Cyber marketing and customer relationship management

1. _____refers to use of digital technology and Internet to execute major business process in an Enterprise
   A. Electronic Markets
   B. Electronic Business
   C. Electronic Data Interchange
   D. Electronic Management

2. Which of the following strategies is suited to the Old Economy?
   A. Customisation.
   B. Personalisation.
   C. Improve sales.
   D. Increase in profit.

3. _____ are used by consumers to locate the best price for a desired product
   A. Shopping bots
   B. Spam
   C. Search Engines.
   D. Worms

4. Which of the following is NOT TRUE regarding CRM systems?
   A. It is actually a set of multiple applications.
   B. It can help to understand customer better.
   C. It helps to collect demographic data.
   D. It is a BI tool.

5. Internet is used in Business to _____.
   A. Earn more money.
   B. Use latest technology.
   C. Speed up business process.
   D. To get updated.

6. CRM is _____.
   A. Business centric.
   B. Money centric.
   C. Profit centric.
   D. Customer centric.

7. _____ is one of the methods for capturing customer information.
     A. Newspaper.
     B. Advertisement.
     C. Feed back.
     D. Surveys
     .

8. E-business software is best defined as to manage _____.
     A. Sell-side e-commerce applications.
     B. Internal administrative applications.
     C. Buy-side applications.
     D. External management.

9. is networks that connect people within a company to each other and to the company network.
     A. Intranets.
     B. Extranets.
     C. Bit streams.
     D. Internets.

10. _____ is the encompassing term that involves the use of electronic platforms –
    intranets, extranets and the Internet - to conduct a company's business.
     A. E-commerce.
     B. E-marketing.
     C. E-procurement.
     D. E-business.

11. CRM process begins _____.
     A. after sales.
     B. after sales and before sales.
     C. after purchase.
     D. before sales.

12. The type of website that engages consumers in interactions that will move them closer to a
    direct purchase is known as a_____ website.
     A. customer service.
     B. interactive.
     C. corporate.
     D. marketing.

13. Delivering what customers want with hassle-free service and superior value is called
    _____.
     A. service excellence.
     B. operational excellence.
     C. continuous excellence.
     D. improve goodwill.

14. A well built e-business infrastructure is a combination of _____ and _____.
    A. structure and stability.
    B. safeguards information.
    C. understands costumer priorities.
    D. all of the above.

15. Relationship Marketing focus on_____.
    A. customer service.
    B. customer satisfaction.
    C. customer retention.
    D. customer relationship.

16. Which manager will manage the complete relationship with each customer?
    A. Relationship manager.
    B. Personnel manager.
    C. HR manager.
    D. Customer manager.

17. _____ is a evaluation tool that goes beyond financial measures that organization use to improve process efficiency.
    A. PERT.
    B. Balance Scorecard.
    C. Break Even Analysis.
    D. Balance Sheet.

18. For choosing the right CRM strategy _____ is used.
    A. Criteria Matrix.
    B. Selection Matrix.
    C. Choice Matrix.
    D. Condition Matrix.

19. _____ is used to store customer information.
    A. Database.
    B. Memory.
    C. Sever.
    D. Data warehouse.

20. Data Mining extracts _____.
    A. hidden information.
    B. data.
    C. knowledge.
    D. information.

21. _____ is a useful data that the customer does not know that he or she is supplying to the organization.
    A. Active information.
    B. Passive information.
    C. Present information.
    D. Past information.

22. One of the methods to find what customers are thinking about the product is _____.
    A. Feedback.
    B. Questioner.
    C. Survey.
    D. Suggestions.

23. POS means _____.
    A. Point of service.
    B. Point of satisfaction.
    C. Point of sales.
    D. Point of supply.

24. Which of the following is not one of the benefits of e-commerce to sellers?
    A. E-commerce is a powerful tool for customer relationship building.
    B. E-commerce can help to reduce costs.
    C. E-commerce increases the net cost per contact.
    D. E-commerce offers greater flexibility in meeting customer needs.

25. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as _____.
    A. Business to Business (B2B).
    B. Consumer to Business (C2B)
    C. Business to Consumer (B2C).
    D. Consumer to Consumer (C2C).

26. When preparing a website, designers should ensure that the site enables user- to-user communication. This design feature is known as_____.
    A. commerce.
    B. context.
    C. community.
    D. connection.

27. _____ is used for generating ideas.
    A. Brainstorming.
    B. Group discussion.
    C. Meetings.
    D. General discussion.

28. CRM always focuses on _____ customer needs.
    A. satisfies.
    B. fulfills.
    C. anticipate.
    D. service.

29. _____ gave a frame work for developing quality customer relationship.
    A. Hendry.
    B. Taylor.
    C. Paul Antony.
    D. McKinsy.

30. One of the top CRM business driver is_____
    A. Inventory control
    B. Increase Revenue
    C. Competitive advantage
    D. Automation

31. For targeted customer contact, _____ of customers are done.
    A. segmenting.
    B. crossing.
    C. combining.
    D. mixing.

32. Development of _____, made possible for Bank to maintain one to one relationship with customer.
    A. instrument technology.
    B. communication technology.
    C. computer technology.
    D. information technology.

33. _____ are one of the treats for establishing retail banking.
    A. Competitors.
    B. Customer.
    C. Foreign players.
    D. Local players.

34. CRM is _____ .
    A. technology.
    B. business philosophy.
    C. business process.
    D. systematic process.

35. _____ is need for successful CRM.
     A. Controlling.
     B. Directing.
     C. Organizing.
     D. Planning.

