

MGT211 QUIZ 3, 2021

UPDATED QUIZ FINAL TERM

Provide by Orange Monkey Team

1. The major disadvantage of advertising on television is:

Cost.....confirm from net

2. An organization wants to send an important and urgent parcel to Iran; which of the following mode of transportation will be most suitable.

By air.....confirm from net

3. When members of a channel have problems with each other this is called:

Horizontal conflict / channel conflict.....confirm from net

4. Management, marketing and finance are key parts of a/an:

Business plan.....confirm from net

5. Which of the following represents that organization is at the point of no profit and no loss;

Breakeven point.....confirm from net

6. The specific method a company uses to sell and deliver its product to customers is known as its _____.

Distribution channel....confirm from net

7. At the Growth stage of the product, the product is known as _____.

Star.....confirm

8. Shipping is a very important mode of transportation for

Exporters

9. Organizations which offer discounted prices are called?

Bargain retailer....confirm from net

10. A larger market share may be captured through which of the following pricing strategy?

Penetration Pricing....confirm from net

11. In which stage of product life cycle, few manufacturers are in the market and sale is very low.

Introduction...confirm

12. _____ is an advertising strategy that tries to keep a product's name in consumer's mind

Reminder advertising.....confirm

13. Billboard advertising is most effective for which type of advertisement?

Reminder.....confirm

14. The specific method a company uses to sell and deliver its products to customers is known as its _____.

Distribution channel....confirm

15. Which of the following is the most important determinant of a firm's value?

Earnings.....confirm

16. A technique that analysis the relationship between total revenue and total cost to determine profitability is called.

Break-even analysis....confirm

17. The money or other consideration exchanged for the ownership or use of a good or service is known as

Price....confirm

18. Consumer goods are purchased by

Ultimate consumers.....confirm

19. During the introduction stage of the PLC sales gradually increase and

Profit its minimal....confirm from net

20. At the Maturity stage of the product, the product is known as _____.

Cash cow.....confirm

21. At the decline stage of the product, the product is known as _____.

Dog....confirm

22. Advertising personal selling and public relations are under the following mix.

Promotional mix.....confirm from net

23. In which stage of product life cycle, marketers earn more profit due to less competition, small number of manufactures and high sales.

Growth stage...confirm

24. In which stage of product life cycle, marketers will,

. Reduce the price due to more competition.

Spend money on research and development.

Spend money to promote the brand name of the product.

Marketers will also revise their marketing strategies. i.e. They will find new segments of the market for their product.

. Per unit profit might reduce at this stage.

Maturity stage...confirm

25. In which stage of product life cycle,

Marketers should sell the products to selective customers.

At this stage, marketers will introduce innovations in the product to keep their sales high.

Decline stage....confirm

26. In which marketing mix, organizations persuade the customer to buy product.

Promotion.....confirm from net

27. A person who brings buyers and sellers together is called.

Agent....confirm

28. A product can be:

Intangible, Tangible, Something that is offered for sale....all options

29. A strategy in which promotional campaign is targeted on channel members is called?

Pull strategy....confirm from net

30. ABC industry evaluates that will our new product give us proper profit and is idea workable ? it is called

Business analysis

31. A person who brings buyers and sellers together is called.

Agent.....confirm

32. Which of the following represents that organization is at the point of no profit and no loss:

Breakeven point....confirm

33. A person or an organization which carries more power in distribution decision making process is called?

Channel leadership.....confirm from net

34. For low price consumer items, which distribution is used?

Intensive distribution....confirm

35. From the following distribution methods, which one is considered the best when a company delivers and sells products straight to the final customer?

Direct distribution

36. In which of the following pricing strategies, which strategy a company shall adopt to increases their sales volume?

Penetrating pricing

37. Star Electronics sales TV different style, black & white TV, different sizes of screen, it is called.

Product line.....confirm

38. In which stage of product life cycle, there is highest level of sales but per unit profit decreases.

Maturity....confirm

39. In the introduction phase of the PLC a typical marketing communications objective would be:

Use advertising and sales promotion to end users to create product awareness

40. Sohail buys the tooth paste from nearby store from his home, what type of customer goods he buys.

Convenience goods.....confirm

41. In which stage of product life cycle, marketers reduce the price due to more competition and spend money on research and development.

