

**MALLA REDDY ENGINEERING COLLEGE**  
**(AUTONOMOUS)**  
**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: CORPORATE GOVERNANCE**

**Code: 8B413**

**Name of the faculty: Dr.K.Anil kumar**

**Branch: MBA**

**Instructions:**

**1. All the questions carry equal marks**

**2. Solve all the questions**

<b>MODULE-I</b>			
<b>Q.No</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1.	Explain the significance of corporate governance	Evaluating	1
<b>OR</b>			
2.	List out major corporate scams in India. Explain any one briefly	Evaluating	1
3.	List out various challenges in implementing corporate governance in India	Analyzing	1
<b>OR</b>			
4.	Critically evaluate the importance of corporate governance in India	Analyzing	1
5	Compare the differences between stewardship theory and stake holder theory	Understanding	11
<b>OR</b>			
6	Explain agency theory	Understanding	1
7	Explain briefly how to eradicate corruption in Corporate world	Understanding	1
<b>OR</b>			
8	Illustrate the term Corporate governance	Understanding	1
<b>MODULE-II</b>			
1.	Discuss the role of SEBI in corporate governance	Creating	2
<b>OR</b>			
2.	Elaborate the kumara Mangalam Birla committee report on corporate governance	Creating	2
3.	Explain the importance of capital markets in India	Understanding	2
<b>OR</b>			
4.	Summarize the report of Cadbury committee on corporate governance	Understanding	2

5.	Explain the corporate governance guide lines of OECD	Evaluating	2
<b>OR</b>			
6.	Explain the Narayana Murthy committee report on corporate governance	Evaluating	2
7.	List out the obligations of good corporate governance towards investors.	Analyzing	2
<b>OR</b>			
8.	Examine the Naresh Chandra committee report on corporate governance	Analyzing	2
<b>MODULE-III</b>			
1.	Explain in detail various types of companies.	Understanding	3
<b>OR</b>			
2.	Explain the structure of company board with a suitable example.	Understanding	3
3.	List out the functions of board of directors	Analyzing	3
<b>OR</b>			
4.	Distinguish between managing director and manager	Analyzing	3

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**MALLA REDDY ENGINEERING COLLEGE  
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MBA IV SEMESTER (MR-18) –I MID -QUESTION BANK  
BATCH 2018-2020  
CORPORATE GOVERNANCE**

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**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choice**

**MODULE-I**

1. The primary stakeholders are: [    ]  
a. Customers.                      b. Suppliers.                      c. Shareholders.                      d. Creditors.
2. The goal of corporate governance and business ethics education is to: [    ]  
a. Teach students their professional accountability and to uphold their personal Integrity to society.  
b. Change the way in which ethics is taught to students.  
c. Create more ethics standards by which corporate professionals must operate  
d. Increase the workload for accounting students
3. The corporate governance structure of a company reflects the individual companies': [    ]  
a. Cultural and economic system.                      b. Legal and business system  
c. Social and regulatory system.                      d. All of the above.
4. The internal audit function is least effective when the department: [    ]  
a. Is non-independent.                      b. Is competent.  
c. Is objective.                      d. Exhibits integrity
5. Which of the following is not one of the underlying principles of the corporate governance Combined Code of Practice? [    ]  
a. Integrity      b. acceptability                      c. accountability                      d. Openness
6. Directors' responsibilities are unlikely to include [    ]  
a. Duty to keep proper accounting records  
b. A fiduciary duty  
c. A duty to propose high dividends for shareholders  
d. Duty of care
7. To ensure the company has an effective corporate governance structure, and in particular- an effective 'compliance and ethics' program in accordance with the SGO, an integrated framework must be in place for: [    ]  
a. Internal Controls (IC)  
b. Enterprise Risk Management (ERM)  
c. Both (A) and (B)  
d. None of these

8. Which of the following would appear to be the best indication that a company had 'good' corporate governance in place: [ ]
- a. Company which goes beyond Cadbury, as they have more NEDs than EDs on the board, with most of the NEDs being INEDs.
  - b. Company with an equal number of EDs and NEDs on the board, with a CEO ( who also is a member of the BOD and Chairman) who is compensated in large part by share options, and so is paid less than half the industry average in salary.
  - c. Company which has never been the subject of an investigation by regulators and which has never been prosecuted by the state or
  - d. None of these
9. The internal audit function is least effective when the department: [ ]
- a. Is non-independent
  - b. Is competent.
  - c. Is objective.
  - d. Exhibits integrity
10. The corporate governance structure of a company reflects the individual companies': [ ]
- a. Cultural and economic system.
  - b. Legal and business system.
  - c. Social and regulatory system.
  - d. All of the above.

## MODULE-II

1. Under the \_\_\_\_\_, both internal and external corporate governance mechanisms are intended to induce managerial actions that maximize profit and shareholder value. [ ]
- a. Shareholder theory.
  - b. Agency theory.
  - c. Stakeholder theory.
  - d. Corporate governance theory
2. \_\_\_\_\_ is typically perceived by academic literature as dealing with problem that result from the separation of ownership and control of a firm. [ ]
- a. Corporate Ethics
  - b. Corporate Social Responsibility
  - c. Corporate Governance
  - d. Corporate Problem
3. The framework for establishing good corporate governance and accountability was originally set up by the [ ]
- a. Nestle Committee
  - b. Thornton Committee
  - c. Rowntree Committee
  - d. Cadbury Committee
4. Which of the following is not one the underlying principles of the corporate governance Combined Code of Practice? [ ]
- a. Integrity
  - b. Acceptability
  - c. Accountability
  - d. Openness

5. The OECD argues that corporate governance problems arise because: [ ]
- a. Ownership and control is separated
  - b. Managers always act in their own self interest
  - c. Profit maximization is the main objective of organizations
  - d. Stakeholders have differing levels of power
6. What makes a corporation distinct from a partnership? [ ]
- a. If the members of a corporation die, the corporation remains
  - b. If the members of a corporation die, the corporation ceases to exist
  - c. A corporation cannot own property
  - d. A corporation cannot be held responsible for the illegal acts of its employees
7. An organization that is owned by shareholders but managed by agents on their behalf is conventionally known as the modern: [ ]
- A. Firm      B. Conglomerate      C. Company      D. Corporation
8. The modern corporation has four characteristics. These are limited liability, legal personality, centralized management and [ ]
- a. Fiduciary duty
  - b. Stakeholders
  - c. Transferability
  - d. Shareholders
9. Which of the following is not the principle of OECD? [ ]
- a. Disclosure and transparency
  - b. Rights of share holders and stake holders
  - c. Equitable treatment of share holders
  - d. Convening of meetings among stake holders
10. The Institute of Chartered Accountants in England and Wales considers argue that one particular stakeholder group should have primacy over all other groups. Which stakeholder group are they referring to? [ ]
- a. Society
  - b. Shareholders
  - c. Customers
  - d. Managers

### **MODULE-III**

1. The Indian Governance model is governed by the [ ]
- a. Companies Act 1956
  - b. Companies Act 2013
  - c. SEBI Act
  - d. FEMA

2. The term 'material unlisted Indian Subsidiary' mean an unlisted subsidiary incorporated in \_\_\_\_\_ [ ]
- Australia
  - Europe
  - United States
  - India
3. Shareholder grievance committee shall be headed by a \_\_\_\_\_ [ ]
- Chairman of board of directors
  - Proxy
  - CEO
  - Chairman Ex-shareholders
4. As per the sub-clause V of Clause 49 of the Listing Agreement, CFO includes \_\_\_\_\_. [ ]
- Chairman of audit committee
  - Head of Accounts department
  - Chairman
  - board of directors
5. The inclusion of an independent director in a Board brings \_\_\_\_\_. [ ]
- Independence in management
  - A more practical approach to the decision making process
  - Objective view
  - A more knowledgeable view and a more professional

## **B. Fill In The Blanks**

### **MODULE-I**

- Corporate Government deals with \_\_\_\_\_.
- Agency Theory deals with \_\_\_\_\_
- Stewardship deals with \_\_\_\_\_
- Stake holder theory deals with \_\_\_\_\_
- Who invented stake holder theory \_\_\_\_\_
- Reasons for corporate scams \_\_\_\_\_
- \_\_\_\_\_ Year Satyam computer scam took place.
- Corporate Governance fails because of \_\_\_\_\_
- Corporate Governance success depends on \_\_\_\_\_
- Principles of corporate Governance consist of \_\_\_\_\_

### **MODULE-II**

- OECD means \_\_\_\_\_
- Cadbury report titled \_\_\_\_\_
- Cadbury committee set up in the year \_\_\_\_\_
- Kumara Mangalam Birla committee se up in the year \_\_\_\_\_
- Capital market deals with \_\_\_\_\_

6. Corporate Governance committee deals with \_\_\_\_\_
7. Corporate Governance deals with \_\_\_\_\_
8. Corporate Governance key people are \_\_\_\_\_
9. SEBI \_\_\_\_\_
10. Financial market consist of \_\_\_\_\_ and \_\_\_\_\_

### **MODULE-III**

1. Company board of directors elected by \_\_\_\_\_
2. Major duty of Board of director \_\_\_\_\_
3. Company board is meant for \_\_\_\_\_
4. Board of Director is responsible for protecting whose interest \_\_\_\_\_
5. Types of Board of directors \_\_\_\_\_

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**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: COMPENSATION AND REWARD MANAGEMENT**

