

DR.RAFIQ ZAKARIA CAMPUS-I
MAULANA AZAD COLLEGE OF ARTS, SCIENCE & COMMERCE
DEPARTMENT OF COMMERCE & MANAGEMENT SCIENCE
CLASS: BBA-III SEM SUBJECT: MANAGEMENT PRESPECTIVE -III
(Multiple Choice type Questions)

1. Market creates _____ utilities
 - a) Form
 - b) Place
 - c) Time
 - d) all the above

2. Marketing creates profit by creating _____ to the buyer.
 - a) Value.
 - b) Money.
 - c) Product.
 - d) Price.

3. _____ is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.
 - a) CRM.
 - b) SCM.
 - c) ERP.
 - d) EPM.

4. _____ includes the configuration of benefits, value, cost and satisfaction.
 - a) Demand.
 - b) Innovation.
 - c) Creativity.
 - d) Invention.

5. The importance given by all the company is to build _____ strength
 - a) Brand.
 - b) Image.
 - c) Customer.
 - d) Employee.

6. Which one of the following is not one of the Ps of marketing?
 - a) Product.
 - b) Price.
 - c) Place.
 - d) Production.

7. Which of the following best identifies how marketing must be understood today?
- a) Satisfy customer needs.
 - b) Marketing.
 - c) Selling.
 - d) Behavior.
8. A _____ is a trade of value between two or more parties.
- a) Transaction.
 - b) Exchange.
 - c) Transfer.
 - d) Prospecting.
9. Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?
- a) Marketing.
 - b) Selling.
 - c) Production.
 - d) Product.
10. _____ includes those other companies offering similar products & services to the same customer at similar prices.
- a) Supply Chain.
 - b) Competition.
 - c) Product.
 - d) Price.
11. _____ consists of a group of customers who share a similar set of wants.
- a) Micro Marketing.
 - b) Mass Marketing.
 - c) Market Segment.
 - d) Market targeting.
12. The starting point for discussing segmentation is _____.
- a) Segregation.
 - b) Positioning.
 - c) Both.
 - d) None.
13. Need become _____ when they are directed to specific objects that might satisfy the need.
- a) Wants.
 - b) Needs.
 - c) Demand.
 - d) Flexibility.

14. A marketer is someone seeking a response from another party called _____.
a) Marketer.
b) Prospect.
c) Supplier.
d) Distributor.
15. _____ is wants for specific products that are backed up an ability and willingness to buy them.
a) Demand.
b) Wants.
c) Needs.
d) Desire.
16. Which is intangible among the following?
a) Product.
b) Services.
c) Products & services.
d) Sales.
17. _____ emerges when people decide to satisfy and want through exchange.
a) Marketing.
b) Sales.
c) Purchase.
d) Accounting.
18. _____ concept holds consumers will favor those products that offer the most quality or performance.
a) Product.
b) Selling.
c) Production.
d) Sales.
19. _____ concept holds that consumers will favor those products that are conveniently available in adequate quantity and affordable.
a) Product.
b) Production.
c) Selling.
d) Buying.
20. _____ concepts holds that consumers if left alone will ordinarily not buy enough of the organizations products.
a) Marketing.
b) Product.
c) Selling.
d) Buying.

21. _____ is the act of obtaining a desired object from someone by offering something in return.
- a) Exchange.
 - b) Market.
 - c) Value.
 - d) Satisfaction.
22. New product development begins with_____
- a) product production
 - b) idea generation
 - c) test marketing
 - d) none
23. The stage in the product life cycle that focuses on expanding market and creating product awareness and trial is _____.
- a) Introduction stage.
 - b) Growth stage.
 - c) Maturity stage.
 - d) Saturation stage.
24. The usual source for new products is_____.
- a) Marketing research.
 - b) R&D.
 - c) Accidental discoveries.
 - d) A variety of sources including customer's competitor's serendipity and formal processes.
25. The term marketing refers to_____.
- a) New product concepts and improvements.
 - b) Advertising and promotion activities.
 - c) A philosophy that stresses customer value and satisfaction.
 - d) Planning sales campaigns.
26. Example for brand is _____
- a) car
 - b) pen
 - c) Tata
 - d) Air.
27. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the_____ period.
- a) Production.
 - b) Sales.
 - c) Marketing.
 - d) Relationship.

28. An organization with a _____ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.
- Production.
 - Marketing.
 - Relationship.
 - Sales.
29. In the relationship marketing firms focus on _____ relationships with _____.
- Short term; customers and suppliers.
 - Long term; customers and suppliers.
 - Short term; customers.
 - Long term; customers.
30. Which of the following is NOT an element of the marketing mix?
- Distribution.
 - Product.
 - Target market.
 - Pricing.
31. 4 Ps of marketing are _____
- Price, place perfection and product.
 - price, place , product and profile
 - price , place , promotion and product
 - price, place placement and product
32. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of _____.
- Pricing.
 - Distribution.
 - Product development.
 - Promotion.
33. A market with which of the following characteristics would generally be less competitive?
- High barriers to entry.
 - Lots of potential substitutes exist.
 - Strong bargaining power among buyers.
 - Strong bargaining power among suppliers.
34. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as _____.
- Researching.
 - Planning.
 - Controlling.
 - Managing.

