

1. Govt provides financial assistance to which business?
A. Cooperative society
B. Joint stock company
C. Partnership
D. None of them
2. Statutory report must be submitted with in??
A. 21 days
B. 30 days
C. 45 days
D. 60 days
3. Which of the following is not benefit of partnership?
A. Distribution of work
B. Unlimited liability
C. Tax facility
D. Minority protection
4. Profit distributed among shareholders is called?
A. Retained earnings
B. Dividend
C. Debenture
d. All of the above
5. The meeting must be held at least once in 3 months and atleast four times in a year?
A. Statutory meeting
B. Monthly meeting
C. Directors meeting
D. None
6. How many parties are involved in a franchising agreement?
A. Three
B. Two
C. Four
D. One
7. The first stage of evolution of business is?
A. Industrial revolution
B. Marketing era
C. Entrepreneurship
D. Globalization
8. A sole trade business is started by:
A. 5 persons
B. 2 persons
C. 3 persons
D. 1 person
9. Expansion is difficult than others in:
A. Joint stock company
B. Partnership
C. Cooperative socity
D. Sole proprietorship
10. Wages are paid for :
Short term period
Long term period
All of the given options
None of the given options
11. Which of the following is false?
One reason for failure of small businesses is lack of managerial experience.
One reason for failure of small businesses is that most entrepreneurs are younger than 25 years old

- One reason for failure of small businesses is neglect.
One reason for failure of small businesses is weak control systems.
12. Which of the following is NOT a secondary industry?
Construction industry
Manufacturing industry
Genetic industry
Services industry
13. All of the following statements are true regarding partnerships except _____.
There is no partnership income tax; the individual partners pay a personal income tax on their portion of partnership profits
If the partnership agreement does not specify otherwise, profits will be shared equally by the partners
A partnership balance sheet is much like that of a proprietorship
The death of a partner dissolves the partnership and all assets must be liquidated
14. Marketing should begin with _____.
Potential customer needs
The production process
Identifying customer needs
All of the given options
15. New and revised products may be tested through:
Commercialization
Product life cycle
Family brands
Marketing research
16. In which of the following do two or more organizations collaborate on a project for mutual gain?
Limited partnership
Joint venture
Public corporation
Strategic alliance
17. When a manager focuses on making whatever products are easy to produce, and then trying to sell them, that manager has a _____ orientation.
Marketing
Production
Sales
Profit
18. The law relating to Joint Stock Companies has been laid in companies Ordinance:
1984
1980
1932
none of the above
19. _____ refers to the standards of moral behavior.
Legality
Loyalty
Integrity
Ethics
20. ___ is the process of locating, identifying, and attracting capable applicants.
Downsizing
Human resource inventory report
Recruitment
Strategic human resource planning
21. Which of the following is EXCLUDED from the advantages of sole proprietorship?
Unlimited liability
Personal satisfaction
Entire profit
Independence

22. _____ is the combination of a product's qualities and features, its price, the way it is promoted and sold, and the places at which it is sold.
Marketing mix
Product mix
Product differentiation
Product positioning
23. _____ is the typical sequence of changes in demand for a product that occurs over time.
The business vision statement
The product life cycle
Marketing research
A customer-oriented approach
24. **Key controllable factors in global marketing are:**
Marketing activities and plans
Social and technical changes
Government policy and legislation
All of the given options
25. Which of the following focuses on job content, environment, and conditions of employment?
Job description
Human resource inventory report
[Job analysis](#)
None of the given options
26. All of the following except _____ are considered to be correct statements about marketing research.
It is a systematic search for information about customers' needs and how those needs differ.
Marketing research is geared to uncover unmet consumer needs
[With market research, the chance product development will be able to create a product consumers want to buy increases](#)
Marketing research provides an inexpensive method for tracking consumer behavior
27. In the marketing research process last step is to define the problem followed by:
[Collection of data](#)
Develop recommendation
Develop the research design
Implement plan
28. Which of the following is the least likely decision to be made by Operations Managers?
[Deciding which market areas to manufacture products for](#)
Designing and improving the jobs of the workforce
Selecting the location and layout of a facility
How to use quality techniques to reduce waste
29. What kind of sales person are you most likely to find working in the pharmaceutical industry?
[Order taker](#)
Order getter
Sales engineer
Missionary salesperson
30. _____ includes all of the activities involved in the sale of products to final customers.
Wholesaling
[Retailing](#)
Marketing
Distributing
31. Which of the following are the functions of management?
Planning
Organizing
Coordinating
[All of the given options](#)

