

Question Booklet Alpha Code

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Question Booklet Serial Number

Total Number of Questions: 100 Time: 75 Minutes

Maximum Marks: 100

#### INSTRUCTIONS TO CANDIDATES

- 1. The Question Paper will be given in the form of a Question Booklet. There will be four versions of Question Booklets with Question Booklet Alpha Code viz. A, B, C & D.
- The Question Booklet Alpha Code will be printed on the top left margin of the facing sheet of the Question Booklet.
- 3. The Question Booklet Alpha Code allotted to you will be noted in your seating position in the Examination Hall.
- 4. If you get a Question Booklet where the alpha code does not match to the allotted alpha code in the seating position, please draw the attention of the Invigilator IMMEDIATELY.
- The Question Booklet Serial Number is printed on the top right margin of the facing sheet. If your Question Booklet is un-numbered, please get it replaced by new Question Booklet with same alpha code.
- The Question Booklet will be sealed at the middle of the right margin. Candidate should not open the Question Booklet, until the indication is given to start answering.
- 7. Immediately after the commencement of the examination, the candidate should check that the Question Booklet supplied to him/her contains all the 100 questions in serial order. The Question Booklet does not have unprinted or torn or missing pages and if so he/she should bring it to the notice of the Invigilator and get it replaced by a complete booklet with same alpha code. This is most important.
- 8. A blank sheet of paper is attached to the Question Booklet. This may be used for rough work.
- Please read carefully all the instructions on the reverse of the Answer Sheet before marking your answers.
- Each question is provided with four choices (A), (B), (C) and (D) having one correct answer. Choose
  the correct answer and darken the bubble corresponding to the question number using Blue or Black
  Ball Point Pen in the OMR Answer Sheet.
- Each correct answer carries 1 mark and for each wrong answer 1/3 mark will be deducted. No negative mark for unattended questions.
- 12. No candidate will be allowed to leave the examination hall till the end of the session and without handing over his/her Answer Sheet to the Invigilator. Candidates should ensure that the Invigilator has verified all the entries in the Register Number Coding Sheet and that the Invigilator has affixed his/her signature in the space provided.
- 13. Strict compliance of instructions is essential. Any malpractice or attempt to commit any kind of malpractice in the Examination will result in the disqualification of the candidate.

1.	By which Constitutiona have been added to the				cular	and Integrity –
	A) 42 <sup>nd</sup>	B) 44 <sup>th</sup>	C)	73 <sup>rd</sup>	D)	86 <sup>th</sup>
2.	Which became the first State?	st Indian State that ha	s im	plemented Panch	ayati	Raj in the whole
	A) Gujarat	B) Uttar Pradesh	C)	Bihar	D)	Rajasthan
3.	Ramnath Kovind, the A) Maharashtra	President of India is B) Uttar Pradesh			D)	Bihar
4.	Who wrote the book 'A) K.N. Raj C) M. Vishweshar lye	20	B)	dia" ? P.C. Mahalanobi John Mathai	S	
5.	Who was the Chief MA) K. Karunakaran C) E.K. Nayanar	linister of Kerala durir	B)	mergency (1975 - C. Achuta Menor C.H. Muhammed	ľ	
6.	'Uma Keralam' was v A) Ulloor S. Parames C) Kumaran Asan		114	Vallathol Narayaı P. Kunhiraman N		lenon
7.	Which of the following  A) Vishakanyaka  C) Oru Deshathinte k	-v	B)	won for him the Ji Oru Theruvinte K Kappirikalude Na	atha	2
8.	In which year K. Ayya A) 1893	appan organized 'Mis B) 1907		Bhojanam' at Cher 1915	5-7-01	1917
9.	Who was the first fem A) Akkamma Cheriya C) Fathima Beevi	100	B)	igh Court ? Anna Chandy Sarojini Naidu		
10.	Who was hailed as 'J A) Rani Lakshmi Bha C) Anna Chandy		B)	e' by M.K. Gandhi A.V. Kuttimalu Ar Akkamma Cheriy	nma	
11.	'Al-Ameen' the newsp A) Mohammed Abdu C) Vakom Abdul Kha	ıl Rahiman Sahib	B)	as started by C. Kesavan K. Kelappan		



