

Subject	Operations Research
Subject Code	86001

Multiple Choice Questions:

1. The subject of Operations Research was developed in military context during _____.
 - A. World war I
 - B. World war II
 - C. Civil war
 - D. Industrial Revolution
2. Each point of an iso-profit line yields _____.
 - A. The same cost.
 - B. The different cost.
 - C. The same profit.
 - D. The different profit.
3. Alternative solutions exist of an LP model when _____.
 - A. One of the constraints is redundant.
 - B. Two constraints are parallel.
 - C. Objective function is parallel to one of the constraints.
 - D. Objective function is perpendicular to one of the constraints.
4. When it is not possible to find solution of an LPP, it is a case of _____.
 - A. Feasible solution
 - B. Infeasible solution
 - C. Unbounded solution
 - D. Redundancy
5. Which of the following is not a characteristic of the LPP model?
 - A. Resources must be limited.
 - B. Only one Objective question.
 - C. The problem must be of minimization type.
 - D. Parameters values remain constant during the planning period.
6. In LPP; $\text{Max } Z = 5x + 8y$
 Subject to constraints; $3x + 2y \leq 24$, $x + 3y \leq 12$, $x \leq 16$, and $x, y \geq 0$.
 Which is one of the following constraints a redundant constraint?
 - A. $3x + 2y \leq 24$
 - B. $x + 3y \leq 12$
 - C. $x \leq 16$
 - D. $x \geq 16$.
7. An optimal assignment requires that the maximum number of lines that can be drawn through squares with zero opportunity cost be equal to the number of
 - A. Rows or columns
 - B. Rows & columns
 - C. Rows + columns – 1
 - D. Rows =Columns
8. The purchase of a dummy row or column in an assignment problem is to
 - A. Obtain balance between total activities & total resources

- B. Prevent a solution from becoming degenerate
 C. provide a means of representing a dummy problem
 D. Representing a dummy problem
9. _____ is one of the fundamental combinatorial optimization problems.
 A. Assignment problem
 B. Balancing Problem
 C. Transportation problem
 D. Optimization Problem
10. The initial solution of a transportation problem can be obtained by applying any known method. However, the only condition is that
 A. The solution be optimal.
 B. the solution is not degenerate.
 C. The rim conditions are satisfied.
 D. the solution is degenerate.
11. The solution to a transportation problem with 'm' rows (supplies) & 'n' columns (destination) is feasible if number of positive allocations are :
 A. $m + n$.
 B. $m * n$.
 C. $m + n - 1$.
 D. $m + n + 1$.
12. Which of the following methods is used to verify the optimality of the current solution of the transportation problem
 A. Least cost method
 B. Vogel's approximation method
 C. Modified distribution method
 D. North-West Corner
13. The critical path is the _____ path through the network.
 A. Longest
 B. Smallest
 C. Narrow
 D. Broader
14. Which of the following is not a concept associated with CPM
 A. Normal Cost
 B. Crash Cost
 C. Probability
 D. Normal Time
15. If an activity has zero activity slack it
 A. Means that the project is expected to be delayed.
 B. Must be a dummy activity.
 C. Is on the critical path.
 D. Means that the project is expected to be on time.
16. In project crashing, the point of minimum total cost is called _____
 A. Optimal cost
 B. Normal cost
 C. Total cost
 D. Crash cost
17. After completing project crashing, the optimum project completion time is _____ to

- A. minimum project completion time.
 B. Always same
 C. Not always same
 D. Always different
18. The expected time of an activity is calculated as _____
- A. $t_e = \frac{a+4m+b}{6}$ where a = optimistic time, m = most likely time and b = pessimistic time
 B. $t_e = \frac{a+4m+b}{36}$ where a = optimistic time, m = most likely time and b = pessimistic time
 C. $t_e = \frac{a+4m+b}{4}$ where a = optimistic time, m = most likely time and b = pessimistic time
 D. $t_e = \frac{a+4m+b}{2}$ where a = optimistic time, m = most likely time and b = pessimistic time
19. _____ is the process of determining which job to start first and in what order jobs should be processed on the machine or in work Centre.
- A. CPM
 B. PERT
 C. Job Sequencing
 D. Crashing
20. An approach that minimizes the total time for sequencing a group of jobs through two work centers while minimizing total idle time in the work centers.
- A. Gross Materials Requirement Plan
 B. Load Report
 C. Lot – for – Lot
 D. Johnson’s Rule
21. The time required by each job at each machine called
- A. Idle Time
 B. Elapsed Time
 C. Processing time
 D. Job Sequencing Time
22. In a zero-sum game,
- A. What one player wins, the other loses.
 B. The sum of each player’s winnings if the game is played many times must be zero.
 C. The game is fair – each person has an equal chance of winning.
 D. Long-run profits must be zero.
23. Game theory is concerned with
- A. predicting the results of bets placed on games like roulette
 B. the choice of an optimal strategy in conflict situations
 C. utility maximization by firms in perfectly competitive markets
 D. the migration patterns of caribou in Alaska
24. Same move at each round of the Game called
- A. Mixed Strategy
 B. Pure Strategy
 C. Minimax Strategy

