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MGT211

(Introduction to Business)

MGT211 Final Term Paper



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Introduction To Business (MGT211)

Question: **1** (Marks: 1)

Which of the given is known as marketing communication in the marketing mix?

Choices:

Place



Promotion



Price



Product





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Question: 2 (Marks: 1)

Every company distributes their finished goods through a proper channel. Which of the following is not part of a distribution channel?

.....

Choices:

Retailers

.....

Bargainers

.....

Suppliers

.....

Brokers

.....



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Question: **3** (Marks: 1)

Which of the following constitutes the external environment of an organization?

.....

Choices:

Political and legal environment



.....

Technological environment



.....

Competitive environment



.....

All of the given options





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Question: 4 (Marks: 1)

Marketing plan is a document which includes all activities relating to marketing, all of the following are components of marketing plan EXCEPT;

Choices:

Competitor analysis



Opportunity analysis



Production analysis



Marketing strategies





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Question: **5** (Marks: 1)

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:

Choices:

An industrial product.

A processed component.

A component part.

Raw material.



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Question: **6** (Marks: 1)

Which of the following factor come under the step of “establish the advertising budget” while preparing the campaign with an advertising agency?

Choices:

Expected sales



TV for consumer products



Income and age



Selection of language





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Question: 7 (Marks: 1)

Which of the following factor come under the step of “creating the advertising message” while preparing the campaign with an advertising agency?

.....

Choices:

Expected sales



TV for consumer products



Income and age



Selection of images and cartoons



.....



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Question: **8** (Marks: 1)

In which of the following stage order is booked and agreement is signed by the seller and buyer?

.....

Choices:

Interest stage



.....

Objection stage



.....

Closing stage



.....

Follow up stage





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Question: 9 (Marks: 1)

Customer service cost is included in which of the following cost?

Choices:

Internal failure cost



External failure cost



Appraisal cost



Prevention cost





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Question: **10** (Marks: 1)

Product recalls is included in which of the following cost?

.....

Choices:

Internal failure cost



.....

External failure cost



.....

Appraisal cost



.....

Prevention cost





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Question: **11** (Marks: 1)

Cost for hiring expert is included in which of the following cost?

.....

Choices:

Internal failure cost



.....

External failure cost



.....

Appraisal cost



.....

Prevention cost



.....



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Question: **12** (Marks: 1)

When company benchmarked delivery time of the product then which of the following strategy is benchmarked?

Choices:

Pricing



Distribution



Technology



Sales forecasting





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Question: **13** (Marks: 1)

Letter about quality problem of product is an example of which of the following letter?

Choices:

Order letter



Inquiry letter



Compliant letter



Adjustment letter





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Question: **14** (Marks: 1)

Which of the following is a collection of raw facts and figures?

.....

Choices:

Goal



.....

Data



.....

Objective



.....

Information





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Question: **15** (Marks: 1)

Which of the following is a process of identifying potential customers?

Choices:

Qualifying



Prospecting



Synchronizing



Smoothing





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Question: **16** (Marks: 1)

Which of the following is a free form of promotion and you have no control of the content and delivery?

.....

Choices:

Advertising



.....

Personal selling



.....

Publicity



.....

Sales promotion





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Question: **17** (Marks: 1)

Which of the following is a recording of accounting transactions?

Choices:

Book keeping



Accounting period



Income statement



Summarizing





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Question: **18** (Marks: 1)

Which of the following is a debt owned by a firm from outside organization or person?

Choices:

Assets



Liability



Owners' equity



Capital





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Question: **19** (Marks: 1)

All of the followings are tangible assets EXCEPT;

Choices:

Cash



Automobiles



Goodwill



Machinery





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Question: **20** (Marks: 1)

Which of the following is a fund that flow into a business from the sale of goods or services?

.....

Choices:

Revenues



.....

Gross profit



.....

Operating expenses



.....

Cost of goods sold



.....



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Question: **21** (Marks: 1)

Which of the following is a process of checking actual performance against plans to ensure that desired financial results occur?

Choices:

Cash flow management



Financial control



Financial planning



Dealing with banks





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Question: **22** (Marks: 1)

All of the following are TQM tools that are used in HRM for the personality development of employees EXCEPT:

Choices:

Collective performance appraisal



Developing creative ideas



Avoiding box thinking



Changing paradigm





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Question: **23** (Marks: 1)

All of the following are components of selling and marketing that comes under consideration of benchmarking EXCEPT:

.....

Choices:

Productivity



.....

Mixture of ingredients



.....

Maintenance of financial records



.....

Cost



.....



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Question: **24** (Marks: 1)

All of the following are important part of information system EXCEPT:

.....

Choices:

Planning of the people



.....