**Code: 8B404**

**Name of the faculty: Mrs. P.Buela Prasanna Kumari**

**Branch /Specialization: MBA/HR**

<b>MODULE-I</b>			
<b>Q.No</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1.	Identify 3-P concepts in Compensation and briefly discuss about it.	Applying	1
<b>OR</b>			
2.	How does the company use Compensation as Retention strategy	Applying	1
3.	Discuss in detail the concept of Compensation for special Groups and Outline the conflicts faced by special groups.	Creating	1
<b>OR</b>			
4.	Elaborate in detail various methods for Job evaluation	Creating	1
5	Evaluate and compare Grading and compensation strategy	Evaluating	11
<b>OR</b>			
6	Explain different Concepts of Salary structure.	Evaluating	1
7	Outline different Methods of payment in an organisation.	Understanding	1
<b>OR</b>			
8	How do you determine Public sector pay management strategy- Explain	Understanding	1
<b>MODULE-II</b>			
1.	List out various factors which influence the pay design.	Analysing	2
<b>OR</b>			
2.	Analyse the importance of internal alignment and pay structure.	Analysing	2
3.	Explain in detail various job evaluation methods.	Understanding	2
<b>OR</b>			
4.	Outline the need and state different types of skill based pay.	Understanding	2
5.	Critically evaluate pay for performance methods in an organisation.	Evaluating	2



<b>OR</b>			
6.	Explain a brief note on designing pay levels, mix and pay structure.	Evaluating	2
7.	Pay for performance suitable for which type of organisation. Justify.	Evaluating	2
<b>OR</b>			
8.	Explain in detail the role of pay commission in fixing the pay for government organisations.	Evaluating	2
<b>MODULE-III</b>			
1.	Discuss about statutory benefits including health care employee welfare and retirement benefits	Creating	3
<b>OR</b>			
2.	Elaborate different types of team incentive plans	Creating	3
3.	Outline the importance of Fringe benefits in an organisation.	Understanding	3
<b>OR</b>			
4.	Explain the importance of employee reward system in organisation.	Understanding	3

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MBA IV SEMESTER (MR-18) –I MID-QUESTION BANK  
BATCH 2018-2020  
COMPENSATION & REWARD MANAGEMENT**

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**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choices**

**MODULE-I**

1. Basic compensations given to employees as salaries or wages are called [ ]
  - a) Base pay
  - b) Wages
  - c) Variable pay
  - d) Salaries
2. Systematic way of determining worth of all jobs within any organization is called [ ]
  - a) Compensable evaluation
  - b) Job evaluation
  - c) Benchmark job
  - d) Job promotion structure
3. \_\_\_\_\_ is a systematic approach to provide monetary value to employees [ ]
  - a) Salary
  - b) Allowances
  - c) Compensation
  - d) Rewards
4. Compensation is a systematic approach for providing monetary value to employees [ ]  
in exchange for \_\_\_\_\_
  - a) Skills
  - b) Knowledge
  - c) Work performed
  - d) Damages held
5. Which of the below is a not a part of direct compensation [ ]
  - a) HRA
  - b) Medical reimbursement
  - c) Medical assistance
  - d) Bonus
6. \_\_\_\_\_ involves the perceived fairness of pay differentials [ ]
  - a) External equity
  - b) Individual equity

- c) Internal equity
  - d) All of the above
7. What is the main objective of job evaluation\_\_\_\_\_ [   ]
- a) Job is rated before the employee is appointed to occupy
  - b) It is not compulsory
  - c) To define satisfactory wage and salary differentials
  - d) none of the above
8. Job Evaluation tries to make a systematic comparison between [   ]
- a) Workers
  - b) Jobs
  - c) Machines
  - d) Departments
9. The following is not a job evaluation method. [   ]
- a) Factor comparison method
  - b) Point Method
  - c) Ranking method
  - d) Assessment method
10. The Ranking method is best suited for [   ]
- a) Complex organizations
  - b) Large organizations
  - c) Small organizations
  - d) Any of the above

## MODULE-II

1. Situation in organization in which differences of individual pay with different level of performance becomes small is classified as [   ]
- a) Pay Compression
  - b) Grade Compression
  - c) Equity Compression
  - d) Matrix Compression
2. Basic approach in employee's performance compares with their current performance to [   ]
- a) Set standards
  - b) Performance in previous years
  - c) Performance in last job
  - d) None of above
3. Which is not a design element of developing a gain sharing plan? [   ]
- a) Process of design
  - b) Determining the bonus
  - c) Frequency of bonus
  - d) Vacation pay
4. Which of these is a consequence of pay dissatisfaction? [   ]
- a) Strikes
  - b) Grievances
  - c) Turnover
  - d) Job dissatisfaction

5. A/An \_\_\_\_\_ is a plan or programmes to motivate individual or group performance. [ ]
- a) Incentive scheme
  - b) Promotion scheme
  - c) Reward
  - d) None of the above
6. Which of the following factor influence(s) employee compensation? [ ]
- a) Labor market
  - b) Cost of living
  - c) Labor unions
  - d) All of the above
7. Monetary incentives imply [ ]
- a) External motivation
  - b) Internal motivation
  - c) Both (A) and (B)
  - d) None of the above
8. Group incentive plans are best suited for:- [ ]
- a) Small work groups
  - b) Medium work groups
  - c) Large work groups
  - d) All of the above
9. To enable employees to participate in profit sharing, employees should [ ]
- a) Have worked for certain no. of years in company
  - b) Be a regular employee
  - c) Be in higher management
  - d) Any of the above
10. Which of the following is the fixed component in compensation package [ ]
- a) Profit sharing
  - b) Base salary
  - c) Gain sharing
  - d) Equity stock options

### **MODULE-III**

1. What is linked with performance appraisal? [ ]
- a) Job Design
  - b) Development
  - c) Job analysis
  - d) None of the above
2. How performance appraisal can contribute to a firm's competitive advantage? [ ]
- a) ensures legal compliances
  - b) Minimizing job dissatisfaction and turnover
  - c) Improves performance
  - d) All of the above
3. Which is the simplest and most popular technique for appraising employee performance? [ ]
- a) Rating Scales

- b) Critical Incident
  - c) Cost accounting
  - d) BARS
4. First step in 'appraising process' is [   ]
- a) Defining the job
  - b) Training session
  - c) Feedback session
  - d) Interview sessions
5. Which of the following is not an aim of performance appraisal [   ]
- a) Personal development
  - b) Work satisfaction
  - c) Training
  - d) Performance evaluation

## **B) Fill In The Blanks**

### **MODULE-I**

1. Internal alignment refers to\_\_\_\_\_
2. A \_\_\_\_\_ must be fixed considering the general economic conditions of the country.
3. Use value means\_\_\_\_\_
4. Egalitarian structure means\_\_\_\_\_
5. The final process of job analysis is the preparation of statements namely\_\_\_\_\_
6. The process of grouping similar type of works together is known as\_\_\_\_
7. \_\_\_\_\_is content of job description
8. Job specification is one of the areas of \_\_\_\_\_?
9. The \_\_\_\_\_ provides the essential information on which each job is evaluated.
10. Providing equal –pay for jobs of equal nature bases on \_\_\_\_\_in compensation management

### **MODULE-II**

1. \_\_\_\_\_is an objective assessment of an individual's performance against well-defined bench marks.
2. When appraisals are made by superiors, peers, subordinates and clients then it is called \_\_\_\_\_.
3. \_\_\_\_\_ performance appraisal methods consumes a lot of time
4. The focuses of psychological appraisals are on \_\_\_\_\_.
5. the most popular method for ranking employees is the \_\_\_\_\_method
6. Employees' skills are specific to \_\_\_\_\_.
7. Competitive intelligence refers to \_\_\_\_\_.
8. SKM means\_\_\_\_\_
9. Team incentive plans\_\_\_\_\_
10. \_\_\_\_\_ model is used as a framework in formulating the pay policy, objective and technology for the organisation globally.

### **MODULE-III**

1. \_\_\_\_\_ is the tendency to apply the same generalizations to all members of specific social groups
2. Performance management can be regarded as \_\_\_\_\_ system.
3. The number of days for sick leave varies from\_\_\_\_ to \_\_\_\_\_days in the private sector companies surveyed.
4. Contributory costs are shared between \_\_\_\_\_ and \_\_\_\_\_
5. Dearness allowances are\_\_\_\_\_

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**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: INTERNATIONAL FINANCIAL MANAGEMENT**

**Code: 8B407**

**Name of the faculty: Mr. Balanji Reddy Mora**

**Branch /Specialization: MBA/FINANCE**

<b>MODULE-I</b>			
<b>Q.No.</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1	Distinguish between International financial management and Traditional financial management	Analysing	1
<b>OR</b>			
2	List the challenges of International financial management	Analysing	1
3	Summarize the nature and scope of International Financial Management	Understanding	1
<b>OR</b>			
4	Explain the importance of International financial management in the globalization era..	Understanding	1
5	Analyse the concept of International financial system?	Analysing	1
<b>OR</b>			
6	List out various International business methods and discuss in detail	Analysing	1
7	Evaluate the theory of mercantilism. List out the limitations of the theory?	Evaluating	1
<b>OR</b>			
8	Compare the Theory of absolute cost advantage and theory of comparative cost advantage?	Evaluating	1
<b>MODULE-II</b>			
1	Appraise the accounting components of Balance of payments.	Evaluating	2
<b>OR</b>			
2	Evaluate the various factors affecting the international trade flows.	Evaluating	2
3	Analyse the concepts of International monetary system.	Analysing	2
<b>OR</b>			
4	List the agencies that facilitate International trade flows. Explain in detail.	Analysing	2