- 25.** **D.** Optimal Strategy
In _____ solution, numbers of allocated cell is not equal to $m + n - 1$.
- A.** non-degenerate
 - B.** Degenerate
 - C.** Unbalanced
 - D.** Balanced

Subject	International Marketing
Subject Code	86009

1. International marketing is simply the application of _____ principles to more than one country
 - a) Human Resources
 - b) Finance
 - c) Marketing
 - d) Research
2. _____ process starts from local market to national market
 - a) Multinational
 - b) Unilateral
 - c) Domestic
 - d) Local
3. International marketing is dominated by ____ countries
 - a) Poor
 - b) Developing
 - c) Developed
 - d) Rich
4. In _____ there is a view that overseas operations is secondary to domestic operations
 - a) Geocentrism
 - b) Ethnocentrism
 - c) Polycentrism
 - d) Regiocentrism
5. International marketing shows _____ utilisation of resources
 - a) Minimum
 - b) Maximum
 - c) Normal
 - d) Different
6. International economic environment is the result of economic factors operating at the _____ level.
 - a) Local
 - b) National
 - c) International
 - d) Business
7. International marketing environment is _____ in character

- a) Stable
- b) Static
- c) Flexible
- d) Fluid and flexible

8. International economic institutions mainly provide _____ to poor and developing countries.

- a) Financial assistance
- b) Consultancy services
- c) Legal assistance
- d) Marketing assistance

9. IFC is one _____ of world bank

- a) Sister institution
- b) Affiliate
- c) Financial agency
- d) Advisory

10. One objective of IMF is to promote _____

- a) Exchange rate stability
- b) Industrial growth
- c) Infrastructure development
- d) Stable interest Rates

11. _____ is international price discrimination.

- a) Counter trade
- b) Buyback
- c) Dumping
- d) Target

12. Entering a new price slot and a new market segment is called line _____

- a) Stretching
- b) Down
- c) Filling
- d) Brand

13. Promotional expenditure is limited in _____ pricing.

- a) Skimming
- b) Penetration
- c) Differential
- d) Discount

14. Product _____ gives confidence to customers.

- a) Standardization
- b) Adaptation
- c) Pruning
- d) Stretching

15. _____ Pricing indicates product benefits.

- a) Target
- b) Value
- c) Discount
- d) Revenue

16. _____ involves identifying the potential customers all over the world.

- (a) Domestic marketing
- (b) International marketing
- (c) Rural Marketing
- (d) Service Marketing

17. International organization design refers to as the structure of a _____.

- a) National organization
- b) Global organization
- c) Domestic organization
- d) Local organization

18. _____ is important for checking whether the operations of international organizations are in line with the set plans or not.

- (a) Co- operation
- (b) coordination
- (c) Control
- (d) Communication

19. _____ are designed and implemented when an organization plans to sell the products outside the domestic marketplace.

- (a) International strategy
- (b) National strategy
- (c) Global strategy
- (d) Domestic strategy

20. _____ refer to selecting the most favourable location for concluding the business to get maximum benefits.