12.	Which of the following in the first quarter of	g Missionary organiza 19 <sup>th</sup> century ?	tion	had started a girls	' school at Alappuzha
	A) Basel Mission		B)	Serampore Misso	on
	C) C.M.S.		D)	L.M.S.	
13.	'Samatwa Samajam'	was founded by			
	A) T.K. Madhavan	B) Vagbhatananda	C)	Makthi Thangal	D) Vaikunta Swami
14.	Who was the leader	of 'Savarna Jatha' org	jani.	zed in support of \	/aikom Satyagraha ?
	A) K.Kelappan		B)	Mannath Padma	nabhan
	C) T.K. Madhavan		D)	K. Ayyappan	
15.	The historical novel '	'Kerala Simham' was	writ	ten by	
	A) Sardar K.M. Pani	kkar	B)	C.V. Raman Pilla	ai
	C) O. Chandu Meno	n	D)	Appan Thampura	an
16.	The Progressive Writ	ters' Association (Purd	ogar	mana Sahitya Sam	niti) was formed in the
	A) 1925	B) 1934	C)	1937	D) 1941
17.	Who is the Chief Jus	tice of India ?			
	A) T.S. Thakur	B) J.S. Khehar	C)	R.M. Lodha	D) H.L. Dattu
18.	The drama 'Pattabak	kki' was written by			
	A) K. Damodaran		B)	V.T. Bhattatiripad	Í
	C) E.V. Krishna Pilla	ai	D)	N. Krishna Pillai	
19.	Who among the follow	wing was known to the	e wo	orld of letters by his	s pen name 'Kesari' ?
	A) M.R. Nair		B)	Moorkoth Kumara	an
	C) E.V. Krishna Pilla	ai	D)	Vengayil Kunhira	man Nayanar
20.	'Malayala Bhasha '	Vyakaranam', the fir	st (	comprehensive g	rammatical work in
	Malayalam was prep	ared by			
	A) Arnose Patiri		B)	George Mathen	
	C) Herman Gundert		D)	Banjamine Baily	



21.	Со	nsumer Protection	Act IS passed in the	yea	ir		
	A)	1981	B) 1980	C)	1976	D)	1986
22.	As	ocial force designe	ed to protect consume	er in	terest in the marke	et pla	ace by organizing
	cor	nsumer presence of	on business is called				
	A)	consumer protect	ion	B)	consumerism		
	C)	consumer behavio	or	D)	consumer action		
23.	Wh	nich among the foll	owing is not a sales p	ron	notion action ?		
	A)	free offer		B)	price off		
	C)	advertisement		D)	samples		
24.	Adv	ertisement is also	called				
	A)	impersonal salesi	manship	B)	value addition		
	C)	directive action		D)	none of these		
25.	Wh	nich concept believ	es that by making su	ıpeı	rior products and i	impr	ove their quality,
	the	y will be able to at	tract customers ?				
	A)	customer concept		B)	market concept		
	C)	product concept		D)	marketing concep	ot	
26.	Αs	set of actual and po	otential buyers of a pr	odu	ct service or idea	is ca	alled
	A)	Niche market		B)	Target market		
	C)	Segmented marke	et	D)	Augmented mark	et	
27.	The	e gathering, recor	ding and analyzing o	of m	arket data to ider	ntify	the present and
	pot	tential customers a	and their motives and	buy	ring habits is called	d	
	A)	Marketing Resear	rch	B)	Market Research		
	C)	Market Study		D)	Market Analysis		
28.	·	causes a	particular customer t	o bı	uy product or serv	ices	from a particular
	ma	nufacturer.					
	A)	Product motive		B)	Customer motive		
	C)	Patronage motive		D)	Primary motive		



29.	The feeling of a person living in Calcutta	that	t he is different from a person living in
	Bangalore is an example of fac	ctor	affecting consumer behavior.
	A) Cultural Factors	B)	Social Factors
	C) Personal Factor	D)	Psychological factor
30.	AIDA means		
	A) Attention, Interest, Desire, Action		
	B) Attention, Involvement, Desire, Action		
	C) Action, Involvement, Desire, Affiliation		
	D) Attention, Interest, Decision, Action		
31.	is the process of dividing the p	oote	ential market into distinct sub markets of
	consumers with common need and charac	teri	stics.
	A) Market Division	B)	Market Research
	C) Market Analysis	D)	Market Segmentation
32.	Horizontal Marketing system is also known	n as	
	A) Three Level Channel	B)	Symbiotic Marketing
	C) Hybrid Channel	D)	Contract Vertical Channel
33.	Multi channel marketing systems are also	call	ed
	A) Administered vertical	B)	Corporate vertical
	C) Hybrid channel	D)	Horizontal marketing
34.	Bata Shoe Company is following		distribution system.
	A) Contractual vertical	B)	Administered vertical
	C) Multi channel	D)	Corporate vertical
35.	The word retailer is derived from a French	wo	rd retailer which means
	A) To cut out	B)	To collect again
	C) To divide again	D)	To cut again
36.	Coca Cola is considering the entire Asia as	s its	market with submarket as South Asia,
	Middle East etc. is an example of		segmentation.
	A) Geographic	B)	Demographic
	C) Socio economic	D)	Psychographic



