

Sample Questions for TYBMS, Semester VI

Operations Research

1. This Innovative science of Operations Research was discovered during _____
 - a. Civil War
 - b. World War I
 - c. World War II
 - d. Industrial Revolution
2. Operations Research involves various _____ to solve the problems
 - a. Decisions
 - b. Study
 - c. Technique
 - d. Applications
3. are technique applied in project management
 - a. CPM
 - b. Assignment
 - c. Transportation
 - d. Decision theory
4. An objective function is maximized when it is a _____ function
 - a. Passive
 - b. Profit
 - c. Cost
 - d. None of the above
5. If profit, sales, production, etc is given then it is _____
 - a. Balanced problem
 - b. Unbalanced problem
 - c. Maximization problem
 - d. Minimization problem
6. The method used for solving an assignment problem is called
 - a. Reduced matrix method
 - b. MODI method
 - c. Hungarian method
 - d. None of the above
7. When the total of allocations of a transportation problem match with supply and demand values, the solution is called_ solution
 - a. Non-degenerate
 - b. Degenerate
 - c. Feasible
 - d. Infeasible
8. The solution to a transportation problem with 'm' rows(supplies) & 'n' columns(destination) is feasible if number of positive allocations are
 - a. M+n
 - b. M*n
 - c. M+n-1
 - d. M+n+1

9. The basic difference between PERT and CPM is that
 - a. PERT deals with events and CPM with activities
 - b. Critical Path is determined in PERT only
 - c. Costs are considered on CPM only
 - d. Gussed times are used in PERT and evaluated times in CPM.
10. An activity whose start or end cannot be delay without affecting total project completion time is called activity
 - a. Dummy
 - b. Non-critical
 - c. Critical
 - d. Important

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Brand Management

1. Brand essence is the heart and soul that defines a _____.
 - a) brand
 - b) site
 - c) customer
 - d) supplier
2. _____ brand names are easily memorized & recalled by customers.
 - a) Short
 - b) Long
 - c) Big
 - d) Giant
3. Dairy milk silk Oreo is an example of _____ proliferation.
 - a) brand
 - b) product
 - c) package
 - d) value
4. Branded house is also known as _____ brand architecture, is the most common type of brand extension where the master brand is always present and its name is linked to and leveraged by the extensions.
 - a) monolithic
 - b) biolytic
 - c) triple
 - d) multi
5. A value-based pricing is _____ for pricing digital products.
 - a) suitable
 - b) unsuitable
 - c) illegal
 - d) technical
6. _____ feeds are a great way of employing permission marketing.
 - a) RSS
 - b) NSS
 - c) ESS
 - d) POS
7. Brand _____ describes how the product or service meets customer's needs.
 - a) awareness
 - b) positioning
 - c) performance
 - d) perception
8. _____ of brand name gives legal rights to the firm.
 - a) Registration
 - b) Recognition
 - c) Resolution
 - d) Revolution
9. Brand _____ consists of brand recognition and brand recall.
 - a) awareness
 - b) positioning

- c) performance
- d) perception

10. _____ research techniques are often employed to identify possible brand associations and sources of brand equity.

- a) Qualitative
- b) Quantitative
- c) Quorum
- d) Quite

Sample Questions for TYBMS, Semester VI
Media Planning and Management

1. Whose goal is to reach the right audience at the right time with right message.
 - a. Media Planner
 - b. Copy Writer
 - c. Graphic Designer
 - d. Art Director

2. ABC stands for?
 - a. All Broadcast of Circulation
 - b. Audit Bureau of Circulation
 - c. Annual Broadcast of Channels
 - d. All board of Circulation

3. Media It involves determining the best combination of media to achieve the marketing campaign objectives.
 - a. Media Plan
 - b. Mix
 - c. Media Vehicle.
 - d. Reach

4. The net unduplicated number of people that the plan covers at least once in the defined period.
 - a) Reach
 - b) Frequency
 - c) Continuity
 - d) Media Weight

5. Under this strategy, advertisement starts will run throughout the year but in specific period there will be more advertisement

- a. Continuous advertising
- b. Flighting
- c. Pulsing
- d. Scheduling

6. Extensive local penetration and coverage is indicative of _____

- a. Magazines
- b. Newspapers**
- c. online advertising
- d. social media

7. What among the following is considered to be the key for television buying?

- a. Negotiation.
- b. Spot buys
- c. Social networking skills
- d. Sensational ads

8. Cyber consumers are not _____.

- a. Heterogeneous
- b. segmented
- c. mass
- d. homogeneous

9. _____ services are agencies that specialize in buying time and space.