35. Which one of the following best describes the present value of the stream of future profits expected over the customers life time purchase?
- Customers Life time value.
 - Suppliers Life time Value.
 - Company's life time value.
 - Future value.
36. Market expansion is usually achieved by_____.
- More effective use of distribution.
 - More effective use of advertising.
 - By cutting prices.
 - All of the above are suitable tactics.
37. The following are all major stages of a product life cycle except_____.
- Sales decline.
 - Market maturity.
 - Market Introduction.
 - Market Growth.
38. Techniques of sales promotions are _____.
- Free samples.
 - Free offers.
 - Coupons.
 - All the above.
39. In the _____ sales force structure, sales people specialize in selling only a portion of the company's product or lines.
- Territory.
 - Product.
 - Customer.
 - Complex.
40. The firm must consider whether investing in the segment makes sense giving the firm _____ and _____.
- Knowledge & objective.
 - Objective & resource.
 - Knowledge & resource.
 - None.
41. _____ is the systematic collection and analysis of publicly available information about competitors and developments in the market place.
- Marketing research.
 - Internal database.
 - External database.
 - Marketing Intelligence.

42. The fair packaging and labeling act was passed in the year?
- a) 1914.
 - b) 1949.
 - c) 1963.
 - d) 1967.
43. _____ is an arrangement to ensure supply of proper quality and quantity of all materials.
- a) financial management
 - b) production management
 - c) human resource management
 - d) material management
44. Material management system has four branches_____
- a) procurement, storekeeping, material handling, transport
 - b) manager, store, consumer, industry
 - c) consumers, distributors, industry, government
 - d) none of these
45. Factor of purchasing _____
- a) Quality
 - b) Quantity
 - c) Price
 - d) All of these
46. _____means creation of utilities and covers all the activities of procurement, allocation and utilization of resources.
- a) Production
 - b) Material
 - c) Marketing
 - d) None of these
47. Expansion of PPC_____
- a) Production Planning Control
 - b) Product Planning Control
 - c) Production Product Control
 - d) None of the above
48. Flow production is also known as_____
- a) Line production
 - b) Mass production
 - c) Both A&B
 - d) None of these

49. _____ is a dynamic management function comprising of four elements of Action, Feedback, Evaluation and Adjustment.

- a) Planning
- b) Control
- c) Decision making
- d) Material

50. Steps in PPC _____

- a) Routing
- b) Scheduling
- c) Dispatching
- d) All of these

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CLASS: B.COM-III SEM.
SUBJECT: HUMAN FACTOR IN BUSINESS
(Multiple Choice type Questions)

1. OB is directly concerned with the understanding, prediction and control of _____ in organization.
 - A. methods.
 - B. human behavior.
 - C. machines.
 - D. policies.

2. OB is an interdisciplinary subject of study.
 - A. True
 - B. False

3. The Four key elements of OB are people, structure, _____, and environment.
 - A. science.
 - B. education.
 - C. technology.
 - D. none of the above.

4. It is a Science that focuses directly on understanding and predicting individual behaviour. What is it?
 - A. Sociology.
 - B. Anthropology.
 - C. Political science.
 - D. Psychology.

5. An OB study would be least likely to be used to focus on which of the following problems
 - A. an increase in absenteeism at a certain company
 - B. a fall in productivity in one shift of a manufacturing plant
 - C. a decrease in sales due to growing foreign competition
 - D. an increase in theft by employees at a retail store

6. Which of the following is a reason that the study of organizational behavior is useful
 - A. Human behavior does not vary a great deal between individuals and situations
 - B. Human behavior is not random
 - C. Human behavior is not consistent
 - D. Human behavior is rarely predictable

7. Which of the following fields has most helped us understand differences in fundamental values, attitudes and behavior among people in different countries
- A. Anthropology
 - B. Psychology
 - C. Political Science
 - D. Operations research
8. _____ is called the father of scientific management.
- A. Elton Mayo.
 - B. Fredrick w. Taylor.
 - C. Fayol.
 - D. White head.
9. Elton Mayo and followers sought to increase production through behavioral experiment popularly known as _____.
- A. Hawthorne experiment.
 - B. Richard experiment.
 - C. Fayol experiment.
 - D. Stephen experiment.
10. Which of the following are not Organizational Behaviour model
- A. Autocratic
 - B. Custodial
 - C. Supportive
 - D. Dialectic
11. Basis of Custodial Model of OB is
- A. Economic resources
 - B. Power
 - C. Leadership
 - D. Partnership
12. Basis of Autocratic Model of OB is
- A. Economic resources
 - B. Power
 - C. Leadership
 - D. Partnership
13. _____ is a set of values that states what an organisation stands for.
- A. Organisational behaviour
 - B. Organisational culture
 - C. Organisational spirit
 - D. Organisational effectiveness

14. _____ is a relatively permanent change in behavior that occurs as a result of experience.
- A. Behavior modification
 - B. Learning
 - C. Motivation
 - D. Skills
15. _____ is decided as how he understands and views himself, and his pattern of inner and outer measurable traits.
- A. Emotion.
 - B. Attitude.
 - C. Value.
 - D. Perception.
16. Heredity, environment, _____ are the determinants of personality.
- A. structure.
 - B. situation.
 - C. personality.
 - D. perception.
17. _____ is the enduring characteristics of person in which he/she differs from others.
- A. Type.
 - B. Self.
 - C. Trait.
 - D. Psycho analytical factors.
18. _____ can be defined as the "process of selecting, receiving, organising, interpreting, checking and reacting to sensory stimuli or data".
- A. Perception.
 - B. Motivation.
 - C. Organisation.
 - D. Personality.
19. Persons who are quiet and who enjoys solitude are said to be _____ Personality.
- A. extrovert.
 - B. perceptive.
 - C. judging.
 - D. introvert.
20. _____ is innate and the source of psychic energy.
- A. Ego.
 - B. Super ego.
 - C. ID.
 - D. Psycho.

