bano case brought the secularism debate along with a demand for uniform civil code in India to the forefront .

- A. 1978
- B. 1945
- C. 1999
- D. 1880

ANSWER: A

102. Private trusts are governed by the Indian Trusts Act _____ and are used for private purposes, such as running a private estate or institution.

- A. 1880
- B. 1882
- C. 1857
- D. 1940

ANSWER: B

103. _____ is a collective process in which operating units prepare their plans in conformity with corporate goals published by top management.

- A. Budgeting
- B. . completing
- C. resourcing

D. cost
ANSWER: A

104. _____ Budgeting is based on a review of historical performance and then the projection of such findings to the future with modifications.

- A. Retrieval
- B. Traditional
- C. commercial
- D. assurance

ANSWER: B

105. _____ Budgeting is the creation of a completely new budget from the ground up as if no history existed.

- A. Zero zero
- B. 100 dollars
- C. Zero-based
- D. 1 by half third

ANSWER: C

106. _____ budgeting is sometimes used in the corporate setting when the advertising budget is arbitrarily set as such and such a percent to projected sales.

- A. Sales
- B. purposeful
- C. Performance
- D. profit

ANSWER: C

107. The _____ budget helps you figure out how much money you need to put in place new equipment or procedures to launch new products or increase production or services.

- A. Capital
- B. Operational
- C. Cash flow
- D. ready

ANSWER: A

108. As early as 1992, the famous guru of management, _____, wrote in The Wall Street Journal, Uncertainty in the economy, society, politics has become so great as to render futile, if not counterproductive, the kind of planning most companies still practice, forecasting based on probabilities.

- A. Charles
- B. Jerald
- C. Peter Drucker
- D. dominic

ANSWER: C

109. In a 2007 report _____, director of the BBRT, writes that startups and small and medium sized businesses are initially very responsive to their markets because either the founder makes all the decisions or relies on a small group of highly motivated managers.

- A. Dr.alphones
- B. Dr. reachel

- C. Dr. reck
- D. Dr. Peter Bunce

ANSWER: D

110. _____ of the social media savvy organizations surveyed said that they have used social media ads, with majority of the ads being used to promote a contest/promotion or for brand awareness.

- A. 83 percent
- B. 43 percent
- C. 69 percent
- D. 96 percent

ANSWER: A

111. _____ of surveyed social media-savvy organizations have chosen standalone digital agencies as compared to PR, ad agencies, or freelancers.

- A. 79.6 percent
- B. 98.3 percent
- C. 88.8 percent
- D. 73.8 percent

ANSWER: D

112. The British Broadcasting Corporation (BBC) is the public-service broadcaster of the United Kingdom, headquartered at Broadcasting House in _____.

- A. new delhi
- B. london
- C. ceylon
- D. sydney

ANSWER: B

113. BBC is the worlds oldest national broadcasting organization and the second largest broadcaster in the world by number of employees, with over _____ staff in total, of which 16,672 are in public sector broadcasting.

- A. 20,000
- B. 10,000
- C. 14,000
- D. 21,000

ANSWER: A

114. The European Broadcasting Union was formed on 12 February _____, in Torquay with the BBC among the 23 founding broadcasting organization.

- A. 1950
- B. 1980
- C. 1990
- D. 1970

ANSWER: A

115. In _____, the BBCs teletext service, Ceefax, was introduced, created initially to provide subtitling, but developed into a news and information service.

- A. 1888
- B. 1670

C. 1890

D. 1974

ANSWER: D

116. In the past few years, the BBC has experimented in high-definition television. In 2006, BBC HD launched as an experimental service, and became official in December _____.

A. 2007

B. 2002

C. 2001

D. 2006

ANSWER: A

117. Britain's first live public broadcast from the Marconi factory in Chelmsford took place in June _____.

A. 1920

B. 1888

C. 1889

D. 1891

ANSWER: A

118. Towards the end of the _____ century, the problems of rural duty and the following conditions of farmers created an environment for the chit funds and cooperative societies.

