

## MBA MCQ QUESTION PAPER JAN 05- 2023

1	The measures of dispersion can never be: a. Positive b. Zero c. Negative d. Equal to 2
2	The positive square root of the mean of the squares of the deviations of observations from their mean is called: a. Variance b. Range c. Standard deviation d. Coefficient of variation
3	The degree of peaked ness or flatness of a unimodal distribution is called: a. Skewness b. Symmetry c. Dispersion d. Kurtosis 4
4	Probability sampling and random sampling are a. Anonymous b. Different terms c. Synonymous d. None of the above
5	Goodness of fit of a distribution is tested by a. Chi square Test b. t– Test c. f – Test d. None of the above
6	Probability of rejecting the null hypothesis when it is true is called a. Type II error b. Type I error c. Standard Error d. None of the above
7	Which of the following is not the part of the subject matter of Business statistics? a. Appointment b. Analysis of Data c. Presentation of Data d. Interpretation of Data

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8	Management is an organ, organs can be described and defined only through their functions. This definition was given by a. Peter Drucker b. Henry Fayol c. Louise Allan d. Terry
9	Father of Administrative management _____ a. Harold Koontz b. Henry Fayol c. Louise Allan d. Terry
10	Espirit de corps means _____ a. union is strength. b. service is our motto. c. buyer beware. d. product is our strength.
11	Who proposed the four principles of scientific management? a. Herbert Simon b. Daniel Katz c. Robert Kahn d. Frederick Taylor
12	_____ school of thought has developed on the idea that there is no single best method to find solutions to managerial problems a. Empirical b. Management science c. Contingency d. Operational
13	Which of the following is a benefit of planning? a. Helps in avoiding confusion and misunderstanding. b. Ensures clarity in thought and action. c. Useless and redundant activities are minimized or eliminated. d. All of the above.
14	A strategy is derived from a. Policy b. Objective c. Method d. Rule

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15	<p>Shubham wants to increase the sale of his business by 15% in the next quarter. Identify the type of plan being described in the above lines.</p> <ul style="list-style-type: none"><li>a. Method</li><li>b. Objective</li><li>c. Strategy</li><li>d. Programme</li></ul>
16	<p>Management by Objective (MBO) is also known as _____</p> <ul style="list-style-type: none"><li>a. Management by results</li><li>b. Management by goals</li><li>c. Management by planning</li><li>d. Management by evaluation</li></ul>
17	<p>A deliberate arrangement of people to accomplish some specific purpose is _____</p> <ul style="list-style-type: none"><li>a. a structure.</li><li>b. a process.</li><li>c. an organization.</li><li>d. an assembly operation</li></ul>
18	<p>The continuous line of authority that extends from the upper levels of management to the lowest levels of the organization is _____.</p> <ul style="list-style-type: none"><li>a. authorized line of responsibility</li><li>b. unity of command</li><li>c. responsibility factor</li><li>d. chain of command</li></ul>
19	<p>Organizations that are highly flexible and adaptive are described as _____.</p> <ul style="list-style-type: none"><li>a. organic</li><li>b. mechanistic</li><li>c. rational</li><li>d. intuitive</li></ul>
20	<p>Which type of environment is best suited for mechanistic organizations?</p> <ul style="list-style-type: none"><li>a. dynamic</li><li>b. manufacturing</li><li>c. service</li><li>d. stable</li></ul>
21	<p>In what type of organizational structure is empowerment most crucial?</p> <ul style="list-style-type: none"><li>a. bureaucratic</li><li>b. simple</li><li>c. functional</li><li>d. team-based</li></ul>

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22	Wages represents _____ rates of pay. a. Hourly b. Daily c. Weekly d. Monthly
23	Incentives depends upon- a. Productivity b. Sales c. Profits d. All of the above
24	A fair day work for fair day pay' denotes a sense of _____ felt by employees. a. Responsibility b. Equity c. Happiness d. Respect
25	When commission is combined with a base salary it is known as _____ a. Commission based compensation plans b. Straight salary compensation plan c. Territory volume compensation plans d. Profit margin/ revenue based sales compensation plans
26	Which one is not the Internal Contingent factor in Compensation plan a. Organization Strategy b. Trade Union c. Nature of Jobs d. Nature of personnel
27	In the Japanese Language "Kanban" means. a. Visible card b. Signal c. Continuous improvement d. Both a & b
28	Even prior to the introduction of money, people used to exchange goods in order to fulfill the needs, which is known as the _____. a. Charter System b. Marketing Myopia c. Barter System d. Bargain System

