

For Solved Visit **VU Answer**

The screenshot shows a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 :... Fall 2012 (FinalTerm) :... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

- Question No : 1 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is/are the component/s of business?
- Answer ( Please select your correct option )
- Options:
  - Industry
  - Commerce
  - Both industry and commerce
  - Trade and aids to trade
- Start Time: 1:06 PM
- Time Left: 118:00

At the bottom of the browser window, there is a watermark that reads "MADE BY WAQAR SIDDHU".

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Question No : 2 of 60 Marks: 1 (Budgeted Time 1 Min)

Which of the following is a disadvantage of partnership?

Answer ( Please select your correct option )

- Prime credit standing
- Profit sharing
- Distribution of work
- Sufficient capital

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

Which of the following characteristics is considered to be an advantage of the corporate form of organization?

Answer ( Please select your correct option )

- Avoidance of double taxation
- Limited liability of stockholders
- Low level of regulation
- The absence of a perpetual existence

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- Question No : 4 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The portion of capital kept at the winding up of a company for the payment of debts is known as:"
- Answer options (radio buttons):
  - Reserve capital
  - Issued capital
  - Subscribed capital
  - Authorized capital
- Start Time: 1:06 PM
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- Question No : 5 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Douglas McGregor is associated with which of the following?
- Answer ( Please select your correct option )
- Options:
  - Scientific management
  - Motivational factors
  - Theory X and Theory Y
  - The Hawthorne studies
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- Question No : 6 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "explains that the amount of effort employees exerts on a specific task depends on their expectations of the outcome."
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Expectancy theory
  - Goal -Setting Theory
  - Maslow's Theory
  - None of the given options
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Question No : 7 of 60 Marks: 1 (Budgeted Time 1 Min)

Many marketers view political forces as:

Answer ( Please select your correct option )

- Easily ignored
- Easily influenced
- Simple to recognize
- Beyond their control

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- Question No : 8 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "\_\_\_\_\_ includes all of the activities involved in the sale of products to final customers."
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Wholesaling
  - Retailing
  - Marketing
  - Distributing
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- Question No : 9 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Media research generally focuses on \_\_\_\_\_."
- Answer options:
  - Demographic characteristics
  - Costs of different advertising media available
  - The specific needs of an individual advertiser
  - None of the given options
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- Question No : 10 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behavior. What techniques can be applied to obtain qualitative research?"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Focus groups.
  - Elicitation interviews.
  - One to one interviews.
  - All of the given options
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- Page number: 10
- Navigation icons: back, forward, search, etc.

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

\_\_\_\_\_ affect the nature of the supply chain that evolves to suit the needs of the producer and to meet consumer demand.

Answer ( Please select your correct option )

- Intermediaries
- Retailers
- Channel constraints
- None of the given options

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

Reminder product and brand advertising is typically used to:

Answer ( Please select your correct option )

- Inform the target market.
- State the position of the advertiser on an issue.
- Persuade the target market.
- Reinforce previous knowledge

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- Question No : 13 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Advertising that encourages consumers to send in cards for additional information aids salespersons in achieving which goal of personal selling?"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Convincing prospects to buy
  - Finding prospects
  - Keeping customers satisfied
  - Making the presentation
- Start Time: 1:06 PM
- Time Left: 118:00
- Page number: 13
- Navigation icons: back, forward, search, etc.

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

What is potentially the biggest advantage of a small partnership over a sole proprietorship?

Answer ( Please select your correct option )

- Unlimited liability
- Single tax filing
- Difficult ownership resale
- Raising capital

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

Capri is a brand of beauty soap that is slim in design to appeal to women. In this instance, women comprise Capri's:

Answer ( Please select your correct option )

- Marketing mix
- Target market
- Target audience
- Marketing opportunity

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- Question No : 16 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "A small hardware store whose only competitor is a huge discount store would be least likely to use which competitive tool?"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Services
  - Price
  - Promotion
  - Distribution
- Start Time: 1:06 PM
- Time Left: 118:00
- Page number: 16
- Navigation icons: back, forward, search, etc.

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

A fruit and vegetable wholesaler buys a loaded truck of strawberries from a local farmer and then divides them into 10 kg baskets to sell to grocery stores. This sorting function is called:

Answer ( Please select your correct option )

- allocation.
- assorting.
- accumulation.
- sorting out.