A. 17th

B. 20th

C. 18th

D. 19th

ANSWER: D

119. Getty Images, Inc. is a _____ stock photo agency, based in Seattle, Washington, United States.

A. Singapore

B. Malaysia

C. America

D. Thailand

ANSWER: C

120. A royal charter is a formal document issued by a monarch as letters _____ granting a right or power to an individual or a body corporate.

A. source

B. right

C. head

D. Patent

ANSWER: D

121. The British monarchy has issued over _____ royal charters.

A. 330

B. 980

C. 440

D. 780

ANSWER: B

122. The founder of BBC is _____.

- A. Rickin Penta
- B. John Reith
- C. waltner hyth
- D. disosa

ANSWER: B

123. Television broadcasting was suspended from 1 September 1939 to 7 June _____ during the Second World War.

- A. 1950
- B. 1952
- C. 1946
- D. 1957

ANSWER: C

124. The Pilkington Committee was set up on _____ July 1960 under the chairmanship of British industrialist Sir Harry Pilkington to consider the future of broadcasting, cable and the possibility of television for public showing.

- A. 18
- B. 20
- C. 30
- D. 13

ANSWER: D

125. The arya samaj was founded by Dayanand saraswati in _____.

- A. 1861
- B. 1790
- C. 1875
- D. 1890

ANSWER: C

126. Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for _____

- A. Customer retailing management
- B. Customer relationship management
- C. Customer resource management
- D. Consumer relationship management

ANSWER: B

127. Online marketing communications include the development on online partnerships and are regarded as an important part of a marketing mix. There are three key types of online partnerships; link building, affiliate marketing, and one other

- A. Online sponsorship
- B. Media multiplier
- C. Interactive advertising
- D. Ad serving

ANSWER: A

128. Online public relations (or e-PR) should aim to maximise favourable mentions of companies, products, brands, etc which are likely to be visited by target audiences. Which of the following activities fall within the remit of e-PR _____

- A. Blogs and podcasts
- B. Communicating with media (journalists) online
- C. Link building including reciprocal links
- D. All of the above

ANSWER: D

129. The use of online and offline promotion techniques to increase the audience of a site is known as a _____

- A. Search engine optimization
- B. Quality score Traffic building campaign
- C. Search engine marketing
- D. Traffic building campaign

ANSWER: D

130. Managers with good _____ are able to get the best out of their people

- A. human skills
- B. conceptual skills
- C. technical skills
- D. visual skills

ANSWER: A

131. Understanding building codes would be considered a _____ skill for a building contractor.

- A. human
- B. technical
- C. conceptual
- D. empirical

ANSWER: B

132. The three essential managerial skills put forth by Katz include _____.

- A. technical, human, and empirical
- B. human, empirical, and conceptual
- C. technical, interpersonal, and controlling
- D. technical, human, and conceptual

ANSWER: D

133. According to the textbook, all of the following are managerial roles that are more important at the higher levels of the organization except _____.

- A. leader
- B. disseminator
- C. figurehead
- D. negotiator

ANSWER: A

134. Many of Mintzberg's roles align with the basic functions of management. For example, all three interpersonal roles are part of the _____ function.

- A. organizing
- B. planning
- C. leading
- D. controlling

ANSWER: C

135. Which of the following is not an example of a decisional role according to Mintzberg _____

- A. spokesperson
- B. entrepreneur
- C. disturbance handler
- D. resource allocator

ANSWER: A

136. According to Mintzberg's management roles, the _____ roles involve receiving, collecting, and disseminating information.

- A. interpersonal
- B. informational
- C. technical
- D. decisional

ANSWER: B

137. Which of the following is not an example of an interpersonal role according to Mintzberg _____

- A. figurehead
- B. leader
- C. liaison
- D. spokesperson

ANSWER: D

138. The emphasis that managers give to various roles seems to be based on their _____.

- A. organizational level
- B. tenure with the organization
- C. experience in their field
- D. personality

ANSWER: A

139. Many of Mintzberg's roles align with the basic functions of management. For example, the _____ role is a part of planning.