21. By nature, every person has certain beliefs about what or who he/she is . Which factor tells us this definition?
- A. self image.
 - B. ideal self.
 - C. looking glass self.
 - D. real self.
22. Which factor says that one is what one actually is .
- A. ideal self.
 - B. real self.
 - C. looking glass self.
 - D. self image.
23. Which factor tells that ones belief about self is a reflection of others perception about the person.
- A. looking glass self.
 - B. real self.
 - C. ideal self.
 - D. self image.
24. Who is mainly credited with self theory?
- A. Erickson.
 - B. Carl Rogers.
 - C. Fraud.
 - D. Argyris.
25. A process of perception starts with.
- A. perception.
 - B. personality.
 - C. action.
 - D. action of perceptive.
26. Internal factors of perception are also known as _____ factors.
- A. endogenous.
 - B. endogenous.
 - C. homogenous.
 - D. perceptual.
27. _____ must be focused on an individual who is influenced of determination.
- A. Attention.
 - B. Retention.
 - C. Reproduction.
 - D. Motivation.

28. _____ are the general belief tinged with moral flavor containing an individual judgment ideas about what is good, right and desirable
- A. Rights.
 - B. Values.
 - C. Attitudes.
 - D. Equality.
29. _____ values represent the desirable and end state of existence.
- A. Instrument.
 - B. Fundamental.
 - C. Theoretical.
 - D. Terminal.
30. The theories of Maslow, Hezberg and McClelland are the_____.
- A. theories based on human needs.
 - B. theories based on human nature.
 - C. theories based on expectancy of human beings.
 - D. theories based on power.
31. Which need according to Maslow's need hirearchy theory says about need for food, shelter, clothing, air, water etc.?
- A. social needs.
 - B. safety needs.
 - C. common needs.
 - D. physiological needs.
32. Herzberg's motivation Hygiene theory is also known as _____.
- A. three factor theory.
 - B. two factor theory.
 - C. need theory.
 - D. the big 5 model theory.
33. _____ is a direct threat on the register to make people ready to accept the proposed change.
- A. Fighting.
 - B. Coercion.
 - C. Consensus.
 - D. Agreement.
34. Which type of incentives help a person to satisfy his/ her recognition, ego and status needs?
- A. daily incentives.
 - B. non - financial incentives.
 - C. financial incentives.
 - D. no incentive.

35. Job enrichment is the direct outgrowth from Herzberg's _____ theory.
- A. need.
 - B. self.
 - C. motivation Hygiene.
 - D. perception.
36. Porter and Lawler's theory is an improvement from _____ theory.
- A. Erickson's theory.
 - B. Vroom's expectancy theory.
 - C. Maslow's need hierarchy theory.
 - D. Fraud's theory.
37. According to Vroom's expectancy theory motivation = _____.
- A. valence X expectancy X instrumentality
 - B. valence -expectancy.
 - C. expectancy - instrumentality
 - D. instrumentality +valence.
38. _____ is the reaction of individuals to new or threatening factors in their work environments.
- A. Attitude
 - B. Stress
 - C. Dissonance
 - D. Disappointment
39. _____ is defined as a desired to establish and maintain friendly and warm relation with other people.
- A. Need for power.
 - B. Need for achievement.
 - C. Need for affiliation.
 - D. Need for money.
40. The process of deriving attitudes from family, peer groups, religious organisations and culture is called _____.
- A. social learning.
 - B. direct experience.
 - C. attitudes.
 - D. individual learning.
41. _____ arises due to misunderstandings in the organization.
- A. Conflicts.
 - B. Peace.
 - C. Powerful.
 - D. Justice.

42. _____ occurs when two or more groups depend on each other to accomplish their existence.
- A. Specialisation.
 - B. Interdependence.
 - C. Goal difference
 - D. Perception.
43. Conflicts between two or more people is termed as _____.
- A. inter personal conflicts.
 - B. inter group conflicts.
 - C. intra personal conflicts.
 - D. inter organisational conflicts.
44. Conflicts that occur within the organisation are known as _____ conflict.
- A. inter organisational.
 - B. intra organisational.
 - C. organisation.
 - D. outside.
45. Conflicts that support the goals of the group and improve its performance are known as _____ conflicts.
- A. functional.
 - B. organisational.
 - C. intra personal.
 - D. inter personal.
46. The destructive forms of conflict that hinder group performance are called _____ conflicts.
- A. destructive.
 - B. dys functional.
 - C. functional.
 - D. dys destructive.
47. _____ says that leadership effectiveness depends upon the situation in which leadership is exercised.
- A. Contingency model theory.
 - B. Situational leadership theory.
 - C. Path goal theory.
 - D. Trait theory.
48. According to _____ theory, leadership can be described in terms of what leaders do rather than what they are.
- A. contingency model.
 - B. path goal.
 - C. behavioral.
 - D. trait.