36. One of the CRM vendors is _____.
     A. Pivotal.
     B. Oracle.
     C. Crystal.
     D. Microsoft.

37. For good CRM implementation _____ is needed.
     A. data warehouse.
     B. data mart.
     C. intelligent database.
     D. large server.

38. _____ is one of the CRM applications.
     A. Billing management.
     B. Reporting management.
     C. Manufacturing management.
     D. Campaign management.

39. _____, Size and Speed are the three S associated with Banking in CRM.
     A. Satisfaction.
     B. Service.
     C. Survey.
     D. Sales.

40. Which is the first private sector bank that gave permission to accept tax payments?
     A. Wells Fargo.
     B. ICICI.
     C. Ambro.
     D. HDFC.

41. _____ management activity that has emerged as core marketing activity for business operation.
     A. Supply.
     B. Relationship.
     C. Marketing.
     D. Sales.

42. Customer _____ is sales to same customer.
     A. up sell.
     B. down sell.
     C. cross sell.
     D. top sell.

43. Customer _____ is to find new customer.
     A. acquisition.
     B. retention.
     C. acceptance.
     D. satisfaction.

44. In marketing of Nursing Home at Belgaum, _____ scale was used for analysis.
     A. Likert scale.
     B. Semantic scale.
     C. Rank order scale.
     D. Staple scale.

45. _____ process the data about customers and their relationship with the enterprise to improve the future sales and service of the enterprise
     A. Click Stream Analysis
     B. Customer Relationship Management
     C. CRM analytics
     D. Database Marketing

46. Delivering high quality products quickly, error free, and for a reasonable price is _____.
     A. service excellence.
     B. operational excellence.
     C. continuous excellence.
     D. sale excellence.

47. Which of the following companies have forward-thinking and begun to use to promote their products and services?
     A. MMA.
     B. C2B.
     C. B2C.
     D. B2B.

48. Supply chain management helps an organization in _____.
     A. reducing production costs.
     B. increase the production cost.
     C. reduces the time it takes to make a product.
     D. improves sales.

49. An appropriate strategy to achieve timely, accurate, paperless information flow is _____.
     A. efficient replacement .
     B. revision of organization processes supported by information systems.
     C. efficient store assortments.
     D. integrate this activity is integrated into all supply chain planning.

50. The correct sequence of an organizations supply chain from a systems perspective is
_____.
   A. transformation process, delivery to customers, acquisition of resources.
   B. delivery to customers, acquisition of resources, transformation process.
   C. transformation process, acquisition of resources, delivery to customers.
   D. acquisition of resources, transformation process, delivery to customers.

(Multiple Choice type Questions)

1. The memory address of the first element of an array is called
   - a. floor address
   - b. foundation address
   - c. first address
   - d. base address

2. The memory address of fifth element of an array can be calculated by the formula
   - a. LOC(Array[5]=Base(Array)+w(5-lower bound), where w is the number of words per memory cell for the array
   - b. LOC(Array[5])=Base(Array[5])+(5-lower bound), where w is the number of words per memory cell for the array
   - c. LOC(Array[5])=Base(Array[4])+(5-Upper bound), where w is the number of words per memory cell for the array
   - d. None of above

3. Which of the following data structures are indexed structures?
   - a. linear arrays
   - b. linked lists
   - c. both of above
   - d. none of above

4. Which of the following is not the required condition for binary search algorithm?
   - a. The list must be sorted
   - b. there should be the direct access to the middle element in any sublist
   - c. There must be mechanism to delete and/or insert elements in list
   - d. none of above

5. Which of the following is not a limitation of binary search algorithm?
   - a. must use a sorted array
   - b. requirement of sorted array is expensive when a lot of insertion and deletions are needed
   - c. there must be a mechanism to access middle element directly
   - d. binary search algorithm is not efficient when the data elements are more than 1000.

6. Two dimensional arrays are also called
   - a. tables arrays
   - b. matrix arrays
   - c. both of above
   - d. none of above

7. A variable P is called pointer if
   - a. P contains the address of an element in DATA.
   - b. P points to the address of first element in DATA
   - c. P can store only memory addresses
   - d. P contain the DATA and the address of DATA

8. Which of the following data structure can't store the non-homogeneous data elements?
      a. Arrays   b. Records
      c. Pointers   d. None

9. Which of the following data structure store the homogeneous data elements?
      a. Arrays   b. Records
      c. Pointers   d. None

10. Each data item in a record may be a group item composed of sub-items; those items which are indecomposable are called
      a. elementary items   b. atoms
      c. scalars   d. all of above

11. The difference between linear array and a record is
      a. An array is suitable for homogeneous data but hte data items in a record may have different data type
      b. In a record, there may not be a natural ordering in opposed to linear array.
      c. A record form a hierarchical structure but a lienear array does not
      d. All of above

12. Which of the following statement is false?
      a. Arrays are dense lists and static data structure
      b. data elements in linked list need not be stored in adjecent space in memory
      c. pointers store the next data element of a list
      d. linked lists are collection of the nodes that contain information part and next pointer

13. Binary search algorithm can not be applied to
      a. sorted linked list   b. sorted binary trees
      c. sorted linear array   d. pointer array

14. When new data are to be inserted into a data structure, but there is no available space; this situation is usually called
      a. underflow   b. overflow
      c. housefull   d. saturated

15. The situation when in a linked list START=NULL is
      a. underflow   b. overflow
      c. housefull   d. saturated

16. Which of the following is two way list?
      a. grounded header list   b. circular header list
      c. linked list with header and trailer nodes   d. none of above

17. Which of the following name does not relate to stacks?
      a. FIFO lists   b. LIFO list
      c. Piles   d. Push-down lists

