

Oriental Education Society's
Oriental College of Commerce and Management
Andheri (West), Mumbai

FYBMS SEMESTER I
SAMPLE QUESTIONS
BUSINESS ECONOMICS

1. The kinked demand curve explains

- a. Price rigidity
- b. Price flexibility
- c. Demand rigidity
- d. Demand flexibility

Answer : a. Price rigidity

2. Imperfect competition was introduced by

- a. Marshall
- b. Chamberlin
- c. Keynes
- d. None

Answer : b. Chamberlin

3. A situation in which the number of competing firms is relatively small is known as

- e. Monopoly
- f. Perfect competition
- g. Monosopoly
- h. Oligopoly

Answer: d. Oligopoly

4. Demand is a function of

- a. Price
- b. Firm
- c. Product
- d. Cost

Answer : a. Price

5. The term group equilibrium is related to

- a. Monopolistic competition
- b. Oligopoly
- c. Duopoly
- d. Perfect competition

Answer : a. Monopolistic competition

6. Price effect in indifference curve analysis arises

- a. When the consumer becomes either better off or worse off because price change is not compensated by income change.
- b. When the consumer is better off due to a change in income and price
- c. When income and price change
- d. None of the above

Answer : a. When the consumer becomes either better off or worse off because price change is not compensated by income change.

7. A situation where there is only one buyer is called

- a. Monopoly
- b. Oligopoly
- c. Monopsony
- d. Perfect competition

Answer : c. Monopsony

8. Elasticity of demand measures the

- a. Sensitivity of sales to changes in a particular causal factor
- b. Sensitivity of production to changes in a particular cost
- c. Value of price and cost
- d. Volume of product

Answer : a. Sensitivity of sales to changes in a particular causal factor

9. Factors responsible for creating conditions for emergence and growth of monopoly are

- a. Control over strategic raw materials
- b. Patents
- c. Licensing
- d. All of the above

Answer : d. All of the above

10. In the case of an inferior good, the income effect

- a. Partially offsets the substitution effect
- b. Is equal to the substitution effect
- c. Reinforces the substitution effect
- d. More than offsets the substitution effect

Answer : a. Partially offsets the substitution effect

11. A market in which only two firms exist is

- a. Oligopoly
- b. Duopoly
- c. Duopsony
- d. Oligopsony

Answer : b. Duopoly

12. Value maximization theory fails to address the problem of

- a. Self-serving management.
- b. Risk
- c. Uncertainty
- d. Sluggish growth.

Answer : a. Self-serving management.

13. Selling costs have to be incurred in case of

- a. Perfect competition
- b. Monopolistic competition
- c. Imperfect competition
- d. None

Answer : b. Monopolistic competition

14. Which type of competition leads to exploitation of consumer?

- a. Oligopoly
- b. Monopolistic competition
- c. Monopoly
- d. All of the above

Answer : d. All of the above

15.The equilibrium is unstable and indeterminate under

- a. Edgeworth model
- b. Cournot Model
- c. Sweezy Model
- d. Pareto Model

Answer : c. View

16.Price elasticity of demand provides

- a. A measure of the responsiveness of the quantity demanded to changes in the price of the product, holding constant the values of all other variables in the demand function.
- b. A technical change in the goodwill of the firm
- c. A technical change in the cost of product
- d. Technical change in the value.

Answer : a. A measure of the responsiveness of the quantity demanded to changes in the price of the product, holding constant the values of all other variables in the demand function.

17.Demand curve is related to

- a. MU curve
- b. Marginal revenue
- c. Both (a) and (b)
- d. None of these

Answer : c. Both (a) and (b)

18.Market with one buyer and one seller is called

- a. Monopsony
- b. Monopoly
- c. Bilateral Monopoly
- d. None of the above

Answer : c. Bilateral Monopoly

19. The upper portion of the kinked demand curve is relatively

- a. More inelastic
- b. More elastic
- c. Less elastic
- d. Inelastic

Answer : b. More Elastic

20. Which of the following is an important dynamic variable?

- a. Superior's style and behaviour
- b. Organisational nature
- c. The task structure
- d. Cultural variables

Answer : c. The task structure

21. In the calculation of elasticity, there is error in case of

- a. Arc elasticity
- b. Point elasticity
- c. Both (a) and (b)
- d. None

Answer : a. Arc elasticity

22. How many sellers are present in duopoly?

- a. 1
- b. 2
- c. 3
- d. 4

Answer : b. 2

23. Efficient allocation of resources is achieved to greatest extent under

- a. Monopoly
- b. Perfect competition
- c. Oligopoly
- d. Monopolistic competition