- A. figurehead
- B. leader
- C. liaison
- D. resource allocation

ANSWER: D

140. The _____ role is more important for lower-level managers than it is for either middle- or top-level managers.

- A. leader
- B. entrepreneur
- C. spokesperson
- D. disseminator

ANSWER: A

141. A finance manager who reads the Wall Street Journal on a regular basis would be performing which role _____

- A. figurehead
- B. monitor
- C. disseminator
- D. interpersonal

ANSWER: B

142. A human resource manager attending a local Society for Human Resource Management meeting would be functioning in which role _____

- A. informational
- B. leader
- C. liaison
- D. disseminator

ANSWER: C

143. The roles of disseminator, figurehead, negotiator, liaison, and spokesperson are more important at the _____ levels of the organization.

- A. lower
- B. middle
- C. higher
- D. supervisory

ANSWER: C

144. According to Mintzberg's management roles, the _____ roles are those that involve people and other duties that are ceremonial and symbolic in nature

- A. informational
- B. interpersonal
- C. technical
- D. decisional

ANSWER: B

145. _____ developed a categorization scheme for defining what managers do, consisting of 10 different but highly interrelated roles.

- A. Henri Fayol
- B. Henry Ford
- C. Henry Mintzberg
- D. Henry Morris

ANSWER: C

146. Mentoring is primarily associated with the management function of _____.

- A. planning
- B. organizing
- C. leading
- D. controlling

ANSWER: C

147. The process of monitoring, comparing, and correcting is called _____.

- A. controlling
- B. coordinating
- C. leading
- D. organizing

ANSWER: A

148. A manager resolving conflict among organizational members is performing what function _____

- A. controlling
- B. commanding
- C. directing
- D. leading

ANSWER: D

149. Organizing includes _____.

- A. defining organizational goals
- B. hiring organizational members
- C. motivating organizational members
- D. determining who does what tasks

ANSWER: D

150. writing an organizational strategic plan is an example of the _____ management function.

- A. leading
- B. coordinating
- C. planning
- D. organizing

ANSWER: C

151. _____ was a French industrialist who identified the basic management functions.

- A. Weber
- B. Taylor
- C. Herzberg
- D. Fayol

ANSWER: D

152. The five management functions of planning, organizing, commanding, coordinating, and controlling was proposed by _____.

- A. Frederick W. Taylor
- B. Henry Ford
- C. Chester Barnard
- D. Henri Fayol

ANSWER: D

153. Whereas _____ is concerned with the means of getting things done, _____ is concerned with the ends, or attainment of organizational goals.

- A. effectiveness; efficiency
- B. efficiency; effectiveness
- C. effectiveness; goal attainment
- D. goal attainment; efficiency

ANSWER: B

154. Meso organization behavior is related with _____

- A. Company behavior
- B. Individual behavior
- C. Group behavior
- D. Organizational behavior

ANSWER: C

155. In present context, challenges for OB are _____

- A. Employee expectation
- B. Workforce diversity
- C. Globalization
- D. All of the above

ANSWER: D

156. Hawthorne Studies is related to which stage of the organisational behaviour evolution _____

- A. Industrial revolution
- B. Scientific management
- C. Organizational behavior
- D. Human relations movement.

ANSWER: D

157. Forces affecting organizational behavior are _____

- A. People
- B. Environment
- C. Technology
- D. All of the above.