49. _____ is a vertical format of organization.
- A. Line organization
 - B. Staff Organization
 - C. Committee organization
 - D. None of these
50. If the work is subdivided into smaller tasks, this is an example of
- A. span of control
 - B. departmentalization
 - C. division of labor
 - D. delegation
51. _____ is a formal system of relationships that determine lines of authority and the tasks assigned to individuals and units.
- A. Unity of command
 - B. Vertical dimension
 - C. Span of control
 - D. Organization structure
52. Organizations with many layers of management are called:
- A. Wide
 - B. multi-layered.
 - C. tall.
 - D. Narrow
53. Which organizational structure is designed to maximize integration among subunits?
- A. matrix
 - B. functional
 - C. geographic
 - D. multidivisional
54. Who proposed “bureaucratic structure” is suitable for all organization
- A. Elton Mayo
 - B. Henry Fayol
 - C. F.W. Taylor
 - D. Max Weber
55. _____ is a term used when higher authority transfers some of his authority to a subordinate.
- A. Departmentation
 - B. Delegation
 - C. Promotion
 - D. Provision

56. _____ is systematic and consistent reservation of authority at central points within the organization.

- A. Relocation
- B. Decentralisation
- C. Centralisation
- D. Delocation

57. _____ is the discipline that studies the structure and design of organizations.

- A. Organisation Behaviour
- B. Organisation Theory
- C. Organisation Development
- D. None of these

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CLASS: BBA- III SEM SUBJECT: BUSINESS LAWS-I

(Multiple Choice type Questions)

TICK THE CORRECT OPTION

Unit – I The Indian Contract Act (Sections 1 to 75)

Unit – II The Sale of Goods Act, 1930 (Sections 1 to 54 & 64 Only)

Unit – III Indian Partnership Act

Unit – IV Companies Act – 1956 – Provisions of the act with regards to classification, formation memorandum of association, articles of association, capital of the company, capital Issue

1. Which of the following is false? An offer to be valid must:
 - (a) Intend to create legal relations.
 - (b) Have certain & unambiguous terms.
 - (c) Contain a term the non-compliance of which would amount to acceptance.
 - (d) Be communicated to the person to whom it is made.

2. Which of the following statement is true?
 - (a) Consideration must result in a benefit to both parties.
 - (b) Past consideration is no consideration in India.
 - (c) Consideration must be adequate.
 - (d) Consideration must be something, which a promisor is not already bound to do.

3. Which of the following is not an exception to the rule – No Consideration, No Contract?
 - (a) Compensation for involuntary services.
 - (b) Love & Affection.
 - (c) Contract of Agency.
 - (d) Gift.

4. An agreement enforceable at law is a
 - (a) enforceable acceptance
 - (b) accepted offer
 - (c) approved promise
 - (d) contract

5. Every promise and every set of promises, forming the consideration for each other, is an
 - (a) agreement
 - (b) contract
 - (c) offer
 - (d) acceptance.

6. Which is correct
(a) proposal + acceptance = promise (b) promise + consideration = agreement
(c) agreement + enforceability = contract (d) all the above.
7. A, B and C jointly promised to pay Rs. 60,000 to D. Before performance of the contract, C dies. Here, the contract
(a) becomes void on C's death.
(b) should be performed by A and B along with C's legal representatives.
(c) should be performed by A and B alone.
(d) should be renewed between A, B and D.
8. Generally, which of the following damages are not recoverable?
(a) Ordinary damages.
(b) Special damages.
(c) Remote damages.
(d) Nominal damages.
9. A mistake as to a law not in force in India has the same effect as:
(a) mistake of fact (b) mistake of Indian law
(c) fraud (d) misrepresentation
10. An agreement which is enforceable by law at the option of one or more of the parties thereon but not at the option of the other or others is a _____
(a) Valid Contract (b) Void Contract.
(c) Voidable Contract. (d) Illegal Contract.
11. When the consent of a party is not free, the contract is _____
(a) Void. (b) Voidable.
(c) Valid. (d) Illegal.
12. Ordinarily, a minor's agreement is _____
(a) Void ab initio (b) Voidable.
(c) Valid. (d) Unlawful.
13. The threat to commit suicide amounts to _____
(a) Coercion. (b) Undue Influence.
(c) Misrepresentation. (d) Fraud.
14. An agreement the object or consideration of which is unlawful, is _____
(a) Void. (b) Valid.
(c) Voidable. (d) Contingent.
15. A contingent contract is _____
(a) Void (b) Voidable
(c) Valid (d) Illegal

16. A agrees to sell his car worth Rs. 100,000 to B for Rs. 20,000 only, and A's consent was obtained by coercion. Here, the agreement is _____
(a) void (b) valid
(c) voidable (d) unlawful
17. A agrees to pay Rs. 5 lakhs to B if he (B) procures an employment for A in Income Tax Department. This agreement is _____
(a) void (b) valid
(c) voidable (d) contingent.
18. Agreement-the meaning of which is uncertain is _____
(a) Valid. (b) Void.
(c) Voidable. (d) Illegal.
19. The law of contract in India is contained in
(a) Indian Contract Act, 1862 (b) Indian Contract Act, 1962
(c) Indian Contract Act, 1872 (d) Indian Contract Act, 1972
20. A void agreement is one which is
(a) Valid but not enforceable
(b) Enforceable at the option of both the parties.
(c) Enforceable at the option of one party
(d) Not enforceable in a court of law.
21. Which of the following is false? An acceptance:
(a) Must be communicated.
(b) Must be absolute and unconditional.
(c) Must be accepted by a person having authority to accept.
(d) May be presumed from silence of offeree.
22. A proposal when accepted becomes a
(a) Promise. (b) Contract.
(c) Offer. (d) Acceptance.
23. Which of the following statement is false? Consideration:
(a) Must move at the desire of the promisor.
(b) May move from any person.
(c) Must be illusory.
(d) Must be of some value.
24. Which of the following statement is true?
(a) A contract with a minor is voidable at the option of the minor.
(b) An agreement with a minor can be ratified after he attains majority.
(c) A person who is usually of an unsound mind cannot enter into contract even when he is of a sound mind.
(d) A person who is usually of a sound mind cannot enter into contract when he is of unsound mind.