18. The term "push" and "pop" is related to the
      a. array   b. lists
      c. stacks   d. all of above

19. A data structure where elements can be added or removed at either end but not in the middle
      a. Linked lists   b. Stacks
      c. Queues   d. Deque

20. When inorder traversing a tree resulted E A C K F H D B G; the preorder traversal would return
      a. FAEKCDBHG   b. FAEKCDHGB
      c. EAFKHDCBG   d. FEAKDCHBG

21. Which data structure allows deleting data elements from front and inserting at rear?
      a. Stacks   b. Queues
      c. Deques   d. Binary search tree

22. Identify the data structure which allows deletions at both ends of the list but insertion at only one end.
      a. Input-restricted deque   b. Output-restricted deque
      c. Priority queues   d. None of above

23. Which of the following data structure is non-linear type?
      a. Strings   b. Lists
      c. Stacks   d. None of above

24. Which of the following data structure is linear type?
      a. Strings   b. Lists
      c. Queues   d. All of above

25. To represent hierarchical relationship between elements, which data structure is suitable?
      a. Deque   b. Priority
      c. Tree   d. All of above

26. A binary tree whose every node has either zero or two children is called
      a. Complete binary tree   b. Binary search tree
      c. Extended binary tree   d. None of above

27. The depth of a complete binary tree is given by
      a. $D_n = n\ \log_2 n$ b. $D_n = n\ \log_2 n + 1$
      c. $D_n = \log_2 n$ d. $D_n = \log_2 n + 1$

28. When representing any algebraic expression E which uses only binary operations in a 2-tree,
      a. the variable in E will appear as external nodes and operations in internal nodes
      b. the operations in E will appear as external nodes and variables in internal nodes
      c. the variables and operations in E will appear only in internal nodes
      d. the variables and operations in E will appear only in external nodes

29. A binary tree can easily be converted into q 2-tree
    a. by replacing each empty sub tree by a new internal node
    b. by inserting an internal nodes for non-empty node
    c. by inserting an external nodes for non-empty node
    d. by replacing each empty sub tree by a new external node

30. When converting binary tree into extended binary tree, all the original nodes in binary tree
    are
    a. internal nodes on extended tree   b. external nodes on extended tree
    c. vanished on extended tree   d. None of above

31. The post order traversal of a binary tree is DEBFCA. Find out the pre order traversal
    a. ABFCDE   b. ADBFEC
    c. ABDECF   d. ABDCEF

32. Which of the following sorting algorithm is of divide-and-conquer type?
    a. Bubble sort   b. Insertion sort
    c. Quick sort   d. All of above

33. An algorithm that calls itself directly or indirectly is known as
    a. Sub algorithm   b. Recursion
    c. Polish notation   d. Traversal algorithm

34. In a binary tree, certain null entries are replaced by special pointers which point to nodes
    higher in the tree for efficiency. These special pointers are called
    a. Leaf   b. branch
    c. path   d. thread

35. The in order traversal of tree will yield a sorted listing of elements of tree in
    a. Binary trees   b. Binary search trees
    c. Heaps   d. None of above

36. In a Heap tree
    a. Values in a node is greater than every value in left sub tree and smaller than right sub
       tree
    b. Values in a node is greater than every value in children of it
    c. Both of above conditions applies
    d. None of above conditions applies

37. In a graph if e=[u, v], Then u and v are called
    a. endpoints of e   b. adjacent nodes
    c. neighbors   d. all of above

38. A connected graph T without any cycles is called
    a. a tree graph   b. free tree
    c. a tree   d. All of above

39. In a graph if e=(u, v) means
   a. u is adjacent to v but v is not adjacent to u
   b. e begins at u and ends at v
   c. u is processor and v is successor
   d. both b and c

40. If every node u in G is adjacent to every other node v in G, A graph is said to be
   a. isolated   b. complete
   c. finite   d. strongly connected

Tick the correct option

1. Which of the following types of retail businesses have unlimited liability?
    A. Partnership and sole trader
    B. Partnership and private company
    C. Private company and sole trader
    D. Private company and public company

2. Retailing is BEST characterised or defined
    A. As transactions in which the buyer intends to consume the product through personal, family,orhousehold use
    B. By arrangements whereby a supplier grants a dealer the right to sell products in exchange for some typeof consideration
    C. As transactions in which the purchaser intends to use the product for resale or for generalbusinessoperations
    D. By exchanges that take place only in a store or service establishment

3. Which one of the following is NOT a form of direct marketing?
    A. Catalogue retailing
    B. Telemarketing
    C. Personal selling
    D. Direct mail.

4. In which of the following retailers are salespeople ready to assist in every phase of the locate-compare-selectprocess?
    A. Self-service.
    B. Self-selection.
    C. Limited service.
    D. Full service.

5. Store ABC carry a deep assortment of the latest electronics gadgets. They offer buyers a great deal ofassistance and advice in making selections. Store ABC would be an example of a _____.
    A. Specialty store
    B. Factory outlet
    C. Department store
    D. Superstore

6. Le Gou is a chain of stores found primarily in southern China. Le Gou store carries several product lines,and each line is managed separately by a specialist buyer or merchandiser. Le Gou is an example of a_____.
   A. Specialty store
   B. Factory outlet
   C. Superstore
   D. Department store

7. The fastest growing segment of retailing is _____.
   A. Nonstore retailing
   B. Warehouse stores
   C. Hypermarkets
   D. Category killers

8. A businesswoman has agreed to buy the right to use a process and a system from a company that alsosells the same thing to other businesspeople. The woman is a _____.
   A. Wholesaler
   B. Member of a voluntary chain
   C. Franchiser
   D. Franchisee

9. The most important retail marketing decision a retailer has to make is to _____.
   A. Identify its target market
   B. Choose the right service response it wants to support
   C. Select the service mix
   D. Develop a nice store atmosphere

10. Ravina is choosing the mix of products and determining how many product lines she will carry in her teachersupply store. Ravina is making the _____ decision.
   A. Target market
   B. Market segmentation
   C. Product-assortment
   D. Store atmosphere

11. Which of the following is NOT a part of a store's atmosphere?
   A. The music played by the speakers located throughout the store.
   B. The way merchandise is displayed.
   C. The lighting system used in the store.
   D. The employee that helps you carry your purchases to your car.