Maturity....confirm

42. Expectations that specify the role of price in a firm's marketing and strategy plans are

Pricing objectives.....confirm from net

43. When members of a channel have problems with each other this is called

Channel conflict.....confirm

44. A firm can charge a higher price without losing its customers if it does not have much.

Advertising....confirm from net

45. Which types of retailer distribute product line?

Product line retailer.....confirm from net

46. A set of related products manufactured by a single organization is called.

Product line...confirm

47. When the price of product is higher than the market expectations at the initial stage, it is called

Price skimming....confirm from net

48. In which stage of product life cycle, a large number of manufacturers and marketers enter in the market?

Maturity.... Confirm

49. Which of the following stage is considered as the last stage of any product and at this stage the product will disappear from the market?

Decline stage....confirm

50. For low price consumers items, which distribution is used?

Intensive distribution....confirm from net

51. The obtaining and investing funds by the firm is determined by the Finance function

52. Super Asia manufactures washing machines bikes AC and refrigerators it is called.

Product mix....confirm

53. A larger market share may be captured through which of the following pricing strategy?

Penetration pricing....confirm

54. In which part of marketing mix seller receives the value in exchange of goods and services.

Price Confirm

55. An independent body which his experts for various areas of marketing communication is called.

Advertising agency.....confirm from net

56. When the price is lower than the market expectations at the initial stage it is called

Penetration pricing....confirm

57. Which type of product promotion is identified as being direct face to face communication by sales people with existing and potential customers to promote a company's products?

Personal selling....confirm from net

58. Sheraz Beverages sends new developed soft drink in market for sale and advertises it on different media it is called.

Commercialization.....confirm

59. In which type of advertising, customers are repeatedly told about the product the brand the features or the manufacturers.

Remainder advertising

60. Four cost concepts are important in pricing decisions: total cost, fixed cost, variable cost, and

Marginal cost....confirm from net

61. Rimsha wants to buy jewelry due to upcoming Eid festival; she buys it after comparing price and quality from different jewelry shops. Which type of consumer goods are buys.

Shopping goods

62. When there are large numbers of intermediaries which distribution strategy is used?

Exclusive distribution...confirm from net

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

Marketplace.....confirm from net

64. When organizations set the lower prices at initial level to attract the customers, it is called.

Penetration pricing

65. A shop adjacent to the manufacturing facilities of an organization where products of the organization are sold is called.

Factory outlet.....confirm from net

66. Customer is convinced to buy the product in comparison with other customers is called?

Persuasive advertising.....confirm

67. Salaries of permanent employees fall in which of the following:

Variable cost

68. At which stage of the product life cycle would a company consider the design of product versions for different segments as part of its product strategy?

Introduction

69. Spreadsheets, database and word processing software are all types of

Application software....confirm

70. _____ is used to cover long-term expenses such as assets.

Debt financing....confirm

71. When there are large numbers of intermediaries; which distribution strategy is used?

Exclusive distribution....confirm from net

72. Currency is the important factor while setting _____ pricing?

International....confirm

73. When the price of a product varies from customer to customer and market to market, it is called

Dynamic price...confirm

74. From the following distribution methods, which one is considered the best when a company delivers and sells products straight to the final customer?

Direct distribution...confirm from net

75. A good service or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a

Product....confirm from net

76. When there are few intermediaries which distribution strategy is used

Intensive distribution....confirm from net

77. The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?

Distribution mix.....confirm from net

78. Expectations that specify the role of price in a firm's marketing and strategic plans are;

Pricing objectives.....confirm

79. Sheraz Beverages develop a new soft drink. They offer free soft drink to VU students during exam days at Shadman Campus Lahore it is called.

Product testing

[REDACTED]

Another file

Profit objectives

Measured in terms of return of investment (ROI)

Three different objectives relating to price;

Managing for the long run, maximising current profit and target return.

Managing for the long run

A firm gives up immediate profit in exchange for higher market share. products are priced low compared to their cost to develop high profit expected later because of high market share

Maximising current profit

common in many firms targets can be set and performance measured quickly

Target return

Firm sets a profit goal

Sales objectives

Profit needs to be high Leads to increase in market share and profit Objectives relate to sales revenue or unit sales and can easily be translated into meaningful targets for managers.