ANSWER: D

158. Edward Tolman is related to _____

- A. Social Cognitive Framework .
- B. Cognitive approach
- C. Behaviorist Framework
- D. None of these

ANSWER: B

159. Contribution/s of human relations movement is/are _____

- A. Great Depression
- B. Labour Movement
- C. Hawthorne Studies
- D. All of these

ANSWER: D

160. _____ embodies a team concept, is based on the principle of mutual contribution by employer and employees

- A. Autocratic model
- B. Custodial model
- C. Supportive Model

D. Collegial Model .

ANSWER: D

161. _____ a young Welsh factory owner was one of the first to emphasise the human needs of employees: He refused to employ young children

- A. Andrew Ure
- B. J.N. Tata
- C. Robert Owen
- D. None of these

ANSWER: C

162. _____ is known as the father of scientific management

- A. Fredrick W. Taylor
- B. Henry Fayol
- C. Robert Owen
- D. None of these

ANSWER: A

163. A study of the culture and practises in different societies is called _____

- A. Anthropology
- B. Personality
- C. Perception
- D. Attitudes

ANSWER: B

164. The problem-solving process begins with _____

- A. establishment of alternatives
- B. clarification of the situation
- C. identification of the difficulty
- D. isolation of the cause

ANSWER: C

165. Policies are sometimes defined as a _____

- A. shortcut for thinking
- B. action plan
- C. substitute for strategy
- D. substitute for management authority

ANSWER: C

166. Functional managers are responsible _____

- A. for obtaining copyrights and patents for newly developed processes and equipment
- B. for a single area of activity
- C. to the upper level of management and staff
- D. for complex organizational sub-units.

ANSWER: C

167. Communication begins with _____

- A. Encoding
- B. decoding

- C. idea origination
- D. channel selection

ANSWER: B

168. Individuals such as Albert Einstein, Edwin Land and Steven Jobs lead through which type of power_____

- A. Legitimate
- B. Reward
- C. Expert
- D. Charismatic

ANSWER: D

169. major problem with a task force type of management is _____

- A. there is no logical basis for task force information
- B. its status is too inflexible
- C. accountability
- D. lack of planning

ANSWER: C

170. According to Herzberg, which of the following is a maintenance factor_____

- A. Salary
- B. Work itself
- C. Responsibility
- D. Recognition

ANSWER: C

171. Strategic planning as a broad concept consists of_____

- A. corporate strategy and business strategy
- B. strategy formulation and strategy implementation
- C. inputs and outputs
- D. environmental analysis and internal analysis

ANSWER: B

172. The purpose of job enrichment is to_____

- A. expand the number of tasks an individual can do
- B. increase job efficiency
- C. increase job effectiveness
- D. increase job satisfaction of middle management.

ANSWER: D

173. Organization structure primarily refers to_____

- A. how activities are coordinated & controlled
- B. how resources are allocated
- C. the location of departments and office space
- D. the policy statements developed by the firm.

ANSWER: A

174. The cognitive process through which an individual selects, organizes but misinterprets environmental stimuli is known as_____

- A. Perception
- B. Projection
- C. Selective Perception
- D. Mis-Perce

ANSWER: D

175. . _____ refers to the network of personal and social relations that is developed spontaneously between people associated with each other

- A. Formal organization
- B. Informal organization
- C. Business organization
- D. Government organization

ANSWER: B

176. Which dimension of Big 5 personality traits represents artistically sensitive, refined etc _____

- A. Culture
- B. Emotional stability
- C. Conscientiousness
- D. Extroversion

ANSWER: A

177. In which stage of the conflict process does conflict become visible _____

- A. Illumination
- B. Intentions
- C. Behaviour
- D. Cognition

ANSWER: C

178. Which of the following is not a trait dimension in Big 5 personality trait _____

- A. Extroversion
- B. Agreeableness
- C. Ego
- D. Culture

ANSWER: C

179. Which of the following leadership behaviours are identified by the path-goal theory _____

- A. Supportive, employee-oriented, laissez-faire and participativ
- B. Achievement-oriented, supportive, humanistic, and directive
- C. Participative, achievement-oriented, directive, and supportive
- D. Directive, participative, supportive, and laissez-faire