5	Appraise the concept of Economic and Monetary Union (EMU) and its functions.	Evaluating	2
<b>OR</b>			
6	Explain the concept of Bretton wood system in detail	Evaluating	2
7	Summarise the reasons for the failure of Gold standard System	Understanding	2
<b>OR</b>			
8	Elucidate Global financial Instruments and Institutions in Detail.	Understanding	2
<b>MODULE-III</b>			
1	Explain the Functions and structure of Foreign Exchange Market	Understanding	3
<b>OR</b>			
2	Outline the role of various participants of Foreign exchange market.	Understanding	3
3	Elaborate the various types of transactions and settlement dates of Forex market.	Creating	3
<b>OR</b>			
4	Discuss the concept of foreign exchange quotations with suitable examples.	Creating	3

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**BATCH 2018-2020**

**INTERNATIONAL FINANCIAL MANAGEMENT**

**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choices**

**MODULE -1**

1. Which of the following may be participants in the foreign exchange markets? [   ]
  - a) Bank and nonbank foreign exchange dealers
  - b) Central banks and treasuries
  - c) Speculators and arbitragers
  - d) All of the above
2. In the foreign exchange market, the \_\_\_\_\_ of one country is traded for the \_\_\_\_\_ of another country. [   ]
  - a) Currency; currency
  - b) Currency; financial instruments
  - c) Currency; goods
  - d) Goods; goods
3. By definition, currency appreciation occurs when [   ]
  - a) The value of all currencies falls relative to gold.
  - b) The value of all currencies rises relative to gold.
  - c) The value of one currency rises relative to another currency.
  - d) The value of one currency falls relative to another currency.
4. The commonly accepted goal of the MNC is to: [   ]
  - a) Maximize short-term earnings
  - b) Maximize shareholder wealth
  - c) Minimize risk
  - d) A and C
5. The goals of International Financial management \_\_\_\_\_ [   ]
  - a) Wealth maximization
  - b) Profit maximization
  - c) Both A & B
  - d) None of the above
6. \_\_\_\_\_ is the risk of not being able to disinvest at will due to countries suddenly changing their attitudes towards foreign investment [   ]
  - a) Country risk
  - b) Currency risk
  - c) Foreign exchange risk
  - d) None of the above
7. The theory of Absolute cost advantage was developed by \_\_\_\_\_ [   ]
  - a) David Ricardo
  - b) Adam Smith
  - c) Porter
  - d) Hecksher Ohlin

8. Which of the following acts as a basis of Comparative cost advantage theory [    ]
- a) Theory of Mercantilism
  - b) Theory of Absolute cost advantage
  - c) Theory of Comparative cost advantage
  - d) None of the above
9. Under \_\_\_\_\_, a company assigns the right to a patent or a trademark to another company for a fee or royalty. [    ]
- a) Franchising
  - b) Joint Venture
  - c) Management contracts
  - d) Licensing
10. \_\_\_\_\_ change in the \_\_\_\_\_ was/were considered as significant features of 1980's [    ]
- a) Integration
  - b) Liberalization
  - c) Deregulation
  - d) All the above

## MODULE -II

1. On the balance-of-payments statements, merchandise imports are classified in [    ]
- a) Current account
  - b) Capital account
  - c) Unilateral transfer account
  - d) Official settlements account
2. The U.S. balance of trade is determined by: [    ]
- a) Exchange rates
  - b) Growth of economies overseas
  - c) Relative prices in world markets
  - d) All of the above
3. All of the following are credit items in the balance of payments, *except*: [    ]
- a) Investment inflows.
  - b) Merchandise exports.
  - c) Payments for American services to foreigners.
  - d) Private gifts to foreign residents.
4. Which of the following is considered a capital *inflow*? [    ]
- a) A sale of U.S. financial assets to a foreign buyer
  - b) A loan from a U.S. bank to a foreign borrower
  - c) A purchase of foreign financial assets by a U.S. buyer
  - d) A U.S. citizen's repayment of a loan from a foreign bank
5. When *all* of the debit or credit items in the balance of payments are combined: [    ]
- a) Merchandise imports equal merchandise exports
  - b) Capital imports equal capital exports
  - c) Services exports equal services imports
  - d) The total surplus or deficit equals zero
6. A floating exchange rate [    ]
- a) is determined by the national governments involved
  - b) remains extremely stable over long periods of time
  - c) is determined by the actions of central banks
  - d) is allowed to vary according to market forces
7. Under a gold standard, [    ]
- a) a nation's currency can be traded for gold at a fixed rate
  - b) a nation's central bank or monetary authority has absolute control over its money supply
  - c) new discoveries of gold have no effect on money supply or prices

- d) None of the above
8. The current system of international finance is a [   ]
- a) gold standard
- b) fixed exchange rate system
- c) floating exchange rate system
- d) managed float exchange rate system
9. In 1944 international accord is recognized as [   ]
- a) Breton Wood Agreement
- b) Exchange Agreement
- c) International Trade
- d) Fisher effect
10. The Purchasing Power Parity should hold: [   ]
- a) Under a fixed exchange rate regime
- b) Under a flexible exchange rate regime
- c) Under a dirty exchange rate regime
- d) None of the above

### MODULE –III

1. A firm that buys foreign exchange in order to take advantage of higher foreign interest rates is [   ]
- a) Speculating.
- b) Engaging in interest rate arbitrage.
- c) Responding to fluctuations in the business cycle.
- d) Ignoring the nominal rate of exchange.
2. When an individual or firm in a particular country requests that a bank sell foreign exchange, the bank will probably [   ]
- a) Call a foreign bank and arrange a purchase.
- b) Call the central bank and arrange a purchase.
- c) Call another bank customer with foreign exchange holdings.
- d) Call another domestic bank and arrange a purchase.
3. In order to protect against foreign exchange risk, firms can use [   ]
- a) The spot market for foreign exchange.
- b) Interest rate arbitrage.
- c) The forward market for foreign exchange.
- d) The J-curve.
4. Covered interest arbitrage involves both [   ]
- a) The purchase of a foreign asset and a forward contract in the market for foreign exchange.
- b) The purchase of a domestic asset and a spot contract in the market for foreign exchange.
- c) The sale of a foreign asset and the purchase of a forward contract in the market for foreign exchange.
- d) None of the above
5. Under a fixed exchange standard, if the domestic demand for foreign exchange increase [   ]
- a) The central monetary authority must meet the demand out of its reserves.
- b) The central monetary authority must increase the supply of domestic money.
- c) The fixed exchange standard will breakdown.
- d) Inflation will increase.

### B) Fill in the Blanks

### MODULE-I

1. The basic functions of International financial management are \_\_\_\_\_ and \_\_\_\_\_
2. Transnational corporations have many companies across the globe but do not have a

- \_\_\_\_\_ system.
3. \_\_\_\_\_ risk denotes the risk of the value of an investment denominated in some other country's currency, coming down in terms of the domestic currency.
  4. The theory which acts as the basis for economic thought and is the oldest theory of international trade is \_\_\_\_\_
  5. Theory of Absolute cost advantage is based on the principle of \_\_\_\_\_
  6. The \_\_\_\_\_ acts as the basis of the comparative cost advantage theory and includes the opportunity cost concept.
  7. The product life cycle theory was developed by \_\_\_\_\_
  8. Licensing obligates a firm to provide \_\_\_\_\_, while franchising obligates a firm to provide \_\_\_\_\_.
  9. The \_\_\_\_\_ stage in the product life cycle theory experiences a decline in the exports due to an increase in the world wide production.
  10. \_\_\_\_\_ is an example of direct foreign investment.

## MODULE-II

1. A balance of payment deficit/surplus means an imbalance in the \_\_\_\_\_ transactions.
2. All the transactions appearing under the heads "official reserves" are referred to as \_\_\_\_\_ transactions.
3. The \_\_\_\_\_ exchange rate system has the responsibility to see that balance of payment balance has become zero.
4. The process of controlling money supply in the market by central bank whenever it is excess is known as \_\_\_\_\_
5. The purchasing power parity was propounded by \_\_\_\_\_
6. \_\_\_\_\_ refers to a system where rate is fluctuated according to reverse face or central value automatically.
7. The collapse of Bretton Woods system was followed by \_\_\_\_\_ regime which was approved in January 1976.
8. The \_\_\_\_\_ was established to ensure proper working of the international monetary system.
9. Remittances, gifts, pension, donations and grants are examples of \_\_\_\_\_
10. The European Monetary system(EMS)began operating in the year \_\_\_\_\_

## MODULE-III

1. The \_\_\_\_\_ is a market by which participants involved in transferring purchasing power between countries.
2. \_\_\_\_\_ market refers to the transactions that are to be settled on a future date as specified in the contract.
3. \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ are considered as dealings in foreign exchange market.
4. The process of making profits from the fluctuations in exchange rates in different markets on a specified time period is known as \_\_\_\_\_
5. \_\_\_\_\_ refers to the date on which delivery of traded currency takes place.