37.	Consumers who show no loyalty to any bra	and	are called
	A) Soft core loyals	B)	Switchers
	C) Shifting loyals	D)	None of these
38.	When the needs of the small customers ar	e a	ddressed on a local basis, it is called
	A) Product variety marketing	B)	Target marketing
	C) Micro marketing	D)	Mass marketing
39.	Johnson and Johnson's strategy for infar marketing.	nt m	narketing is an example for
	A) Individual	B)	Personalised
	C) Target	D)	Concentrated
40.	is the act of designing the co	mp	any's offering and image to occupy a
	distinctive place in the target market's mind	d.	
	A) Positioning	B)	Segmentation
	C) Branding	D)	Specialisation
41.	A company's offer has to be distinct from the	nose	e of its competitors and should fulfill the
	requirements of the consumer. The strateg	y fo	r this requirement is
	A) Product positioning	B)	Target marketing
	C) Product differentiation	D)	Market specialization
42.	increases the likelihood	tha	t a specific response will occur in the
	future as the result of particular cues or stir	nuli	-
	A) Reinforcement	B)	Direction
	C) Leadership	D)	Perception
43.	research gives valuable in	sigh	nt, generate ideas and hypothesis rather
	than measuring or testing them.		
	A) Exploratory Research	B)	Descriptive Research
	C) Casual Research	D)	Predictive Research
44.	Buyers who constantly demanding extra d	isco	ounts are called
	A) Advertising buyers	B)	Best deal buyers
	C) Nuts and bolts	D)	Chisellers



45.	Organised efforts of consumers seeking dissatisfaction they have accumulated in the called	350	22 FES
	A) Consumer movement	B)	Consumer education
	C) Consumerism	0.50	Consumer court
	, , , , , , , , , , , , , , , , , , , ,	-,	
46.	In marketing concept is core	of a	ll the activity.
	A) Seller	B)	Buyer
	C) Intermediaries	D)	Market
47.	An appeal against the order of the District	Cor	nsumer Forum can be sent to the State
	Commissioner within days.		
	A) 60	B)	90
	C) 30	D)	15
48.	is concerned with defining the	typ	e, volume and timing of the product, a
	company offers for sale.		
	A) Product design	B)	Product policy
	C) Product attributes	D)	Product features
49.	The most fundamental level of a product is	s ca	ılled
	A) Basic Product	B)	Core Product
	C) Augmented Product	D)	Potential Product
50.	Product Mix also called		
	A) Product Range	B)	Product Line
	C) Product Assortment	D)	Product Depth
51.	Low introductory price is charged in		pricing.
	A) Market Leader	B)	Skimming
	C) Cost plus	D)	Penetration
52.	Godrej is using type of branding.		
	A) Company brand	B)	Combination brand
	C) Family brand	D)	Individual brand



53.	Which is the lowest level need as given by	Α.	H. Maslow?
	A) Self actualization	B)	Safety and security
	C) Physiological needs	D)	Esteem needs
54.	Quick fix is an example for bra	nd i	name.
	A) Suggestive brand	B)	Descriptive brand
	C) Arbitrary brand	D)	Coined brand
55.	The awareness of the brand, its high reputa	tion	for perceived quality and its personality
	associations etc. can be together called as		
	A) Brand image	B)	Brand equity
	C) Brand position	D)	Brand name
56.	is said to occur when a customer	ma	ikes the choice of purchasing one brand
	from among a set of alternative, consistent	ly o	ver a period of time.
	A) Brand quality	B)	Brand position
	C) Brand image	D)	Brand loyalty
57.	Adding new value attributes to the existing	g pr	oducts to enhance or widen its overall
	appeal is called		
	A) Brand rejuvenation	B)	Brand expansion
	C) Product improvement	D)	Brand improvement
58.	A registered brand name is called		
	A) Brand label	B)	Label
	C) Grade label	D)	Trade mark
59.	An activity which is concerned with protection	on, e	economy, convenience and promotional
	consideration is called		
	A) Packing	B)	Packaging
	C) Labeling	D)	Grading