12. A _____ is a location option for retailers that normally has high rent and is in the oldest and busiestpart of the city.
   A. Regional shopping center
   B. Community shopping center
   C. General business district
   D. Neighborhood shopping center

13. _____ includes all of the activities involved in selling goods or services to those who buy for resaleor business use.
    A. Retailing
    B. Wholesaling
    C. Bartering
    D. Purchasing

14. Which of the following is NOT a function of wholesalers?
    A. Bulk-breaking.
    B. Selling and promoting.
    C. Risk bearing.
    D. Final customer segment selection.

15. A concept in retailing that helps explain the emergence of new retailers is called the _____hypothesis.
    A. Retail life cycle
    B. Wheel-of-retailing
    C. Service-assortment
    D. Product life cycle

16. Which of the following describes a significant trend in retailing?
    A. Competition today is increasingly intratype.
    B. Retailers are going smaller to chase smaller target segments.
    C. Superstores and combination stores are putting an end to nonstore retailing's growth.
    D. Retailers are increasingly selling an experience.

17. Now imagine the increased sales that could be generated when shoppers are directed by quality .... tofixtures whose design and planogram makes merchandise almost irresistible.
    A. Postage.
    B. Posters.
    C. Signage.
    D. Staff.

18. Retailers, who are always keeping an eye on the bottom line, continually search for ways to speed up therate at which they put manufacturers' merchandise on the ....
    A. Aisle.
    B. Display.
    C. Floor.
    D. Pallet.

19. Cooperation from vendors in repositioning merchandise closer to the .... of sale pushes the envelopetoward faster turnover.
    A. Counter.
    B. Direction.
    C. Edge.
    D. Point.

20. Merchandising and display are an important part of the marketing plan and should have a reasonablebudget allocated, even for a retailer operating on a ....
    A. Corner.
    B. Dime.
    C. Limit.
    D. Shoestring.

21. _____ is all the activities involved in selling goods or services directly to final consumers fortheir personal, nonbusiness use.
    A. Wholesaling.
    B. Discounting.
    C. Merchandising.
    D. Retailing.

22. All of the following are examples of nonstore retailing EXCEPT:
    A. Selling by mail.
    B. Selling jewelry in a clothing store.
    C. Door-to-door contact.
    D. Selling goods on the Internet.

23. A _____ is someone whose business comes primarily from retailing.
    A. Distributor.
    B. Jobber.
    C. Retailer.
    D. Vendor.

24. Retailers can be classified in terms of several characteristics. Each of the following is found within this retailclassification scheme EXCEPT:
    A. The profit potential.
    B. Amount of service offered.
    C. The breadth and depth of product lines carried.
    D. The relative prices charged.

25. The typical method of retail operation used by supermarkets and nationally branded fast-moving shoppinggoods is called:
    A. Self-service retailing.
    B. Limited-service retailing.
    C. Full-service retailing.
    D. Service-merchandiser.

26. Describing retailers by the length and breadth of their product assortment is classification by:
    A. Amount of service.
    B. Product line.
    C. Relative prices.
    D. Control of outlets.

27. A _____ is a retail store that carries a narrow product line with a deep assortmentwithin that line.
    A. Shopping goods store.
    B. Convenience store.
    C. Specialty store.
    D. Department store.

28. The increasing use of market segmentation, market targeting, and product specialization has resulted in agreater need for:
    A. Specialty stores.
    B. Convenience stores.
    C. Shopping goods stores.
    D. Department stores.

29. A men's custom-shirt store would be a good example of which of the following?
    A. Superspecialty store.
    B. Department store.
    C. Category killer.
    D. Hypermarket.

30. The type of retailer that carries a wide variety of product lines, each managed by specialist buyers ormerchandisers, is called a:
    A. Specialty store.
    B. Convenience store.
    C. Shopping goods store.
    D. Department store.

31. A small store, located near a residential area, that is open long hours seven days a week and carries alimited line of high-turnover convenience goods is called a:
    A. Specialty store.
    B. Supermarket.
    C. Department store.
    D. Convenience store.

32. The largest retail stores, perhaps as large as six football fields, which combine food, discount, and warehouse retailing, are called:
    A. Style department stores.
    B. Hypermarkets.
    C. Category killers.
    D. Hybrid stores.

33. All of the following would be considered to be service retailers EXCEPT:
    A. Banks.
    B. Colleges.
    C. Dry cleaners.
    D. A jewelry kiosk in a mall.

34. If a store sells standard merchandise at lower prices by accepting lower margins and selling at highervolume, the store is classified as being a(n):
    A. Specialty store.
    B. Off-price retailer.
    C. Discount store.
    D. Factory outlet.

35. Two or more outlets that are commonly owned and controlled, employ central buying and merchandising, and sell similar lines of merchandise are best described as being a:
    A. Chain store.
    B. Voluntary chain.
    C. Retailer cooperative.
    D. Consumer cooperative.