32. It is difficult to transfer the rights of ownership in:
Sole proprietorship
Joint Stock Company
[Partnership](#)
All the given options
None of the given options
33. A major advantage of the corporate form of organization is:
Reduction of double taxation.
[Limited owner liability.](#)
Legal restrictions.
Ease of organization
34. Statutory meeting must be held not later than _____ from the date on which a public company is entitled to commence business
[3 months](#)
6 months
1 year
One month
35. Which of the following is the most important determinant of a firm's value?
These Questions are solved confidently correct but you make sure own capability. I am not responsible any trouble or mistake.
[Earnings](#)
Debt
Liabilities
Liquidity
36. The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:
Market penetrating
Target Marketing
Relationship marketing
[Market segmentation](#)
37. _____ refers to the standards of moral behavior.
Legality
Loyalty
Integrity
[Ethics](#)
38. The difference between a country's merchandise exports and its merchandise imports is the:
Current account.
Capital account
[Balance of trade](#)
Balance of payments
39. The World Trade Organization (WTO):
Sets tariffs to balance international trade among nations.
Is the successor to NAFTA.
Rules on trade disputes between nations.
[Sets exchange rates to balance international trade among nations.](#)
40. Which of the following is NOT a core function of management?
Planning
Organizing
[Motivating](#)
Leading
41. In democratic style of leadership there is:
Upward communication
[Upward and downward communication](#)
Occasional communication
Downward communication

42. The following are included in a business plan:
Financial information, production plans, personnel policies
Goals of the business and how they will be achieved.
Market analysis
All of the above.
43. Which of the following is/are the component/s of business?
Industry
Commerce
Both industry and commerce
Trade and aids to trade
44. The portion of capital kept at the winding up of a company for the payment of debts is known as:
Reserve capital
Issued capital
Subscribed capital
Authorized capital
45. Which of the following statements is false?
Franchising is very common.
A franchise enables one to use a larger company's trade name.
A franchisee never has to pay the franchiser a percentage of sales revenues.
A franchise may constrain the franchisee's independence.
46. Business success can be attributed to:
Luck.
Hard work, drive and dedication.
A high demand for the good or service produced.
All of the given options
47. A concept that implies that the firm should consider issues such as protecting the consumer, paying fair wages, maintaining fair hiring practices, supporting education, and considering environmental issues is:
Financial management
Profit maximization
Social responsibility
Agency theory
48. The MBTI is a personality test that has been used to select candidates who will more likely engage in organizational citizenship behaviors at work. However, critics of this test suggest that the results can change over time as a person's personality develops. Therefore the MBTI personality test may be:
Legal but not valid
Valid but not reliable
Reliable but not valid
Reliable but not legal
49. Profit sharing, gain sharing and pay-for-knowledge plans are examples of:
Individual incentives
Company-wide incentives
Cafeteria benefit plans
Merit salary systems
50. Which of the following statements is NOT true about services?
They are experienced, used or consumed.
They are often sold first, then consumed.
They are perishable.
They are tangible.
51. Possession utility is provided when:
A good or service is obtained and there is a right to use or consume it.
A product is available where someone wants it.
Someone performs a task for someone else
Someone produces something tangible