60.	Spending a lot of money on advertiseme consumer demand is called	ent	and consumer promotion to build up
	A) Pull strategies	B)	Push strategy
	C) Informative promotion	D)	None of the above
61.	The advertisement model that explains to customer has to move is called	he	stage through which the prospective
	A) AIDA model	B)	DAGMAR model
	C) Five stage model	D)	Consumer path model
62.	Which among the following is not a value e	хре	ected by the customer?
	A) Functional value	B)	Conditional value
	C) Epistemic value	D)	Desired value
63.	is a chain of activities by whi		(E)
	or service, market it and provide service af		
	A) Custom chain	B)	Demand chain
	C) Product chain	D)	Value chain
64.	When an organization is able to provide a value level, this will results in	deg	ree of service that is above the desired
	A) Customer loyalty	B)	Customer value
	C) Customer delight	D)	Customer satisfaction
65.	CRM stands for		
	A) Customer Retention Market	B)	Customer Relationship Management
	C) Customer Relation Methods	D)	Consumer Related Methods
66.	In the BCG matrix, high market share and I	ow	growth rate is represented by
	A) Cash cows	B)	Question marks
	C) Dogs	D)	Stars
67.	A preference pattern in which customer prefindicating that consumer vary in their prefe		20 <del>-</del> 0
	A) Clustered preference	B)	Homogenous preference
	C) Market preference	· .	Defused preference
	•		

68.	When the consumer and industrial products a distribution channel, it is called	are	sold outside a manufacturer's authorized
	A) Green marketing	B)	Grey market
	C) De-marketing		Meta marketing
69.	Life insurance products are example of		
	A) Unsought goods	B)	Speciality goods
	C) Convenient goods	D)	Shopping goods
70.	A product has different layers and the inne	r m	ost layer is called
	A) Augmented product	B)	Basic products
	C) Core layer	D)	Expected product
71.	Adding a low priced product to the line of a demand of the product is called	pre	stigious product in order to increase the
	A) Trading down B) Trading up	C)	Trade boost D) Trade mix
72.	The method of measuring the perception	s o	f the consumers about the product in
	comparison to competing products through	n gr	aphical measures is called
	A) Perceived graph	B)	Attitude maping
	C) Perception graph	D)	Perceptual maping
73.	explain the number of products	s tha	at a product line has in its overall product
	mix.		
	A) Product width	B)	Product mix
	C) Product depth	D)	Product map
74.	Concept screening is usually done with res	spe	ct to
	A) New product development	B)	Promotion policy
	C) Advertisement screening	D)	Price fluctuation
75.	Operand conditioning theory is introduced	by	
	A) Edward Tolman	B)	Ivan Pavlov
	C) Allport	D)	B. F. Skinner



76.	is a process by which an indiv	idua	al interpret their sensory impressions in
	order to give meaning to their environment		
	A) Attitude	B)	Perception
	C) Aptitude	D)	Learning
77.	The interactionist view on conflict is		
	A) Neutral B) Discouraging	C)	Encouraging D) None of these
78.	represent the desirable end sta	ites	of existence and the goals an individual
	A) Terminal Value	B)	Instrumental Value
	C) Internal Value	D)	External Value
79.	The process of attributing proportion of iter	ms d	of cost amongst cost centre is called
	A) Absorption costing	B)	Fixed costing
	C) Sacrificed costing	D)	Cost apportionment
80.	An entrepreneur within an already establis  A) Intrapreneur	hec	d enterprise is called
	B) Innovator		
	C) Business entrepreneur		
	D) Corporate entrepreneur		
81.	Most of the entrepreneurs found in India ar	e _	type of entrepreneurs.
	A) Innovative	B)	Imitative
	C) Fabian	D)	Drone
82.	AMT stands for		
	A) Achievement Motivation Technology	B)	Achievement Motivation Technique
	C) Achievement Marketing Technique	D)	Achievement Motivation Training
83.	A unit which sells not less than 50% of its i	mar	nufacture to another unit is called
	A) Government Unit	B)	Export Unit
	C) Ancillary Unit	D)	Private Unit
84.	The objective of conducting Kakinada expe	erim	nent is to learn about
	A) Leadership	B)	Human relation
	C) Attitude	D)	Achievement motivation