New technology



.....

New processes



.....

Frequent use of information.





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Question: **25** (Marks: 1)

Which one of the following accounting method is used by external users?

Choices:

Cash flow statement



Balance sheet



Managerial accounting



Financial accounting





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Question: **26** (Marks: 1)

Which one of the following accounting method is used by internal users?

Choices:

Financial accounting



Managerial accounting



Cost accounting



All of the given options





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Question: **28** (Marks: 1)

Which of the following compares the products, processes, instruments and culture of one organization to another one?

.....

Choices:

Zero defect level



.....

External benchmarking



.....

All of the given options



.....

Internal benchmarking





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Question: **29** (Marks: 1)

In which of the following technique salesman knocking or selling product to everyone?

.....

Choices:

Random technique



.....

Cluster technique



.....

Snowball technique



.....

Cold conversing technique





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Question: **30** (Marks: 1)

Which of the following cost used by the organization to maintain its existence?

.....

Choices:

Operating Cost



.....

Fixed Cost



.....

Cost of goods sold



.....

Variable Cost





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Question: **31** (Marks: 1)

All of the following are factors to start a healthy conversation EXCEPT:

.....

Choices:

Seek attention of buyer



.....

Direct conversation may be started



.....

Interrupt for doing urgent task



.....

Avoid unpleasant event to start





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Question: **32** (Marks: 1)

Which of the following types of segmentation divides market based on age, gender and income of people?

Choices:

Demographic segmentation



Geographic segmentation



Psychographic segmentation



Behavioral segmentation





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Question: **33** (Marks: 1)

In which of the following stages of product life cycle, there is only one/few manufacturers in the market?

.....

Choices:

Introduction stage

.....

Growth stage

.....

Maturity stage

.....

Decline stage

.....



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Question: **34** (Marks: 1)

In which of the following pricing strategies, price is held constant for specific period of time?

Choices:

Breakeven pricing



Fixed pricing



Cost based pricing



Penetration pricing





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Question: **35** (Marks: 1)

Which of the following stores carries a particular type of good but an extensive selection of brands?

Choices:

Departmental store



Hypermarket



Specialty store



Category killers





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Question: **36** (Marks: 1)

Which of the following bargain retailers buys excess inventories from high quality manufacturers and sells them at discounted prices?

Choices:

Off price store



Discount house



Convenience store



Catalog showroom





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Question: **37** (Marks: 1)

A management approach to achieve long-term success through customer satisfaction is known as:

.....

Choices:

Total Quality Control



.....

Total Quality Assurance



.....

None of the given options.



.....

Total Quality Management



.....



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Question: **38** (Marks: 1)

Which of the following is a first step in the quality assurance system?

Choices:

Quality processing



Quality input



Quality control



Quality output





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Question: **39** (Marks: 1)

Which of the following promotional tools gives the organization greatest control over the message?

Choices:

Public relations



Public relations



Advertising



Sales promotion





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Question: **40** (Marks: 1)

All of the following are objectives of advertising EXCEPT:

Choices:

To create product awareness



To create and maintain the image of a product



To stimulate consumer demand



To increase market share





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Question: **41** (Marks: 3)

How would you differentiate between Persuasive and Comparative Advertisement?

Lecture 31 ,pg 154

Question: **42** (Marks: 3)

Customer focus is the starting point in total quality management. What it helps to determine?

Lecture 37 ,pg 170

Question: **43** (Marks: 3)

Critically analyze why we term growth stage of product life cycle as “star”?

Lecture 28 ,pg 140

Question: **44** (Marks: 3)

Being a student of business management, critically analyze the role of finance in an organization.

Lecture 45 ,pg 198



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Question: **45** (Marks: 3)

If your manager assigned you the task to prepare the campaign with an advertising agency, then which factors you will keep in mind while identifying the target audience?

Lecture 32 ,pg 156

Question: **46** (Marks: 5)

Marketers use various types of advertisements at different stages of product life cycle. Discuss the types of advertisements.

Lecture 31 ,pg 154

Question: **47** (Marks: 5)

As a marketing manager, what do you mean by selection of appropriate media and evaluation of advertisement effectiveness?

Lecture 32 ,pg 156



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Question: **48** (Marks: 5)

ABC Company paid prevention cost on designing activities to avoid poor quality in products. You are required to illustrate the factors of prevention cost.

Lecture 38 ,pg 175

Question: **49** (Marks: 5)

Assume that you are working as an information manager in a company; discuss information management and duties that you are required to perform.

Lecture 41 ,pg 184

Question: **50** (Marks: 5)

On which grounds will you convince your boss that your product is in maturity stage of Product Life Cycle?

Lecture 28