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29	<p>Choose the correct statement.</p> <ul style="list-style-type: none"><li>a. Marketing management is a broader concept and sales management is a part of marketing management.</li><li>b. Sales management is a broader concept and marketing management is a part of marketing management.</li><li>c. Marketing management and sales management, both are equivalent.</li><li>d. There is no connection between sales management and marketing management.</li></ul>
30	<p>Personal selling has _____ .</p> <ul style="list-style-type: none"><li>a. One Way Communication</li><li>b. Two Way Communication</li><li>c. Indirect Communication</li><li>d. Direct Communication</li></ul>
31	<p>_____ can be called virtual sales or remote sales</p> <ul style="list-style-type: none"><li>a. Sales Development Representative (SDR)</li><li>b. Account Executive</li><li>c. Account Manager</li><li>d. Inside Sales Representative</li></ul>
32	<p>The poor quality of selection will mean extra cost on _____ and supervision.</p> <ul style="list-style-type: none"><li>a. Training</li><li>b. Recruitment</li><li>c. Work quality</li><li>d. None of the above</li></ul>
33	<p>Which is not an advantage of external Source of recruitment</p> <ul style="list-style-type: none"><li>a. New blood</li><li>b. More competition</li><li>c. Less expensive</li><li>d. Less partial</li></ul>
34	<p>_____ refers to the learning opportunities designed to help employees grow.</p> <ul style="list-style-type: none"><li>a. Training</li><li>b. Development</li><li>c. Education</li><li>d. All of the above</li></ul>
35	<p>Which of the following is method of off the job training?</p> <ul style="list-style-type: none"><li>a. Supervision</li><li>b. Job instruction</li><li>c. Role play</li><li>d. Job rotation</li></ul>

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36	<p>The external contactual organization that management operates to achieve its distribution objective is called as _____</p> <ol style="list-style-type: none"> <li>a. Marketing Channel</li> <li>b. Promotion Channel</li> <li>c. Product Channel</li> <li>d. None of these</li> </ol>
37	<p>_____are also independent middlemen, who do not, for all or most of their business, take title to the goods in which they deal, but who are actively involved in negotiating functions of buying and selling while acting on behalf of their clients.</p> <ol style="list-style-type: none"> <li>a. Agents, brokers and commission merchants</li> <li>b. Merchants wholesalers</li> <li>c. Manufacturers' sales branches and offices</li> <li>d. None of the above</li> </ol>
38	<p>The reason/s for retailers' growing power in marketing channel is/are-</p> <ol style="list-style-type: none"> <li>a. Increase in size and buying power</li> <li>b. Application of advanced technology</li> <li>c. Use of modern marketing strategies</li> <li>d. All of above</li> </ol>
39	<p>In the given formula <math>T_s = f(P_1, P_2, P_3, P_4)</math>, where <math>T_s</math> represents as _____</p> <ol style="list-style-type: none"> <li>a. Target Market Satisfaction</li> <li>b. Marketing Mix</li> <li>c. Positioning</li> <li>d. None of above</li> </ol>
40	<p>In the given formula <math>T_s = f(P_1, P_2, P_3, P_4)</math>, where <math>P_1, P_2, P_3, P_4</math> represent as _____</p> <ol style="list-style-type: none"> <li>a. Target Market Satisfaction</li> <li>b. Marketing Mix</li> <li>c. Positioning</li> <li>d. None of above</li> </ol>
41	<p>Selection of one or more segments to enter is called as _____</p> <ol style="list-style-type: none"> <li>a. Market Segmentation</li> <li>b. Targeting</li> <li>c. Differentiation</li> <li>d. Positioning</li> </ol>
42	<p>Manufacturers of cars and motor cycles typically seek _____distribution</p> <ol style="list-style-type: none"> <li>a. Selective</li> <li>b. Intensive</li> <li>c. Exclusive</li> <li>d. Restrictive</li> </ol>