36. McDonald's, 7-Eleven, and Pizza Hut are all examples of which of the following retail forms?
    A. Corporate chain.
    B. Voluntary chain.
    C. Retailer cooperative.
    D. Franchise.

37. Retailers must decide on three major product variables:
    A. Style, size, and color.
    B. Product assortment, services mix, and store atmosphere.
    C. Length, depth, and width of product line.
    D. Location, location, and location.

38. Every store has a physical layout that makes moving around in it either hard or easy. This "feel" is called:
    A. Store psychology.
    B. Buyer enhancements.
    C. Store atmosphere.
    D. Store personality.

39. A retailer's _____ is the key to its ability to attract customers.
    A. Location.
    B. Pricing system.
    C. Promotion system.
    D. Store personnel.

40. The main form of retail cluster until the 1950s was the:
    A. Free-standing store.
    B. Drive-in retailer.
    C. Central business district.
    D. Shopping center.

41. The type of store cluster that consists of a group of retail businesses planned, developed, owned, andmanaged as a unit is called a:
    A. Franchise.
    B. Merchandise conglomerate.
    C. Central business district.
    D. Shopping center.

42. Which of the following statements is MOST TRUE about the growth of non-store retailing?
    A. Nonstore retailing has primarily grown in the India
    B. More nonstore retailing is conducted by "click-and-brick" retailers than by "click-only" retailers.
    C. The primary growth of nonstore retailing has been in Europe.
    D. Nonstore retailing has surpassed store retailing as the number one way people shop.

43. Retailers increasingly face competition from many different forms of retailers. This is called:
    A. Intratype competition.
    B. Parallel competition.
    C. Intertype competition.
    D. Regional competition.

44. Showroom retailers are able to offer low prices as a result of
    A. Larger physical location.
    B. High volume of perishable items.
    C. Quick purchase process because of a large number of service representatives.
    D. Offering a very small number of high volume items.

45. Establishing a price like 5.99 is often called:
    A. Psychological pricing.
    B. Odd-Even pricing.
    C. Merit pricing.
    D. None of the above.

46. Which type of shop offers a range of grocery and household items that cater for last minute purchase needs of consumers?
    A. Supermarket.
    B. Convenience stores.
    C. Category Killer Stores.
    D. Limited Line Retailers.

47. Which type of retailer involves comparatively low prices as a major selling point combined with thereduced costs of doing business?
    A. Discount Retailers.
    B. Convenience stores.
    C. Category Killer Stores.
    D. Limited Line Retailers.

48. "Footfall" What does it mean in Retail?
    A. Number of customers buying from the retail shop.
    B. Number of people walking into the retail shop.
    C. Number of people not buying from the retail shop.
    D. None of these.

49. Which of the following is NOT a function of retailing?
   A. Giving advice and information.
   B. Assembling a range of goods.
   C. Putting buyers and sellers in touch with each other.
   D. Meeting customers

50. The variety of different lines a store carries is defined by:
   A. Depth of range.
   B. Quality of range.
   C. Breadth of range.
   D. Quantity of range

51. The area from which the retailer can expect to obtain customers is called:
   A. The catchment.
   B. The footprint.
   C. The neighbourhood.
   D. The area

52. Which of the following is NOT a location definition?
   A. Out-of-town.
   B. Neighbourhood.
   C. City centre
   D. Junction

53. A company specialising in a few product lines of a narrowly identified type is called:
   A. A retailer.
   B. A niche retailer.
   C. A narrow-band retailer.
   D. Carry retailer

54. Which of the following is NOT a factor influencing product assortment strategy?
   A. Logistics.   B. Store image.
   C. Staff expertise.   D. Staff strength

55. A display which recreates a living room is an example of:
   A. Life display
   B. Theme display.
   C. Boutique layout. Lifestyle display.
   D. Lifestyle display.

56. What is an own-label brand?
   A. A product which has the manufacturer's own brand on it.
   B. A product which has the customer's own brand on it.
   C. A product which has the retailer's own brand on it.
   D. A product which has the friends own brand on it.

57. Which statement is not a benefit of formulating a retail strategy?
    A. A retailer is forced to study the legal, economic, and competitive market.
    B. A retailer is shown how it can differentiate itself from competitors.
    C. Sales maximization is stressed.
    D. Crises are anticipated and often avoided.

58. A retailer's commitment to a type of business and to a distinctive role in the marketplace is its:
    A. objectives
    B. organizational mission
    C. retailing concept
    D. image

59. Which statement concerning the impact of time demands on a retailer is not correct?
    A. The ability or inability to delegate duties affects the number of hours worked.
    B. The ability or inability to automate operations affects the number of hours worked.
    C. Independent stores often have more intensive participation by the owner than chain operations.
    D. Most retailers work only when the store is open.

60. A market survey is important because it tells you:
    A. How many & what types of people are shopping at a store.
    B. Tells you what the customer will buy.
    C. Tells you how much the customer will pay for the product.
    D. All of the above.

61. Making a purchase you had not planned is called:
    A. Consumer shopping.
    B. A warranty.
    C. Impulse buying.
    D. Comparison shopping.

1. The term management accountancy was first used in_____.
    A. 1950
    B. 1939
    C. 1910
    D. 1949

2. Management accounting is also known as.
    A. Price level accounting.
    B. Historical cost accounting.
    C. Financial accounting.
    D. Decision accounting.

3.The prime function of management accounting is to_____ .
A.   assist tax authorities.
    B. assist the management in performing its functions effectively.
    C. interpret the financial data.
    D. record business transactions.