Market share objectives

When industry sales are relatively flat or declining

Unit volume objectives

Used when firm sells multiply products at very different prices and need to match the unit volume demanded by customers with price and production capacity. can be counter productive if a objective if achieved by drastic price cutting that drives down profit.

Survival objectives

When a company merely need to survive. reduce prices company has large sunk or fixed costs

Social responsibility ojectives

Forgos higher profit on sales when recognises obligations to the public ie first heart pacemaker, free bus rides home on new years to encourage people not to drunk drive.

Price constraints

Factors that limit the range of prices a firm may set

_____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.

Total quality management (TQM)

Auditors who are working within the organization are known as _____

Internal auditors

Which of the following would generally have unlimited liability?

The owner of a sole proprietorship

The liability of a sole trader is _____

Unlimited

Which of the following should be considered when designing a business plan?

Objectives of the business

Marketing components of the business

Financial components of the business

All of the above...correct

Setting the highest initial price is called price:

Skimming

The most important step in understanding business ethics is

Establishing codes of ethics

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

Statement of cash flows..

Which format should be used if the information is being sent inside an organization?

Memorandum

Why important observations, suggestions, or objections should be written?

To create permanent records

Communication can be defined as-----

The activity of conveying information

Select the statement about the communication process that is NOT true.

Your performance in business will not be judged by your communication ability.

Which plan or model is mostly used in business messages?

The logical plan or its variation

The emotional appeal or its variation

The AIDA model or its variation

All of the above - Correct

Which of the following is not used in external business communication?

Memo

Which of the followings are often required by federal, state, or local law, by-laws, charters, or regulations?

Formal minutes

Which Three types of readers usually exist?

Phantom Readers, Future Readers, Complex Readers

If your message is specific, definite and vivid; which of the following principle has been applied?

Concreteness

Which of the followings get straight to the point because the audience usually wants to respond?

Direct requests

Which of the followings are usually more vivid than long ones and improve the readability of a document?

Structure words

Which of the following three steps are involved in planning a sales letter?

Determine the main idea, define the audience, chose the format

“An attachment notation is included to remind the reader to check additional pages of information. This is typed single or double space below the reference initials.”

Match the above statement with one of the followings:

Enclosure(s)

Which type of Visual aid is the most difficult to execute effectively?

Film and video

Which of the following suggests the following statement?

First group the ideas and then put them in sequence

Organizing a message

Which of the following can be defined as follows “It is not merely politeness with mechanical insertion of ‘please’ and ‘thank you’, rather it is politeness that grows out of respect and concern for others.”

Courtesy

Which of the following is a nonverbal communication conveyed by posture and movement?

Body language

Which of the following consists of four parts: a buffer, reasons supporting the negative decision, clear, diplomatic statement of the negative decision and a helpful, friendly, and positive close?

Indirect plan

Which signature is the most formal?

Best regards,

What is the goal of a Non-conventional resume?

Place the name and professional objectives at the top

Which is a correct response to the question: How do you do?

I'm doing fine. (not sure grammaticallywe mostly use I'm fine in routine)

Which of the following factors enables you to evaluate the effectiveness of your message?

Feedback

While communicating, when you are aware not only of the perspective of others but also their feelings, which principle of communication you are utilizing?

Courtesy

Which of the following should be essentially considered during speeches and presentations?

Appearance

To decode a message is to:

interpret a message

Complete the question tag: They worked for Kaufman's,

Did they?

Employment History' means:

Where you have worked.(not sure)

When you are writing a routine message, what kind of approach will be used?

The direct approach - Correct

Which of the followings are an essential component of employment process?

Recommendations

Which of the following is associated with scholarly writing?

Formal writing

Which one of the following can create immense difference between class room communication and job communication?

None of the above

Which sentence is incorrect?

They drove to San Francisco on Saturday.

Which of the following is best when you want immediate feedback?

Oral medium

Which of the following is the process of drafting your message?

Planning

What strategies should be opted for writing to Technicians?

Keep introductions and background information brief

Make information accessible

Provide short definitions or explanations of any unfamiliar term

All of the above.....correct

Which question asks for advice?

What should I do with my plastic bottles?(not sure)

Which of the following is promoted by simple, direct language?

Textual clarity

Why style guides are widely used in organizations?

To achieve a uniform document

To achieve consistency of style.....Both i & ii

In which of the following message categories would you place sales and marketing messages?

