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ne of the most common selection methods used by HR managers in organizations today is the:	-	
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tion No : 5 of 60	Marks: 1 (Budgeted Time 1 Min)	0
C Company is currently hiring employees from different countries. ABC Company is said to be implementingstrategy.		-
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Decentralization		4
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Downsizing		-
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A research problem is:	-
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Answer (Please select your correct option)	
Always easy to identify.	<u> </u>
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An ambiguous statement.	
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An opportunity for the organization to exploit their competitors' weaknesses.	<u>*</u>
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A statement that may define an opportunity or current marketing situation.	
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Answer (Please select your correct option)		
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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	<u> </u>	
	<u>×</u>	
Answer (Please select your correct option)		
A mall intercept survey		=
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In-depth personal interviews		*
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A questionnaire		4
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A focus group		-
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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)		<u> </u>
Intensive distribution		
Selective distribution		<u>×</u>
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Billboard advertising is most effective for which type of advertisement?	
Answer (Please select your correct option)	<u>×</u>
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f Unilever was to perceive that consumers within a particular group were becoming more conservative in their investing, and thus deve	loped more products with lower risk, it would be:	•
nswer (Please select your correct option)		
Responding to the changing customer needs		2
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C Changing its target market		*
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C Developing a sales orientation		
Changing its organisational structure		
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All 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 fol	ollowing category of partner?	-
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er (Please select your correct option)		-
Retired partner		2
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Quasi partner		*
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Question No : 13 of 60	Marks: 1 (Budgeted Time 1 Min)	0
Why the World Trade Organization (WTO) was established in 1993?		•
Answer (Please select your correct option)		-
C To implement rulings on trademarks and intellectual property rights		*
C To monitor global trade.		*
To ensure global free trade		-
C To enforce the GATT rulings of 1993		*
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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)	<u>×</u>
Political	4
C	
C Legal	×
Economic	<u> </u>
	-
C 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	<u>-</u>	
Answer (Please select your correct option)		
Employee recruitment		-
C		
Employee selection		-
Employee orientation		×
C Employee appraisals		4 (1)
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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?	-
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Answer (Please select your correct option)	
Autocratic style C	
Democratic style	-
Free-rein style	-
All of the given options	2
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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	E
C	
	<u>×</u>
Demographically challenged	<u>^</u>
	*
Relatively heterogeneous	4
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Question No : 20 of 60	Marks: 1 (Budgeted Time 1 Min) 🕒
A consumer will initiate a buying decision process if	<u> </u>
	-
Answer (Please select your correct option)	
Marketing and non-marketing stimuli are favorable.	2
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	v
The non-marketing stimuli are favorable.	<u>*</u>
	-
The marketing stimuli are favorable.	
C	
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Marketing and non-marketing stimuli and buyer characteristics are favorable	<u>~</u>
	*
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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?	<u> </u>
	◀
	<u>×</u>
Answer (Please select your correct option)	
Family	<u> </u>
	×.
Opinion leaders	*
	-
Reference groups	
C	
All of the given options	<u>×</u>
	<u>×</u>
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restion No : 23 of 60	Marks: 1 (Budgeted Time 1 Min) 📃		
uring which stage of new product development does the firm consider profitability?	<u>A</u>		
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	7		
swer (Please select your correct option)			
Idea generation	<u>×</u>		
	~		
Testing	<u>ت</u>		
	×		
Business analysis	-		
	<u>_</u>		
Compatibility research	<u></u>		
	<u>×</u>		
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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:	4	•
Answer (Please select your correct option)	X	
Reduce promotional spending until the product takes off.		4
Use advertising and sales promotion to end users to create product awareness.		×
C		-
C Increase production capacity.		-
C 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:	-	1
		•
	*	
Answer (Please select your correct option)		1
Introduction phase		4
c		
		<u>×</u>
Test market		-
		·*
Marketplace		-
C .		_
Diffusion store		*
Diffusion stage C		-
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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:	<u>A</u>	
	-	
Answer (Please select your correct option)		
Introduction	4	
с		
	×	
Decline		
	<u>×</u>	
Maturity	-	
	-	
Growth	<u> </u>	
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Ausesion 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-streem C Relationship model Purchase decision 2 C Purchase decision 2 C Purchase decision 2 C Purchase decision 2 C Purchase decision C C Purchase decision C C Purchase decision Purchase d	Favorites 🙀 🙆 Suggested Sites 🔹 😰 Web Site Gallery 🍷		
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-etteen Relationship model Relationship model Purchase decision Start Time: 11 35 PM 2 Relationship 2	🖓 🕶 🌈 Examination 🦉 WU Examination System (🗙	🚹 🔹 🔂 🔸 🖾 👘 🔹 Page + Safe	ety + T <u>o</u> ols + 🔞 +
Answer (Please select your correct option)	Question No : 28 of 60	Marks: 1 (Budgeted Time 1 Min)	
C Self-esteem.	Personal selling involves the two-way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to	o influence a person's or a group's:	
C Self-esteem.			
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Team spirit.			
Team spirit. Relationship model. Purchase decision			-
Relationship model. Purchase decision. Start Time: 11:35 PM 120:00 Time Left A Spit MADE BY WAOAR SHIPDHIM			*
Relationship model.	Team spirit.		-
Purchase decision			
Purchase decision			Ŧ
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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	_	
		•
	<u>×</u>	
Answer (Please select your correct option)		
Radio		-
c		~
Television		-
c		
		*
Outdoor displays		*
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Magazines		*
2		*
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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):	<u>^</u>	
	-	
Answer (Please select your correct option)		
Bank statement.	-	
C		
Income statement.	<u> </u>	
с		
	<u>×</u>	
Statement of cash flows.	-	
	<u></u>	
Bank reconciliation	<u> </u>	
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