

Shivaji University ,Kolhapur

MBA CBCS Part – II/ Sem IV

Multiple Choice Questions

Question Bank

SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

Q.1 An individual who initiates, creates and manages a new business can be called _____.

- a) A leader
- b) A manager
- c) A professional
- d) **An entrepreneur**

Q.2 _____ can be defined as a specifically evolved work plan designed to achieve a specific objective within a specific period of time

- a) Idea generation.
- b) Opportunity Scanning.
- c) **Project.**
- d) Strategy

SUBJECT: MANAGEMENT CONTROL SYSTEM

Q.1 -----co-ordination and control are three basic aspects concerned with budgetary control.

- a) Centralizing
- b) De-centralizing
- c) **Planning**
- d) Controlling

Q.2 On the basis of _____, budget is classified into long term budget, short term budget and current budget.

- a) Functions
- b) Control
- c) **Time**
- d) Overall budget

SUBJECT: GLOBAL QUALITY SYSTEM

Q.1) Who among the following suggested seven quality tools for controlling quality?

- a) Juran
- b) **Kaoru Ishikawa**
- c) Dr. W. Edward Deming
- d) Feigenbaum

Q.2) Which among the following depicts positive and negative relation between driving factor and performance factor?

- a) **Scatter diagram**
- b) Histogram
- c) check sheet
- d) none of the above

SUBJECT: INTERNATIONAL BUSINESS

Q.1 IBRD (International Bank for Reconstruction and Development) also known as

- a) Exim Bank
- b) **World Bank**
- c) International Monetary fund
- d) International Bank

Q.2 Which is the right sequence of stages of Internationalization?

- a) Domestic, Transnational, Global, International, Multinational
- b) **Domestic, International, Multinational, Global, Transnational**
- c) Domestic, Multinational, International, Transnational, Global
- d) Domestic, International, Transnational, Multinational, Global

Elective –I

MARKETING MANAGEMENT

SUBJECT : STRATEGIC MARKETING

Q.1. Customer Relationship Management is about

- a) Acquiring the right customer
- b) Instituting the best processes
- c) Motivating employees
- d) **All of the above**

Q.2 Differentiation in pricing for various geographical customer.

- a) Price skimming
- b) Psychological pricing
- c) Pricing variations
- d) Geographical pricing

SUBJECT: CONTEMPORARY ISSUES IN MARKETING

Q.1 Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of

- a) Media strategy
- b) Media execution
- c) **Selecting media**
- d) Measuring communication

Q.2 Which of the following is **not** a type of digital marketing activity?

- a) Email marketing.

b) Social web marketing

c) Print advert.

d) Viral marketing

Elective –II

HUMAN RESOURCE MANAGEMENT

SUBJECT : EMPLOYEE RELATIONS AND LABOUR LAWS

Q.1 Identify the major actor of industrial relations from the following

- a) Employers
- b) Unions
- c) Government
- d) all of the above

Q.2 Industrial Dispute Act, 1947 provides the following industrial relations machinery for resolution of conflicts: (Tick mark the wrong one):

- a) Negotiation
- b) Conciliation
- c) Meditation
- d) Arbitration

SUBJECT : STRATEGIC HUMAN RESOURCE MANAGEMENT AND INTERNATIONAL PERSPECTIVE

Q.1. Which of the following is closely associated with strategic human resource management?

- a) Efficient utilisation of human resources
- b) Attracting the best human resources
- c) Providing the best possible training
- d) All of the above

Q.2 HRM as practised by multinational organisations is called

- a) global HRM
- b) personnel management practices
- c) domestic HRM
- d) **international HRM**

Elective –III Financial Management

SUBJECT: INVESTMENT MANAGEMENT (70288)

Q.1. If there is an increase in interest rates than the fixed interest rate of the corporate bond will

- a) Return to the corporation
- b) **Decrease in value**
- c) Remain unchanged
- d) Increase in value

Q.2. Investments would score high only if there is a protection to

- a) Real estate
- b) Preferred stock
- c) **Government bonds**
- d) Common stock

SUBJECT: INTERNATIONAL FINANCE (70289)

Q.1. People who bet on price changes in the hope of making a profit are called:

- a) **Speculators**
- b) Hedgers
- c) Investors
- d) gamblers

Q.2. The date of settlement for a foreign exchange transaction is referred to as:

- a) Clearing date
- b) Swap date
- c) Maturity date
- d) **Value date**

Elective –IV
Production Management

SUBJECT: GLOBAL OPERATIONS & LOGISTICS

Q.1 The purpose of supply chain management is

- a) provide customer satisfaction
- b) improve quality of a product
- c) **integrating supply and demand management**
- d) increase production

Q.2 A _____ encompasses all activities associated with the flow and transformation of goods from the raw material stage, through to the end user, as well as the associated information flows.

- a) production line
- b) **supply chain**
- c) marketing channel
- d) warehouse

SUBJECT : WORLD CLASS PRODUCTION MANAGEMENT

Q.1: Flexible manufacturing systems (FMS) are reported to have a number of benefits . which is not a reported benefits of FMS?

- a) Increased quality
- b) More flexible than the manufacturing systems they replace**
- c) Lead time and throughout time reduction
- d) Increased utilization

Q.2 What do flexible manufacturing systems (FMS) do?

- a) Moves materials between opportunities
- b) Moves and manipulates products , parts on tolls
- c) Co-ordinates the whole process of manufacturing and manufactures a part, components or products
- d) Completely manufactures a range of components without significant human inventions during the processing**

Q.3 Just in time is a practice followed in

- a) Japan.**
- b) America.
- c) Britain.
- d) China.

Elective –V IT & System Management

SUBJECT: KNOWLEDGE MANAGEMENT

Q.1 These are raw facts, figures, values or instructions with no specific meaning by themselves.

- a) Information
- b) Meaning
- c) Data**
- d) Knowledge

Q.2 What is the difference between Data and Information

- a) Information is knowledge ,data is not.
- b) Data is raw and is converted to information once it has been processed**
- c) They are the same things
- d) Data must be numbers, information must be text

SUBJECT: BUSINESS PROCESS REENGINEERING

Q.1 In the job designing concept, BPR stands for__

- a) Business Process Resourcing
- b) Business Process Reengineering**
- c) Business Process Reporting
- d) Business Process Remodeling

Q.2 Which of the following is not an example of a business process?

- a) designing a new product
- b) hiring an employee
- c) Purchasing services
- d) Testing Software**