4.Management accounting provides valuable services to management in performing _____ .
    A.coordinating functions.
    B.controlling functions.
    C.planning functions.
    D.all managerial functions.

5.Management accounting is an offshoot of_____ .
    A.financial accounting.
    B.cost accounting.
    C.cost accounting and inflation accounting.
    D.cost accounting and financial accounting

6.Management accounting analyses accounting data with the help of   .
    A.auditors.
    B.statutory forms.
    C.tools and techniques.
    D.formula.

7.Management accounting is suitable for _____ .
    A.large industries and trading concerns.
    B.co-operative societies.
    C.small businesses.
    D.non-profit organizations.

8.Management accounting and cost accounting functions are _____ .
    A.neutral in effect.
    B.complementary in nature.
    C.contradictory in nature.
    D.does not relate to each other.

9.Management accounting use _____ .
    A.quantitative data only.
    B.qualitative data only.
    C.descriptive data only.
    D.both qualitative and qualitative data.

10.In making managerial decisions, relevant information is _____ .
    A.future cost that differ between alternatives.
    B.future costs that do not differ between alternatives.
    C.past costs that differ between alternatives.
    D.past costs that do not differ between alternatives.

11.The role of historical data from the accounting system in making managerial decisions is _____ .
    A.to assist in making productions that inputs to a decision model.
    B.to serve directly as inputs in decision models.
    C.to assist in making predictions about other information needed for making decisions.
    D.to assist in making productions that inputs to a management.

12.The tracing or reassigning of costs to one or more cost objectives is referred to as _____ .
    A.cost allocation
    B.historical costing
    C.step up costing
    D.cost apportionment

13.The three main categories of manufacturing costs are_____
    A.direct materials, direct labor and factory overheads.
    B.direct labor, indirect labor and overtime premiums.
    C.raw materials, work in progress and finished goods
    D.raw materials, direct labor and finished goods.

14.According to economic theory, costs play a role in price determination when_____ .
    A.the company operates in an industry characterized as having imperfect competition.
    B.a company is selling commodities such as wheat and rice.
    C.perfect competition exists.
    D.a company is selling commodities such as yarn and cotton.

15.When a multi product plant is being operated at capacity, the products which should be emphasized are those that provide .
    A.the highest contribution margin per unit of the limited resource.
    B.the highest contribution margin per unit of product.
    C.the highest contribution margin per sales dollar.
    D.the highest contribution margin ratio. ANSWER: A

16. The ratios which reflect managerial efficiency in handling the assets is_____ .
    A. turnover ratios.
    B. profitability ratios.
    C. short term solvency ratio.
    D. long term solvency ratio.

17. The ratios which reveal the final result of the managerial policies and performance is _____ .
    A. turnover ratios.
    B. profitability ratios.
    C. short term solvency ratio.
    D. long term solvency ratio.

18. Return on investment is a_____ .
    A. turnover ratios.
    B. short term solvency ratio.
    C. profitability ratios.
    D. long term solvency ratio.

19. Net profit ratio is a_____ .
    A. turnover ratio.
    B. long term solvency ratio.
    C. short term solvency ratio.
    D. profitability ratio.

20. Stock turnover ratio is a_____ .
    A. turnover ratio.
    B. profitability ratio.
    C. short term solvency ratio.
    D. long term solvency ratio.

21. Current ratio is a_____ .
    A. short-term solvency ratio.
    B. long-term solvency ratio.
    C. profitability ratio.
    D. turnover ratio.

22. Proprietary ratio is a_____ .
    A. short-term solvency ratio.
    B. long-term solvency ratio.
    C. profitability ratio.
    D. turnover ratio.

23. Fixed assets ratio is a_____ .
    A. short-term solvency ratio.
    B. long-term solvency ratio.
    C. profitability ratio.
    D. turnover ratio.

24.Fixed assets turnover ratio is a _____ .
   A. short-term solvency ratio.
   B. long-term solvency ratio.
   C. profitability ratio.
   D. turnover ratio.

25.The ratio which measures the profit in relation to capital employed is known as_____ .
   A.return on investment.
    B.gross profit ratio.
   C.operating ratio.
   D.operating profit ratio.

26.The ratio which determines the profitability from the shareholders point of view is _____ .
   A. return on investment.
   B. gross profit ratio.
   C. return on shareholders funds.
   D. operating profit ratio.

27.Return on equity is also called_____.
   A. return on investment.
   B. gross profit ratio.
   C. return on shareholders funds.
   D. return on net worth.

28.Preliminary expenses is an example of _____ .
   A. fixed assets.
   B. current assets.
   C. fictitious assets.
   D. current liabilities.

29.Prepaid expenses is an example of _____ .
   A. fixed assets.
   B. current assets.
   C. fictitious assets.
   D. current liabilities.

30.The ratio which is calculated to measure the productivity of total assets is _____ .
      A.return on equity.
      B.return on share holders funds.
      C.return on total assets.
      D. None of these

31.The ratio which shows the proportion of profits retained in the business out of the current years profits is .
   A. retained earnings ratio.
   B. pay out ratio.
   C. earnings per share.
   D. price earnings ratio.

32. The ratio which indicates earnings per share reflected by the market price is _____ .
   A. retained earnings ratio.
   B. pay out ratio.
   C. earnings per share.
   D. price earnings ratio.

33. The ratio establishes the relationship between profit before interest and tax and fixed interest charges is
   A. interest cover ratio.
   B. fixed dividend cover ratio.
   C. debt service coverage ratio.
   D. dividend yield ratio.