Signature of the Faculty

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**MALLA REDDY ENGINEERING COLLEGE**  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: International Human Resource Management**

**Code: 8B408**

**Name of the faculty: Dr.K.Anil kumar**

**Branch: MBA**

**Instructions:**

**1. All the questions carry equal marks**

**2. Solve all the questions**

<b>MODULE-I</b>			
<b>Q.No</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1.	Explain the importance of International human resource management.	Evaluating	1
<b>OR</b>			
2.	List out the main similarities and differences between domestic and international HRM?	Evaluating	1
3.	Classify the different changes and challenges in the Global Labour market.	Analyzing	1
<b>OR</b>			
4.	Critically examine the assumptions and findings of Hofstede's Cross Cultural Study.	Analyzing	1
5	Write a short note on Technological advancement.	Understanding	11
<b>OR</b>			
6	Explain the Offshore sourcing.	Understanding	1
7	Explain the Major models of National culture.	Understanding	1
<b>OR</b>			
8	Illustrate the global workforce management challenges.	Understanding	1
<b>MODULE-II</b>			
1.	Discuss any two aspects of cultural differences and their impact on HRM practices.	Creating	2
<b>OR</b>			
2.	Elaborate the features of knowledge transfer.	Creating	2
3.	Explain some of the challenges faced in training expatriate managers	Understanding	2
<b>OR</b>			

4.	Illustrate the Competitive strategy of Multinational corporations.	Understanding	2
5.	Explain the key role of International HRM in success of MNC	Evaluating	2
<b>OR</b>			
6.	Evaluate the role of culture in strategic decision making.	Evaluating	2
7.	List the challenges that HR professionals encounter in retaining, developing and retrenching staff both in the parent country as well as in the host country?	Analyzing	2
<b>OR</b>			
8.	Analyze different Paradigm shift in IHRM.	Analyzing	2
<b>MODULE-III</b>			
1.	Explain the Global human resource planning	Understanding	3
<b>OR</b>			
2.	Explain the key factors of job design for meeting International Market demand	Understanding	3
3.	List the emerging issues in IHRM	Analyzing	3
<b>OR</b>			
4.	Analyze different barriers that affects while selecting female expatriates.	Analyzing	3

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**MALLA REDDY ENGINEERING COLLEGE**  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**MBA IV SEMESTER (MR 18)–I Mid Examinations Question bank**

**Name of the subject : International Human Resource Management**

**Semester (Regulation) : II/I MR 18**

**Name of the Faculty :Dr. K. Anil kumar**

.....

**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choices**

**MODULE-I**

1. Which of the following correctly represents the four phases of repatriation process in sequential order? [    ]
  - a) Preparation, Physical relocation, Transition, Re-adjustment
  - b) Re-adjustment, Physical relocation, Transition, Preparation
  - c) Physical relocation, Preparation, Transition, Re-adjustment
  - d) none of the above.
2. Which of the following is a type of expatriate compensation system? [    ]
  - a) Balance sheet or Home–net-system.
  - b) Local Market Rate
  - c) Hybrid.
  - d) All the above.
3. Which of the following is not a type of approach in building Multinational/International organisation? [    ]
  - a) Ethnocentric.
  - b) Polycentric.
  - c) Heliocentric.
  - d) Regiocentric.
4. Which of the following does not refer to the roles and responsibilities of an expatriate? [    ]
  - a) An agent of direct control.
  - b) An agent of socialization.
  - c) A social reformer.
  - d) A network builder
5. Which of the following is not a category of employee of an international firm? [    ]
  - a) Host-country nationals.
  - b) Parent- country nationals.
  - c) Guest – country nationals
  - d)Third –country nationals.
6. The country where the headquarters of a multinational company is located is known as [    ]
  - a) host country
  - b) home country

- c) third country
  - d) None of the above
7. When the firms choose a strategy of recruiting the most suitable persons for the positions available in the firm, irrespective of their nationalities, it is called [ ]
- a) polycentric approach
  - b) geocentric approach
  - c) ethnocentric approach
  - d) none of the above
8. Which of the following factors is not related directly to the success of expatriate assignments? [ ]
- a) the personality of expatriate employees
  - b) the intentions of expatriate employees
  - c) the incapability of the spouse to adjust to the new situation
  - d) the nature of products produced by the company
9. Classification of international employees include [ ]
- a) expatriates
  - b) host country nationals
  - c) third country nationals
  - d) all of the above
10. Global assignments in which employees are sent for strategic jobs having intercultural understanding are classified as [ ]
- a) Development assignments
  - b) Non development assignments
  - c) Strategic assignments
  - d) Managerial assignments

## MODULE-II

1. If employee is citizen of India, working in U.S and employed by company whose headquarters are in Japan then employee is classified as [ ]
- a) third country nationals
  - b) third world employees
  - c) expatriates
  - d) host country nationals
2. Factors that affect global human resource management are [ ]
- a) economic factors
  - b) societal factors
  - c) cultural factors
  - d) all of the above
3. Kind of organization which have integrated worldwide corporate units in different countries is classified as [ ]
- a) alliance enterprise
  - b) global enterprise
  - c) interdependence enterprise
  - d) multinational enterprise



4. Process of sending and preparing global employees for any of foreign assignments is classified as [ ]
- a) distant assignments
  - b) expatriation
  - c) repatriation
  - d) foreign advancement
5. Compensation plan which is used to protect expatriate employees from any negative consequence of tax is classified as [ ]
- a) cash flow equalization plan
  - b) tax equalization plan
  - c) balance equalization plan
  - d) income equalization plan
6. In global assignments, if individuals are sent to perform some limited tasks and then return to their home country then this assignment is called [ ]
- a) functional assignments
  - b) technical assignments
  - c) development assignments
  - d) transnational assignments
7. Organizations that do not adopt a strategic HRM approach and a global vision [ ]
- a) develop effective two-way communication
  - b) are virtually guaranteed to fail
  - c) find it easier to implement traditional HRM activities
  - d) have much more flexibility in responding to environmental changes
8. Dimension of culture which defines extent of people how they act as individuals instead of representing as groups is classified as [ ]
- a) orientation distance
  - b) power distance
  - c) individualism
  - d) certainty avoidance
9. All societal forces that affect values, actions and beliefs of different groups of people are altogether called [ ]
- a) expatriation
  - b) repatriation
  - c) culture
  - d) economy
10. What does "TCN" stand for? [ ]
- a) host country national
  - b) expatriates
  - c) home country national
  - d) Third country national

### **MODULE-III**

1. Non-citizen employees of a country in which they are working is classified as [ ]
- a) expatriates
  - b) subordinates
  - c) coordinates

- d) none of above
- 2. Specific procedure according to which 'employees of company has legal rights to take part in policy designing' is classified as [   ]
  - a) sub-determination
  - b) sub-ordination
  - c) co-ordination
  - d) codetermination
- 3. Employees abroad supply services or having outside vendors that company's own employees previously did in-house is known as [   ]
  - a) outsourcing
  - b) off shoring
  - c) alternative staffing
  - d) none of above
- 4. A personnel plan requires forecast of [   ]
  - a) personnel needs
  - b) supply of inside candidates
  - c) supply of outside candidates
  - d) all of above
- 5. Means by the organization used to manage the demand and supply of human capital are called [   ]
  - a) demand management strategy
  - b) supply management strategy
  - c) human resource strategies
  - d) all of the above

**B) Fill in the Blanks**

**MODULE-I**

1. A major difference between International HRM and Domestic HRM is \_\_\_\_\_
2. HRM as practiced by multinational organizations is called \_\_\_\_\_
3. Cultures where non-verbal communications and indirect language are used to transfer meaning are described as \_\_\_\_\_
4. When an organization enters the international training and development area, the a HR manager needs to \_\_\_\_\_
5. Bureaucratic reward systems that emphasize fixed pay are preferred in \_\_\_\_\_
6. When building employees working near a Chinese restaurant were paid and allowance because the cooking aromas made them hungry it was called \_\_\_\_\_
7. A situation where an employee is guaranteed a job for their entire working life is a known as \_\_\_\_\_
8. The activity an organization carries out to utilize its \_\_\_\_\_ effectively is referred to human resource management.
9. A(an) \_\_\_\_\_ manager is citizen of one country who is working abroad in one of his/her firm's subsidiaries.
10. \_\_\_\_\_ is concerned with selection of employee for particular jobs

## **MODULE-II**

1. Resources and capabilities that serve as a source of competitive advantage for a firm over its rivals are called \_\_\_\_\_.
2. The main role of International HRM is\_\_\_\_\_
3. Knowledge transfer means\_\_\_\_\_.
4. Paradigm shift of IHRM is\_\_\_\_\_.
5. \_\_\_\_\_ is the key feature of strategic control.
6. \_\_\_\_\_ are some strategies to face international competition.
7. Contingency model means \_\_\_\_\_.
8. \_\_\_\_\_are the main barriers in IHRM.
9. \_\_\_\_\_are the problems in cross cultural communication.
10. \_\_\_\_\_ are the advantages in strategic control.

## **MODULE-III**

1. \_\_\_\_\_ Obstacles faced by GHRM manager.
2. \_\_\_\_\_ means external environment scanning
3. \_\_\_\_\_are the important factors in job design the manager should remember while in IHRM.
4. \_\_\_\_\_are the global strategies of GHRP
5. \_\_\_\_\_are the examples of some countries which supplies more labor.