25. Which of the following statement is true?
(a) A threat to commit suicide does not amount to coercion.
(b) Undue influence involves use of physical pressure.
(c) Ignorance of law is no excuse.
(d) Silence always amounts to fraud.
26. On the valid performance of the contractual obligations by the parties, the contract
(a) is discharged. (b) becomes enforceable.
(c) becomes void. (d) none of these.
27. A contract is discharged by rescission which means the
(a) change in one or more terms of the contract.
(b) acceptance of lesser performance.
(c) abandonment of rights by a party.
(d) cancellation of the existing contract.
28. Moral pressure is involved in the case of _____
(a) Coercion. (b) Undue Influence.
(c) Misrepresentation. (d) Fraud.
29. Sometimes, a party is entitled to claim compensation in proportion to the work done by him. It is possible by a suit for _____
(a) damages (b) injunction
(c) quantummeruit (d) none of these.
30. A contract dependent on the happening or non-happening of future uncertain event, is a-
(a) Uncertain contract (b) Contingent contract.
(c) Void contract. (d) Voidable contract.
31. A agrees to pay Rs. One lakh to B if he brings on earth a star from sky. This is acontingent contract and _____.
(a) Illegal (b) Valid
(c) Voidable (d) Void.
32. As a general rule, an agreement made without consideration is _____
(a) void (b) voidable
(c) valid (d) unlawful
33. An agreement made with free consent to which the consideration is lawful but inadequate, is _____.
(a) void (b) valid
(c) voidable (d) unlawful
34. In case of breach of contract, which of the following remedy is available to the aggrieved party?
(a) Suit for rescission. (b) Suit for damages.
(c) Suit for specific performance. (d) All of these.

35. A contract is discharged by novation which means the
- (a) cancellation of the existing contract.
 - (b) change in one or more terms of the contract.
 - (c) substitution of existing contract for a new one.
 - (d) none of these.
36. 'Delivery' within the meaning of section 2(1) of the Sale of Goods Act, 1930, can be
- (a) actual
 - (b) constructive
 - (c) symbolic
 - (d) either (a) or (b) or (c).
37. Which of the following documents is a document of title to goods
- (a) bill of exchange
 - (b) promissory note
 - (c) dock warrant
 - (d) all the above.
38. Goods which are to be manufactured or produced or acquired by the seller after making the contract of sale are known as _____.
- (a) Specific Goods
 - (b) Existing Goods
 - (c) Future Goods
 - (d) Unascertained Goods
39. In case of an agreement to sell, the ownership in the goods remains with _____.
- (a) The buyer
 - (b) The seller
 - (c) Both the buyer and the seller
 - (d) The Central Government or the State Government, as the case may be
40. There are _____ kinds of delivery
- (a) Three
 - (b) Four
 - (c) Five
 - (d) Two
41. The following are goods as per Section 2(7) of the Sale of Goods Act, 1930:
- (a) Trademark.
 - (b) Goodwill.
 - (c) Patent.
 - (d) All of the above
42. An unpaid seller loses the right of lien under the following circumstances:
- (a) Where the seller so conducts himself that he leads third parties to believe that the lien does not exist.
 - (b) Where seller has waived the right of lien.
 - (c) Where the buyer or his agent lawfully obtains possession of the goods.
 - (d) All of the above.
43. In case of an agreement to sale, if the seller becomes insolvent while the goods are in his possession, the buyer's remedy
- (a) Is to claim the goods from the official receiver or assignee.
 - (b) Is to claim dividend from the estate of the seller for the price paid.
 - (c) Is not available .
 - (d) Is to file a suit for damages.

44. Agreement to sale is an_____.
- (a) Executed contract (b) Executory contract
(c) Both of the above (d) None of the above
45. In case of an agreement to sell, the aggrieved party_____.
- (a) Can sue for price (b) Can sue for damages
(c) Can sue the buyer for injunction(d) None of the above
46. 'Buyer' means a person who_____.
- (a) Buys goods (b) Agrees to buy goods
(c) Has bought goods (d) Buys or agrees to buy goods
47. Following conditions are implied in a contract of sale of goods unless the circumstances of the contract show a different intention:
- (a) Condition as to title. (b) Sale by description.
(c) Sale by sample. (d) All of the above.
48. The action of goods being physically delivered to the buyer is known as:
- (a) Actual Delivery. (b) Constructive Delivery.
(c) Symbolic Delivery. (d) All of the above.
49. Rights of an unpaid seller include_____.
- (a) Right against the goods (b) Right of stoppage in transit
(c) Right of re-sale (d) All of the above
50. In case of an agreement to sell, subsequent loss or destruction of the goods is the liability of -
- (a) The buyer (b) The seller
(c) Both the buyer and the seller (d) The insurance company
51. 'Price' under Section 2(10) of The Sale of Goods Act, 1930 means
- (a) Money or money's worth.
(b) Monetary consideration for the sale of goods.
(c) Any consideration that can be expressed in terms of money.
(d) None of the above.
52. In case of sale
- (a) Property in goods passes to the buyer. (b) Risk in the goods passes to the buyer.
(c) Both the above. (d) None of the above
53. Conditions and warranties _____.
- (a) Must be expressed (b) Must be implied if not expressed
(c) May either be expressed or implied (d) None of the above
54. The maximum number of partners in a firm carrying on banking business cannot exceed-
- (a) 5 (b) 10
(c) 15 (d) 20