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- Question No : 18 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "An activity or material that offers added value or incentive to resellers, salespersons, or consumers is:"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Advertising.
  - Personal selling
  - Publicity.
  - Sales promotion.
- Start Time: 1:06 PM
- Time Left: 118:00
- Page number: 18
- Navigation icons: back, forward, search, etc.

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

Personal selling tries to achieve three general goals: finding prospects, convincing prospects to buy, and

Answer ( Please select your correct option )

- monitoring new products being developed.
- being aware of competitors' sales activities.
- avoiding repeat sales.
- keeping customers satisfied.

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- Question No : 20 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: An entrepreneur chooses a franchise over an independent startup most likely because of
- Answer ( Please select your correct option )
- Options:
  - Initial high cost
  - Decision freedom it provides
  - Restrictions on franchisee from franchisor
  - High probability of success
- Start Time : 1:06 PM
- Time Left : 118:00
- Page number: 20
- Navigation icons: back, forward, search, etc.

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Question No : 21 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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- Question No : 22 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Females can best pursue the teaching profession". It is a form of
- Answer options (Please select your correct option):
  - Self actualization
  - Self-esteem
  - Stereotype
  - Diversity
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 22
- Navigation icons: back, forward, search, etc.

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- Question No : 23 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Virtual University compensates their employees on monthly basis. What type of incentives they are providing to their employees?"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Employee salary
  - Daily wage
  - Piece-rate pay
  - Commission
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 23
- Navigation icons: back, forward, search, etc.

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- Question No : 24 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is NOT included as a basic idea in the definition of marketing concepts?
- Answer ( Please select your correct option )
- Options:
  - Total company effort
  - Profit
  - Productivity
  - Customer satisfaction
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 24
- Navigation icons: back, forward, search, etc.

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- Question No : 25 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following parts are included in the marketing mix?
- Answer ( Please select your correct option )
- Four radio button options:
  - Product, place, promotion, and price
  - Competition and customer satisfaction
  - Buying, selling, transporting and storing
  - Profit, distribution, and advertising
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 25
- Navigation icons: back, forward, search, and refresh.

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- Question No : 26 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Marketers use market segmentation:"
- Answer instruction: "Answer ( Please select your correct option )"
- Four radio button options:
  - To link market needs to an organization's marketing program.
  - To relate supply to demand in economic terms.
  - To develop specific marketing actions related to the 4 P's.
  - All of the given options
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 26
- Navigation icons: back, forward, search, etc.

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- Question No : 27 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "A consumer will initiate a buying decision process if"
- Answer options:
  - 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
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 27
- Navigation icons: back, forward, search, etc.
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Question No : 28 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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- Question No : 29 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The product life cycle describes the stages, a new product goes through in the:"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Introduction phase
  - Test market
  - Marketplace
  - Diffusion stage
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 29
- Navigation icons: back, forward, search, etc.

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- Question No : 30 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: A product mix is best described as:
- Answer ( Please select your correct option )
- Options:
  - All of the given options
  - Product, distribution, promotion, and price
  - A group of closely related products
  - All products offered by a firm
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 30
- Navigation icons: back, forward, search, etc.
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- Question No : 31 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: Advertising that promotes organisational images, ideas, and political issues is called \_\_\_\_\_ advertising.
- Answer ( Please select your correct option )
- Options:
  - institutional
  - defensive
  - product
  - competitive
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 31
- Navigation icons: back, forward, search, etc.

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Question No : 32 of 60 Marks: 1 (Budgeted Time 1 Min)

Which one of the following trade barrier restricts or discourages the business person in international market to import limited quantity of stock?

Answer ( Please select your correct option )

- Language
- Quota
- Tariff
- Laws

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- Question No : 33 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Mr. Kanran's current year revenue is Rs.450, 000/- and expenses incurred by his firm during the same year are of Rs.235, 000/- It reflects which of the following position of the business?"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Earning profit
  - Suffering losses
  - Facing Bad debts
  - Facing insolvency
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 33
- Navigation icons: back, forward, search, etc.

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- Question No : 34 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following have the effect of decreasing owner's equity?
- Answer ( Please select your correct option )
- Options:
  - Expenses
  - Revenues
  - Capital gains
  - None of the given options
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 34
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- Question No : 35 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following type of accounting information is used by external users?
- Answer ( Please select your correct option )
- Options:
  - Non Financial
  - Financial
  - Cost
  - Managerial
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 35
- Navigation icons: back, forward, search, etc.