- (a) Technological advantages
- (b) Financial advantages

- (c) Legal advantages
- (d) Location advantages

21. The headquarters of European Union is at _____

- a) London
- b) Paris
- c) Berlin
- d) Brussels

22. International marketing is very _____

- a) In sensitive
- b) Competitive
- c) Non effective
- d) Un profitable

23. Customs regulations are _____ barriers

- a) Tariff
- b) Non-tariff
- c) Economic
- d) Social

24. _____ is when a firm expands domestically to have complete control over its Overseas operations by the way of hundred percent ownership in the new entity

- a) Wholly owned subsidiary
- b) Contract Manufacturing
- c) Importing
- d) Licensing

25. Regionalism in trade should be replaced by _____

- a) Multilateralism
- b) Free Trade
- c) Trading blocs
- d) Unilateralism

Subject	Media Planning and Management
Subject Code	86012

1. The word Media came from the Latin word_____.
 - A) Middle
 - B) Media
 - C) Medium
 - D) Mode
2. A consumer must plan to act in the desired manner is also known as_____.
 - A) Attention
 - B) Intension
 - C) Behaviour
 - D) Manner
3. _____ Research will tell you about your audience's local media habits.
 - A) Qualitative
 - B) Quantitative
 - C) Descriptive
 - D) Fundamental
4. _____ indicates a percentage of target audience who is exposed at least once in a given period to a particular media vehicle.
 - A) Frequency
 - B) Reach
 - C) Market Coverage
 - D) Message weight
5. Message weight is expressed in terms of gross impressions or_____ rating point.
 - A) Television
 - B) Net
 - C) Operational
 - D) Gross
6. Media Strategy is based upon market_____.
 - A) Coverage
 - B) Persuasion
 - C) Interaction
 - D) Attention
7. Media _____Select the best combination of media vehicles
 - A) Budgeting
 - B) Strategy
 - C) Mix
 - D) Buying

8. There is no ____ On TV viewing time at home
- A) Restrictions
 - B) Limit
 - C) Freedom
 - D) Constraints
9. ____ ads have short media life
- A) Display
 - B) TV
 - C) Radio
 - D) Magazine
10. ____ are owned media
- A) Websites
 - B) Cinema
 - C) Newspapers
 - D) Radio
11. ____ size compares videos media classes
- A) Budget
 - B) Campaign
 - C) Survey
 - D) Audience
12. Media vehicle is a ____ program
- A) Complex
 - B) Single
 - C) Dual
 - D) Based
13. Deciding ideal media mix is linked to locating ____ audience
- A) Target
 - B) Non profitable
 - C) Class
 - D) Young
14. _____ type of retailer has the highest advertising-to-sales ratio.
- A) Convenience stores
 - B) Furniture stores
 - C) Grocery stores
 - D) Jewellery stores
15. _____ method is an approach that aims to keep things as they are.
- A) Marginal Analysis
 - B) Inflation Adjusted
 - C) SOV SOM
 - D) Status Quo
16. ABC stands for
- A) Audit Bureau of Circulation

- B) Advertising Bureau of Circulation
- C) Audience Bureau of Circulation
- D) Audit Bureau of Circumference

17. Formula for Ad position index is

A) $\frac{\sum \text{TRP}}{\text{Mid break up TRP}} \times 100$

Mid break up TRP

B) $\frac{\sum \text{ABC}}{\text{mid break up ABC}} \times 100$

C) Media buying + scheduling

D) $\frac{\sum \text{TAM}}{\text{no. of supply materials}}$

18. _____ refers to the pattern of timing of an advertising which is represented as plots on a flowchart on a yearly basis.

- A) Media Buying
- B) Media scheduling
- C) Media Plot
- D) Media Traffic

19. The _____ scheduling models are commonly known as continuity, flighting and pulsing.

- A) Classical
- B) Typical
- C) Basic
- D) Modern

20. _____ put simply, is the number of people that can potentially see.

- A) Opportunity to Contact (OTC)
- B) Gross rating Point
- C) Gross Impressions
- D) Visibility Adjusted Contact (VAC)

21. _____ is the actual number of people that actually sees the billboard.

- A) Opportunity to Contact (OTC)
- B) Gross rating Point
- C) Gross Impressions
- D) Visibility Adjusted Contact (VAC)

22. _____ is a standard measure in advertising, it measures advertising impact.