Persuasive

How can you make the following statement Concise?

'There are only four rules of our company and every employee is bound to follow these rules.'

There are four rules that must be observed.

History' means:

Where you have worked.

Which of the following is the main task of a Conventional Résumé?

Make your name and professional achievements prominent

A fault in the communication procedure where the meaning of the message is lost 'in translation' from intention to language or from language to understanding is called.....

Distortion

To whom usually good will letters are written?

Customer

Whose needs are most important to be fulfilled while composing a document?

readers' (not sure)

Which of the following presents the main idea before the supporting data?

Indirect plan

Biased language that might offend the audience is based on -----

Cultural bias, gender bias

What is the emphasis of a Functional resume?

Provide functions and tasks the applicant can perform

Which of the following presents supporting data before the main idea?

Direct plan

Which of the following should be adopted to compose concrete, convincing messages?

All of the above

Another file

Question No: 1

When a company target a particular group of customer because of their need for its product.it can be stated the company has identified its _____.

- ▶ Market segment
- ▶ Market mission
- ▶ Market differentiation
- ▶ Market plan

Question No: 2

Dividing the market on the basis of area, climate and cultural values is called ?

- ▶ Geographical segmentation
- ▶ Demographic segmentation
- ▶ Psychographic segmentation
- ▶ Behaviouralistic segmentation

Question No: 3

The marketing activity of dividing market into smaller with similar needs and characteristics is known as:

- ▶ **Market segmentation**
- ▶ Market penetrating
- ▶ Target Marketing
- ▶ Relationship marketing

Question No: 4

The marketing concept is.

- ▶ **Companywide consumer orientation with the objective of achieving the maximum amount of profits.**
- ▶ Long-run success page.
- ▶ Largest market share.
- ▶ Highest paid staff.

Question No: 5

The role of a marketing manager is to;

- ▶ **All of the given options**
- ▶ design the product
- ▶ to communicate with the customers
- ▶ to identify the unsatisfied needs of customers

Question No: 6

Customer claim we dis not receive product on time. Organization conducted the research and found that it was fault at supplier end.

It is called?

- ▶ **Distribution Research**
- ▶ Pricing Research
- ▶ Segmentation Research
- ▶ Product Research

Question No: 7

Due to unstable political condition and poor law situation in county: organization are not getting their desired outcomes. It is mainly due to

- ▶ **External marketing environment factors**
- ▶ Internal marketing environment factors
- ▶ Imbalance between inputs and outputs

- ▶ Poor policies of organizations

Question No: 8

In which type of research methods; the is need of mediator, who monitors, controls and coordinates the activities.

- ▶ Survey Method
- ▶ Focus group
- ▶ Observational Research
- ▶ Experimentation

Question No: 9

Pricing decision is the major role of-----

- ▶ Marketing Manager
- ▶ Finance Manager
- ▶ HR Manager
- ▶ Procurement Manager

Question No: 10

Demographic segmentation divides the market by:

- ▶ Age, gender, marital status, social class, religion and education
- ▶ Perceptions, beliefs and values
- ▶ Lifestyle, personality and self-image
- ▶ Location or region

"MGT211 Quiz No. 3"(2)

Multiple Choice Question

23 January 2021

Question No: 1

External forces are those that are:

- ▶ Non-controllable
- ▶ Controllable
- ▶ Simple to recognize
- ▶ None of the given options

Question No: 2

An aggregate of people who as individuals, have needs for products in a product class and have the ability, willingness and authority to purchase such products is called a :

- ▶ **Market segment**
- ▶ Target market
- ▶ Customer group
- ▶ Market

Question No: 3

Dividing the total market into smaller part is called?

- ▶ **Market Segmentation**
- ▶ Product Differentiation
- ▶ Target Market
- ▶ Positioning

Question No: 4 (rep)

Customer claim we dis not receive product on time. Organization conducted the research and found that it was fault at supplier end.

It is called?

- ▶ **Distribution Research**
- ▶ Pricing Research
- ▶ Segmentation Research
- ▶ Product Research

Question No: 5 (rep)

Demographic segmentation divides the market by:

- ▶ **Age, gender, marital status, social class, religion and education**
- ▶ Perceptions, beliefs and values
- ▶ Lifestyle, personality and self-image
- ▶ Location or region

Question No: 6 (rep)

In which type of research methods; the is need of mediator, who monitors, controls and coordinates the activities.