ANSWER: C

180. Praveen is dissatisfied with his job but believes that his supervisor is a good man who will do the right thing. Praveen has decided that if he just waits, conditions will improve. Praveen s approach to this problem is termed as _____

- A. Exit
- B. Voice
- C. Loyalty
- D. Neglect

ANSWER: C

181. Factors other than satisfaction that impact one's decision to leave a current job include all of the following ACCEPT _____

- A. Labor market conditions
- B. Length of tenure with the organization
- C. Organizational citizenship behavior
- D. Expectations about alternative job opportunities

ANSWER: D

182. Which of the following is an environmental force that shapes personality _____

- A. Gender
- B. Height
- C. Experience
- D. Brain size

ANSWER: C

183. People with which type of personality trait commonly make poor decisions because they make them too fast _____

- A. Type As
- B. Type Bs
- C. Self-monitors
- D. Extroverts

ANSWER: A

184. While managing political behaviors in organization, the manager requires discouraging _____

- A. Negotiation
- B. Relationships
- C. Self interest
- D. Dialogue

ANSWER: C

185. Sobha is an honest and straightforward person. She believes her employees are all similarly honest and straightforward, ignoring signs that they may be manipulating her. What perceptual shortcut is Sobha most likely using _____

- A. Contrast effect
- B. Halo effect
- C. Stereotyping
- D. Projection

ANSWER: D

186. What do we call it when we judge someone on the basis of our perception _____

- A. Stereotyping
- B. Categorizing
- C. Halo effect
- D. Prototyping

ANSWER: A

187. The managers of a multinational company are located in France, India, Brazil, and the United States.

Which decision-making technique seems most reasonable for this organization _____

- A. A postal service interaction
- B. A brainstorming session
- C. A nominal discussion
- D. An electronic meeting

ANSWER: D

188. When a bank robber points a gun at a bank employee, his base of power is _____

- A. Coercive
- B. Punitive
- C. Positional
- D. Authoritative

ANSWER: A

189. Behavior, power, and conflict are central areas of study for _____

- A. sociologist
- B. Anthropologists
- C. Social psychologists
- D. Operations analysts

ANSWER: A

190. Which of the following is NOT an important issue relating to goal-setting theory _____

- A. Goal specificity
- B. Equity among workers
- C. Feedback
- D. Defining the goal

ANSWER: B

191. Which of the following is/are OD intervention techniques _____

- A. Sensitivity training
- B. MBO
- C. Quality of work life
- D. All the above

ANSWER: D

192. A technique to bring changes in the entire organization, rather than focusing attention on individuals to bring changes easily _____

- A. Organizational development
- B. Organizational change
- C. Organizational culture
- D. Organizational conflicts

ANSWER: A

193. Which of the following is / are not direct method to solve intergroup conflicts

- A. Problem solving
- B. Domination by the management
- C. Removing key figures in conflict
- D. Persuasion

ANSWER: D

194. Which of the following methods is/are used to solve intergroup conflicts indirectly _____

- A. Avoidance
- B. Encouragement
- C. Bargaining
- D. All of these

ANSWER: A

195. ----- refers to the negotiation or an agreement between two groups

- A. . Contracting
- B. Co-opting
- C. Pressure tactics
- D. None of these

ANSWER: A

196. Which of the following is / are not a method of managing stress _____

- A. Time management
- B. Supervisor training
- C. Role Analysis techniques
- D. Rorschach test

ANSWER: D

197. Which of the following is / are method of managing stress _____

- A. Job relocation
- B. Career counseling
- C. Recreational facility
- D. All the above

ANSWER: D

198. _____ is discretionary behavior that is not part of an employee s formal job requirement, but that promotes the effective functioning of the organization

- A. . Productivity
- B. Motivation
- C. Organizational citizenship
- D. Organizational behavior