52. _____ includes all of the activities managers engage in to forecast their current and future human resource needs.
Recruitment and selection
Job analysis and job design
Selection and job design
Human resource planning
53. Specifications of a product relate to the:
Physical characteristics and level of quality
Types of service that are provided along with the product
Financing available with the product
Types of competitors offering a similar product
54. Communicating information between sellers and potential buyers or others in the channel to influence attitudes and behavior is called _____.
Advertising
Promotion
Publicity
Marketing
55. A product can be:
Tangible
Intangible
Something that is offered for sale
All of the given options
56. Consumer goods are classified as convenience, shopping, and:
Durable.
Nondurable.
Consumer.
Specialty.
57. The stage of the Product life cycle where competitors appear is:
Introduction
Decline
Maturity
Growth
58. Expectations that specify the role of price in a firm's marketing and strategic plans are:
Pricing considerations
Pricing guidelines
pricing objectives
Pricing policies
59. Setting the highest initial price is called price:
Penetration
Gouging
Parity
Skimming
60. Which type of sales promotion is used when a manufacturer places one small bottle of shampoo in a clear bag and hangs it from the door of each house in a neighborhood?
A sample
A deal
A premium
An introductory offer
61. The activities and processes used in making both tangible and intangible products is known as _____.
Operations.
Making
Production.
None of the given options

62. What is data?
All of the facts that are collected, stored, and processed by an information system.
All of the debit and credit information about each transaction.
The same thing as information.
All of the given options.
63. Which of the following is defined as large scale information system used for organizing and managing a firm's processes across product lines, departments and geographic locations?
Expert System
Decision Support System
Enterprise Resource Planning
Electronic Data Interchange
64. Which of the following would generally have unlimited liability?
A limited partner in a partnership
A shareholder in a corporation
The owner of a sole proprietorship
A member in a limited liability company (LLC)
65. The situation when a country imports more than its exports is:
A trade surplus.
A recession.
A trade deficit.
An expansion.
66. The marketing environment is BEST described as being
Composed of controllable variables.
Composed of variables independent of one another.
An indirect influence on marketing activity.
Dynamic and changing.
67. Which one of the following statements by a company chairman best reflects the marketing concept?
We believe that the marketing department must organise to sell what we produce.
We try to produce only high quality, technically efficient products.
We try to encourage company growth.
We have organised our business to make certain that we satisfy customer needs.
68. When Nayer Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This calls for activity in which of the following marketing mix variables?
Price
Promotion
Product
Packaging
69. Nestle yoghurt represents which type of product for most consumers?
Convenience
Shopping
Specialty
Unsought
70. As the production manager of an engineering firm, you went out and bought a metal cutting machine. What you have purchased can best be classified as
a processed component.
a component part.
raw material.
an industrial product.
71. Physical distribution functions influence
primarily pricing and product decisions.
primarily promotion and pricing decisions.
all elements of the marketing mix.
primarily pricing decisions.

72. A product's ability that it cannot be used for various purposes in different capacities and under different conditions is termed as _____
Flexibility of a product
Inflexibility of a product
Availability of a product
All of the given options
73. Which of the following statements is most suitable for Quality assurance?
It refers to the prevention of product defects
It is an auditing function that provides feedback to the project team and client about the quality of output being produced
It is the technical process that includes the construction of control charts
None of the given options
74. Which of the following is considered as the pillar of quality?
Quality is free
Doing it right the first time
Process improvement
None of the given options
75. A person needs to buy a medicine in midnight and gets it from a pharmacy, the availability of medicine in the midnight represents following
Time utility
Form utility
Place utility
None of the given options
76. Flow of communication from top to bottom is known as _____
Downward communication
Upward communication
Combination of Downward and upward communication
None of the given options
77. Auditors who are working within the organization are known as _____
Internal auditors
External auditors
Both internal auditors and external auditors
None of the given options
78. Assets which cannot be physically touched are termed as _____
Intangible assets
Tangible assets
Airplanes
None of the given options
- Question No: 47
Profit and loss account is also termed as _____
Income statement
Balance sheet
Trial Balance
None of the given options
79. A plan or an estimate for future expenses and revenues is termed as _____
Budgeting
Balance sheet
Income statement
None of the given options
80. Which one of the following is an unincorporated organisation?
a) General partnership.
b) Limited liability partnership.
c) Public limited company.
d) Private limited company.