- ▶ **Survey Method**
- ▶ Focus group

- ▶ Observational Research
- ▶ Experimentation

Question No: 7(rep)

Pricing decision is the major role of-----

- ▶ **Marketing Manager**
- ▶ Finance Manager
- ▶ HR Manager
- ▶ Procurement Manager

Question No: 8 (rep)

When a company target a particular group of customer because of their need for its product.it can be stated the company has identified its _____.

- ▶ **Market segment**
- ▶ Market mission
- ▶ Market differentiation
- ▶ Market plan

Question No: 9 (rep)

Dividing the market on the basis of area, climate and cultural values is called ?

- ▶ **Geographical segmentation**
- ▶ Demographic segmentation
- ▶ Psychographic segmentation
- ▶ Behaviouralistic segmentation

Question No: 10 (rep)

The marketing concept is.

- ▶ **Companywide consumer orientation with the objective of achieving the maximum amount of profits.**
- ▶ Long-run success page.
- ▶ Largest market share.
- ▶ Highest paid staff.

"MGT211 Quiz No. 4"

Multiple Choice Question

17 February 2021

Question No: 1

In which type of advertising, customer are reputedly told about the product, the brand, the featured or the manufactures.

- ▶ **Reminder Advertising**
- ▶ Comparative Advertising
- ▶ Persuasive Advertising
- ▶ Word of month advertising

Question No: 2

Zain Thrasher house want to given advertisement about its products, which medium will be the most suitable for it?

- ▶ **Radio**
- ▶ Billboards in big cities
- ▶ Emails
- ▶ Newspaper

Question No: 3

Using different media at the same time for the promotion of goods is called?

- ▶ **Media mix**
- ▶ product mix
- ▶ Distribution mix
- ▶ pricing mix

Question No: 4

What kind of salesperson are you most likely to find working in the pharmaceutical industry?

- ▶ **Missionary salesperson**
- ▶ Order taker
- ▶ Order getter
- ▶ Sales engineer

Question No: 5

Display of products at different places is called?

▶ **Trade dhows**

- ▶ Publicity
- ▶ Personal Selling
- ▶ Publics relation

Question No: 6

At the _____ stage in the personal selling process, a salesperson begins converting into a customer by creating a desire for the product he or she is selling.

▶ **Presentation**

- ▶ Approach
- ▶ Close
- ▶ Follow-up

Question No: 7

In which of the following personal selling tasks salesman provides voluntary service to the buyer.

▶ **Missionary selling**

- ▶ Ordinary selling
- ▶ Creative selling
- ▶ None of the given options

Question No: 8

In Which of the following personal selling tasks salesperson delivers creative message and invents creative ideas his experience of going to the market.

▶ **Creative selling**

- ▶ Ordinary selling
- ▶ Missionary selling
- ▶ Non of the given options

Question No: 9

_____ is a personal selling task in which consulting the customers and get their orders booked for specified time period.

▶ **Booking of orders**

- ▶ Processing of orders
- ▶ Creative selling
- ▶ Missionary selling

Question No: 10

_____ is an advertising strategy that tries to keep a product's name in consumer's mind.

- ▶ **Reminder advertising**
- ▶ Persuasive advertising
- ▶ Comparative advertising
- ▶ Non of the given options

"MGT211 Quiz No. 4"(2)

Multiple Choice Question

17 February 2021

Question No: 1

Low literacy rate mainly reduces the effectiveness of which of the following medium?

- ▶ **Print**
- ▶ Radio
- ▶ Television
- ▶ Out door media

Question No: 2 (rep)

_____ is a personal selling task in which consulting the customers and get their order booked for specified time period.

- ▶ **Booking of orders**
- ▶ Processing of orders
- ▶ Creative selling
- ▶ Missionary selling

Question No: 3 (rep)

Using different media at the same time for the promotion of goods is called?

- ▶ **Media mix**
- ▶ product mix
- ▶ Distribution mix
- ▶ pricing mix

Question No: 4

Which type of sales promotion is used when a manufacturer places one small bottle of shampoo in a clear bag and hangs it from the door of each house in a neighborhood?

- ▶ A sample
- ▶ A deal
- ▶ A premium
- ▶ An introductory offer

Question No: 5

An advertising strategy that directly compares two or more products is called _____.