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**MALLA REDDY ENGINEERING COLLEGE**  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: Project Management**

**Code: 8B401**

**Name of the faculty: P.Rajitha**

**Branch: MBA**

**Instructions:**

**1. All the questions carry equal marks**

**2. Solve all the questions**

<b>MODULE-I</b>			
<b>Q.No</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1.	Describe the life cycle stages in project management.	Evaluating	1
<b>OR</b>			
2.	Explain creating a culture for project management	Evaluating	1
3.	List out objectives and importance of project management.	Understanding	1
<b>OR</b>			
4.	Explain about project management research in brief.	Understanding	1
5	Write a short note on organisation culture.	Understanding	1
<b>OR</b>			
6	List out different forms of organisation structures.	Understanding	1
7	Explain about stake holder management	Understanding	1
<b>OR</b>			
8	Explain about organisation culture	Understanding	1
<b>MODULE-II</b>			
1.	Describe the concept of work break down structure in project planning.	Analyzing	2
<b>OR</b>			
2.	How the projects are planned, monitored and controlled in cycle process?	Analyzing	2
3.	Explain setting up a monitoring and controlling of a project	Understanding	2
<b>OR</b>			
4.	Explain the concept of Planning Process	Understanding	2
5.	Write short notes on Financial module.	Understanding	2

<b>OR</b>			
6	How to get approval and compiling a project charter.	Understanding	2
7.	Explain approaches to project screening.	Understanding	2
<b>OR</b>			
8	Describe Work Breakdown structure with suitable figures.	Understanding	2
<b>MODULE-III</b>			
1.	Explain the method of project evaluation and how a project is audited.	Understanding	3
<b>OR</b>			
2.	Write short notes on initiating the project.	Understanding	3
3.	Illustrate project execution.	Evaluating	3
<b>OR</b>			
4.	List out reporting project objectives.	Evaluating	3

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**MALLA REDDY ENGINEERING COLLEGE**  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**MBA IV SEMESTER (MR-18)–I MID -QUESTION BANK**  
**BATCH 2018-2020**  
**PROJECT MANAGEMENT**

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**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choice**

**MODULE-I**

1. A \_\_\_\_ is a set of activities which are networked in an order and aimed towards achieving the goals of a project. [ ]
  - a) Project
  - b) Process
  - c) Project management
  - d) Project cycle
  
2. Resources refers to [ ]
  - a) Manpower
  - b) Machinery
  - c) Materials
  - d) All of the above
  
3. Developing a technology is an example of [ ]
  - a) Process
  - b) Project
  - c) Scope
  - d) All of the above
  
4. The project life cycle consists of [ ]
  - a) Understanding the scope of the project
  - b) Objectives of the project
  - c) Formulation and planning various activities
  - d) All of the above
  
5. Following is(are) the responsibility(ies) of the project manager. [ ]
  - a) Budgeting and cost control
  - b) Allocating resources

- c) Tracking project expenditure
  - d) All of the above
6. Following are the phases of Project Management Life Cycle. Arrange them in correct order [ ]
1. Design, 2. Marketing, 3. Analysis and evaluation, 4. Inspection, testing and delivery
- a) 3-2-1-4
  - b) 1-2-3-4
  - c) 2-3-1-4
  - d) 4-3-2-1
7. Design phase consist of [ ]
- a) Input received
  - b) Output received
  - c) Both (A) and (B)
  - d) None of the above
8. Project performance consists of [ ]
- a) Time
  - b) Cost
  - c) Quality
  - d) All of the above
9. Five dimensions that must be managed on a project [ ]
- a) Constraint, Quality, Cost, Schedule, Staff
  - b) Features, Quality, Cost, Schedule, Staff
  - c) Features, priority, Cost, Schedule, Staff
  - d) Features, Quality, Cost, Schedule, customer
10. Resource requirement in project becomes constant while the project is in its \_\_\_\_\_ progress stage. [ ]
- a) 40 to 55%
  - b) 55 to 70%
  - c) 70 to 80%
  - d) 80 to 95%

## MODULE-II

1. Causes for change in projects are basically of [ ]
- a) 2 types
  - b) 3 types
  - c) 4 types
  - d) 6 types
2. Problem of changing scope or performance, expected of a project is a major [ ]
- a) Drawback



- b) Issue
  - c) Downfall
  - d) Success
3. Despite of how carefully a project is planned, it is almost certain to be changed before[   ]
- a) Execution
  - b) Planning
  - c) Completion
  - d) Assigning resources
4. Cause of change that cannot be managed by PM is [   ]
- a) Technological Uncertainty
  - b) Innovation
  - c) Change in environment
  - d) Increased client knowledge
5. Which of the following is not a feature of a project? [   ]
- a) Constrained by limited resources
  - b) Planned , executed and controlled
  - c) Creates unique product or service
  - d) May be ongoing and repetitive
6. What does a Work Breakdown Structure (WBS) “break down?” [   ]
- a) Project deliverables are broken down into tasks and activities.
  - b) Project costs are broken down into the departments where they are charged.
  - c) The structural elements of the project facility and equipment are broken down for inventory and tracking purposes.
  - d) Don’t know
7. Why would a project manager choose to change a Work Breakdown Structure (WBS) from the standard template provided within the project management methodology? [   ]
- a) The project manager would change the WBS to facilitate the use of new project management software.
  - b) The project manager wants to organize the WBS based upon the approach that he or she will be using to manage and track the work of the project.
  - c) The project manager should not alter the WBS structure.
  - d) Don’t know
8. In the initial stage of the project the probability of completing the project is \_\_\_\_ . [   ]
- a) Zero
  - b) High
  - c) Low
  - d) Any of the above
9. Following are the characteristics of Project Mindset. [   ]
- a) Time, Responsiveness, Information sharing, Processes, structured planning
  - b) Time, Project management, Information sharing, Processes, structured planning
  - c) Time, Responsiveness, Information sharing, capability, structured planning
  - d) Time, Responsiveness, Information sharing, Processes, project planning
10. Which one of the following is captured in the Work Breakdown Structure (WBS)? [   ]
- a) The life cycle phases.
  - b) The logical order of tasks.
  - c) The scope of the project.
  - d) Project costs.

## MODULE-III

1. Who owns the Project Management Plan (PMP)? [   ]
  - a) The project team.
  - b) The chief executive.
  - c) The project manager.
  - d) The project support office
2. The justification for the investment to be made in a project is documented in the: [   ]
  - a) Cost Breakdown Structure.
  - b) Procurement strategy.
  - c) Business case.
  - d) Project Management Plan
3. Processes that provide the project team with insight into the health of the project and identifies any area requiring additional attention are performed in \_\_\_\_\_[   ]
  - a) Planning
  - b) Initiating
  - c) Executing
  - d) Monitoring and Controlling
4. How does a programme differ from a project? [   ]
  - a) Projects are temporary
  - b) Projects have an organization structure
  - c) Programmes deliver outputs
  - d) The lifespan of a programme tends to cover realization of benefit
5. Which characteristic distinguishes a project from regular business operations? [   ]
  - a) Produces benefits
  - b) Carries more risk
  - c) Delivers products
  - d) Incurs cost

## B. Fill In The Blanks

### MODULE-I

1. The goals of the project are sometimes called\_\_\_\_\_.
2. Projects are \_\_\_\_\_focused.customer
3. The stages in a project's development are known as\_\_\_\_\_.
4. The triple constraint of project success is\_\_\_\_\_.
5. Project selection involves\_\_\_\_\_potential projects, and then deciding which of these should move forward to be \_\_\_\_\_ .
6. The initiating phase of the project life cycle starts with the recognition of a \_\_\_\_\_.
7. \_\_\_\_\_phase consist of inputs received and output produced.
8. Good \_\_\_\_\_ management is critical to providing stakeholder satisfaction.
9. project initiation starts with identifying potential projects, using realistic methods to select which projects to work on, and then formalizing their initiation by issuing some sort of \_\_\_\_\_.
10. The process of scoping, planning, staffing, organizing, and controlling the development of an acceptable system at a minimum cost within a specified time frame is\_\_\_\_\_.

## MODULE-II

1. A project manager usually organizes the project work into several work packages using a(n) \_\_\_\_\_.
2. Creating the \_\_\_\_\_ involves subdividing the major project deliverables into smaller, more manageable components.
3. PMI uses the term " \_\_\_\_\_ " to describe each level of work in the WBS.
4. Top management and \_\_\_\_\_ can have the greatest impact on the quality of projects by doing a good job of quality assurance.
5. project \_\_\_\_\_ is an uncertainty that can have a negative or positive effect on meeting project objectives.
6. A \_\_\_\_\_ is a temporary endeavor undertaken to create a unique product, service, or result.
7. \_\_\_\_\_ is the application of knowledge, skills, tools and techniques to project activities to meet project requirements.
8. Some projects have a senior manager called a \_\_\_\_\_ who acts as a key proponent for a project.
9. \_\_\_\_\_ percentage of the world's gross domestic product is spent on projects?
10. A project involves \_\_\_\_\_.

## MODULE-III

1. \_\_\_\_\_ documents is the most important to the project manager.
2. Project team becomes aware of a recent innovation that allows \_\_\_\_\_.
3. Conflicting interests of firm and subcontractors lead both parties to work in an atmosphere of mutual \_\_\_\_\_.
4. A narrative description of the work to be performed as part of a project is \_\_\_\_\_.
5. In the \_\_\_\_\_ stage of PLC a major portion of the physical work performed.

