

Sample Questions

M.Com in Business Studies (Management) – Part II - Semester IV

RETAIL MANAGEMENT

1. The word “retail” has been derived from which word?
 - a. Latine
 - b. French
 - c. Greek
 - d. Persian

2. Who is the last link in the chain connecting the producer and customer?
 - a. wholesaler
 - b. agent
 - c. retailer
 - d. storekeeper

3. Internet marketing and telemarketing are the recent trends in _____ business.
 - a. retail
 - b. wholesale
 - c. conventional
 - d. manufacturing

4. In the distribution channel _____ has the direct touch with consumers.
 - a. producer
 - b. wholesaler
 - c. agent
 - d. retailers

5. MRP stands for _____.
 - a. minimum retail price
 - b. maximum retail price
 - c. minimum rate of profit

d. maximum rate of profit

6. Multiple shops are also known as _____.

- a. self-service stores
- b. chain stores
- c. shopping by post
- d. departmental stores

7. Door to door selling is carried out by_____.

- a. hawkers and peddlers
- b. cheap jacks
- c. second shop
- d. retailers

8. There is no shop assistants in a_____.

- a. super bazaar
- b. departmental store
- c. multiple shop
- d. second shop

9. No middle men is involved in _____.

- a. wholesale trade
- b. retail trade
- c. direct marketing
- d. indirect marketing

10. Shopping malls, super markets and hypermarkets come under which type of marketing?

- a. wholesale
- b. retail
- c. direct marketing
- d. agent service

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ADVERTISING & SALES MANAGEMENT

- 1) _____ is salesmanship in print.
 - a. Publicity
 - b. Advertising
 - c. Sales Promotion
 - d. Direct Marketing

- 2) _____ is a conventional form of advertising a product/service.
 - a. Print Media Advertising
 - b. Digitization
 - c. Google Ads
 - d. Social Media

- 3) Advertisement on spare parts or raw materials is an example of _____ advertising.
 - a. Social
 - b. Industrial Goods
 - c. Service based
 - d. Financial

- 4) _____ is the first step in the Hierarchy of Effects Model.
 - a. Liking
 - b. Preference
 - c. Awareness
 - d. Conviction

- 5) _____ means creation of moving pictures & images.
 - a. Dubbing
 - b. Animation
 - c. Graphic Designing
 - d. Voice-over

- 6) ___ agency provides all advertising services under one roof.
- Creative Boutique
 - In-house
 - Modular
 - Full-service
- 7) _____ advertising is undertaken at the introduction stage of product life cycle.
- Informative
 - Persuasive
 - Reminder
 - Defensive
- 8) _____ is an example of audio advertising.
- Advertorial
 - Podcasts
 - Search Engine Ad
 - Banners
- 9) _____ agency is owned & operated by the advertiser.
- In-house
 - Creative Boutiques
 - Specialist
 - Full-service
- 10) _____ advertisements give support to Ayurvedic products.
- Surf Excel
 - Tide
 - Dabur
 - Loreal

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TOURISM MANAGEMENT

1. Person travelling for pleasure can be considered as _____
 - a. Tourist
 - b. Not a Tourist
 - c. Tour Operator
 - d. Tour Agent

2. _____ tourism features for charitable purpose.
 - a. Voluntourism
 - b. Culinary
 - c. Recession
 - d. Solo

3. _____ is not a feature of tourism.
 - a. Tangibility
 - b. Perishability
 - c. Inseparability
 - d. Imitability

4. _____ is an integral part of tourism industry.
 - a. Transportation
 - b. Production
 - c. Consumption
 - d. Finance

5. _____ destinations are areas which promote national parks, camping etc.
 - a. Environmental
 - b. Business
 - c. Cultural
 - d. Ethnic

6. Dubai Festival is _____ tourism product
 - a. Event
 - b. Site
 - c. Adventure
 - d. Natural

7. _____ Pricing occurs when a company sells a product or services at two or more prices.
 - a. Discriminatory
 - b. One price
 - c. Product Bundle
 - d. Optional

8. _____ is any paid form of non-personal presentation of ideas, goods or services by an identified sponsors.
 - a. Advertising
 - b. Publicity
 - c. Public relations
 - d. Merchandising

9. _____ is one who has the responsibility of putting the tour ingredients together.
 - a. Tour operator
 - b. Government
 - c. Travelers
 - d. Manufacturer

10. Full form of WTO
 - a. World Tourism Organisation
 - b. World Traffic Organisation
 - c. Weakness Threats and Opportunities
 - d. Weak Tourism Operators