Answer : b. Perfect competition

24. For maximisation of profit in the short run, the condition is

- a. $AR = AC$
- b. $MR = MC$
- c. $MR = AR$
- d. $MC = AC$

Answer : b. $MR = MC$

25. Study of collusive agreement is

- a. Collusive oligopoly
- b. Non-Collusive oligopoly
- c. Monopoly
- d. All of the above

Answer : a. Collusive oligopoly

SAMPLE QUESTION PAPER

SYBMS

SEMESTER III

SAMPLE QUESTIONS

INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT -I

1. Cut option is present in_____.
- menu bar
 - edit menu
 - tool bar
 - type menu

Answer : b. edit menu

2. _____ is used to specify both color and type of fill and line in one operation.
- Fill and stroke
 - Fill
 - Insert page
 - Force justify

Answer : a. Fill and stroke

3. _____ means changing font size.
- Scaling
 - Tracking
 - Formatting
 - Editing

Answer : a. Scaling

4. _____ button inserted in slides will perform predefined action when you click the button.
- Justify
 - View
 - Action
 - Find

Answer : c. Action

5. In Excel 2007, there are ____ worksheets in a workbook.
- a. 2
 - b. 3
 - c. 4
 - d. 5

Answer : b. 3

6. _____ is a table consisting of rows and columns.
- a. Worksheet
 - b. Cell
 - c. Workbook
 - d. Range

Answer : a. Worksheet

7. The numeric data entered in the worksheet is _____ aligned by default.
- a. left
 - b. right
 - c. center
 - d. top

Answer : b. right

8. To insert a chart to excel, click on _____ tab.
- a. insert
 - b. home
 - c. formulas
 - d. view

Answer : a. insert

9. In Windows operating system when you, delete a file or folder, it doesn't actually get deleted right away, it goes to the _____.
- a. dust bin
 - b. recycle bin
 - c. cycle bin
 - d. robust bin

Answer : b. recycle bin

10. Microsoft Windows provides a graphics, application named _____.
- a. Paint
 - b. Adobe photoshop
 - c. Coral draw
 - d. Paint shop

Answer : a. Paint

11. How to select one hyperlink after another during a slide presentation?

- a. Ctrl+K
- b. Ctrl+D
- c. Ctrl+H
- d. Tab

Answer : d. Tab

12. Which power point view works best for adding slide transition?

- a. Animations
- b. Auto content wizard
- c. Chart wizard
- d. Transition wizard

Answer : a. Animations

13. Which power point view works best for adding slide transition?

- a. Slide sorter view
- b. Slide show view
- c. Notes page view
- d. Slide view

Answer : a. Slide sorter view

14. Special effects used to introduce slides in a presentation are known as _____.

- a. effects
- b. transitions
- c. annotations
- d. custom animations

Answer : b. transitions

15. Slide sorter can be accessed from which menu?

- a. File
- b. Edit
- c. View
- d. Insert

Answer : c. View

16. To print power point presentation, press _____.

- a. Ctrl+S
- b. Ctrl+P
- c. Ctrl+Shift+P
- d. Ctrl+A

Answer : b. Ctrl+P

17. What would I choose to create a pre-formatted style?

- a. Format
- b. Slide layout
- c. Slide sorter view
- d. Notes view

Answer : a. Format

18. To edit a chart, we can_____.

- a. click and drag the chart object
- b. double click the chart object
- c. triple click the chart object
- d. click the chart object

Answer : b. double click the chart object

19. To preview a motion path effect using the custom animation task pane, we should _____.

- a. double click the motion path
- b. click the show effect button
- c. Triple click the chart object
- d. click the play button

Answer : d. click the play button

20. You can create a new presentation by completing all of the following except _____.

- a. clicking the new button on the standard toolbar
- b. clicking file, new
- c. pressing ctrl+N
- d. clicking file open

Answer : d. clicking file open

21. What is the term used when you press and hold the left mouse key and move the mouse around the slide?

- a. Moving
- b. Dragging
- c. Monitoring
- d. Highlighting

Answer : b. Dragging

22. What term describes a background that appears as a grainy, non-smooth surface?
- a. Pattern
 - b. Velvet
 - c. Texture
 - d. Gradient

Answer : d. Gradient

23. _____ is the science that attempts to produce machines that display the same type of intelligence that humans do.
- a. Nanoscience
 - b. Nanotechnology
 - c. Artificial Intelligence
 - d. Simulation