81. The minimum number of persons who are legally allowed to operate in a partnership is:
a) **2**
b) 20
c) There is no legal limit
d) 100
82. Which of the following is not a method of creating a company?
a) **A written agreement made by the directors.**
b) Registration under the Companies Act/Ordinance.
c) Act of Parliament.
83. An organisation running a business has the following attributes: the assets belong to the organisation, it can create a floating charge over its assets, change in membership does not alter its existence, and members cannot transfer their interests to non-members. What type of organisation is it?
a) **A private limited company**
b) A limited liability partnership
c) A general partnerships
d) A public limited company
84. What are the limitations of a Free enterprise system?
A.High taxation and less incentive to work hard
B.Uneven distribution of resources, consumer difficulty in obtaining information, and health-risk products
C.Restrictions on personal freedoms
D.There are no limitations
86. What are the limitations of a Mixed economy?
A.High taxation and less incentive to work hard
B.All profit goes to the government
C.Restrictions on personal freedoms
D.Uneven distribution of resources, consumer difficulty in obtaining information, and health-risk products
88. The term that indicates ownership, either by individuals or by a business, is ...
A.Centrally planned economy
B.Competition
C.Free enterprise
D.Private property
90. An economic system in which business are allowed to produce any goods and services they wish to is called.
A.A centrally planned economy
B.Free enterprise
C.A mixed economy
D.A private economy
91. A situation that occurs when two or more businesses try to sell the same type of product to the same customers is referred to as ...
A.Competition
B.Factors of production
C.Consumer goods
D.Free enterprise
93. The items that consumers buy are called ...
A.Private property
B.Factors of production
C.Producer goods
D.Consumer goods
95. Things that are needed to produce goods and services are called ...
A.Efficient use of resources
B.Factors of production
C.Economic systems
D.Private property
97. An economic system in which private property is almost totally restricted is called ...
A.A mixed economy
B.Competition
C.Free enterprise

D.A centrally planned economy

98. An economic system that has Government restrictions on the actions of individuals and businesses is called ...

A.A mixed economy

B.Factors of production

C.A centrally planned economy

D.Free enterprise

100.Three basic types of economic systems are ...

A.Natural resources, labour, capital

B.What to produce, how to produce, who will receive the goods and services

C.Free enterprise, centrally planned economy, mixed economy

D.Government, business, consumers

101. The basic ideas that make a free enterprise system work are ...

A.Competition, profit, and private property

B.Freedom, efficient use of resources, and profit

C.Profit, efficient use of resources, and risk

D.Natural resources, profit, and private property

102. When referring to a free enterprise system, "private property" means that ...

A.No one is allowed access to a particular place

B.Equipment and buildings can be owned by individuals or businesses

C.One must ask permission before entering someone's yard

D.Things and buildings can be owned by individuals and governments

103. The phrase "profit is the incentive for business" means that profit ...

A.Provides a strong reason to reduce investment

B.Reduces the need for efficient use of resources

C.Provides a reward for the risk and effort involved

D.Provides the incentive to increase expenses

104. Competition occurs if ...

A.Two or more businesses try to sell the same type of goods or services to the same customer

B.Government agencies are the only producers of goods or services

C.One business has the approval to sell the total production of one type of good or service

D.One large business owns all the natural resources needed to produce some particular product

105. Which of the following is not an example of a situation that increases profit in a free enterprise system?

A.A business enterprise begins to lower its costs

B.A producer uses the firm's resources more efficiently

C.The cost of raw materials has increased

D.Ambitious salespeople have increased the sales volume without reducing prices

106. Canada's economy is referred to as a mixed economy because ...

A.Producers can produce whatever they wish

B.Businesses can act independently without government interference

C.Government is involved in regulating and owning some businesses

D.Government owns all businesses

107. A centrally planned economy promotes ...

A.Private property, profit, and competition

B.Government ownership, no competition, and no profit

C.Government ownership, competition, and no profit

D.Government ownership, profit, and no competition

108. A centrally planned economy has ...

A.A large planning agency, many government employees, and many social benefits

B.A large planning agency, many personal freedoms, and many social benefits

C.Large military spending, incentive to work to benefit individuals, and a large bureaucracy

D.Large military spending, a large bureaucracy, and many personal freedoms

109. What is the basic question(s) all economic systems try to answer?

A.What to produce?