34.. The ratio shows the preference dividend as a proportion of profit available for shareholders is
   A. interest cover ratio.
   B. fixed dividend cover ratio.
   C. debt service coverage ratio.
   D. dividend yield ratio.

35. The dividend is related to the market value of shares in _____ .
   A. interest cover ratio.
   B. fixed dividend cover ratio.
   C. debt service coverage ratio.
   D. dividend yield ratio.

36. Turnover ratio is also known as _____ .
   A. activity ratios.
   B. solvency ratios.
   C. liquidity ratios.
   D. profitability ratios.

37. Inventory or stock turnover ratio is also called _____ .
   A. stock velocity ratio.
   B. debtors velocity ratio.
   C. creditors velocity ratio.
   D. working capital turnover ratio.

38. Which ratio is calculated to ascertain the efficiency of inventory management in terms of capital investment _____ .
   A. stock velocity ratio.
   B. debtors velocity ratio.
   C. creditors velocity ratio.
   D. working capital turnover ratio.

39.The ratio which measures the relationship between the cost of goods sold and the amount of average inventory is _____ .
   A. stock turnover ratio.
   B. debtors velocity ratio.
   C. creditors velocity ratio.
   D. working capital turnover ratio.

40.Sales-Gross Profit = _____ .
   A. net profit.
   B. cost of production.
   C. administrative expenses.
   D. cost of goods sold.

41.. In cash flow statement, closing balance of cash balance is posted in which side of the statement
    A. sources of cash.
    B. application of cash.
    C. sources of funds.
    D. application of funds.

42. In cash flow statement, closing balances of bank balance is posted in which side of the statement
   A. sources of cash.
   B. application of cash.
   C. sources of funds.
   D. application of funds.

43.In cash flow statement, issue of shares is posted in_____ .
    A. sources of cash.
    B. application of cash.
    C. sources of funds.
    D. application of funds.

44.In cash flow statement, issue of debentures is posted in
   A. application of cash.
   B. sources of funds.
   C. application of funds.
   D. sources of cash.

45.In cash flow statement, sale of fixed assets is posted in _____ .
   A. sources of cash.
   B. application of cash.
   C. sources of funds.
   D. application of funds.

46.In cash flow statement, sale of investments is posted in _____
   A. sources of cash.
   B. application of cash.

C. sources of funds.

D. application of funds.

47. In cash flow statement, redemption of debentures is posted in
   A. sources of cash.
   B. application of cash.
   C. sources of funds.
   D. application of funds.

48. In cash flow statement, redemption of preference shares is posted in_____.
   A. sources of cash.
   B. application of cash.
   C. sources of funds.
   D. application of funds.

49. In cash flow statement, loans repaid is posted in_____.
   A. sources of funds.
   B. application of funds.
   C. application of cash.
   D. sources of cash.

50. In cash flow statement, tax paid is posted in _____ .
   A. sources of funds.
   B. application of funds.
   C. application of cash.
   D. sources of cash.

DR.RAFIQ ZAKARIA CAMPUS-I
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DEPARTMENT OF COMMERCE & MANAGEMENT SCIENCE
CLASS: E-COMMERSE V SEM
SUBJECT: SYSTEM ANALYSIS AND DESIGN
(Multiple Choice type Questions)

1. …………………………. is an important factor of management information system.
   a) System
   b) Data
   c) Process
   d) All

2. ………………………….. level supply information to strategic tier for the use of top management.
   a) Operational
   b) Environmental
   c) Competitive
   d) Tactical

3. In a DFD external entities are represented by a
   a) Rectangle
   b) Ellipse
   c) Diamond shaped box
   d) Circle

4. …………… can be defined as data that has been processed into a form that is meaningful to the recipient and is of real or perceive value in current or prospective decisions.
   a) System
   b) Information
   c) Technology
   d) Service

5. Use the new system as the same time as the old system to compare the results. This is known as ……
   a) Procedure Writing
   b) Simultaneous processing
   c) Parallel Operation
   d) File Conversion

6. After the design phase the document prepared is known as………………
   a) system specification
   b) performance specification
   c) design specification
   d) None of these

7. A data flow can
   a) Only emanate from an external entity
   b) Only terminate in an external entity
   c) May emanate and terminate in an external entity
   d) May either emanate or terminate in an external entity but not both

8. …………… can be defined as most recent and perhaps the most comprehensive technique for solving computer problems.
   a) System Analysis
   b) System Data
   c) System Procedure
   d) System Record

9. SDLC stands for
   a) System Development Life Cycle
   b) Structure Design Life Cycle
   c) System Design Life Cycle
   d) Structure development Life Cycle

10. Which of the following is / are the Characteristics of information?
   a) Accuracy and Relevance
   b) Form of information and Timeliness
   c) Completeness and Purpose
   d) All A, B & C

11. The data Flow Diagram is the basic component of …………… system
   a) Conceptual
   b) Logical
   c) Physical
   d) None of the above

12. Data cannot flow between two data stores because
   a) it is not allowed in DFD
   b) a data store is a passive repository of data
   c) data can get corrupted
   d) they will get merged

13. The characteristics of well designed system are
   a) Practical b) Effective c) Secure d) Reliable e) Flexible f) Economical
   a) a, b, c and d
   b) a, c, d and e
   c) a, b, c, d and e
   d) a, b, c, d, e and f

14. …………….. gives defining the flow of the data through and organization or a company or series of tasks that may or may not represent computerized processing.
   a) System process
   b) System flowchart
   c) System design
   d) Structured System

15. In the Analysis phase, the development of the _____ occurs, which is a clear statement of the goals and objectives of the project.
    a) documentation
    b) flowchart
    c) program specification
    d) design

