

Nestle yoghurt represents which type of product for most consumers?

- ▶ Convenience
- ▶ Shopping
- ▶ **Speciality**
- ▶ Unsought

a metal cutting machine. What you have purchased can best be classified as a processed

- ▶ component.
- ▶ a component part.
- ▶ raw material.
- ▶ **an industrial product.**

Physical distribution functions influence

- ▶ primarily pricing and product decisions.
- ▶ primarily promotion and pricing decisions.
- ▶ **all elements of the marketing mix.**
- ▶ primarily pricing decisions.

All elements of the marketing mix are influenced by physical distribution functions. For this reason, it is important for marketers to remember that

- ▶ physical distribution decisions must be made prior to any other marketing strategy consideration.
- ▶ physical distribution costs often rise as customer service requirements decrease.

▶ over 75 percent of all marketing costs are associated with physical distribution expenditures.

▶ no single distribution system is ideal for all situations and target markets.

A fruit and vegetable wholesaler buys a loaded truck of strawberries from a local farmer and then divides them into 10 kg baskets to sell to grocery stores.

This sorting function is called:

▶ Allocation.

▶ assorting.

▶ accumulation.

▶ sorting out.

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

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

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

Assets which can not be physically touched are termed as _____

- ▶ Intangible assets
- ▶ Tangible assets
 - ▶ Good will
 - ▶ None of the given options

Profit and loss account is also termed as _____

- ▶ Income statement
- ▶ Balance sheet
- ▶ Trial Balance
- ▶ None of the given options

Which of the following are included in a business plan? Financial information, production plans,

- personal policies.
- Goals of the business and how they will be achieved.
- Market analysis
- All of the given options.

Which of the following is not a reason for a business failure?

- Managerial experience or inexperience
- Effective control systems
- Insufficient control system
- **None of the given options**

In which of the following two or more organizations collaborate on a project for mutual gain?

- Limited partnership
- Public corporation
- **Strategic alliance**
- None of the given options

The difference between a country's merchandise exports and its merchandise imports is the:

- Current account
- Capital account
- Balance of trade
- **Balance of payments**

One of the best solutions to get rid of non-biodegradable wastes is:

- Dumping
- **Recycling**

A plan or an estimate for future expenses and revenues is termed as _____

- ▶ **Budgeting**
- ▶ Balance sheet

- ▶ Income statement
- ▶ None of the given options

Which of the following must hold a statutory meeting?

- Statutory companies
- Private limited companies
- **Public limited companies**

Chartered companies

Which of the following is NOT included in aids to trade?

- **Insurance**
- Warehousing
- Transportation
- Foreign trade

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

Which of the following business type can avail some concessions from the government?

- Sole proprietorship
- Partnership

- Joint Stock company
- **Cooperative society**

While making financial projections in a business plan, which of these would NOT form part of the plan?

- Source of loan
- **Audit**
- Net income or profit
- Expected revenues

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

According to Maslow's hierarchy of needs, a person who buys a motion detector/burglar alarm for her house is motivated to do so in an attempt to fulfill the following need:

- Esteem
- **Security**

- Social
- Self-actualization

What is potentially the biggest advantage of a small partnership over a sole proprietorship?

- Unlimited liability
- Single tax filing
- Difficult ownership resale
- **Raising capital**

Which of the following is the oldest form of business organization?

- **Sole proprietorship**
- Partnership
- Company
- Cooperative society

Which of the following is an advantage of a corporation that is not an advantage as a limited partner in a partnership?

- Limited liability
- **Easy transfer of ownership position**
- Double taxation
- All of the given options are advantages that the corporation has over limited partner

Examples of constructive industries include:

- **Canals**

- Fishery
- Sugar mills
- Plant nurseries

Douglas McGregor is associated with which of the following?

- Scientific management
- Motivational factors
- Theory X and theory Y
- The Hawthorne studies

Which step in Maslow's Hierarchy of Needs Theory deals with achieving one's potential?

- Safety
- Self actualization
- Physiological
- Social

The term "Job Rotation": Is another term for employee empowerment?

- Involves allocating a wider range of similar tasks to individuals
- Involves giving employees work with a greater degree of responsibility and autonomy
- Means that staff is moved periodically from task to task in order to increase variety and interest.

Which of the following generic terms is not a management function?

- Leading

- Systemizing
- Planning
- Organizing

Increases in the degree of responsibility a worker has over his or her job is referred to as job:

- Empowerment
- Enlargement
- Enrichment
- Entitlement

ABC Company is currently hiring employees from different countries. ABC Company is said to be implementing _____ strategy.

- Decentralization
- Downsizing
- Workforce diversity
- Retrenchment

Which of the following statement shows the Trade Deficit process?

- A process in which country imports are higher than the exports
- A process in which country exports are equal to the exports
- A process in which country imports are less than the country exports
- All of the given options

Name of the business should:

- Be simple

- Indicates the type of business
- Be familiar
- All of the given options

Hormel Foods Corporation in the USA allows the Danish company Tulip International to produce and market SPAM for the UK market under its own name. What kind of market entry strategy is Hormel using?

- Licensing
- Joint venturing
- Contracting
- Franchising

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

Flow of communication from top to bottom is known as _____

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- Combination of Downward and upward communication
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Questions:

- Define channel of communication, discuss different types of channels of business communication.
- What is meant by “Physical Distribution”? What are the different transportation modes used for physical distribution of products?
- Define sales promotion and describe its methods.
- Define information system and discuss the types of information systems used in the organizations
- Consumer products can be categorized on the basis of shopping habits. Explain this classification with examples.
- Differentiate between push and pull strategies for promotion.
- Define the term “Material Management”. What are the problems faced by materials managers in today’s world?
- In order to offer more satisfactory services, many companies have discovered criteria that customers use to judge service quality. What is this criterion in perspective to company?
- Marketers operate in an increasingly connected world and environment continues to change at a rapid pace. Identify the major trends in the firm’s natural and technological environments.

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