55. Registration of a firm under the Indian Partnership Act, 1932 is –
(a) compulsory (b) not optional
(c) Not necessary (d) inevitable
56. The liability of partners in a firm is –
(a) Limited (b) Unlimited
(c) None of these
57. The personal property of a minor is liable for the debts of the firm.
(a) True (b) False
58. In the absence of any agreement, the partners are entitled to share profits-
(a) equally (b) in the ratio of capital
(c) in the ratio of time spent (d) None of these
59. A partner can purchase fixed assets for his partnership firm without the permission of the other partners.
(a) False (b) True
60. Property of the company belongs to
a) Company b) Share holders
c) Members d) Promoters
61. Which company shares can be freely transferable
a) Private Company b) Public Company
c) Both (a) & (b) d) None of the above
62. Minimum number of members in case of public company
a) 1 b) 2
c) 5 d) 7
63. Minimum number of members in case of private company is
a) 1 b) 2
c) 3 d)
64. Maximum no. of members in case of private company is
a) 50 b) 100
c) 150 d) 200
65. Maximum no. of members in case of public company is
a) 10 b) unlimited
c) 50 d) 100
66. How many months did the company can continue its business u/s 45 _____
a) 1 b) 2
c) 5 d) 6

67. Minimum subscription should be received with in _____ days
a) 120 b) 125
c) 130 d) 135
68. If minimum subscription is not received application money should be refunded with in _____ days
a) 20 b) 25
c) 30 d) 10
69. The liability of members if company is limited by guarantee.
a) Unpaid value of shares b) Guarantee amount
c) Unlimited liability d) None of the above
70. The companies which are formed under special Act. Those companies are called as
a) Chartered companies b) Statutory companies
c) Registered companies d) None of these
71. The companies which are formed under companies Act. 1956. They will be called as
a) Chartered companies b) Statutory companies
c) Registered companies d) None of these
72. Public company Should start business only after getting certificate of
a) Incorporation b) Commencement of business
c) None of these
73. Private company can start business only after getting certificate of
a) Incorporation b) Commencement of business
c) None of these
74. A company can change its name at its own discretion by passing _____
a) Ordinary resolution b) Special resolution
c) Boards resolution d) None of the above
75. In the MOA there are 6 clauses. We can alter all clauses expect one clause. What is that clause?
a) Objects clause b) Name clause
c) Association clause d) None of these
76. Ultra vires means
a) Beyond the power b) with in the power
c) Both d) None of the above
77. _____ conceives the idea of the business
a) Promoters b) Directors
c) Auditors d) None of the above

78. Private Company need not issue prospectus

- a) Yes b) No

79. Part of the issued capital taken by public is called _____

- a) Subscribed b) Called – up capital
c) Un called capital d) Paid up capital

80. Part of authorized capital which is offered by the company for subscription.

- a) subscribed b) Issued
c) Un called d) called up

- Unit – I Concept, Philosophy, History, Functions & Features of Entrepreneurship.
- Unit - II Role of Entrepreneurship – Qualities – development of Entrepreneurship – Effect of Business Environment on Entrepreneurship - Various factors in business environment.
- Unit – III Role of Entrepreneurship in economy- Rural entrepreneurship & Rural environment – Agricultural Entrepreneurship.
- Unit – IV Entrepreneurship :
 - The Third Option.
 - Entrepreneurial Spirit
 - Recognition of the need for Entrepreneurship.
- Unit – V Business Opportunities- Identifying & Evaluating Business Opportunities Ideas & Opportunities – Ideas into Opportunities.
- Unit – VI Quick Start- Methods- Introduction- Franchises- Creating your Own Franchise-Turnkey or Packaged Business – Multy level Marketing Schemes – Buying an Existing business.
- Unit – VII Preparation of Project report.

DR. RAFIQ ZAKARIA CAMPUS-I
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DEPARTMENT OF COMMERCE & MANAGEMENT SCIENCE
CLASS: BBA- III SEM SUBJECT: ENTREPRENEURSHIP

(Multiple Choice type Questions)

1. Entrepreneurship is a _____
a. Process b. Product
c. Place d. Person
2. Which of the following shows the process of creating something new?
a. Business model b. Modeling
c. Innovation d. Creative flexibility
3. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
a. New business model b. Anatomization
c. Creative Destruction d. None of these
4. An actor and a person who managed large project were termed as the entrepreneur in the _____.
a. Earliest period b. Middle ages
c. 17th century d. 19th & 20th century
5. An entrepreneur doing business within the national border is called:
a. International entrepreneurship b. Intrapreneurship
c. Domestic entrepreneurship d. Imports
6. Which of the following is not one of the three areas in which the importance of entrepreneurship can be shown?
a. Innovation b. Number of start ups
c. Job creation & employment d. bureaucracy
7. The creation of new firms is important because these new firms contribute to economic development through benefits that include all of the following except:
a. Product-process innovation b. Unemployment
c. Increased tax revenues d. Social betterment
8. Entrepreneurship in India was earlier based on –
a. Age b. Colour
c. Community d. None of these
9. In the pre-independence period India had a very strong _____.
a. Steel industry b. Electronics industry
c. Handicrafts industry d. Paper industry