- ▶ Comparative advertising
- ▶ Reminder advertising
- ▶ Persuasive advertising
- ▶ Verbal advertising

Question No: 6

Resources such as labor materials and energy are known as ___ in the transformation process.

- ▶ Inputs
- ▶ Outputs
- ▶ Intangibles
- ▶ Factors of production

Question No: 7

When organization convert raw material into finished goods: it is called

- ▶ Production
- ▶ Planning
- ▶ Coordination
- ▶ Promotion

Question No: 8

_____ is a personal selling situation in which products are sold for buyer' personal or household use.

- ▶ Retail selling
- ▶ Industrial

- ▶ Pharmaceutical product selling
- ▶ Non of the given options

Question No: 9

_____ is the two-way flow of communication between a buyer and seller, often in a face encounter, designed to influence a person's or group's purchase decision.

- ▶ Personal selling
- ▶ Sales management
- ▶ Sales promotion
- ▶ Transformational Selling

Question No: 10 (rep)

In which of the following personal selling tasks salesman provides voluntary service to the buyer.

- ▶ Missionary selling
- ▶ Ordinary selling
- ▶ Creative selling
- ▶ None of the given options

"MGT211 Quiz No. 4"(3)

Multiple Choice Question

17 February 2021

Question No: 1 (rep)

_____ is a personal selling task in which consulting the customers and get their orders booked for specified time period.

- ▶ Booking of orders
- ▶ Processing of orders
- ▶ Creative selling
- ▶ Missionary selling

Question No: 2

Which medium is less expensive and has wide outreach?

- ▶ Radio
- ▶ Television

- ▶ Print
- ▶ Out door media

Question No: 3

An unpaid form of promotion through mass media is called

- ▶ **Publicity**
- ▶ Public relation
- ▶ Personal selling
- ▶ Sales promotion

Question No: 4

At the time of midnight. Amir visits 2KM away hospital photocopy shop due to unavailability of the facility in University. It is called

- ▶ **Time utility**
- ▶ Form utility
- ▶ Place utility
- ▶ Ownership utility

Question No: 5

Publicity is a(n) form of promotion through mas media.

- ▶ **Unpaid**
- ▶ Paid
- ▶ unreliable
- ▶ None of the given options

Question No: 6

In which or the following personal selling tasks salesman provides voluntary service to the buyer.

- ▶ **Missionary selling**
- ▶ Ordinary selling
- ▶ Creative selling
- ▶ None of the given options

Question No: 7

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

▶ **Personal selling**

- ▶ Sales promotion
- ▶ Public relations
- ▶ Advertising

Question No: 8

_____ is personal selling task in which salespeople receive order and see to their handling and delivery.

▶ **Processing of orders**

- ▶ Booking or orders
- ▶ Complete orders
- ▶ Missionary selling of products

Question No: 9

Process by which a company analyzes a competitor's products to identify desirable improvements is:

▶ **Competitive product analysis**

- ▶ Value-Added Analysis
- ▶ Statistical Process Counter
- ▶ Quality/Cost Studies

Question No: 10

At which stage of the personal selling process would you obtain a purchase commitment form the prospect?

▶ **Close**

- ▶ Approach
- ▶ Presentation
- ▶ Follow-up
- ▶ Approach

Another file

Raw, unsummarized, and unanalyzed facts.

Data

Data that are organized in a meaningful fashion

Information

Quality

Timeliness

Completeness

Relevance

What four factors determine the usefulness of information to a manager?

Updated information that reflects current conditions

What is real-time information?

The set of methods or techniques for acquiring, organizing, storing, manipulating, and transmitting information

What is information technology (IT)?

A form of information technology (IT) that managers use to generate the specific detailed info they need to perform effectively

What is management information system? (MIS)

The person or group wishing to share info

Sender?

The info that the sender wants to share

Message?

Translating a message into understandable symbols or language

Encoding?

Anything that hampers ANY stage of the communication process

Noise?

Person or group for which the message is intended for

Receiver?

The pathway that the message is sent through

Medium?

Interpreting and trying to make sense of a message

Decoding?