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43	Avon, Amway and Tupperware use which of the following form of channel? a. Direct Marketing Channel b. Indirect Marketing Channel c. Forward Channel d. Fashion Channel
44	When the manufactures establish two or more channels catering to the same market, then _____ occurs. a. Vertical Channel Conflict b. Horizontal Channel Conflict c. Multi Channel Conflict d. None
45	Transporting and storing goods is part of which of the following marketing channel functions? a. negotiation b. physical distribution c. contact d. matching
46	When channel members assume responsibility for one or more of the marketing flows over at least two separate levels of distribution manufacturing and wholesaling, in fact, such systems are synonymous with both forward and backward vertical integration is known as _____  a. Corporate vertical marketing systems b. Contractual vertical marketing systems c. Administered vertical marketing systems d. None of the above
47	_____ distribution consists of the manufacturer placing the goods or services in as many outlets as possible. a. Intensive b. Exclusive c. Selective d. None
48	The situation arises when actions of one channel member prevents another cannel member to achieve its objectives is classified as _____ . a. Channel Trade Release b. Channel Distributive Rights c. Channel Ordination d. Channel Conflict

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49	The initial stage of the supply chain process is the _____. a. Planning Stage b. Sourcing Stage c. Organizing Stage d. Directing Stage
50	The term supply chain management was first coined by _____. a. Frankel & Paulraj b. Peter Drucker c. Keith Oliver d. Philip Kotler
51	Full form of MRP in operations and SCM is _____. a. Material Return Process b. Material Requirement Planning c. Machinery Repairing Planning d. Material Retention Planning
52	The sequence of a typical manufacturing supply chain is a. Storage–Supplier–manufacturing–storage–distributor–retailer–customer b. Supplier–Storage–manufacturing–storage–distributor–retailer–customer c. Supplier–Storage–manufacturing– distributor–storage–retailer–customer d. Supplier–Storage–manufacturing–storage– retailer–distributor–customer
53	Reverse logistics is required because a. Goods are defective b. Goods are unsold c. The customers simply change their minds d. All of the above
54	Zero defects in manufacturing is a. a misleading idea b. the goal of TQM c. readably achieve in all area d. None
55	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



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56	<p>_____ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.</p> <ul style="list-style-type: none"><li>a. Inbound Logistics</li><li>b. Green Logistics</li><li>c. Outbound Logistics</li><li>d. SCM</li></ul>
57	<p>The term _____ refers to any idle resources that can be put to some future use.</p> <ul style="list-style-type: none"><li>a. Inventory</li><li>b. Warehousing</li><li>c. Logistics</li><li>d. Procurement</li></ul>
58	<p>_____ are used for vertical movement of materials, generally from one floor to another.</p> <ul style="list-style-type: none"><li>a. Conveyor belts</li><li>b. Cranes</li><li>c. Elevators</li><li>d. Towlines</li></ul>
59	<p>Customer services create time and _____ utility for the customer.</p> <ul style="list-style-type: none"><li>a. distribution</li><li>b. supply</li><li>c. place</li><li>d. sales</li></ul>
60	<p>_____ occurs when a company retains another business to perform some of its work activities</p> <ul style="list-style-type: none"><li>a. Outsourcing</li><li>b. KPO</li><li>c. 3PL</li><li>d. 4PL</li></ul>
61	<p>EDI stands for</p> <ul style="list-style-type: none"><li>a. Electronic Data Interface.</li><li>b. Electronic Data Interchange.</li><li>c. Electronic Distribution Intermediary.</li><li>d. Electronic Documentation</li></ul>
62	<p>The best definition of economics is _____</p> <ul style="list-style-type: none"><li>a. How choices are made under conditions of scarcity.</li><li>b. How money is used.</li><li>c. How goods and services are produced.</li><li>d. How businesses maximize profits.</li></ul>

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63	Iso-cost line indicate the price of _____ a. Output b. Inputs c. Finished goods d. Raw material
64	The concept of monopsony was invented by: a. Marshall b. AP. Learner c. Chamberlin d. Mrs. J. Robinson
65	The concept of financial management is a. Profit maximization b. All features of obtaining and using financial resources for company operations c. Organization of funds d. Effective Management of every company
66	The market value of the shares is decided by a. The investment market b. The government c. Shareholders d. The respective companies
67	What does financial leverage measure? a. No change with EBIT and EPS b. The sensibility of EBIT with % change with respect to output c. The sensibility of EPS w.r.t % change in the EBIT level d. % variation in the level of production
68	The finance manager's role is to: a. ensures that the funds are properly utilized b. maintains the financial health c. effective supervision of capital d. obtains capital assets of the organization
69	Which of the following stresses on investor's preference reorient dividend than higher future capital gains? a. Walter's Model b. Residuals Theory c. Gordon's Model d. MM Model