**Signature of the Faculty**

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**MALLA REDDY ENGINEERING COLLEGE  
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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION  
MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: RETAILING MANAGEMENT**

**Code: 8B406**

**Name of the faculty: Mrs. P.Buela Prasanna Kumari**

**Branch /Specialization: MBA/MARKETING**

<b>MODULE-I</b>			
<b>Q.No</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1.	Explain briefly about the Retail industry in India.	Evaluating	1
<b>OR</b>			
2.	Determine the factors affecting retailing in India.	Evaluating	1
3.	Discuss about the various functions of Retailing.	Creating	1
<b>OR</b>			
4.	Elaborate the Recent trends in retail formats	Creating	1
5	Evaluate in detail about retail strategy and what are the elements of Retail strategy.	Evaluating	1
<b>OR</b>			
6	Explain about rural marketing. list out the opportunities and challenges of rural marketing	Evaluating	1
7	Outline the geographical spread of Indian retail marketing	Understanding	1
<b>OR</b>			
8	Explain the concept of FDI in retailing.	Understanding	1
<b>MODULE-II</b>			
1.	List out the major factors influencing the buying behaviour of consumers.	Analysing	2
<b>OR</b>			
2.	Analyse the importance of the steps involved in buying process of consumer	Analysing	2
3.	Explain in detail about the customer life cycle in retail management.	Understanding	2
<b>OR</b>			

4.	Outline the different pricing strategies adopted by retailers.	Understanding	2
5.	Critically evaluate the role of technology in ensuring the success of CRM	Evaluating	2
<b>OR</b>			
6.	Explain a detail the psychological profile of an Indian shoppers	Evaluating	2
7.	Evaluate the lifestyles of Indian shoppers	Evaluating	2
<b>OR</b>			
8.	Explain in brief the shopping patterns in India	Evaluating	2
<b>MODULE-III</b>			
1.	Discuss on classification of retail Formats based on ownership and other retail formats	Creating	3
<b>OR</b>			
2.	Elaborate on value based model of store format.	Creating	3
3.	Outline the importance attribute based model of store format	Understanding	3
<b>OR</b>			
4.	Explain the differences between store based and Non store based format	Understanding	3

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**MBA IV SEMESTER (MR-18) –I MID-QUESTION BANK**  
**BATCH 2018-2020**  
**RETAILING MANAGEMENT**

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**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choices**

**MODULE-I**

1. Maintenance and business advisory services are included in [ ]
  - a. Business services
  - b. Industry capital items
  - c. Business supplies
  - d. Accessory equipment
2. If the lawn mower is bought for house backyard, the lawn mower is classified as [ ]
  - a. Consumer products
  - b. Augmented products
  - c. Industrial products
  - d. Specialty products
3. Products purchased for further processing by business owners are best classified as [ ]
  - a. Consumer products
  - b. Augmented products
  - c. Industrial products
  - d. Core customer value
4. After-sale services are part of [ ]
  - a. Segmented products
  - b. Augmented products
  - c. Less convenient products
  - d. Convenient tangible products
5. Portable factory equipment such as lift trucks is an example of [ ]
  - a. Industrial accessory equipment
  - b. Fixed equipment
  - c. Industrial office equipment
  - d. Installation
6. Reduction in prices made on larger purchases is classified as [ ]
  - a. Bargained reduction
  - b. Allowance
  - c. Discount
  - d. Price segment
7. Type of reduction made from list price is classified as [ ]
  - a. Bargained reduction
  - b. Allowance
  - c. Discount
  - d. Price segment
8. Pricing technique which considers pricing for customers living in different locations around world is classified as [ ]
  - a. cyclical pricing
  - b. promotional pricing
  - c. Short term pricing
  - d. Geographical pricing
9. According to 'real-win-worth doing' proposition, analysis of checking profit potential for new product is part of [ ]
  - a. Real
  - c. Win

- b. Worth doing
- d. Less worthy
- 10. In PLC stages, stage in which sales and profits declines is called [ ]
  - a. Decline stage
  - c. Less improved stage
  - b. Product maturity stage
  - d. Non-innovative stage

## MODULE-II

- 1. Two broad strategies for new products are [ ]
  - a. Market skimming pricing
  - c. Market penetration pricing
  - b. Product line pricing
  - d. Both a and b
- 2. Kind of allowances that are made to reward dealers for participating in support programs and other advertising campaigns are called [ ]
  - a. Optional product allowances
  - c. Seasonal allowances
  - b. Functional allowances
  - d. Promotional allowances
- 3. To take consistent decisions about store decor, product assortment, media, price and service levels and advertising messages, the marketer needs to [ ]
  - a. Define the target market
  - c. Profile the target market
  - b. Both a and b
  - d. None of the above
- 4. Product assortment breadth focuses on [ ]
  - a. Number of categories per product lines
  - b. Items and variants in each category per product line
  - c. Both a & b
  - d. None of the above
- 5. Product assortment depth focus on [ ]
  - a. Number of categories per product lines
  - b. Items and variants in each category per product line
  - c. Both a & b
  - d. None of the above
- 6. As per a study of economics of selling and buying individual products, it is found that a third of their square footage is occupied with the products that don't result in an economic value for retailer. [ ]
  - a. True
  - c. False
  - b. Can't say
  - d. None of the above
- 7. Direct profit profitability is related to [ ]
  - a. Measuring a product's handling costs
  - b. Measuring a product's sales cost
  - c. Measuring a product's manufacturing costs
  - d. None of the above
- 8. Prices must be decided in relation to [ ]
  - a. The product
  - b. The service assortment mix
  - c. The target market and competition
  - d. All of the above
- 9. Fine specialty stores falls into [ ]
  - a. High-mark up, lower volume group
  - b. Low-mark up, higher volume group

- c. High-mark up, higher volume group
  - d. None of the above
10. Discount stores and mass merchandisers falls into [ ]
- a. High-mark up, lower volume group
  - b. Low-mark up, higher volume group
  - c. High-mark up, higher volume group
  - d. None of the above

### MODULE-III

1. Retailers can evaluate a particular store's sales effectiveness by looking at [ ]
- a. A number of passing on an average day
  - b. Percentage who buy and average amount per sale
  - c. Percentage who enter the store
  - d. All of the above
2. A private-label brand is also known as [ ]
- a. A reseller brand
  - b. A distributor brand
  - c. A store brand
  - d. All of the above
3. A private-label brand is developed by [ ]
- a. Wholesalers
  - b. Both a and b
  - c. Retailers
  - d. None of the above
4. Generics are [ ]
- a. Unbranded versions of common products
  - b. Plainly packaged versions of common products
  - c. Less expensive versions of common products
  - d. All of above are true
5. Slotting fee is related to the costs associated with [ ]
- a. When distributors piles the stock
  - b. When supermarkets accept a new brand
  - c. When manufacturers markets the products
  - d. All of the above

### B) Fill In The Blanks

#### MODULE-I

1. \_\_\_\_\_ Distribution is restricted to only a portion or percentage of available outlet in each geographical area.
2. EDI stands for \_\_\_\_\_
3. Retail outlets convert them \_\_\_\_\_ into \_\_\_\_\_
4. Through \_\_\_\_\_ a retailer sells and delivers merchandise and services to its customers
5. Each item of merchandise offered by a retailer is referred to as \_\_\_\_\_
6. According to \_\_\_\_\_ evolution, internationalization is the reaction of limited opportunities in the domestic market or the result of saturation of the domestic markets.



7. \_\_\_\_\_ retailers always look for socio-economic factors for entering the new markets.
8. \_\_\_\_\_ represents the family owned grocers.
9. \_\_\_\_\_ are used to divide the stores into various divisions and department
10. \_\_\_\_\_ deals with the type of the product, price analysis

## MODULE-II

1. The strategy used to attract the shoppers towards a specific store is called as \_\_\_\_\_
2. \_\_\_\_\_ refers to the business of buying goods in large quantities from a manufacturers or wholesalers and then selling them to consumers.
3. IKEA is an example of \_\_\_\_\_ type of retailers on Indian Retailing.
4. Apna Bazaar and Kendriya Bandar are few examples of \_\_\_\_\_
5. \_\_\_\_\_ refers to the group of customers whose needs are fulfilled by the same retail mix as they have same needs.
6. \_\_\_\_\_ refers to a process of personally contacting prospective buyers of a product.
7. EDIP stands for \_\_\_\_\_
8. relationship marketing mainly deals with building strong \_\_\_\_\_
9. the most suitable form of layout for super markets and hyper markets is \_\_\_\_\_
10. a technique in which huge quantities of merchandise are displayed together is called as \_\_\_\_\_

## MODULE-III

1. The method of organizing the product or goods in a retail store is referred to as \_\_\_\_\_
2. The front appearance of the store is referred at as \_\_\_\_\_
3. \_\_\_\_\_ refers to the place at which a group of customers who are having same or similar needs interact with a group of retailers.
4. \_\_\_\_\_ refers to a taking over a retail company which is already established in the market.
5. The retail format in which the retailing is carried out through internet is \_\_\_\_\_

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**MALLA REDDY ENGINEERING COLLEGE**  
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**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**  
**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: Strategic Investment and Financing Decisions**