16. Actual programming of software code is done during the _____ step in the SDLC.
    a) Maintenance and Evaluation
    b) Design
    c) Analysis
    d) Development and documentation

17. Enhancements, upgrades, and bug fixes are done during the _____ step in the SDLC.
    a) Maintenance and Evaluation
    b) Problem/Opportunity Identification
    c) Design
    d) Development and Documentation

18. HIPO stand for
    a) Hierarchy input process output
    b) Hierarchy input plus output
    c) Hierarchy plus input process output
    d) Hierarchy input output Process

19. Advantages of system flowcharts ………………….
    a) Effective communication
    b) Effective analysis
    c) Queasier group or relationships
    d) All A, B, C

20. ……………… is a tabular method for describing the logic of the decisions to be taken.
    a) Decision tables
    b) Decision tree
    c) Decision Method
    d) Decision Data

21. The approach used in top-down analysis and design is
    a) to identify the top level functions by combining many smaller components into a single entity
    b) to prepare flow charts after programming has been completed
    c) to identify a top level function an d then create a hierarchy of lower-level modules and components.
    d) All of the above

22. Documentation is prepared
    a) at every stage
    b) at system design
    c) at system analysis
    d) at system development

23. Decision tree uses
    a) pictorial dedication of alternate conditions
    b) nodes and branches
    c) consequences of various depicted alternates
    d) All of the above

24. Problem analysis is done during
    a) system design phase
    b) systems analysis phase
    c) before system test
    d) All of the above

25. In order to understand the working of an organization for which a computer based system
    is being designed, an analyst must
    a) look at only current work and document flow in the organization
    b) discuss with top level and middle level management only
    c) interview top, middle, line managers and also clerks who will enter data and use
       the system
    d) only clerical and middle level staff who have long experience in the organization
       and will be users of the system

26. A feasibility study is carried out
    a) after final requirements specifications are drawn up
    b) during the period when requirements specifications are drawn up
    c) before the final requirements specifications are drawn up
    d) at any time

27. The main objective of feasibility study is
    a) to assess whether it is possible to meet the requirements specifications
    b) to assess if it is possible to meet the requirements specified subject to constraints
       of budget, human resource and hardware
    c) to assist the management in implementing the desired system
    d) to remove bottlenecks in implementing the desired system

28. It is necessary to carry out a feasibility study as
    a) top management cannot ensure that a project is feasible before calling a system
       analyst top management is not sure what they want from the system
    b) even though top management is in favour of the system, technology may not be
       mature
    c) for implementation
    d) all organizations do it

29. Feasibility study is carried out by
    a) managers of the organization
    b) system analyst in consultation with managers of the organization
    c) users of the proposed system
    d) systems designers in consultation with the prospective users of the system

30. Initial requirements specification is
    a) not changed till the end of the project
    b) b)continuously changed during project implementation
    c) only a rough indication of the requirement
    d) changed and finalized after feasibility study

31. Final specifications are drawn up by
    a) system analyst in consultation with the management of the organization
    b) the managers of user organization
    c) system analyst in consultation with programmers
    d) system designers along with users

32. System analysts have to interact with
    a) managers of organizations
    b) users in the organization
    c) programming team
    d) data entry operator
    e) a)iii and iv b) i, ii and iii c) ii, iii and iv d) ii and iii

33. The primary responsibility of a systems analyst is to
    a) specify an information system which meets the requirements of an organization
    b) write programs to meet specifications
    c) maintain the system
    d) meet managers of the organization regularly

34. Which of the following does not occur in phase - 4 of the system development life cycle (SDLC)
    a) conduct interviews
    b) train users
    c) acquire hardware and software
    d) test the new system

35. All of the following tools are used for process descriptions except:
    a) structured english
    b) decision tables
    c) pseudocode
    d) datadictionary

36. Actual programming of software code is done during the _____ step in the SDLC.
    a) Maintenance and Evaluation
    b) Design
    c) Analysis
    d) Development and Documentation

37. The _____ determines whether the project should go forward.
     a) feasibility assessment
     b) opportunity identification
     c) system evaluation
     d) program specification

38. In which activity the management approve the requirements of the customer
     a) A)Study phase report
     b) B) Study phase review
     c) C)Feasibility study
     d) D) None of these

39.In study phase activities, which activity filled the ISR by user
     a) User review
     b) User need
     c) Initial investigation
     d) System review

40. ……………….. includes review of the existing procedures and information flow.
     a) Feasibility Study
     b) Feasibility report
     c) System Design
     d) System analysis

41. Hardware study is required
     (a) To find out cost of computer system needed
     (b) To determine the type of computer system and software tools needed to meet the final system specification
     (c) To make sure that the system does not become obsolete
     (d) To find how to implement the system

42. Changing an operational information system is
     (a) impossible
     (b) expensive and done selectively
     (c) never required
     (d) usually done

43. Which of the model is used for system components?
     (a) PERT chart
     (b)Gantt chart
     (c) Organizational hierarchy chart
     (d)DFD

44. Programmers use _____ to organize and summarize the results of their problem analysis.
     (a) Flowcharts
     (b) Input charts
     (c) HIPO
     (d) Output charts

45. Which of the following is (are) the characteristic(s) of a system?
      (a) Organization
      (b) Interaction
      (c) Interdependence
      (d) All of the above

46. The final step in the System development life cycle (SDLC)?
      (a) Analysis
      (b) Operational
      (c) Development
      (d) Design

47. Debugging is:
      (a) Creating program code.
      (b) Finding and correcting errors in the program code.
      (c) Identifying the task to be computerized.
      (d) Creating the algorithm.