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- Question No : 36 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: "Who use Financial accounting ?"
- Answer ( Please select your correct option )
- Options:
  - External users
  - Internal users
  - Shareholders
  - None of the given options
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 36
- Navigation icons: back, forward, search, etc.

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The screenshot displays a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 :... Fall 2012 (FinalTerm) :... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

- Question No : 37 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following is NOT concerned with recording of accounting information?
- Answer ( Please select your correct option )
- Options:
  - Accounting
  - Auditing
  - Single entry bookkeeping
  - Double entry bookkeeping
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 37
- Navigation icons: back, forward, search, etc.

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Question No : 38 of 60 Marks: 1 (Budgeted Time 1 Min)

Mr. Ahmed is working as a product planning executive in a manufacturing concern. He takes product planning decisions on the basis of knowledge and information available. He may be known as:

Answer ( Please select your correct option )

- Monotonous worker
- Non skilled worker
- Skilled worker
- Knowledge worker

Start Time : 1:06 PM  
117:00 Time Left

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- Question No : 39 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "All of the followings are different forms of verbal communication, EXCEPT:"
- Answer options:
  - Tone
  - Language
  - Sound
  - Words
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 39
- Navigation icons: back, forward, search, etc.

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**Question No : 40 of 60** **Marks: 1 (Budgeted Time 1 Min)**

Subhan Soap deals in production of different kinds of health care soap at local level. The company have access inventory but low market demand. To increase the market demand and sale, it hires different sales representatives and allocates them different places to sale the products. Company is only focusing on selling and ignores customer satisfaction and due to this sometime aggressive hard sell approach has been adopted. Identify the stage of marketing for this company?

**Answer ( Please select your correct option )**

- Production oriented stage
- Product oriented stage
- Marketing oriented stage
- Sale oriented stage

At the bottom of the interface, there is a "Start Time: 1:06 PM" and a "Time Left: 117:00" indicator. A watermark "MADE BY WAQAR SIDDHU" is visible across the bottom right of the screenshot.

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The screenshot shows a web browser window titled "VU Examination System (CLIENT) VUTES 6.5 :... Fall 2012 (FinalTerm) :... - Windows Internet Explorer". The address bar shows "http://localhost/VUTES/client/Instructions.aspx". The page content includes:

- Question No : 41 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "All of the following are characteristics of non verbal communication, EXCEPT:"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - All behaviors have communicative values
  - Nonverbal communication is ambiguous
  - Nonverbal communication is specific
  - It happens through sensory channels
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 41
- Navigation icons: back, forward, search, etc.
- Watermark: "MADE BY WAQAR SIDDHU"

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- Question No : 42 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "If a sender uses the objects, sounds, actions, time and space deliberately or un deliberately to communicate the message, this way of communication is known as:"
- Answer section: "Answer ( Please select your correct option )"
- Options:
  - Gender-based communication
  - Verbal communication
  - Nonverbal communication
  - Tele communication
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 42
- Navigation icons: back, forward, search, etc.

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- Question No : 43 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: "What will be the result when a product completely meets a customer's requirements?"
- Answer ( Please select your correct option )
- Options:
  - Quality is achieved
  - Cost of quality is high
  - Cost of quality is low
  - Less utility
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 43
- Navigation icons: back, forward, search, etc.

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- Question No : 44 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Studies which identifying a firm's current costs as well as the areas with the largest cost-savings potential are known as:"
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Quality/cost studies
  - Observational studies
  - Scientific studies
  - Experimental study
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 44
- Navigation icons: back, forward, search, etc.

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http://localhost/VUTES/client/Instructions.aspx

File Edit View Favorites Tools Help

VU Examination System (CLIENT) VUTES 6.5 ..... Fall...

Question No : 45 of 60 Marks: 1 (Budgeted Time 1 Min)

Instructions, directions, assignments of tasks and performance feedback are usually communicated through

Answer ( Please select your correct option )

- Horizontal communication
- Lateral communication
- Downward communication
- Upward communication

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- Question No : 46 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "Zero defect level is known as all of the followings, EXCEPT:"
- Answer options:
  - An organization with very strong and effective management hierarchy
  - Getting as much imperfection out of the business as possible
  - Becoming more competitive, more productive and more profitable
  - Running business by paper over the faults of its faults
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 46
- Watermark: "MADE BY WAQAR SIDDHU"

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- Question No : 47 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following brings all resources required to create a product to a central location?
- Answer ( Please select your correct option )
- Options:
  - Fixed-position layout
  - Process layout
  - Product layout
  - Continuous layout
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 47
- Navigation icons: back, forward, search, etc.