- a. Media selling
- b. Media planning

- c. Media buying
- d. Media organizing.

10. A products purchase cycle may also influence media

_____.

- a. planning
- b. scheduling
- c. mix
- d. cost

Sample Questions for TYBMS, Semester VI International Marketing

1. _____ dominates international marketing operations.
 - a. MNCs
 - b. BMC
 - c. Reliance
 - d. Cooperative Societies

2. In International Marketing EPRG stands for _____
 - a. Ethnocentric, Polycentric, Regiocentric, Geocentric
 - b. Ethics, Pricing, Relations, Global
 - c. Ethnocentric, Productivity, Retention, Guarantee
 - d. Events Promotion Response Globalisation

3. _____ means exporting the products by the manufacturer himself.
 - a. Direct exporting
 - b. Indirect exporting
 - c. Subsidiary exporting
 - d. Secondary exporting

4. _____ barriers do not provide additional revenue to the government.
 - a. Non-tariff
 - b. Tariff
 - c. Custom Duty
 - d. Ad-Valorem

5. _____ was started to provide short term assistance to member countries to correct the balance of payments disequilibrium.

- a. IMF
 - b. IBRD
 - c. ITC
 - d. IDA
6. _____ is represented by arts, music, drama, dance, etc.
- a. Aesthetics
 - b. Attitude
 - c. Values
 - d. Education
7. _____ refers to uniform representation of quality, materials brand name and packaging for all markets.
- a. Product Standardisation
 - b. Product Adaptation
 - c. Product Mix
 - d. Product Line
8. Market segmentation is not introduced in _____
- a. Mass marketing strategy
 - b. Multi segment strategy
 - c. Concentrated segment strategy
 - d. Single segment strategy
9. Services are delivered through _____ channels.
- a. Interactive
 - b. Indirect
 - c. Subsidiary
 - d. Supplementary

10. _____ structure is the most complex form of international organisational design.

- a. Matrix
- b. Geographic Area
- c. Worldwide Functional
- d. International Division

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Retail Management

1. _____ stores have narrow product lines with deep variety, viz, apparel store, book store, etc.
 - A. Speciality
 - B. Departmental
 - C. Convenience
 - D. Non store

2. ____ psychology is the study of human responses to product and service-related information and experiences.
 - A. Wholesaler
 - B. Consumer
 - C. Retailer
 - D. Manufacturer

3. ____ Identifies the item using a tag, which is made up of a microchip with a coiled antenna and a reader with an antenna.
 - A. Electronic Data Interchange
 - B. Radio Frequency Identification
 - C. Electronic Shelf Label
 - D. Barcode

4. Radio Frequency Identification was invented in 1948 by ____.
 - A. Henry Fayol
 - B. Harry German
 - C. Harry Stockman

D. Harry Khan

5. _____ involves green packaging and green transportation.

- A. Green Management
- B. Green Marketing
- C. Green Retailing
- D. Green Production

6. Reuse of materials and reduced wastage would lead to substantial _____.

- A. cost savings
- B. sales increase
- C. promotion increase
- D. publicity

7. _____ is the strategy adopted by the firm when it seeks to achieve growth with the existing products in the market.

- A. Managing goods
- B. Electronic retailing
- C. Market penetration
- D. Store management

8. _____ analysis is a framework that strategy consultants use to scan the external macro-environment in which a firm operates.

- A. Market
- B. PEST

C. 7 S framework

D. SWOT

9. A firm uses bonuses, incentives and meaningful distinctions in pay as _____ to reward the performance.

A. salary

B. charity

C. grants

D. compensation

10. _____ is the most important factor in deciding the location of a store.

A. Connectivity

B. Pricing

C. Marketing

D. Retail mix