ANSWER: C

199. What term is used to describe voluntary and involuntary permanent withdrawal from an organization _____

- A. Absenteeism
- B. Turnover
- C. Downsizing
- D. truancy

ANSWER: B

200. Most valuable asset in an organization is _____

- A. Land and building
- B. Cash and bank balances
- C. Human being

D. technology

ANSWER: C

201. Scientific Management approach is developed by _____

A. Elton Mayo

B. Henry Fayol

C. F.W. Taylor

D. A. Maslow

ANSWER: C

202. A study of human behavior in organizational settings is _____

A. Individual behavior

B. Group behavior

C. Organizational behavior

D. None of these

ANSWER: C

203. Which of the following is/are the key features of organization _____

A. Social invention

B. Accomplishing goals

C. Group efforts

D. All of these

ANSWER: D

204. ----- are social inventions for accomplishing goals through group efforts

A. Management

B. Organization

C. Leadership

D. Behavior

ANSWER: B

205. The bottom line of any business plan is _____

A. Marketing plan

B. Financial plan

C. Personnel plan

D. Production plan

ANSWER: B

206. Top management works on _____

A. Strategic plan

B. Corporate plan

C. Budgeting

D. Both a & b

ANSWER: A

207. Strategic plan often refers to as _____

A. Long term plan

B. Short term plan

C. Both A and B

D. None of the above

ANSWER: A

208. In the planning process, the first step is to _____

- A. Set an objective
- B. Evaluate alternatives
- C. Determine strength & weaknesses
- D. None of the above

ANSWER: A

209. The plan which is discussed firstly in business plan _____

- A. Marketing plan
- B. Financial plan
- C. Personnel plan
- D. Production plan

ANSWER: A

210. One of the greatest effects of e-commerce is that _____

- A. Costs will be reduced
- B. Customers will be empowered
- C. Employees become more powerful
- D. Computers will be less important

ANSWER: A

211. Which of the following is not a basic function of the management process _____

- A. Controlling
- B. Organizing
- C. Working
- D. Leading

ANSWER: C

212. Challenging goals usually lead to _____ performance from individuals and groups.

- A. Higher
- B. Lower
- C. Excellent
- D. None of the Above

ANSWER: A

213. The belief that a firm's obligation goes beyond that required by law and economics, and includes a pursuit of long-term goals that are good for society is known as _____

- A. Social responsiveness
- B. Ethical responsibility
- C. Social responsibility
- D. Social obligation

ANSWER: C

214. Managers today realize that long-term success can be achieved primarily by satisfying the customer. Customers are demanding quicker service, higher quality, and more _____.

- A. Value for their money

- B. Personal attention
- C. Variety in services
- D. Online choices

ANSWER: A

215. The General Manager's meeting was most likely a result of the following management function _____

- A. Organizing
- B. Planning
- C. Decision-Making
- D. Controlling

ANSWER: C

216. Which type of advertising objective is the most important for mature products _____

- A. Comparison advertising
- B. Informative advertising
- C. Persuasive advertising
- D. Reminder advertising

ANSWER: D

217. Which of the following are tools used by public relations departments _____

- A. Press relations
- B. Product publicity
- C. Corporate communication
- D. All of the above

ANSWER: D

218. What is the name of the promotional tool aimed at building good relations with a company and its publics _____

- A. Public relations
- B. Promotion
- C. Publicity
- D. Advertising

ANSWER: A

219. When developing an advertising program, marketers must make five major decisions. These are _____

- A. Target audience, objective setting, budget decisions, media decisions, campaign evaluation
- B. Objective setting, budget decisions, message decisions, media decisions, campaign evaluation
- C. Objective setting, target audience, budget decisions, message decisions, campaign evaluation
- D. Objective setting, target audience, response sought, message decisions, campaign evaluation

ANSWER: C

220. Which is not a factor that makes a message source credible _____

- A. Likeability
- B. Expertise
- C. Trustworthiness
- D. All of the above

ANSWER: D

221. Awareness, _____, _____, preference, _____ and purchase are the stages consumers move through in terms of buyer-readiness