Answer : c. Artificial Intelligence

24. From which menu one can insert Header and Footer?
- a. Insert
 - b. View
 - c. Format
 - d. Tools

Answer : a. Insert

25. E-banking is also known as _____.
- a. ATMs
 - b. Net Banking
 - c. Traditional Banking
 - d. Credit Systems

Answer : b. Net Banking

Oriental Education Society's
Oriental College of Commerce and Management
Andheri (West), Mumbai

TYBMS SEMESTER V

SAMPLE QUESTIONS

SERVICE MARKETING

1. The service marketing _____ includes the internal, external, interactive marketing.

- a. Triangle
- b. Trio
- c. Triad
- d. tripod

Answer : a. triangle

2. _____ is when products and a service get spoilt or become useless after a certain period of time.

- a. Heterogeneity
- b. Perishability
- c. Inseparability
- d. Intangibility

Answer : b. Perishability

3. A _____ is an act or performance carried out by an individual for another.

- a. humanity
- b. product
- c. service
- d. creation

Answer : c. service

4. There are _____ steps in the purchase process for services.

- a. three
- b. four
- c. five
- d. six

Answer : d. six

5. _____ is the fifth step in the purchase process for services.

- a. purchase
- b. post purchase evaluation
- c. purchase decision
- d. evaluation of alternatives

Answer : a. purchase

6. _____ is one of the difference between products and services

- a. colour of logo
- b. tangibility
- c. price
- d. creativity

Answer : b. tangibility

7. _____ is a highly tangible service.

- a. Teaching
- b. Consulting
- c. Car rental
- d. Teaching spirituality

Answer : c. Car rental

8. External environment for service marketing includes micro and _____ environments.

- a. primary
- b. secondary
- c. basic
- d. macro

Answer : d. macro

9. _____ is the second step in developing the internal marketing programme.

- a. Market research
- b. Market definition
- c. Market segmentation
- d. Selection of techniques

Answer : a. Market research

10. _____ is not one of the factors influencing the buying behavior of customers.

- a. Culture
- b. Raw material
- c. Lifestyle
- d. Price of the product

Answer : b. Raw material

11. Which of these is not a service?

- a. Food Panda
- b. Zomato
- c. Cheetos
- d. Faaso's

Answer : c. Cheetos

12. There are _____ decision making roles.

- a. three
- b. four
- c. five
- d. six

Answer : d. six

13. _____ means creating a place in the minds of the customers.

- a. Positioning
- b. Identity
- c. Branding
- d. Personality

Answer : a. Positioning

14. Perceptual mapping makes use of _____ to identify the positioning of multiple brands in the market.

- a. research
- b. graphs
- c. time
- d. money

Answer : b. graphs

15. There are two types of customer involvements, situational and _____ involvements.

- a. momentary
- b. temporary
- c. enduring
- d. precautionary

Answer : c. enduring

16. _____ is an individual that can influence the perspectives of another person.

- a. Leader
- b. Pessimist
- c. Negotiator
- d. Opinion leader

Answer : d. Opinion leader

17. There are _____ Ps in the service marketing mix.

- a. seven
- b. six
- c. five
- d. four

Answer : a seven

18. Redbull sponsoring a college event, and the advertisements promote both the event and _____ the company Redbull, then this is an example of _____.

- a. line extension
- b. co-branding
- c. brand extension
- d. brand matrix

Answer : b. co-branding

19. Benchmarking is a process to improve _____.

- a. profit
- b. sales
- c. productivity
- d. money

Answer : c. productivity

20. _____ is a process of planning a process graphically.

- a. Productivity
- b. Benchmarking
- c. Story boarding
- d. Flowcharting

Answer : d. Flowcharting

21. _____ means that people can easily get the visa to other countries for work.

- a. Globalisation
- b. Internationalisation
- c. Fixation
- d. Travelling

Answer : a. Globalisation

22. _____ is not a service.

- a. Car garage
- b. Car
- c. Car rental
- d. Car modification

Answer : b. Car

23. _____ companies do not have subsidiaries in the countries they expand to.

- a. National
- b. International
- c. Transnational
- d. Multinational

Answer : c. Transnational

24. There are _____ strategies that transnational companies can use for better global integration.

- a. five
- b. six
- c. seven
- d. eight

Answer : d. eight

25. A _____ is a service where there is too much contact with the service provider.

- i. high contact service
- ii. medium contact service
- iii. low contact service
- iv. customer self-service

Answer : a. high contact service

Sample Question
SAMPLE QUESTION PAPER