B.How to produce it?

C.For whom to produce?

D.All of the above.

110. What is an economic problem every nation has?
A. The problem of meeting every one's needs.
B. Not enough population.
C. Too much pollution.
D. Not enough resources.
111. When deciding "what to produce", what is said to be limited?
A. Population
B. Power
C. Resources
D. Water
112. Who makes the decisions in a Free Enterprise economy?
A. The consumer and businesses
B. The government
C. Pets
D. Voters
113. In a Free Enterprise economy, private property is...
A. Discouraged
B. Limited
C. Encouraged
D. Non-existent
114. What is the main goal of a Mixed Economy?
A. To gain private property
B. To ensure fairness in business
C. To get rid of high taxation
D. To promote individual and social rights
115. An economic system answers the _____, _____, and _____ questions.
a. When to produce, where to produce, and why we should produce.
b. Wealth, greed, and power.
c. Money, markets, and the business cycle.
d. What to produce, how to produce, and for whom to produce.
116. In a command economy, the three economic questions are answered by which of the following?
a. The production and consumption choices made by sellers and buyers in decentralized markets.
b. A cartel of major transnational corporations, government agencies, and consumer advocates.
c. A trilateral commission of major corporations, the military, and elite university professors.
d. A central authority such as a people's committee, a government agency, or a dictator.
117. : A principal feature of a command economy is that _____.
a. Production decisions are made by profit-maximizing firms.
b. There is a central planning board at the top, which transmits economic decisions down to the various producing and consuming units below.
c. Consumers are allowed to determine what is produced based on their demand for goods and services.
d. Regulatory agencies constrain the most egregious forms of market power in a market system of allocation.
118. Which of the following is a strength of a command-based economic system?
a. It is possible for goods to be allocated based on need rather than based on willingness and ability to pay.
b. Producers have strong incentives to innovate because successful innovators are rewarded with higher profit.
c. Consumers can transmit their preference for product quality and variety by way of their "dollar votes" cast in the marketplace.
d. Since price is freely set based on supply and demand, there are few shortages or surpluses.
119. Which of the following are weaknesses of a command-based economic system?
a. It is not possible for goods to be allocated based on need rather than based on willingness and ability to pay.
b. Producers have weak incentives to innovate because successful innovators are not rewarded with higher profit.
c. Since price is set by central planners, price cannot freely adjust to resolve shortages or surpluses based on current supply and demand conditions.
d. Answers b. and c. above are both correct.
- 120.6. In a market economy, the three economic questions are answered by which of the following?
a. Prices determined by the interaction of the forces of supply and demand.
b. A cartel of major transnational corporations, government agencies, and consumer advocates.

- c. A trilateral commission of major corporations, the military, and elite university professors.
d. A central authority such as a people's committee, a government agency, or a dictator.
121. According to Adam Smith, the source of a nation's material wealth is _____.
- a. Its reserves of gold and silver.
b. Its great works of art and music.
c. The extent to which there is equality among its citizens.
d. The productivity of the resources (land, labor, and capital) at the disposal of firms to produce goods and services.
122. Which of the following is a key weakness of the market economy as a system of allocation?
a. Goods and services are allocated based on willingness and ability to pay, rather than based on need.
b. Producers have strong incentives to innovate because successful innovators are rewarded with higher profit.
c. Consumers can transmit their preference for product quality and variety by way of their "dollar votes" cast in the marketplace.
d. Since price is freely set based on supply and demand, there are few shortages or surpluses.
123. Which of the following represent key strengths of the market economy as a system of allocation?
a. Goods and services are allocated based on willingness and ability to pay, rather than based on need.
b. Producers have strong incentives to innovate because successful innovators are rewarded with higher profit.
c. Since price is freely set based on supply and demand, there are few shortages or surpluses.
d. Both b. and c. above are correct.
124. Most of the world's economies are mixed economies because _____.
- a. A cartel of powerful transnational firms demands that it be that way.
b. The market system of allocation is always best.
c. The command system of allocation is always best.
d. Government intervention in an overall market system is needed at times because markets fail when there is market power, a great deal of inequality, pollution externalities, or public goods.
125. The term "capitalism" refers to which of the following?
a. A religion based on amassing capital.
b. An economic system characterized by private ownership of resources, and decentralized market allocation.
c. An economic system characterized by government ownership of resources and centralized allocation.
d. None of the above.
126. The term "socialism" refers to which of the following?
a. A religion centered on community interaction.
b. An economic system characterized by private ownership of resources, and decentralized market allocation.
c. An economic system characterized by government ownership of resources and centralized allocation.
d. None of the above.
127. What is the classical view of management's social responsibility?
a. To create specific environment in work place
b. To maximise profits
c. To protect and improve society's welfare
d. All of the above
128. What does the socio - economic view of social responsibility talk about?
a. Social responsibility goes beyond making profits to include protecting and improving society's welfare
b. Encourage business
c. Financial return
d. None of the above
129. Who was the most outspoken advocate of the classical view of management's responsibility?
a. Wieck and Adams
b. Jacques and Patchen
c. Milton Friedman
d. None of the above
130. What is the only concern of stock holders?
a. Financial return
b. Make profits
c. Encourage business to take up social responsibility
d. None of the above