- A. Knowledge, liking, attitude
- B. Liking, attitude, conviction
- C. Knowledge, liking, conviction
- D. Post-purchase, knowledge, liking

ANSWER: C

222. Which of the following is not an element of communication _____

- A. Decoding
- B. Sender
- C. Feedback
- D. None of the above

ANSWER: D

223. To set its total promotion budget, a company can choose between four common methods _____.

- A. The affordable method and the percentage-of-sales method
- B. The affordable method, the percentage-of-sales method, the competitive-parity method and the objective-and-task method
- C. Defining specific objectives, determining the tasks that must be performed to achieve these objectives, and estimating the costs of performing these tasks
- D. Competitive method, parity method, objective method and task method

ANSWER: B

224. What two major communication channels do marketers use to convey their product to consumers

- A. Personal and non-personal channels
- B. Print media and events
- C. Message source and feedback
- D. Word-of-mouth and commercials

ANSWER: A

225. Setting proper advertising budgets is difficult because _____.

- A. Is not a problem with today's computers and specialised software
- B. It is not that critical, since a research study found that advertising did not have much impact on consumer purchases
- C. Precise data is difficult to identify and gather
- D. It is a function of the finance department, not marketing

ANSWER: C

226. What is the main objective of informative advertising _____

- A. To keep the brand in consumers' minds during the mature stage of the product life cycle
- B. stimulate primary demand
- C. create selective demand
- D. None of the above

ANSWER: B

227. What is integrated marketing communications _____

- A. Close communications between production managers and marketing managers
- B. The integration of advertising, personal selling, sales promotion, and public relations, direct and online marketing tools to achieve marketing objectives
- C. Direct communication with a healthy mix of diverse customers to study their purchasing habits
- D. Close communications between production managers and marketing managers

ANSWER: B

228. An organisation running a business has the following attributes: the assets belong to the organisation, it can create a floating charge over its assets, change in membership does not alter its existence, and members cannot transfer their interests to others. What type of organisation is it _____

- A. A private limited company
- B. A limited liability partnership
- C. A general partnerships
- D. A private limited company

ANSWER: B

229. Sparkle Ltd is a private limited company limited by shares. It has one director. How many shareholders does the law require it to maintain _____

- A. One provided it is a different person from the director.
- B. Five.
- C. Two.
- D. One which can be the same person as the director

ANSWER: D

230. A Community Interest Company (CIC) can be set up as which of the following _____

- A. A private company limited by guarantee only.
- B. A private company limited by shares or a private company limited by guarantee only.
- C. A private or public company limited by shares or a private company limited by guarantee.
- D. None of the above, it is a type of partnership.

ANSWER: C

231. Which of the following is not a method of creating a company _____

- A. A written agreement made by the directors.
- B. Registration under the Companies Act 2006.
- C. Act of Parliament.
- D. Grant of Royal Charter

ANSWER: A

232. Which one of the following statements about limited liability partnerships (LLPs) is incorrect _____

- A. An LLP has a legal personality separate from that of its members.
- B. The liability of each partner in an LLP is limited.
- C. Members of an LLP are taxed as partners.
- D. A limited company can convert to an LLP.

ANSWER: B

233. Limited liability partnerships were introduced by which Act of Parliament _____

- A. Limited Partnership Act 1907
- B. Limited Liability Partnership Act 2000

- C. Partnership Act 2000
- D. Companies Act 2006.

ANSWER: B

234. The Partnership Act 1890 section 24 sets out rights of partners (in default of their own agreement). Which one of the following is not included in section 24 _____

- A. The right to take part in the management of the business
- B. The right to a salary.
- C. The right to share equally in the capital and profits of the business
- D. The right to be indemnified by the firm for any liabilities incurred or payments made in the course of the firm's business

ANSWER: B

235. A partner who is entitled to a share of the profits from a partnership is known as _____

- A. A salaried partner
- B. A managing partner.
- C. An equity partner.
- D. A limited liability partner.