**The encoding of messages into words, either written or spoken
Verbal communication?**

**The encoding of message by means of facial expressions, body language, and style of dress
Nonverbal communication?**

**The amount of info that a communication medium can carry
What is information richness**

**Who sends what? Sender sends in transmission, receiver sends in feedback
Transmission v. Feedback stages?**

**Face to Face communication
Which communication medium has the highest info richness?**

**The manager is engaging in face to face communication by informal convos
What is management by wandering around?**

**Superabundance of info that increase likelihood that important info is overlooked and non-important info is looked at
Information overload?**

**A website in which someone posts info to which readers respond
Blog?**

**A website that enables people to communicate with those who have similar connections
What is a social networking site?**

**The way demand for a product changes in a predictable pattern
What is the product life cycle?**

**Embryonic, Growth, Maturity, Decline
Four stages of the product life cycle?**

**Interlinked computers that exchange info
Network?**

**Changes in meaning that occur as info passes through a series of senders and receivers
What is info distortion?**

**A management information system designed to handle large volumes of routine, recurring transactions
What is a transaction-processing system?**

**A management information system that gathers, organizes, and summarizes data in a form that managers can use in their nonroutine, coordinating and controlling tasks
What is an operations information system?**

An interactive computer-based management info system that managers use for nonroutine tasks
What is a decision support system?

Behavior that is performed by a machine that if performed by a human it would be called "intelligent"
What is artificial intelligence?

A management system that utilizes human knowledge embedded in software to solve problems that typically require human expertise
What is an expert system?

Multimodule application software that is supposed to move products from their first stage to their final stage
What is enterprise resource planning systems?

Trade between two companies using tech and the internet
E-commerce?

Business-to-buisness commerce that takes place between companies using tech to link and coordinate the value chains of different companies
b2b?

Internet platform to trade
b2b Marketplace?

Company and individual trade online
B2c?

1. Which of the following is the disadvantage of modified schedules and alternative workplace?

- A. Freedom in professional and personal life
- B. More Job satisfaction
- C. Complicated coordination
- D. Suitable for self starter who require little direct supervision

2. Among different managerial styles, which of the following allows most rapid decision making?

- A. Autocratic styles
- B. Democratic styles
- C. Free rein style
- D. None of the given option

3. _____ is the process of motivating others to work to meet specific objectives.

- A. Leadership
- B. Motivation
- C. Free rein style
- D. Democratic style

4. Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?

- A. Participative Management and Empowerment
- B. Management by Objectives (MBO)
- C. Reinforcement/Behavior Modification Theory
- D. None of the given option

5. The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:

- A. Organization Policies
- B. Product Policies
- C. Management Structure
- D. All of the given option

6. A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:

- A. Marketing Mix
- B. Advertising objective
- C. Market segmentation
- D. Marketing process

7. Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.

- A. Market segmentation
- B. Marketing Mix
- C. Marketing Penetration
- D. Marketing control

8. The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:

- A. Marketing Environment
- B. Market segmentation
- C. Marketing Mix
- D. Marketing Penetration

9. The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.

- A. Market segmentation
- B. Marketing Mix
- C. Marketing Penetration
- D. Marketing Environment

10. Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:

- A. Substitute product competition

1) Which of the following business type has longest life time?

1. Sole proprietorship
2. Partnership
3. **Joint stock company**
4. All of the given options

2) Election of the Board of Directors is done by Shareholders.

1. Through special resolution
2. **In annual general meeting**
3. In Special meeting
4. In statutory meeting

3) Which of the following business type, has to pay double taxes to the government?

1. Sole proprietorship
2. Partnership
3. **Joint stock company**

4. Cooperative Societies

4) _____ includes the rules and regulations, necessary to manage the internal affairs of the company.

1. Memorandum of Association
2. **Article of Association**
3. Prospectus
4. All of the given option

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5) General information like Appointment, election and powers of directors, voting rights and transfer of shares mention in _____.

1. Charter of Company
2. Article of Association
3. **Prospectus**
4. None of the given option

6) To call the extraordinary meeting, how many days' notice is required? **1. 21days**

2. 15 days
3. 07 days
4. 30 days

7) According to Section 305 of Companies Ordinance, a company may wound up **bycourt** under which of the following circumstances:

1. Statutory Declaration
2. **Fails to submit statutory report**
3. Expiry of Period
4. Appointment of Liquidators

8) Which of the following is the source of acquiring of redeemable capital?