- A) Gross Rating Point
- B) Effective Rate
- C) Gross Impression
- D) Frequency

23. Channel or Program Profile is the spread of audiences across different _____ for a particular media vehicle.

- A) Market
- B) Cultural Classes

- C) Regional Classes
 - D) Demographic classes
24. _____ is a count up of all the people of the total base or defined Target Grass (TG) who are actually exposed to or 'reached' by communication used.
- A) Reach
 - B) Frequency
 - C) Cumulative reach
 - D) Gross Rating
25. _____ Number of unduplicated individuals or households reached by (or exposed to) an advertising medium (broadcast or print) over a particular period.
- A) Reach
 - B) Frequency
 - C) Cumulative reach
 - D) Gross Rating

Subject	Retail Management
Subject Code	86006

MULTIPLE CHOICE QUESTIONS:

1. Dealing in different variety of goods which is purchased by retailer from different wholesalers for selling to the consumers is known as:
 - A. Warehousing or storing
 - B. Selling
 - C. Grading and packing
 - D. Buying
2. _____ is the management and control by an entity, of a third party which supplies goods and services to that entity.
 - A. Store management
 - B. Vendor management
 - C. Customer supplier management
 - D. Inventory management
3. Which of the following are the services performed by retailer towards the wholesalers or manufacturers?
 - A. Distribution of goods
 - B. Permit economies of scale
 - C. Source of market information
 - D. Distribution of goods, permit economies of scale and source of market information
4. Which of the following are the factors responsible for the growth of organized retailing in India?
 - A. Change in consumption pattern
 - B. Decrease in per capita income
 - C. Low standard of living
 - D. Low awareness
5. _____ are the large self-servicing outlets offering products from a variety of categories.
 - A. Mom-and-pop stores
 - B. Hyper marts/supermarkets
 - C. E-tailers
 - D. Departmental stores
6. Which of the following is not a type of multichannel retailing?

- A. Store channels
- B. Catalogue channels
- C. Internet channels
- D. Intermediaries

7. _____ technology has three parts: a scanning antenna, a transceiver with a decoder to interpret the data and a transponder pre-set with information.

- A. Bar coding
- B. RFID tags
- C. EDI
- D. EAS

8. _____ is the study of human responses to product and services relates information and experience

- A. Consumer Capability
- B. Consumer psychology
- C. Consumer Responsibility
- D. Consumer Profitability

9. A _____ customer will do mouth publicity and will attract many more towards the product.

- A. Unsatisfied
- B. Satisfied
- C. Delighted
- D. Frustrated

10. Which of the following are the tools for effective pre-sale communication?

- A. Observing the customer
- B. Offering free products
- C. Gathering customer details
- D. Selling add-on products

11. _____ are the part of an overall customer Relationship Management Program.

- A. Campaign management program
- B. Customer Loyalty program
- C. Campaign management software
- D. Master Data Management

12. _____ enables companies to deliver timely, pertinent and coordinated messages and value proposition to customer and prospect.

- A. Database Marketing software
- B. Data warehousing
- C. Data mining
- D. Data Analysis

13. When sales associates in one department attempt to sell complementary merchandise from other departments to their customer is called as, _____

- A. Cross- Selling
- B. Up selling
- C. Down selling
- D. Regular selling

14. Merchandise management is concerned with the planning and controlling of the-----

- A. Manufacturer's inventory
- B. Customers feedback
- C. Retailer's inventory
- D. Sales service

15. The umbrella brand is a classification of-----

- A. Inventory
- B. Buying cycle
- C. Merchandise
- D. Private label

16. The four pillars of Young and Rubicam's Brand Asset Valuator are knowledge, relevance, esteem and -----

- A. Direction
- B. Departmental
- C. Decision
- D. Differentiation

17. The growth of ----- is directly linked to the growth of modern retailing.

- A. Branding
- B. Copycat brands
- C. Private labels
- D. Retailing

18. The practice of charging different prices in different markets, stores and regions is known as _____

- A. Multiple unit pricing
- B. Price bundling
- C. Zone pricing
- D. Skimming pricing

19. In _____ buying, the buyers have the authority and responsibility for selection of merchandise for all the stores.

- A. Decentralized
- B. Assortment
- C. Centralized
- D. Variable

20. Which of the following is not a part of 5S of retail operations

- (a) Systems
- (b) Space
- (c) Staff
- (d) Sales

21. Which of the following is not a principle of store design

- 11. Focus
- 12. Ease of shopping
- 13. Totality
- 14. Inflexibility

22. A store layout which is also called the loop layout is known as

- A. Grid layout
- B. Racetrack layout
- C. Freeform layout
- D. Flexible layout

23. Which of the following it is not the significance of signage and graphics

- (a) Locate specific products
- (b) Enhance store image
- (c) Attract customers
- (d) Visually unpleasant