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- Question No : 48 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following shows the loading and idle time of several departments, machines or facilities?
- Answer ( Please select your correct option )
- Options:
  - PERT
  - GANIT
  - LIFO
  - FIFO
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 48
- Navigation icons: back, forward, search, etc.

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- Question No : 49 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: Total Quality Management (TQM) strives for quality excellence through all of following , EXCEPT:
- Answer options:
  - Design of programmers to improve the quality of products and services
  - Consistently high standards of marketing and customer service
  - Formulating strategies and policies that direct resources
  - Examination of the company's annual report
- Start Time : 1:06 PM
- Time Left : 117:00
- Page number: 49
- Navigation icons: back, forward, search, etc.

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- Question No : 50 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question: Which of the following refers to management methods used to enhance quality and productivity in organizations?
- Answer ( Please select your correct option )
- Options:
  - Project management
  - Human resource management
  - Total quality management
  - Financial management
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 50
- Navigation icons: back, forward, search, etc.

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- Question No : 51 of 60
- Marks: 1 (Budgeted Time 1 Min)
- Question text: "The product's ability to be used for various purposes in different capacities and under different conditions is termed as \_\_\_\_\_."
- Answer section: "Answer ( Please select your correct option )"
- Four radio button options:
  - Usability of product
  - Flexibility of product
  - Availability of product
  - Quality of product
- Start Time: 1:06 PM
- Time Left: 117:00
- Page number: 51
- Navigation icons: back, forward, search, etc.

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Question No : 52 of 60 Marks: 1 (Budgeted Time 1 Min)

Export subsidies are:

Answer ( Please select your correct option )

- Restrictions on issuance of import license
- Taxes imposed on importing products
- Incentives by government to encourage export
- Maximum quantity of a product that can be imported

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Question No : 53 of 60 Marks: 3 (Budgeted Time 6 Min)

What is meant by Product life cycle?

Answer ( Please [click here](#) to Add Answer )

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http://localhost/VUTES/client/Instructions.aspx

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VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 54 of 60 Marks: 3 (Budgeted Time 6 Min)

What course of action will be followed for preparing the Trial Balance?

Answer ( Please [click here](#) to Add Answer )

Start Time: 1:06 PM

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http://localhost/VUTES/client/Instructions.aspx

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VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 55 of 60 Marks: 3 (Budgeted Time 6 Min)

What main decisions are to be taken by production/operations managers?

Answer ( Please [click here](#) to Add Answer )

Start Time: 1:06 PM

117:00 Time Left

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http://localhost/VUTES/client/Instructions.aspx

File Edit View Favorites Tools Help

VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 56 of 60 Marks: 5 (Budgeted Time 10 Min)

Differentiate between Job Enrichment and Job Redesign

Answer ( Please [click here](#) to Add Answer )

Start Time: 1:06 PM

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http://localhost/VUTES/client/Instructions.aspx

File Edit View Favorites Tools Help

VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 57 of 60 Marks: 5 (Budgeted Time 10 Min)

Define the term 'Market Research'. What is the purpose of conducting market research?

Answer ( Please [click here](#) to Add Answer )

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117:00 Time Left

57 [Navigation Icons]

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File Edit View Favorites Tools Help

VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 58 of 60 Marks: 5 (Budgeted Time 10 Min)

Mr. Ali has completed his MBA in finance from University of the Punjab in the year 2002. He has worked in various organizations as a financial advisor since completion of his masters. Recently he has been appointed as Finance Manager in a well reputed multinational company. Mr. Akram, the General Manager Human Resource, gave him orientation regarding his role & responsibilities in the organization.  
In your opinion, what will be the major role/responsibilities of Mr. Ali to be performed by him?

Answer ( Please [click here](#) to Add Answer )

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http://localhost/VUTES/client/Instructions.aspx

File Edit View Favorites Tools Help

VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 59 of 60 Marks: 5 (Budgeted Time 10 Min)

Identify any of the five options which are available to design a layout.

Answer ( Please [click here](#) to Add Answer )

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paper.aspx

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VU Examination System (CLIENT) VUTES 6.5 :... Fall...

Question No : 60 of 60 Marks: 5 (Budgeted Time 10 Min)

What promotional techniques may help a local restaurant to promote its products?

Answer ( Please [click here](#) to Add Answer )

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