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Examination VU Examination System (... x)

Question No : 1 of 60 Marks: 1 (Budgeted Time 1 Min)

One of the best solutions to get rid of non-biodegradable wastes is :

Answer (Please select your correct option)

Burning

Burying

Recycling

Dumping

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Examination VU Examination System (... x)

Question No : 3 of 60 Marks: 1 (Budgeted Time 1 Min)

A reliable selection device:

Answer (Please select your correct option)

Measures exactly what it intends to, relative to the job specification.

Can be passed by most of the job applicants.

Is administered by a qualified personnel specialist.

Yields the same results over time if taken by the same person.

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Question No : 4 of 60 Marks: 1 (Budgeted Time 1 Min)

One of the most common selection methods used by HR managers in organizations today is the:

Answer (Please select your correct option)

- Interview
- Biographical information bank
- Assessment centre
- None of the given options

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Examination VU Examination System (... x)

Question No : 5 of 60 Marks: 1 (Budgeted Time 1 Min)

ABC Company is currently hiring employees from different countries. ABC Company is said to be implementing _____ strategy.

Answer (Please select your correct option)

Decentralization

Downsizing

Workforce diversity

Retrenchment

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Examination VU Examination System (... x)

Question No : 6 of 60 Marks: 1 (Budgeted Time 1 Min)

A research problem is:

Answer (Please select your correct option)

- Always easy to identify.
- An ambiguous statement.
- An opportunity for the organization to exploit their competitors' weaknesses.
- A statement that may define an opportunity or current marketing situation.

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Question No : 7 of 60 Marks: 1 (Budgeted Time 1 Min)

Income, education, and gender are examples of

Answer (Please select your correct option)

Demographics.

Social class.

Psychographics.

Values.

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Question No : 8 of 60 Marks: 1 (Budgeted Time 1 Min)

Ali plans to get together a small group of department store buyers to talk about their buying patterns and interests. Ali is planning

Answer (Please select your correct option)

- A mall intercept survey
- In-depth personal interviews
- A questionnaire
- A focus group

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Examination VU Examination System (... x)

Question No : 9 of 60 Marks: 1 (Budgeted Time 1 Min)

Which distribution coverage is most prevalent of convenience goods such as gum?

Answer (Please select your correct option)

- Intensive distribution
- Selective distribution
- Exclusive distribution
- No distribution

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Examination VU Examination System (... x)

Question No : 10 of 60 Marks: 1 (Budgeted Time 1 Min)

Billboard advertising is most effective for which type of advertisement?

Answer (Please select your correct option)

- Pioneering
- Advocacy
- Reminder
- Comparative

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Examination VU Examination System (... x)

Question No : 11 of 60 Marks: 1 (Budgeted Time 1 Min)

If Unilever was to perceive that consumers within a particular group were becoming more conservative in their investing, and thus developed more products with lower risk, it would be:

Answer (Please select your correct option)

- Responding to the changing customer needs
- Changing its target market
- Developing a sales orientation
- Changing its organisational structure

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Question No : 12 of 60 Marks: 1 (Budgeted Time 1 Min)

Mr. Ali has retired from active participation of firm, but he still earns interest on the amount of money he has invested. He falls under which of the following category of partner?

Answer (Please select your correct option)

Retired partner

Quasi partner

Deceased partner

Nominal partner

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Examination VU Examination System (... x)

Question No : 13 of 60 Marks: 1 (Budgeted Time 1 Min)

Why the World Trade Organization (WTO) was established in 1993?

Answer (Please select your correct option)

To implement rulings on trademarks and intellectual property rights

To monitor global trade

To ensure global free trade

To enforce the GATT rulings of 1993

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Examination VU Examination System (... x)

Question No : 14 of 60 Marks: 1 (Budgeted Time 1 Min)

_____ occurs when a firm invests resources in business activities outside its home country.

Answer (Please select your correct option)

Foreign direct investment

GATT

International trade

Globalization of production

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Examination VU Examination System (... x)

Question No : 15 of 60 Marks: 1 (Budgeted Time 1 Min)

'Differences in the importance of values and norms' are an example of which of the following type of international trade barrier?