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70	Operating leverage arises because of: a. Fixed Cost of Production b. Fixed Interest Cost c. Variable Cost, d. None of the above
71	Operations management can be defined as the application of -----to a problem within a system to yield the optimal solution. a. Suitable manpower b. mathematical techniques, models, and tools c. Financial operations d. None
72	Hungarian Method is used to solve a. A transportation problem b. A travelling salesman problem c. A LP problem d. Both a & b
73	Which technique is used in finding a solution for optimizing a given objective, such as profit maximization or cost reduction under certain constraints? a. Quailing Theory b. Waiting Line c. Both A and B d. Linear Programming
74	Feasible solution satisfies _____ a. Only constraints b. only non-negative restriction c. [a] and [b] both d. [a], [b] and Optimum solution
75	In assignment problem of maximization, the objective is to maximize a. Profit b. optimization c. cost d. None of the above
76	Marketing is the activity, set of _____ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society. a. Institutions b. Organizations c. Companies d. Enterprises

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77	<p>Marketers often use the term _____ to cover various groupings of customers.</p> <ol style="list-style-type: none"> <li>a. Buying power</li> <li>b. Demographic segment</li> <li>c. C. Market</li> <li>d. D. People</li> </ol>
78	<p>Which of the following statements is correct?</p> <ol style="list-style-type: none"> <li>a. Marketing is the term used to refer only to the sales function within a firm</li> <li>b. Marketing managers usually don't get involved in production or distribution decisions</li> <li>c. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole</li> <li>d. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large</li> </ol>
79	<p>_____ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.</p> <ol style="list-style-type: none"> <li>a. Environmental scanning</li> <li>b. Stakeholder analysis</li> <li>c. Market sampling</li> <li>d. Opportunity analysis</li> </ol>
80	<p>Marketing utility consists of _____.</p> <ol style="list-style-type: none"> <li>a. Price</li> <li>b. Place</li> <li>c. Promotion, profit, price, Product</li> <li>d. Product, Place, Price, Promotion</li> </ol>
81	<p>The words used to convey the advertisement idea is _____.</p> <ol style="list-style-type: none"> <li>a. Advertisement.</li> <li>b. Advertisement Research.</li> <li>c. Advertisement copy.</li> <li>d. Advertisement budget</li> </ol>
82	<p>The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?</p> <ol style="list-style-type: none"> <li>a. Gender segmentation.</li> <li>b. Benefit segmentation</li> <li>c. Occasion segmentation.</li> <li>d. Age and life cycle segmentation</li> </ol>

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83	<p>Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?</p> <ol style="list-style-type: none"><li>Marketing.</li><li>Selling.</li><li>Production.</li><li>Product.</li></ol>
84	<p>_____ are wants for specific products that are backed up an ability and willingness to buy them.</p> <ol style="list-style-type: none"><li>Demand.</li><li>Wants.</li><li>Needs.</li><li>Desire.</li></ol>
85	<p>An organization with a_____ orientation assumes that customers will resist purchasing Products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.</p> <ol style="list-style-type: none"><li>Production.</li><li>Marketing.</li><li>Relationship.</li><li>Sales.</li></ol>
86	<p>Processor is fixed on the</p> <ol style="list-style-type: none"><li>Fan</li><li>Chipboard</li><li>Motherboard</li><li>Expansion slot</li></ol>
86	<p>A Processor acts like a/an _____</p> <ol style="list-style-type: none"><li>Heart</li><li>Arm</li><li>Brain</li><li>Kidney</li></ol>
87	<p>Barcode Reader is a/an _____ device.</p> <ol style="list-style-type: none"><li>Output</li><li>Input</li><li>Display</li><li>Storage</li></ol>
88	<p>_____ is the set of instruction given to the computer to perform a specific task</p> <ol style="list-style-type: none"><li>Monitor</li><li>Hardware</li><li>Software</li><li>Printer</li></ol>