131. Which of the following is a disadvantage of social responsibility?

- a. Possession of resources
- b. Ethical obligation
- c. Public image

d. Violation of profit maximisation

132. _____ is when a firm engages in social actions because of its obligation to meet certain economic and legal responsibilities.

- a. Social obligation**
- b. Social responsibility
- c. Social responsiveness
- d. None of the above

133. When social criteria is applied on investment decisions it is called _____

- a. Social responsiveness
- b. Ethical obligation
- c. Social screening**
- d. Financial return

134. The recognition of the close link between an organisation's decisions and activities and its impact on the natural environment is called _____.

- a. Global environment
- b. Greening of management**
- c. Social actions
- d. None of the above

135. Which of these is a purpose of shared organisational values?

- a. Build Team Support
- b. Influence marketing efforts
- c. Guide managers' decisions and actions
- d. All of the above**

136. Which of these is a factor that affects ethical and unethical behaviour?

- a. Ethical dilemma**
- b. Diversity
- c. Teamwork
- d. Open communication

137. The term _____ refers to principles, values and beliefs that define right and wrong behaviour.

- a. Customer satisfaction
- b. Empowerment
- c. Innovation
- d. Ethics**

138. A personality measure of the strength of a person's convictions is called _____.

- a. Locus of control
- b. Ego
- c. Ego Strength**
- d. None of the above

139. _____ is a personality attribute that measures the degree to which people believe they control their own fate.

- a. Locus of control**
- b. Culture
- c. Values
- d. None of the above

140. Which of these is one of the six characters that determine issue intensity?

- a. Probability of harm
- b. Immediacy of consequences
- c. Proximity to victims
- d. All of the above**

141. _____ are those individuals who raise ethical concerns or issues to others inside or outside the organisation.

- a. Entrepreneur

b. Whistle blowers

c. Social entrepreneur

d. Social impact management

142. _____ is the process of forecasting an organisations future demand for, and supply of, the right type of people in the right number.

a. Human Resource Planning

b. Recruitments

c. Human Resource Management

d. Human Capital Management

143. Which of the following factors state the importance of the Human Resource Planning?

a. Creating highly talented personnel

b. International strategies

c. Resistance to change and move

d. All of the above

144. A process that is used for identifying and developing internal people with the potential to fill key business leadership positions in the company is called _____.

a. Highly talented personnel creation

b. Investing in human resources

c. Succession planning

d. None of the above

145. Human Resource Planning facilitates international expansion strategies.

a. True

b. False

8. Which of these factors is not included in environmental scanning?

a. Political and legislative issues

b. Economic factors

c. Technological changes

d. None of the above

146. _____ is the process of estimating the quantity and quality of people required to meet future needs of the organisation.

a. Demand forecasting

b. Supply forecasting

c. Environmental forecasting

d. None of the above

147. _____ are variable rewards granted to employees according to variations in their performance.

a. Remuneration

b. Perks

c. Fringe Benefits

d. Incentives