10. The Risk Bearing theory of Entrepreneurship was given by-
- a. Richard Cantillon
 - b. Joseph Schumpeter
 - c. J.B.Say
 - d. Clarence Danhof
11. The Innovations theory was proposed by-
- a. J.B.Say
 - b. Knight
 - c. F.W.Taylor
 - d. Joseph Schumpeter
12. Economy is the effect for which entrepreneurship is the cause.
- a. True
 - b. False
13. The Status Withdrawal theory was given by –
- a. Hagen
 - b. Henry Fayol
 - c. David McClelland
 - d. J.B.Say
14. Government support is not required for entrepreneurship development.
- a. True
 - b. False
15. Entrepreneurship development helps in import _____.
- a. Promotion
 - b. Substitution .
 - c. Development
 - d. None of these
16. Growth of entrepreneurship promotes balanced regional development.
- a. True
 - b. False
17. Which of the following is not a feature of Developing economy-
- a. Scarcity of funds
 - b. Lack of skilled labour
 - c. Developed infrastructure
 - d. Poverty
18. The Indian industry in pre-independence period declined due to which of the following reasons-
- a. Disappearance of royal courts
 - b. Imposition of heavy duties on imports of Indian goods in England
 - c. Low priced British goods produced on large scale.
 - d. All the above
19. Developing economies generally have _____ entrepreneurs.
- a. Drone
 - b. Imitative
 - c. Innovative
 - d. None of these
20. Which of the following factors do not influence the growth of entrepreneurship-
- a. Finance
 - b. Market support
 - c. Legal rules
 - d. None of these.
21. The development of NANO by ShriRatan Tata is an example of
- a. Imitative entrepreneurship
 - b. Innovative entrepreneurship
 - c. Drone entrepreneurship
 - d. None of these

22. An entrepreneur doing business within national boundaries is _____
 a. International entrepreneur b. Domestic Entrepreneur
 c. Intrapreneur
23. Which of the following is not a characteristic of an entrepreneur?
 a. Need for achievement b. Need for independence
 c. Need for affiliation
24. Entrepreneurs undertake
 a. Calculated risks b. High risks
 c. Low risks d. Moderate and calculated risks
25. Which one is not a function of an entrepreneur?
 a. Turning ideas into action b. Feasibility study
 c. Resourcing d. Shutting down the existing business
26. Who can start a business
 a. Only highly educated person b. Only an uneducated person
 c. Only rich person d. Any one of the above
27. Entrepreneurs place more emphasis on formalities rather than results. Say True or false
 a. True b. False c. Can't say
28. Entrepreneurs concerned with welfare of the people are called as—
 a. Business entrepreneurs b. Social entrepreneurs
 c. Economic entrepreneurs d. None of these
29. _____ is an entrepreneur within an existing organisation.
 a. Manager b. Professional
 c. Leader d. Intrapreneur
30. An entrepreneur:
 a. Increases employment b. Reduces employment
 c. Generates employment d. None of these
31. Reliance Industries was set up by—
 a. Tatas b. Birlas
 c. Ambanis d. Wadias
32. The future of women entrepreneurs in India is _____.
 a. Bright b. Dark c. None of these
33. Which of the following attitudes is not generally associated with successful entrepreneurship
 a. Investing in R and D b. Live your business day by day
 c. Innovate and improvise continually d. Produce as per customers' requirements

34. Financial analysis indicates-
- a. Plant technology
 - b. Size of plant
 - c. Market Scope
 - d. Return on Investment
35. Promotion of a venture means-
- a. Starting a venture
 - b. Closing a venture
 - c. Revival of venture
36. _____ is a detailed description of a proposed project.
- a. Project
 - b. Project report
 - c. Analysis report
 - d. None of these
37. Money spent on preparation of project is –
- a. Investment
 - b. Wastage
 - c. expenditure
 - d. None of these
38. Contents of Project report are –
- a. Brief history
 - b. Mode of finance
 - c. Total cost of project
 - d. All of these
39. The important social consideration for a project is –
- a. Promotion of employment
 - b. Prevention of environmental damage
 - c. Import substitution
 - d. Development of local area.
40. The document that does the best job of introducing potential investors and other stakeholders with the business opportunity the firm is pursuing and how it plans to pursue it is the:
- a. Business plan
 - b. Feasibility analysis
 - c. Opportunity analysis
 - d. Industry analysis
41. _____ study of a project refers to finding out the practical utility or the future prospects of a project.
- a. Feasibility
 - b. Project
 - c. Analysis
 - d. None of these
42. Which of the following is a reason why a person might prefer to purchase a franchise rather than open a completely new business?
- a. Higher failure rate
 - b. Increased independence
 - c. Reduced royalty fees
 - d. Ability to benefit from previous experience.
43. _____ is the person who acquires the franchise.
- a. Franchise
 - b. Franchisee
 - c. Franchisor
 - d. All of these

