

MCQS SAMPLE:

Diploma in Business Management (DBM)

Fundamentals of Management Paper – I (2020-21)

1. Planning provides direction is a
 - (a) **Importance of planning**
 - (b) Limitation of planning
 - (c) Characteristics of planning
 - (d) Method

2. _____ type of plan is not likely to be repeated in future:-
 - (a) Standing plan
 - (b) Programme
 - (c) Single use plan
 - (d) **Method**

3. Which of the following is not concerned with staffing?
 - (a) Recruitment
 - (b) Selection
 - (c) Training
 - (d) **Publicity**

4. Which of the following is not a process of selection?
 - (a) Testing
 - (b) Checking references
 - (c) **Attitude formation**
 - (d) Medical examination

5. Positive motivation makes people willing to do their work in the best way they can and improve their _____.
 - a) Productivity
 - b) Personality
 - c) **Performance**
 - d) work satisfaction

MCQS SAMPLE: Diploma in Business Management (DBM)
Tally, GST and ERP (2020-21)

1. Accrued/Outstanding Income comes under _____ group

a. Fixed Asset

b. Share Capital

c. Current Liability

d. Current Asset

2. A person who owes money to the business is called _____

a. Debtors

b. Bills Payables

c. Investors

d. Creditors

3. The term current asset does not include

a. Bills Receivables

b. Stock

c. Debtors

d. Goodwill

4. Patents, Copyrights and Trademarks are

a. Fixed Assets

b. Current Assets

c. Investments

d. Intangible Assets

5. Any written evidence in support of a business transaction is called

a. Ledger

b. Source Documents

c. Ledger Posting

d. Journal

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Digital Marketing (2020-21)

Q1. _____ marketing involves all marketing efforts that use an internet or the electronic device.

- a) Network
- b) Social media
- c) Digital
- d) Electronic

Q2. The goal of _____ is to optimize the content in such a way that makes it appear among the first results on a search engine results page.

- a) SEO
- b) CEO
- c) DEO
- d) FEO

Q3. _____ means you use search engine as your primary marketing channel.

- a) Search engine marketing
- b) Mobile marketing
- c) E-mail marketing
- d) Digital marketing

Q4. _____ is about getting organic traffic on website from search engines.

- a) Search engine marketing
- b) Search engine optimization
- c) Search advertising
- d) Social media marketing

Q5. _____ is a digital marketing strategy where marketing is done using high-quality and relevant content.

- a) Content marketing
 - b) Digital marketing
 - c) Social media marketing
 - d) E-mail marketing
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Employee relations and Labour Laws

Subject code: 75000

DBM: Yearly Pattern

Sample Questions

1. Following is not the measure to strengthen Trade Union Movement in India.
 - a) One industry one Union Principle
 - b) Proper leadership
 - c) Promotion of welfare activities
 - d) Denial by management recognize the Trade Union**

2. The Industrial Employment (Standing Orders) Act was enacted in_____
 - a) 1946**
 - b) 2019
 - c) 1967
 - d) 1966

3. Which of the following is not the Authority under The Industrial Dispute Act 1947?
 - a)Works committee
 - b) Conciliation Officer
 - c) Board of Conciliation
 - d) Company Law Board Officer**

4. Which of the following best explains the term 'union ballots'?
 - a. A ballot is the system by which union members vote for, e.g. industrial action.**
 - b. A ballot is the method by which a union recruits new members
 - c. A ballot is the method by which a union expels members
 - d. A ballot is the system by which union members put forward information for listing

5. The occupier shall be punishable with imprisonment extend to ___ months or fine ___ or both for using false certificate of fitness.
 - a. Two months, 1000 rupees**
 - b. One year, 2000 rupees
 - c. Six months, 1000 rupees
 - d. One month, 5000 rupees

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Operations Management Paper –V

(2020-21)

- 1) Operation management is applicable to the field of mostly to the__
 - a) service sector
 - b) Manufacturing sector
 - c) Manufacturing sector exclusively
 - d) to all firms, whether manufacturing and service**

- 2) Productivity is defined as
 - a) Cost per day
 - b) Number of items manufactured per day
 - c) Cost per unit
 - d) Output per man-hour of labor**

- 3) The objective of good layout is to _
 - a) Reduce wastages**
 - b) Reduce production
 - c) Reduce labour
 - d) Reduce productivity

- 4) Product layout is also known as
 - a) Functional layout
 - b) Straight line layout**
 - c) Fixed position
 - d) Cellular manufacturing layout

- 5) The term Muda in TQM refers to how many classes of waste?
 - a) 5
 - b) 6
 - c) 7**
 - d) 9