ANSWER: C

236. The maximum number of persons who are legally allowed to operate in a partnership is _____

- A. 20
- B. 40
- C. There is no legal limit
- D. 100

ANSWER: C

237. Which one of the following is an unincorporated organisation _____

- A. General partnership
- B. Limited liability partnership
- C. Public limited company
- D. Private limited company

ANSWER: A

238. What would be the most likely cause of an unfavourable labour rate variance together with a favourable labour efficiency variance _____

- A. The employment of more highly skilled staff than budgeted
- B. Poor wage negotiation by the Human Resources manager
- C. The employment of less well-trained staff than intended
- D.) Improved production efficiencies

ANSWER: A

239. Which of the following statements can be considered to be an advantage of a bottom-up budget _____

- A. Uses the knowledge of all staff to build a fair budget
- B. The cheapest method of producing a budget
- C. Reduces the level of budget negotiation between staff
- D. Prevents slack being built into budgets

ANSWER: A

240. What is meant by an incremental budget _____

- A. What is meant by an incremental budget
- B. The variable elements of a budget, excluding fixed costs
- C. A budget that is based on the previous year, adjusted for known changes
- D. A budget that breaks even

ANSWER: C

241. Which of the following is not a functional budget _____

- A. Labour budget
- B. Cash budget
- C. Materials budget
- D. Expenses budget

ANSWER: B

242. Which of the following budgets would not form part of the master budget _____

- A. Cash budget
- B. Statement of profit or loss
- C. Sales budget
- D. Statement of financial position

ANSWER: C

243. Which is the mostly likely purpose of budgeting _____

- A. Planning and control of an organization's income and expenditure
- B. Preparation of a five-year business plan
- C. Company valuation
- D. Assess the non-financial performance of an organization

ANSWER: B

244. There are different techniques to both initiate and build relationships with customers by using a combination of online and offline techniques. What is the 'customer life cycle' though

- A. Techniques to encourage customers to increase their involvement with an organization
- B. An approach to building and sustaining long-term business with a customer
- C. The stages each customer will go through in a long-term relationship with a supplier
- D. The answers above are all correct

ANSWER: C

245. A strength of social media and viral marketing is _____

- A. Considered credible
- B. Highly targeted with controlled costs
- C. It is possible to reach a large number at relatively low cost
- D. Cannot be ignored in user's inbox

ANSWER: C

246. . E-commerce managers aim to deliver the most effective mix of communications to drive traffic to their e-commerce sites. The different techniques can be characterised as _____

- A. Online marketing communications
- B. Offline marketing communications
- C. Digital media channels

D. All of the above

ANSWER: D

247. The use of online and offline promotion techniques to increase the audience of a site is known as a _____

- A. Search engine optimization
- B. Quality score
- C. Traffic building campaign
- D. Search engine marketing

ANSWER: C

248. Online public relations (or e-PR) should aim to maximise favourable mentions of companies, products, brands, etc which are likely to be visited by target audiences. Which of the following activities fall within the remit of e-PR _____

- A. Communicating with media (journalists) online
- B. Link building including reciprocal links
- C. Social networks and online communities
- D. All of the above

ANSWER: D

249. Online marketing communications include the development on online partnerships and are regarded as an important part of a marketing mix. There are three key types of online partnerships; link building, affiliate marketing, and one other _____

- A. Online sponsorship
- B. Media multiplier
- C. Interactive advertising
- D. Ad serving

ANSWER: A

250. 1. Building long-term relationships with customers is essential for any business. The application of technology to achieve CRM is a key element of e-business but what does CRM stand for _____

- A. Customer retailing management
- B. Customer relationship management
- C. Customer resource management
- D. Consumer relationship management

ANSWER: B

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