1. Modarba Certificate
2. Debentures
3. **Participation Term Certificates**
4. All of the given option

9) Normally some part of Capital is kept for the payment of debts at the time of winding up, is called as:

1. **Reserve capital**
2. Un-Issued Capital
3. Un-Called up Capital
4. All of the given option

10) The following person cannot make a petition to the court to get an order for winding up of a company.

1. **Petition by debtor**

2. Petition by creditor

3. Petition by contributory

4. All of the above

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- a. **Substitute product competition**
- b. Brand competition
- c. International competition:
- d. Market competition

11) Physical distribution is a channel to make availability of _____ from producer to consumer.

- a. **Finished goods**
- b. Work in process
- c. Raw material
- d. All of the given option

12) Advertising strategies often depend on the product life cycle stage. Example in case of introductory stage, which of the following advertising strategy is used:

- a. Persuasive advertising
- b. Comparative advertising
- c. **Informative advertising**
- d. Reminder advertising
- e. None of the given options

13) A _____ is a promotional approach that encourages consumer demand, which then exerts pressure on wholesalers and retailers to carry a product.

- a. **Pull strategy**
- b. Push strategy
- c. Persuasive advertising
- d. Sales Promotion

14) _____ includes rental or mortgage payments, insurance, and wages. Other cost includes material handling and inventory control.

- a. **Warehousing cost**
- b. Transportation cost
- c. Distribution cost
- d. Manufacturing cost

15) Personal selling task in which salespeople try to persuade buyers to purchase products by providing information about their benefits is:

- a. Order Processing
- b. **Creative Selling**
- c. Missionary Selling
- d. None of the given option

16) Consumer promotion aimed at the _____ and Trade promotion aimed at wholesalers and retailers.

- a. **Final consumer**
- b. Retailer
- c. Wholesalers
- d. All of the given options

17) In which of the following, Companies rent booths to display and demonstrate products to customers who have a special interest or are ready to buy.

- a. **Trade Shows**
- b. Contests
- c. Cross-promotion
- d. Special-event sponsorship

18) _____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.

a. **Total quality management (TQM)**

b. Promotion strategy

c. Sales promotion

d. Management by objective (MBO)

19) A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or no control of the content and delivery.

a. Public relation

b. Trade Promotion

c. **Publicity**

d. Consumer Promotion

20) Advertising strategy that tries to keep a product's name in the consumer's mind.

a. Persuasive advertising

b. Comparative advertising

c. Informative advertising

d. **Reminder advertising**

----- is the lifeblood of every business.

goods wealth

capital

buying

----- is connected with the production and preparation of goods and services.

business

systemsocial

process

industry

----- is the second component of business.

commerce

industry primary
industry
secondary

industry

Commerce can be-----
trade aids to trade

trade and aids to trade

home trade

A good business person must have the knowledge about skills.

personal

technical

leadership
decisionmaking

----- separates the organization from its environment.

external environment
multiple environment
economic environment

organizational boundaries

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Measure of- by which we compare that how much a system can produce with the resources

needed to produce it purchasing selling

GDP per capital capital

Minimum members of public limited company should be

5

7

9

10

Cooperative society is set up to protect economically the ----- sections of the society.

Middle

Poor

Stable

Wealthy

Due to the absence of ----- the performance of cooperative society is very poor.

Discipline

Experience

Capital

Profit incentive

----- are the objectives that a business hopes and plan to achieve

Plans

Goals

Miss ion

SW

OT analysis

In Private limited company minimum members can be 2 and maximum members should not exceed-----

-

50

20

10

40

A p ublic company must have basic legal document.

2

3

5

6

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An notice of annual general meeting should be sent to the shareholders at least -----days before the date of meeting.

15

30

21

51

Company must hold an annual general meeting of its shareholders ----- in a year.

once

twice

thrice four

times

----- skills are necessary to compete in a global environment.

Technical skills

Global management skills

Time management skills

Human relation skills

Skills used in understanding and getting along with people is ----

Decision making skills

Technical skills

Human relation skills

Conceptual skills

----- are responsible for the development, pricing, promotion and distribution of goods and services

Operation managers

Marketing managers

Information managers

Financial managers

Commerce can be-----
trade aids to trade

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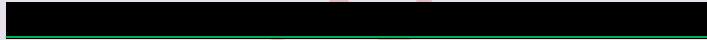
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