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89	<p>_____ creates a link between a user and the computer</p> <ul style="list-style-type: none"><li>a. Device Driver</li><li>b. Utilities</li><li>c. Operating System</li><li>d. Image Viewer</li></ul>
90	<p>Which Key Combination Is Used To Deselect A Selection</p> <ul style="list-style-type: none"><li>a. Ctrl + Enter</li><li>b. Ctrl + D</li><li>c. Ctrl + F</li><li>d. None</li></ul>
91	<p>Job descriptions are important too.</p> <ul style="list-style-type: none"><li>a. Select the personnel</li><li>b. Train the personnel</li><li>c. Deploy the personnel</li><li>d. All of the above</li></ul>
92	<p>“Capitals Costs” is.</p> <ul style="list-style-type: none"><li>a. Recurring</li><li>b. Non-recurring</li><li>c. Occurring</li><li>d. Non-occurring</li></ul>
93	<p>_____ means the positioning of various types of equipment, pieces of machinery, departments facilities to maximize productivity and space utilization.</p> <ul style="list-style-type: none"><li>a. Layout</li><li>b. Blueprint</li><li>c. Portfolio</li><li>d. Mapping</li></ul>
94	<p>Elements of the second category of resources are.</p> <ul style="list-style-type: none"><li>a. Processes</li><li>b. Technology</li><li>c. Technique</li><li>d. All of the above</li></ul>
95	<p>_____ deals with the conversion of the logical model into the relational model.</p> <ul style="list-style-type: none"><li>a. Business model</li><li>b. Business process</li><li>c. Physical modeling</li><li>d. None of the above</li></ul>

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96	<p>_____ is the complete set of tasks, techniques, tools applied during project execution.</p> <ul style="list-style-type: none"><li>a. Control function</li><li>b. Quality control</li><li>c. Project management</li><li>d. Evaluation &amp; assessment</li></ul>
97	<p>_____ and _____ need to see each project schedule, priority, and use of resources to determine the most efficient use across the organization.</p> <ul style="list-style-type: none"><li>a. Project manager, department manager</li><li>b. Project leader, project manager</li><li>c. Project leader, the project team</li><li>d. Project manager, the project team</li></ul>
98	<p>Rank the risk based on the probability and effect on the project.</p> <ul style="list-style-type: none"><li>a. Risk prioritizing</li><li>b. Risk mitigation</li><li>c. Risk control</li><li>d. Risk assessment</li></ul>
99	<p>Who has given this statement. "An integrated process where raw materials are transformed into final products then delivered to customers."</p> <ul style="list-style-type: none"><li>a. Berry (1995)</li><li>b. Beamon (1999)</li><li>c. Ganeshan &amp; Harrison (1999)</li><li>d. None of the above</li></ul>
100	<p>Communication right through the _____ helps in reducing inventory and keeping flow lines smooth.</p> <ul style="list-style-type: none"><li>a. Suppliers</li><li>b. Customer</li><li>c. Supply chain</li><li>d. Manufacturer</li></ul>

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## Answer Keys, MBA, MCQ Question Paper

Q.No.	Answer	Q.No.	Answer	Q.No.	Answer	Q.No.	Answer
1	c	26	b	51	c	76	a
2	c	27	d	52	b	77	c
3	d	28	c	53	d	78	d
4	c	29	a	54	b	79	a
5	a	30	b	55	c	80	d
6	b	31	d	56	b	81	c
7	a	32	a	57	a	82	c
8	a	33	c	58	c	83	b
9	b	34	b	59	c	84	a
10	a	35	c	60	a	85	b
11	d	36	a	61	b	86	c
12	c	37	a	62	a	87	b
13	d	38	d	63	b	88	c
14	b	39	a	64	d	89	c
15	b	40	b	65	b	90	b
16	a	41	b	66	a	91	d
17	c	42	c	67	c	92	b
18	d	43	a	68	b	93	a
19	a	44	c	69	c	94	d
20	d	45	b	70	c	95	c
21	d	46	a	71	b	96	c
22	a	47	a	72	b	97	a
23	d	48	d	73	d	98	a
24	b	49	a	74	c	99	b
25	a	50	c	75	a	100	c

THE CANDIDATES ARE REQUESTED TO SEND THEIR

OBJECTIONS IN THE ABOVE KEY (with proper justification) LATEST

BY 08.01.2022 5:00 PM AT [key.object@aktu.ac.in](mailto:key.object@aktu.ac.in)