**Code: 8B403**

**Name of the faculty: K.Neeraja**

**Branch: MBA**

**Instructions:**

**1. All the questions carry equal marks**

**2. Solve all the questions**

MODULE-I																														
Q.No.	Question				Bloom's Taxonomy Level	CO																								
1.	Explain the process of investment decisions				Understanding	1																								
OR																														
2.	Explain the process of Monte Carlo simulation and the generation of random numbers?				Understanding	1																								
3.	There are two projects X and Y each involves an investment of Rs.40,000. The expected cash inflow and certainty co-efficient are as follows: <table border="1"><thead><tr><th rowspan="2">Ye ar</th><th colspan="2">Project X</th><th colspan="2">Project Y</th></tr><tr><th>Cash inflow</th><th>Certain ty</th><th>Cash inflow</th><th>Certainty</th></tr></thead><tbody><tr><td>1</td><td>25,000</td><td>0.8</td><td>20,000</td><td>0.9</td></tr><tr><td>2</td><td>20,000</td><td>0.7</td><td>30,000</td><td>0.8</td></tr><tr><td>3</td><td>20,000</td><td>0.9</td><td>20,000</td><td>0.7</td></tr></tbody></table> Risk free rate is 10% suggest which of the two projects should be accepted.				Ye ar	Project X		Project Y		Cash inflow	Certain ty	Cash inflow	Certainty	1	25,000	0.8	20,000	0.9	2	20,000	0.7	30,000	0.8	3	20,000	0.9	20,000	0.7	Evaluating	1
Ye ar	Project X		Project Y																											
	Cash inflow	Certain ty	Cash inflow	Certainty																										
1	25,000	0.8	20,000	0.9																										
2	20,000	0.7	30,000	0.8																										
3	20,000	0.9	20,000	0.7																										
OR																														
4.	Explain Investment Decisions under capital constraints.				Evaluating	1																								
5	Compare risk and uncertainty. How are they different from each other?				Analyzing	1																								
OR																														
6	List out the various sources of risk.				Analyzing	1																								
7	Explain the concept of Risk adjusted rate of return method?				Understanding	1																								
OR																														
8	Explain about EVPI and EMV.				Understanding	1																								
MODULE-II																														

1.	<p>Proposal Z requires an initial capital outlay of Rs 2, 00,000 with no salvage value, and will be depreciated on a straight line basis for tax purposes. The earnings before depreciation and taxes (EBDT) during 5 yrs life are.</p> <table><tr><td>Year</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr><tr><td>EBDT</td><td>65,000</td><td>75,000</td><td>82,000</td><td>60,000</td><td>52,000</td></tr></table> <p>The corporate tax rate is 35% and the company evaluates its capital budgeting projects at 12% cost of capital. Advise the company whether the project should be accepted.</p> <p>a. When there is no inflation                      b. There is an inflation of 13%.</p>	Year	1	2	3	4	5	EBDT	65,000	75,000	82,000	60,000	52,000	Evaluating	2
Year	1	2	3	4	5										
EBDT	65,000	75,000	82,000	60,000	52,000										
OR															
2.	Equipment A has a cost of Rs. 75,000 and net cash flow of Rs. 20,000 per year for five years. A substitute equipment B would cost Rs. 50,000 and generate net cash flow of Rs. 14,000 per year for five years. The cost of capital is 10%. Calculate the IRR for the investment on equipment and suggest that which should be accepted.	Evaluating	2												
3.	Explain adjusted NPV and its impact of inflation on capital budgeting decisions.	Understanding	2												
OR															
4.	State the various types of Disinvestments in a business.	Understanding	2												
5.	Evaluate the Payback period as an Investment Criterion.	Understanding	2												
OR															
6	Elucidate the concept of IRR in detail.	Understanding	2												
7.	Explain the Simple and Mixed investments	Understanding	2												
OR															
8	Explain the Lorie Savage Paradox	Understanding	2												
MODULE-III															
1.	Explain Pay back and Bail- out pay back in detail.	Understanding	3												
OR															
2.	Write short notes on a) Equivalent annual Cost.    b)Terminal Value	Understanding	3												
3.	Analyze the appraisal techniques of capital budgeting	Analyzing	3												
OR															
4.	Examine about profitability Index method.	Analyzing	3												

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**MBA IV SEMESTER (MR-18) –I MID-QUESTION BANK**  
**BATCH 2018-2020**  
**STRATEGIC INVESTMENT AND FINANCING DECISIONS**

.....

**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choices**

**MODULE-I**

- 1) Risk management is responsibility of the [    ]  
a) Customer   b) Investor      c) Project team      d) Developers
- 2) What are the ways to deal with risk [    ]  
a) Mitigate    b) Contingency      c) Transfer      d) All the above.
- 3) Two alternative expected returns are compared with help of [    ]  
a) Co-efficient of variation  
b) Co-efficient of deviation  
c) Co-efficient of standard  
d) Co-efficient of return.
- 4) An analysis of decision making of investors and managers is classified as [    ]  
a) Riskier finance  
b) Behavioral finance  
c) Premium finance  
d) Buying finance.
- 5) An expected rate of return is denoted by [    ]  
a)  $\bar{e}$               b)  $\bar{r}$               c)  $\hat{r}$               d)  $\hat{e}$ .
- 6) Risk, as distinct from uncertainty considers [    ]  
a) A qualitative approach  
b) A maxim in approach  
c) A maxim ax approach  
d) A quantitative approach
- 7) Which of the following is not a source of financial risk [    ]  
a) Exchange rate  
b) Interest rate  
c) Marketing mix  
d) Credit terms.
- 8) Interest rate risk is not faced by [    ]  
a) Debenture holders  
b) Lenders  
c) Borrowers  
d) Ordinary share holders.
- 9) Exchange rate risk does not include [    ]  
a) Translation risk

- b) Economic risk
  - c) Transposition risk
  - d) Transaction risk
- 10) Example of financial derivatives does not include [   ]
- a) Swaps      b) Futures      c) Options      d) Loans.

## MODULE-II

1. Which of the following funds invests solely in debt securities of very short maturities [   ]
- a) Open-end fund
  - b) Money market fund
  - c) Bond fund
  - d) Investment fund.
2. Which of the following is not a benefit of investing in mutual funds? [   ]
- a) Transaction cost
  - b) Diversification
  - c) Increasing an economies capital supply
  - d) Professional management.
3. A major explanation that is offered for closed-end funds trading at a discount is [   ]
- a) Superior performance
  - b) Unrealized capital appreciation
  - c) Low turnover
  - d) Low management fees.
4. In IRR'S discount rate which forces net present value to become zero is classified as [   ]
- a) Positive rate of return
  - b) Negative rate of return
  - c) External rate of return
  - d) Internal rate of return.
5. A discount rate which equals to present value of terminal value to project cost present Value is classified as [   ]
- a) IRR
  - b) Modified IRR
  - c) Existed IRR
  - d) Relative rate of return.
6. In calculation of IRR, an assumption status that received cash flow from project must [   ]
- a) To be invested
  - b) Not to be invested
  - c) Be earned
  - d) Not to be earned.
7. Projects which are mutually exclusive but different on scale of production or time of Completion then the [   ]
- a) External return method
  - b) NPV method
  - c) Net future value method
  - d) Internal returns method.
8. In independent projects evaluation results of IRR and NPV lead to [   ]
- a) Cash flow decision
  - b) Cost decision

- c) Same decisions
  - d) Different decisions.
9. A point where profile of NPV crosses horizontal axis at plotted graph indicates project [ ]
- a) Cost
  - b) Cash flows
  - c) IRR
  - d) External rate of return.
10. In capital budgeting, term of bond which has great sensitivity to interest rates is [ ]
- a) Long term bonds
  - b) Short term bonds
  - c) Internal term bonds
  - d) External term bonds.

### MODULE-III

1. Why is pay back method often considered inferior to discounted cash flow in capital Investment appraisal [ ]
  - a) It only takes in to account the future income of a project
  - b) It does not take account of the time value of money
  - c) It is more difficult to calculate
  - d) It does not calculate how long it will take to recoup the money invested.
2. Net initial investment is divided by uniform increasing in future cash flows to calculate [ ]
  - a) Discounting period
  - b) Investment period
  - c) Payback period
  - d) Earning period.
3. Cash flows that could be generated from an owned asset by company but not use in project are classified as [ ]
  - a) Occurred cost
  - b) Mean cost
  - c) Opportunity cost
  - d) Weighted cost.
4. Rate of return which is asked by investors is classified as [ ]
  - a) Average cost of capital
  - b) Mean cost of capital
  - c) Weighted cost of capital
  - d) Weighted average cost of capital.
5. Two alternative expected returns are compared with help of [ ]
  - a) co-efficient of variation
  - b) Co- efficient of deviation
  - c) Co- efficient of standard
  - d) Co- efficient of return.

### B) Fill in the Blanks

### MODULE-I

1. \_\_\_\_\_ is the total loss or gain related to an investment for a specific time period
2. Generally \_\_\_\_\_ choose investments with higher risks and higher returns
3. \_\_\_\_\_ describes factors of the fact and often doesn't consider risk
4. \_\_\_\_\_ shows tradeoffs between risk and return of investors

5. \_\_\_\_\_ is the risk associated with the particular secondary market in which a security trader
6. Beta is useful for comparing the relative \_\_\_\_\_ of different stocks
7. \_\_\_\_\_ are considered to be the most risky investment
8. The \_\_\_\_\_ for some future period is known as the expected return
9. \_\_\_\_\_ Method is the most appropriate measure for cost reduction investment projects with unequal lives.
10. \_\_\_\_\_ method is an appropriate measure in project selection under capital rationing

## MODULE-II

1. \_\_\_\_\_ should be used to discount real cash flows in selecting investment projects requiring adjustment for inflation
2. There are three types of investors, risk neutral, risk lower and risk \_\_\_\_\_
3. \_\_\_\_\_ is the method of identifying the key sources of risk.
4. There are two types of risk in the context of portfolio risk namely systematic risk, \_\_\_\_\_ risk
5. \_\_\_\_\_ type of risk can be diversified away by building the right portfolio
6. Financing risk of a firm arises out of company's \_\_\_\_\_ decision
7. The external factor that affects the industry as a whole is termed as \_\_\_\_\_ risk, in capital market analysis
8. \_\_\_\_\_ is regarded as the father of modern portfolio theory
9. For liquid securities, the VAR margins are based on the \_\_\_\_\_ of the security
10. IRR is also known as \_\_\_\_\_

## MODULE-III

1. \_\_\_\_\_ means evaluation of proposal relating to investment in a capital asset.
2. \_\_\_\_\_ is used for evaluating investment proposal instead of accounting profit
3. The IRR can be defined as the discount rate that causes the project to have a \_\_\_\_\_ NPV
4. If a project has a \_\_\_\_\_ NPV it would normally be rejected
5. Payback period = \_\_\_\_\_.