85.	The lease used for financing big tickets is	call	ed lease.
	A) Liveraged Lease	B)	Operating Lease
	C) Wet Lease	D)	Ownership Lease
86.	Small industries development fund is an in	itiat	ion of institute.
	A) IFCI	B)	IDBI
	C) SBI	D)	ICICI
87.	Expenditure incurred in Connection with R	&D	is an example of
	A) Deferred Revenue	B)	Capital
	C) Revenue	D)	Growth Expenditure
88.	Which of the following is not an essential e	lem	ent of optimum capital structure ?
	A) Minimum Risk	B)	Minimum Control
	C) Simplicity	D)	Flexibility
89.	Financial forecasting is mainly done to sup	por	t
	A) Organising	B)	Controlling
	C) Planning	D)	All of these
90.	Which is the most important document of a	cor	mpany ?
	A) MOA	B)	AOA
	C) Prospectus	D)	Annual Report
91.	Prospectus is to the public by	the	e company.
	A) An offer		
	B) An acceptance		
	C) An invitation		
	D) Letter		
92.	The approach that consider an organization	on t	o be in a dynamic relationship with its
	environment is called		
	A) Contingency approach	B)	Social approach
	C) System approach	D)	Scientific approach



93.	A collection of duties, tasks and respons called	ibili	ties, assigned to a single individual is
	A) Occupation	B)	Job
	C) Grade	D)	Position
94.	The systematic and consistent reservation	of a	authority by the top management or the
	management at the center is called		
	A) Centralisation	35 33250	Decentralisation
	C) Delegation	D)	Parity
95.	Division of labour encourages		
	A) Payment	B)	Centralisation
	C) Equity	D)	Specialisation
96.	The technique of MBO is introduced by		
	A) A. H. Maslow	B)	Henry Fayol
	C) Petre F. Drucker	D)	Elton Mayo
97.	method is suitable for Railwa	y.	
97.	method is suitable for Railwa		Operating Costing
97.		B)	Operating Costing Operation Costing
	A) Unit Costing	B) D)	Operation Costing
	A) Unit Costing     C) Job Costing	B) D)	Operation Costing
	A) Unit Costing     C) Job Costing     The study of unnecessary and inefficient in	B) D)	Operation Costing
	A) Unit Costing     C) Job Costing     The study of unnecessary and inefficient in called	B) D) nove	Operation Costing ement in order to eliminate the waste is
98.	A) Unit Costing     C) Job Costing  The study of unnecessary and inefficient in called     A) Job evaluation	B) D) nove	Operation Costing ement in order to eliminate the waste is Normal time
98.	<ul> <li>A) Unit Costing</li> <li>C) Job Costing</li> <li>The study of unnecessary and inefficient necalled</li> <li>A) Job evaluation</li> <li>C) Time study</li> </ul>	B) D) B) D)	Operation Costing ement in order to eliminate the waste is Normal time
98.	<ul> <li>A) Unit Costing</li> <li>C) Job Costing</li> <li>The study of unnecessary and inefficient in called</li> <li>A) Job evaluation</li> <li>C) Time study</li> <li>Job costing is not used in</li> </ul>	B) D) nove B) D)	Operation Costing  ement in order to eliminate the waste is  Normal time  Motion study
98.	A) Unit Costing C) Job Costing The study of unnecessary and inefficient in called A) Job evaluation C) Time study Job costing is not used in A) Furniture industry	B) D) B) D) B) D)	Operation Costing  ement in order to eliminate the waste is  Normal time  Motion study  Aircraft  Manufacture of components
98.	<ul> <li>A) Unit Costing</li> <li>C) Job Costing</li> <li>The study of unnecessary and inefficient in called</li> <li>A) Job evaluation</li> <li>C) Time study</li> <li>Job costing is not used in</li> <li>A) Furniture industry</li> <li>C) Sugar</li> </ul>	B) D) B) D) B) D) Cor is	Operation Costing  ement in order to eliminate the waste is  Normal time  Motion study  Aircraft  Manufacture of components
98.	A) Unit Costing C) Job Costing The study of unnecessary and inefficient in called A) Job evaluation C) Time study Job costing is not used in A) Furniture industry C) Sugar Rent of the building owned by the proprietor	B) D) B) D) B) D) B) B) B) B) B)	Operation Costing  ement in order to eliminate the waste is  Normal time  Motion study  Aircraft  Manufacture of components  an example of