44. When an individual purchases a franchise, they buy which of the following items as part of the franchise agreement?
- An established name, branded products & service
 - A technique for measuring performance
 - An activity ratio
 - Bankruptcy
45. When a company enters into a legal arrangement to allow its product, services, or business-format to be used by others for a fee it is called:
- Franchisee
 - Franchising
 - Franchisor
 - Unrealistic
46. The business where everything is made ready for you to step in and take over is called-
- Multi level Marketing
 - Retailing
 - Turn Key business
 - None of these
47. Franchise & Turn key business are one and same.
- True
 - False
48. Good sources of information on Turn Key businesses are _____.
- Trade fairs
 - Exhibitions
 - Both a & b
 - None of these
49. Splitting of profits at various levels is done in _____.
- Franchising
 - Multi level Marketing
 - Outsourcing
 - Both a & b
50. Which of the following companies has adopted MLM-
- Amway
 - Sony
 - Nikon
 - None of these
51. Under MLM schemes the purchaser later becomes a distributor.
- True
 - False

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CLASS: BBA-III- SEM. SUBJECT: COST ACCOUNTING

(Multiple Choice type Questions)

1. Basic objectives of cost accounting is _____ .
 - a) tax compliance.
 - b) Financial audit.
 - c) cost ascertainment.
 - d) profit analysis.

2. Direct cost incurred can be identified with _____ .
 - a) each department.
 - b) each unit of output.
 - c) each month.
 - d) each executive.

3. Overhead cost is the total of _____ .
 - a) all indirect costs.
 - b) all direct costs.
 - c) indirect and direct costs.
 - d) all specific costs.

4. Imputed cost is a _____ .
 - a) notional cost.
 - b) real cost.
 - c) normal cost.
 - d) variable cost.

5. Operating costing is suitable for _____ .
 - a) job order business.
 - b) contractors.
 - c) sugar industries.
 - d) Service industries

6. Process costing is suitable for _____ .
 - a) hospitals.
 - b) oil reefing firms.
 - c) transport firms.
 - d) brick laying firms.

7. Cost classification can be done in _____ .
- a) two ways.
 - b) three ways.
 - c) four ways.
 - d) several ways.
8. Costing refers to the techniques and processes of _____ .
- a) ascertainment of costs.
 - b) allocation of costs.
 - c) apportionment of costs.
 - d) distribution of costs. ANSWER: A
9. Cost accounting was developed because of the _____ .
- a) limitations of the financial accounting.
 - b) limitations of the management accounting.
 - c) limitations of the human resource accounting.
 - d) limitations of the double entry accounting. ANSWER: A
10. Multiple costing is a technique of using two or more costing methods for ascertainment of cost by.
- a) the same firm.
 - b) the several firms.
 - c) the same industry.
 - d) the several industries. ANSWER: A
11. Depreciation of plant and machinery is a part of _____
- a) factory overhead.
 - b) selling overhead.
 - c) distribution overhead.
 - d) administration overhead. ANSWER: A
12. Audit fess is a part of.
- a) works on cost.
 - b) selling overhead.
 - c) distribution overhead.
 - d) administration overhead. Answer: D ANSWER: D
13. Counting house salary is part of ____ .
- a) factory overhead.
 - b) selling overhead.
 - c) distribution overhead.
 - d) administration overhead. ANSWER: D
14. Factory overhead can be charged on the basis of _____ .

- a) material cost.
- b) labour cost.
- c) prime cost.
- d) direct expenses. ANSWER: A

15. Office and administrative expenses can be charged on the basis of _____ .
A. material cost.
B. labour cost.
C. prime cost.
D. factory cost. ANSWER: C

16. Selling and distribution expenses can be charged on the basis of _____ .
A. material cost.
B. labour cost.
C. prime cost.
D. factory cost. ANSWER: C

17. Direct material is a _____ .
A. fixed cost.
B. variable cost.
C. semi variable cost.
D. semi fixed cost. ANSWER: A

18. Direct material is a _____ .
A. manufacturing cost.
B. administrative cost.
C. selling cost.
D. distribution cost. ANSWER: A

19. The most important element of cost in manufacturing industries is _____ .
A. material.
B. labour.
C. direct costs.
D. indirect costs. ANSWER: C

20. Which of the following is considered to be the normal loss of material _____ .
A. Loss due to accident.
B. Pilferage.
C. Loss due to breaking the bulk.
D. Loss due to careless handling of materials. ANSWER: A

21. According to which method of pricing issues is close to current economic values _____ .
A. Last In First Out.
B. First In First Out.

- C.Highest In First Out.
- D.weighted average price. ANSWER: B

22.Continuous stock taking is a part of_____ .

- A.annual stock taking.
- B.perpetual inventory.
- C.ABC analysis.
- D.VED analysis. ANSWER: B

23.Which of the following methods of stock control aims at concentrating efforts on selected items of material _____ .

- A.Perpetual inventory system.
- B.Material turnover ratio.
- C.Level setting.
- D.ABC analysis. ANSWER: D

24.In which of the following methods issues of materials are priced at a predetermined rate _____ .

- A.Inflated price method.
- B.Standard price method.
- C.Replacement price method.
- D.Specific price method. ANSWER: B

25.In which of the following methods issues of materials are priced at the price prevailing at the time of issue ____ .

- A.Inflated price method.
- B.Standard price method.
- C.Replacement price method.
- D.Specific price method. ANSWER: C

26.In base stock method of pricing the material issues, the term base stock represents the quantity of stock being issued.

- A.stock in balance.
- B.minimum stock.
- C.maximum stock.
- D.re-order level ANSWER: B