24. VM in retail Management stands for

- (a) Visual market
- (b) Visual merchandising
- (c) Vendor market

(d) Vendor merchandising

25. Tools used for visual merchandising consist of

(e) Planogram

(f) End caps

(g) Entrance

(h) Walls

Class & Semester	T.Y. BMS -VI semester
Subject	Brand Management
Subject Code	86003
Module	I,II,III,IV
Exam Date	6th Oct 2020

1. ----- function of the marketing that gives identity or face value to a product.
 - A. Branding
 - B. Market research
 - C. Brand chain
 - D. Brand

2. ----- is a promise that the product will perform as per customer's expectations.
 - A. price
 - B. brand
 - C. Advertising
 - D. Promotion

3. ----- is a set of functional, emotional and rational associations and benefits which have occupied target market's mind
 - A. Brand performance
 - B. Product
 - C. Brand function
 - D. Brand

4. ----- aspects of Brand Management includes product positioning, customer experience, value added services, customer relationship with the brand.
 - A. Tangible
 - B. Intangible
 - C. Emotional

- D. Rational
5. Brand ----- uses mental maps and perceptual mapping for gauging the perceived benefits and advantages from the brand.
- A. Resonance
 - B. Positioning
 - C. Emotional
 - D. Rational
6. Brand----- describes how to create intense, activity loyalty relationships with customers.
- A. logo
 - B. resonance
 - C. Positioning
 - D. equity

7. The strategy of using individual family brand name is referred as

- A. house of brands
- B. house of products.
- C. strategy house D.

advertisement

8. Brand elements are known as

- A. patent
- B. product brand
- C. trade mark
- D. brand identities

9. criteria for choosing brand elements are i) memorable ii) meaningful iii) likeable iv) transferable v) unprotected.

- A. ii), iii), iv), v)

- B. iii),iv),v)
- C. i), ii), iii), iv)
- D. i), ii), iv),v)

10. The Branding strategies alternatively used by the marketer's do not include A. individual brand name

- B. company brand name
- C .sub- brand name
- D. variant brand

11. The offering of all brands and brand lines by a particular company is considered as

- A. Company Portfolio
- B. brand potfolio
- C. brand line portfolio
- D. corporate portfolio

12. Jingles are_____

- B. packaging
- C. a tagline
- D. character

13. What measures the extent of the customer's awareness of the brand and understanding of its identity.

- A) Perception
- B) Esteem
- C) Knowledge

D) Identity

14. What is the perceived quality and customer perception about growing popularity of brand.

A) Per

B) E

C) K

D) Identity

15. What will be the first step in building brand equality.

A) Brand Awareness

B) Brand Recall

C) Brand Identity

D) Brand Essence

16. A Brand asset valuator (BAV) is a Metric that is used to analyse how a brand is perceived by which

A) Marketers

B) Supervisors

C) Consumers

D) Competitors

17. Which element is related to market performance.

a) Market Share

b) Product

c) Trade

d) Clarity

18. Which element is related to Marketing Program Quality.

A) Activity

B) Relevance

C) Stock Price

D) Risk Profile

19. Differences in response are a result of

- A) Consumers loyalty
- B) Consumers liking
- C) Consumer disliking
- D) Consumer knowledge

20. _____ Is a system that organizes brand, products and services to help an audience access and relate to a brand.

- A. Brand architecture
- B. brand equity
- C. brand product matrix
- D. product line

21. _____ Is also called a monolithic brand.

- A. House of brands
- B. brand extension
- C. Branded house,
- D. product mix

22. _____ Is the use of an established brand name in new product categories.

- A. Brand revitalization
- B. product mix
- C. product line
- D. brand extension

23. When brands need to revive their fortune by returning to their roots, in order to recapture the lost sources of equity is known as _____

- A. Brand revitalization
- B. brand reinforcement
- C. brand extension
- D. brand architecture

24. The _____ Off the brand product matrix represent brand- product relationships and capture the brand extension strategy of the firm in terms of the number and nature of products sold under the firm's brand.

- A. Columns
- B. Rows
- C. brand portfolio
- D. brand architecture

25. The approach of using an established brand to launch a new product is _____

- A) Line extension
- B) Brand extension
- C) Category extension
- D) brand reinforcement