M.Com Advanced Accounting – Part II - Semester IV

Advanced Financial Accounting

1. Depreciation on Fixed assets of Integral Foreign Operation carried at cost are translated at
 - a. Exchange rate at the date of purchase of assets
 - b. Closing exchange rate
 - c. average exchange rate during the year
 - d. exchange rate on date of valuation at fair value
2. Any Goodwill or capital reserve arising on the acquisitions of a non-integral foreign operations is transacted at_
 - a. exchange rate at the date of transaction
 - b. closing exchange rate
 - c. average exchange rate during the year
 - d. exchange rate on date of valuation at fair value
3. NPA stands for_____
 - a. Non privilege asset
 - b. Non performing asset
 - c. Net performing assets
 - d. Net privilege asset
4. Discounted bills are shown under_____
 - a. Advances
 - b. Loans
 - c. Current assets
 - d. other assets
5. Rebate on bills discounted refers to_____
 - a. discount for the unexpired term of the bill
 - b. concession on bills discounted
 - c. interest on bills discounted
 - d. discount on expired bill
6. CRR stands for_____
 - a. Cash Reserve Ratio
 - b. Cash Retained Ratio
 - c. Cash Reserve Refunded
 - d. Cash Refund Ratio
7. Revenue A/c of Insurance Company is prepared in the form_____
 - a. RA
 - b. B-RA
 - c. C-RA
 - d. D-RA
8. P & L A/c of Insurance Company is prepared in form_____
 - a. $B \times L$
 - b. B-PL
 - c. $B \times L$
 - d. C-PL

9. A Co-operative housing society has 45 members. All payments in excess of the following limits shall be made by means of A/c Payee Cheque
- a. Rs. 1,500
 - b. Rs. 3,000
 - c. Rs. 4,500
 - d. Rs. 5,000
10. A Co-operative housing society has 51 members. All payments in excess of the following limits shall be made by means of A/c Payee Cheque.
- a. Rs. 1,500
 - b. Rs. 3,000
 - c. Rs. 4,500
 - d. Rs. 5,000

M.Com Advanced Accounting – Part II - Semester IV

Indirect Tax -Introduction of Goods and Services Tax

1. GST Stands for-----
 - A. Goods and Supply Tax
 - B. Government Sales Tax
 - C. Goods and Services Tax
 - D. Good and Simple Tax

2. GST is a national level tax based on -----.
 - A. First point tax principle
 - B. Value Added principle
 - C. Last point tax principle
 - D. Third point tax principle

3. HSN Code Stands for
 - A. Home Shopping Network
 - B. Harmonized System of Nomenclature
 - C. Harmonized System Number
 - D. Home State Number

4. When a GST dealer in Kerala sells a product o a GST dealer or customer in Tamilnadu, the tax collected is _____
 - A. SGST
 - B. CGST
 - C. Integrated GST
 - D. UTGST

5. GST is a matter of jurisdiction of
 - A. Union Government
 - B. State Government
 - C. Both centre and state government
 - D. Only Central Government

6. The highest GST rate applicable now is --
-
 - A. 100%
 - B. 18%
 - C. 28%

- D. 50%
7. The activities to be treated as supply of goods or supply of services as referred to in of CGST Act, 2017.
- A. Schedule I of CGST Act
 - B. Schedule II of CGST Act
 - C. Schedule III of CGST Act
 - D. Section 7
8. A registered person shall not be entitled to take input tax credit after
- A. Three months of issuing tax invoice
 - B. Six months of issuing tax invoice
 - C. One year from the date of issue of tax invoice
 - D. Two years of issuing tax invoice
9. Section 9(4) of the CGST Act deals with _____
- A. GST
 - B. Reverse charge
 - C. Composite tax
 - D. VAT
10. Which of the following is not a reason for cancellation of registration?
- A. Business has been discontinued
 - B. Business transferred fully
 - C. Taxable person is no longer liable to be registered
 - D. Shifted the business place

M.Com Advanced Accounting – Part II - Semester IV

FINANCIAL MANAGEMENT

1. A company can accept public deposits subject to the stipulation of Reserve Bank of India from time to time maximum upto ___percent of its paid up capital and reserves, from the public and shareholders.
 - a. **35%**
 - b. 25%
 - c. 30%
 - d. 15%

2. _____are a form of loan note, the written acknowledgement of a debt incurred by a company, normally containing provisions about the payment of interest and the eventual repayment of capital.
 - a. Treasury bills
 - b. Equity shares
 - c. Gold funds
 - d. Debentures

3. M. Ltd. is considering acquiring a plant. The purchase price is ` 12,36,100. The company believes that the net cash inflow of ` 3,09,025 will be generated every year. The plant will have to be replaced in eight years. The payback period is _____.
 - a. 4 Years
 - b. 3 Years
 - c. 6 Years
 - d. 2 Years

4. PV of cash inflow of a project is ` 2,38,000 and investment is ` 2,00,000. The PI is____
 - a. 1.19
 - b. 1.2
 - c. 1.21
 - d. 1.4

5. Baumol's model of cash management attempts to_____
 - a. Minimise total cost
 - b. Minimise holding cost
 - c. Minimise transaction cost
 - d. Maximise cash balance