Answer (Please select your correct option)

Political

Legal

Economic

Cultural

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Question No : 16 of 60 Marks: 1 (Budgeted Time 1 Min)

Job ads posted in newspapers are one of the methods of

Answer (Please select your correct option)

- Employee recruitment
- Employee selection
- Employee orientation
- Employee appraisals

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Examination VU Examination System (... x)

Question No : 17 of 60 Marks: 1 (Budgeted Time 1 Min)

In Pakistan, supervisors are usually more inclined towards:

Answer (Please select your correct option)

Theory X approach

Theory Y approach

Theory Z approach

None of the given options

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Examination VU Examination System (... x)

Question No : 18 of 60 Marks: 1 (Budgeted Time 1 Min)

While drafting corporate level strategies, which of the following leadership style is mostly adopted?

Answer (Please select your correct option)

- Autocratic style
- Democratic style
- Free-rein style
- All of the given options

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Examination VU Examination System (... x)

Question No : 19 of 60 Marks: 1 (Budgeted Time 1 Min)

A market segment would have a collection of prospective buyers that are:

Answer (Please select your correct option)

Ready to buy

Demographically challenged

Relatively heterogeneous

Relatively homogeneous

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Examination VU Examination System (... x)

Question No : 20 of 60 Marks: 1 (Budgeted Time 1 Min)

A consumer will initiate a buying decision process if

Answer (Please select your correct option)

- Marketing and non-marketing stimuli are favorable.
- The non-marketing stimuli are favorable.
- The marketing stimuli are favorable.
- Marketing and non-marketing stimuli and buyer characteristics are favorable

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Question No : 21 of 60 Marks: 1 (Budgeted Time 1 Min)

Which one of the following is considered a social factor influencing the consumer buying decision process?

Answer (Please select your correct option)

- Family
- Opinion leaders
- Reference groups
- All of the given options

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Examination VU Examination System (... x)

Question No : 22 of 60 Marks: 1 (Budgeted Time 1 Min)

Personality characteristics, perception, motives, ability, knowledge and attitudes:

Answer (Please select your correct option)

- Operate independently of environmental influences.
- Can be measured accurately by marketers .
- Are psychological forces that may influence consumers' behaviour.
- Are external forces that affect consumers' behavior.

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Examination VU Examination System (... x)

Question No : 23 of 60 Marks: 1 (Budgeted Time 1 Min)

During which stage of new product development does the firm consider profitability?

Answer (Please select your correct option)

- Idea generation
- Testing
- Business analysis
- Compatibility research

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Question No : 24 of 60 Marks: 1 (Budgeted Time 1 Min)

In the introduction phase of the Product life cycle,a typical marketing communications objective would be:

Answer (Please select your correct option)

- Reduce promotional spending until the product takes off.
- Use advertising and sales promotion to end users to create product awareness.
- Increase production capacity.
- Demonstrate the product to customers

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Question No : 25 of 60 Marks: 1 (Budgeted Time 1 Min)

The product life cycle describes the stages, a new product goes through in the:

Answer (Please select your correct option)

Introduction phase

Test market

Marketplace

Diffusion stage

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Question No : 26 of 60 Marks: 1 (Budgeted Time 1 Min)

The stage of the Product life cycle where competitors appear is:

Answer (Please select your correct option)

- Introduction
- Decline
- Maturity
- Growth

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Examination VU Examination System (... x)

Question No : 27 of 60 Marks: 1 (Budgeted Time 1 Min)

As the production manager of an engineering firm, you went out and bought a metal cutting machine. What you have purchased can best be classified as:

Answer (Please select your correct option)

- a processed component.
- a component part.
- raw material.
- an industrial product.

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Question No : 28 of 60 Marks: 1 (Budgeted Time 1 Min)

Personal selling involves the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or a group's:

Answer (Please select your correct option)

Self-esteem

Team spirit

Relationship model

Purchase decision

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Question No : 29 of 60 Marks: 1 (Budgeted Time 1 Min)

A marketer that wanted to include detailed explanations in advertisements would be most likely to use:

Answer (Please select your correct option)

Radio

Television

Outdoor displays

Magazines

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Question No : 30 of 60 Marks: 1 (Budgeted Time 1 Min)

The financial statement which shows cash activity (receipts and disbursements) during the accounting period is called a(n):

Answer (Please select your correct option)

Bank statement.

Income statement.

Statement of cash flows.

Bank reconciliation.

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