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**MBA– IV Semester I MID Question Bank (MR 18-2018-19 Admitted Students)**

**Subject: Services Marketing**

**Code: 8B402**

**Name of the faculty: P.Rajitha**

**Branch: MBA**

**Instructions:**

**1. All the questions carry equal marks**

**2. Solve all the questions**

<b>MODULE-I</b>			
<b>Q.No</b>	<b>Question</b>	<b>Bloom's Taxonomy Level</b>	<b>CO</b>
1.	List out the characteristics of services? How we can classify the services?	Analyzing	1
<b>OR</b>			
2.	Describe the service marketing mix. Explain it with suitable example.	Analyzing	1
3.	List out characteristics of services compared to goods.	Understanding	1
<b>OR</b>			
4.	Write short notes on role of services in modern economy.	Understanding	1
5	Illustrate and explain gap model of services.	Understanding	1
<b>OR</b>			
6	Write in detail about the 7 P's of service marketing.	Understanding	1
7	What are service quality gaps? How will you reduce it?	Understanding	1
<b>OR</b>			
8	Write a short note on a)Customer gap b)Provider gap	Understanding	1
<b>MODULE-II</b>			
1.	List out the factors influencing the consumer behaviour for services	Analyzing	2
<b>OR</b>			
2.	Write a short note on customer relation in services marketing.	Analyzing	2
3.	Explain the factors influencing consumer expectation of services.	Understanding	2
<b>OR</b>			
4.	What is meant by building and managing customer relationships? Explain.	Understanding	2
5.	State the strategies factors influencing consumer perception of service.	Understanding	2
<b>OR</b>			
6	Explain about service recovery.	Understanding	2

7.	Explain the different types of service research.	Analyzing	2
OR			
8	Critically analyze on the service marketing environment in relation to the hospitality sector in India	Analyzing	2
<b>MODULE-III</b>			
1.	Explain the different components of service blueprint.	Understanding	3
OR			
2.	List out types of service innovations.	Understanding	3
3.	List out service design challenges.	Understanding	3
OR			
4.	Illustrate the stages in service innovation and development.	Understanding	3

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**MBA IV SEMESTER (MR-18) -I MID -QUESTION BANK**  
**BATCH 2018-2020**  
**SERVICES MARKETING**

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**PART-A**

**OBJECTIVE QUESTIONS**

**A) Multiple Choice**

**MODULE-I**

1. A \_\_\_\_\_ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. [ ]  
a. Service                      b. Demand                      c. Need                      d. Physical object
2. Distinct characteristic of services is \_\_\_\_\_ [ ]  
a. Intangibility                      b. Inseparability                      c. Variability                      d. Perishability
3. All of the following are examples of services EXCEPT: [ ]  
a. banking                      b. hotels and motels.                      c. tax preparation.                      d. computer software.
4. Services are typically produced and consumed simultaneously. This is an example of the \_\_\_\_\_ characteristic of services. [ ]  
a. Intangibility                      b. Variability                      c. Inseparability                      d. Simultaneously
5. This describes the \_\_\_\_\_ characteristic of services. [ ]  
a. Intangibility                      b. Variability                      c. Inseparability                      d. Inconsistency
6. Examples of pure tangible goods include all of the following EXCEPT: [ ]  
a. Soap.                      b. Tax preparation.                      c. Toothpaste.                      d. Salt.
7. \_\_\_\_\_ describes the employee's skills in serving the client. [ ]  
a. Internal Marketing                      b. External Marketing  
c. Relationship marketing                      d. Interactive marketing
8. SSTS refers to \_\_\_\_\_ [ ]  
a. Service Standards Testing                      b. Self-Service Technologies  
c. Standard Service Technologies                      d. Self Service Treatments
9. \_\_\_\_\_ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event. [ ]  
a. Hybrid offer                      b. Core service  
c. Augmented or ancillary product                      d. Experience
10. Top firms audit service performance by collecting \_\_\_\_\_ measurements to probe customer satisfiers and dissatisfies. [ ]  
a. Customer satisfier                      b. Customer complaint                      c. Voice of the customer                      d. Psychological

## MODULE-II

1. The services a customer expects are called the \_\_\_\_\_ service package. [ ]  
a. Expected    b. Augmented    c. Primary    d. Secondary
2. The fact that a business traveler may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service: [ ]  
a. intangibility.    b. inseparability.    c. variability.    d. perishability.
3. Added features to an offering are called \_\_\_\_\_ service features. [ ]  
a. Expected    b. Augmented    c. Primary    d. Secondary
4. The intangibility of services has implications for the choice of \_\_\_\_\_. [ ]  
a.Brand elements    b.Location    c.Price    d.Product features
5. \_\_\_\_\_ cost refers to the product's purchase cost plus the discounted cost of maintenance and repair less the discounted salvage value [ ]  
a.Total    b.Variable    c.Life cycle    d.Net
6. Successful service companies focus their attention on both their customers and their employees. They understand \_\_\_\_\_, which links service firm profits with employee and customer satisfaction. [ ]  
a. Internal marketing    b. Service-profit chains  
c. Interactive marketing    d. Service differentiation
7. If a firm is practicing \_\_\_\_\_, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction. [ ]  
a. Double-up marketing    b. Internal marketing  
c. Interactive marketing    d. Service marketing
8. According to Parasuraman, Zeithaml & Berry , the most important determinant of service quality is : [ ]  
a .Responsiveness    b .Reliability  
c. Assurance    d .Empathy
9. The extended marketing mix for services includes: People, Processes and \_\_\_\_\_ [ ]  
a. Product    b. Place    c. Physical Evidence    d. Promotion
10. Which of the following is not an element of physical evidence? [ ]  
a. Employee Dress    b. Employee Training  
c. Equipment    d. Facility Design

## MODULE-III

1. Which of the following is not an element of people? [ ]  
a. Motivation    b. Teamwork    c. Flow of activities    d. Customer training
2. Standardized and customized flow of activities , simple and complex number of steps and customer involvement by which a service is delivered is called – [ ]  
a. Place Mix    b.Physical evidence mix    c.Process mix    d.People mix
3. \_\_\_\_\_ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitates performance or communication of the service. [ ]  
a. Physical evidence    b. Process    c. Place    d. People
4. All human actors who play a part in service delivery and thus influence the buyers perceptions: namely, the firms personnel,, the customer and other customers in the service environment. [ ]

- a. Process                      b. Physical environment                      c. People                      d. Place
5. \_\_\_\_\_ is a tool for simultaneously depicting the service process , the points of customer contact and the evidence of service from the customers point of view .                      [ ]
- a. Front of Planning                      b. Service Blueprinting
- c. Service standardization                      d. None of these

## **B. Fill In The Blanks**

### **MODULE-I**

1. A(n) \_\_\_\_\_ mix is the combination of elements a company uses to achieve their goals for selling and promoting their products and services.
2. When measuring banner ad cost and effectiveness, if a visitor loads a page that contains an ad, the page load is called a(n) \_\_\_\_\_.
3. \_\_\_\_\_ can arise when an employee of a company accepts a contract and the company later asserts that the employee did not have such authority.
4. In some cities that have large concentrations of wireless networks, attackers drive around in cars using their wireless-equipped laptop computers to search for accessible networks. These attackers are called \_\_\_\_\_.
5. A company is in the \_\_\_\_\_ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product idea can be turned into a workable product.
6. \_\_\_\_\_ is screening new -product ideas in order to spot good ideas and drop poor ones as soon as possible.
7. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a \_\_\_\_\_.
8. \_\_\_\_\_ deals with the specification of the actual good or service and how it relates to the target customer.
9. \_\_\_\_\_ is the most common source for leads generation for any company
10. \_\_\_\_\_ is the best promotion tool in any type of marketing.

### **MODULE-II**

1. \_\_\_\_\_ is the mode of pricing technique.
2. \_\_\_\_\_ is the best operable within a first to market scenario even though there would be few competitors within the company industry.
3. \_\_\_\_\_ concerns with pricing policies for late entrants to a market.
4. \_\_\_\_\_ is the unique product benefit that the competition cannot be claim.
5. \_\_\_\_\_ refers to the system that assists the organization in delivering the service
6. \_\_\_\_\_ is the price that a buyer carries in their mind and refers to it when they look at the given product
7. \_\_\_\_\_ is the straight reduction in price on purchase during a stated period of time.
8. Profit maximization if the situation in which marginal cost is equal to \_\_\_\_\_.
9. A measure of sensitivity of demand to change in price is known as \_\_\_\_\_.
10. Adding a standard mark up to the cost of the product refers to \_\_\_\_\_.

### **MODULE-III**

- 1.The products whose sale is dependent upon the sale of primary product are \_\_\_\_\_.
- 2.Promotion has to be given a little more importance in marketing services due to the \_\_\_\_\_.
- 3.Actual products are the services which fulfill the \_\_\_\_\_benefits.
- 4.The practice of charging different price with different customers is called \_\_\_\_\_.
- 5.A company differentiates the marketing offer to make it worth the higher price. Other companies de-emphasize price, and use other marketing mix tools to create \_\_\_\_\_

**Signature of the Faculty**

**Signature of the HOD**