6. Cash discount will increase _____
 - a. Debtors
 - b. Collection period
 - c. Sales
 - d. Receivables

7. If the annual demand is equal to 500 units, ordering cost is equal to ` 40 and carrying cost is equal to ` 4 per unit, the EOQ is _____
- 10
 - 100
 - 31.62
 - 37.5
8. A company is preparing a production budget for the next year. The following information is relevant: Budgeted Sales 10,000 units, Opening Stock 600 units, Closing Stock 5% of budgeted Sales. What is the number of units required to be produced to meet demand?
- 8,900
 - 9,900
 - 10,900
 - 11,000
9. Profit maximization fails because it ignores all except _____
- The timings of Returns
 - Earnings per share
 - Cash flows available to stockholders
 - Risk
10. What is strategic planning?
- It establishes the general direction of the organisation
 - It establishes the resources that the plan will require
 - It establishes the budget for the organisation
 - It consists of decisions to use parts of the organisations resources in specified ways

M.Com Banking & Finance – Part II - Semester IV

INTERNATIONAL FINANCE

1. _____ is an international finance organization.
 - (a) WTO
 - (b) IMF
 - (c) SAARC
 - (d) European Union

2. Account reflecting changes in country ownership of long-term and short-term financial assets are called _____.
 - (a) current account,
 - (b) capital account
 - (c) trade account
 - (d) receivable account

3. _____ exchange rate system does not require monetary reserves for official exchange rate intervention.
 - (a) Floating Exchange Rates
 - (b) Pegged Exchange Rates
 - (c) Managed Floating Exchange Rates
 - (d) Dual Exchange Rates

4. On _____, President Nixon announced unilaterally without consulting the other members of International Monetary System that dollar would no longer be convertible in to gold.
 - (a) 15th August, 1971
 - (b) 15th August, 1961
 - (c) 15th August, 1951
 - (d) 15th August, 1981

5. _____ means the premium to be paid on Option.
 - (a) Margins

- (b) Strike Price
 - (c) Option Pricing
 - (d) Contract Price
6. Foreign currency forward market is _____.
- (a) Organized market without trading
 - (b) Organized listed market
 - (c) Unorganized listed market
 - (d) An over the counter unorganized market
7. International Bank for Reconstruction and Development was established in _____.
- (a) 1951
 - (b) 1944
 - (c) 1945
 - (d) 1949
8. The Headquarter of Asian Development Bank is at _____.
- (a) Bangkok
 - (b) Manila
 - (c) Singapore
 - (d) Tokyo
9. _____ is also called as Accounting Exposure.
- (a) Translation Risk
 - (b) Transaction Risk
 - (c) Economic Risk
 - (d) Financial Risk
10. Fundamentals of international finance deals with _____.
- (a) cultural systems
 - (b) the study of foreign investments
 - (c) social environment
 - (d) natural environment

M.Com Banking & Finance – Part II - Semester IV

FINANCIAL SERVICES

1. _____banks approach the Reserve Bank in times of emergency to tide over financial difficulties.
 - (a) Credit
 - (b) Commercial
 - (c) Exim
 - (d) Rural Redevelopment Bank
2. There are _____aspects of social environment.
 - (a) Three
 - (b) Five
 - (c) Seven
 - (d) Nine
3. In _____scheme , funds of one mutual fund are invested in the units of other mutual funds.
 - (a) Bond Fund
 - (b) Balanced Fund
 - (c) Fund-of-Fund
 - (d) Sectoral
4. CRISIL is the _____agency in India.
 - (a) First
 - (b) Second
 - (c) Third
 - (d) Fourth
5. _____fee is the charge paid on undrawn balances of the credit.
 - (a) Agency
 - (b) Managing
 - (c) Participation
 - (d) Commitment

M.Com Banking & Finance – Part II - Semester IV

INVESTMENT MANAGEMENT

1. _____ means combination of financial asset & physical asset
 - a. Portfolio
 - b. Mutual funds
 - c. SIP
 - d. Capital Employed
2. Calculate Co-Variance if Return on Security is 190, Return on Market portfolio is 180 & year is 10.
 - a. 195
 - b. 185
 - c. 189
 - d. 192
3. _____ is the last step in the process of portfolio management.
 - a. Evaluation
 - b. Revision
 - c. Stipulation
 - d. Cost of transaction
4. Long term bonds have _____ interest rate.
 - a. More
 - b. Less
 - c. Medium
 - d. Average
5. Calculate YTM if the bond of RS.10 each has a coupon rate of 11%p.a. & maturity period is 10years. If the current market price is Rs.7.6.
 - a. 15.22%
 - b. 14.44%
 - c. 16.03%
 - d. 17%
6. Calculate Debt Equity Ratio if Debt is 75,00,000 & Equity is 25,00,000
 - a. 3:1
 - b. 2:1
 - c. 1:3
 - d. 1:2
7. Calculate operating leverage if Contribution is 1,10,000 & EBIT is 44,000.
 - a. 2.5
 - b. 3.5
 - c. 2
 - d. 3
8. Calculate Combined Leverage if Contribution is 50,000 & EBT is 10,000.
 - a. 5
 - b. 4
 - c. 10
 - d. 0.2

9. Perfect information about market trends and profit of firms is covered in _____.
- a. EMH
 - b. Random Walk
 - c. Elliot
 - d. Trend reversal
10. _____ helps to reduce risk.
- a. Diversification
 - b. Liability
 - c. Loans
 - d. Debtors