

055/2018



Question Booklet
Alpha Code

A

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.**
2. 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.**
5. 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.
6. 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.
9. **Please read carefully all the instructions on the reverse of the Answer Sheet before marking your answers.**
10. 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.
11. **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 Constitutional Amendment three new terms – Socialist, Secular and Integrity – have been added to the Preamble of the Indian Constitution ?
A) 42nd B) 44th C) 73rd D) 86th
2. Which became the first Indian State that has implemented Panchayati Raj in the whole State ?
A) Gujarat B) Uttar Pradesh C) Bihar D) Rajasthan
3. Ramnath Kovind, the President of India is a native of
A) Maharashtra B) Uttar Pradesh C) Madhya Pradesh D) Bihar
4. Who wrote the book “Planned Economy for India” ?
A) K.N. Raj B) P.C. Mahalanobis
C) M. Vishweshar Iyer D) John Mathai
5. Who was the Chief Minister of Kerala during emergency (1975 – 77) ?
A) K. Karunakaran B) C. Achuta Menon
C) E.K. Nayanar D) C.H. Muhammed Koya
6. ‘Uma Keralam’ was written by
A) Ulloor S. Parameshwar Iyer B) Vallathol Narayana Menon
C) Kumaran Asan D) P. Kunhiraman Nair
7. Which of the following work of S.K. Pottekadu won for him the Jnanapith Award ?
A) Vishakanyaka B) Oru Theruvinte Katha
C) Oru Deshathinte Katha D) Kappirikalude Naatil
8. In which year K. Ayyappan organized ‘Misra Bhojanam’ at Cherayi ?
A) 1893 B) 1907 C) 1915 D) 1917
9. Who was the first female Judge in an Indian High Court ?
A) Akkamma Cheriyan B) Anna Chandy
C) Fathima Beevi D) Sarojini Naidu
10. Who was hailed as ‘Jhansi Rani of Travancore’ by M.K. Gandhi ?
A) Rani Lakshmi Bai B) A.V. Kuttimalu Amma
C) Anna Chandy D) Akkamma Cheriyan
11. ‘Al-Ameen’ the newspaper from Kozhikode was started by
A) Mohammed Abdul Rahiman Sahib B) C. Kesavan
C) Vakom Abdul Khader Moulavi D) K. Kelappan



21. Consumer Protection Act IS passed in the year
A) 1981 B) 1980 C) 1976 D) 1986
22. A social force designed to protect consumer interest in the market place by organizing consumer presence on business is called
A) consumer protection B) consumerism
C) consumer behavior D) consumer action
23. Which among the following is not a sales promotion action ?
A) free offer B) price off
C) advertisement D) samples
24. Advertisement is also called
A) impersonal salesmanship B) value addition
C) directive action D) none of these
25. Which concept believes that by making superior products and improve their quality, they will be able to attract customers ?
A) customer concept B) market concept
C) product concept D) marketing concept
26. A set of actual and potential buyers of a product service or idea is called
A) Niche market B) Target market
C) Segmented market D) Augmented market
27. The gathering, recording and analyzing of market data to identify the present and potential customers and their motives and buying habits is called
A) Marketing Research B) Market Research
C) Market Study D) Market Analysis
28. _____ causes a particular customer to buy product or services from a particular manufacturer.
A) Product motive B) Customer motive
C) Patronage motive D) Primary motive



45. Organised efforts of consumers seeking redress, restitution and remedy for dissatisfaction they have accumulated in the acquisition of their standard of living is called
- A) Consumer movement B) Consumer education
C) Consumerism D) Consumer court
46. In marketing concept _____ is core of all the activity.
- A) Seller B) Buyer
C) Intermediaries D) Market
47. An appeal against the order of the District Consumer Forum can be sent to the State Commissioner within _____ days.
- A) 60 B) 90
C) 30 D) 15
48. _____ is concerned with defining the type, 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 called
- 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 A. H. Maslow ?

- A) Self actualization
B) Safety and security
C) Physiological needs
D) Esteem needs

54. Quick fix is an example for _____ brand name.

- A) Suggestive brand B) Descriptive brand
C) Arbitrary brand D) Coined brand

55. The awareness of the brand, its high reputation 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 makes the choice of purchasing one brand from among a set of alternative, consistently over a period of time.

- A) Brand quality
B) Brand position
C) Brand image
D) Brand loyalty

57. Adding new value attributes to the existing products 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, economy, convenience and promotional consideration is called

- A) Packing
B) Packaging
C) Labeling
D) Grading



60. Spending a lot of money on advertisement and consumer promotion to build up consumer demand is called
A) Pull strategies
B) Push strategy
C) Informative promotion
D) None of the above
61. The advertisement model that explains the stage through which the prospective customer has to move is called
A) AIDA model
B) DAGMAR model
C) Five stage model
D) Consumer path model
62. Which among the following is not a value expected by the customer ?
A) Functional value
B) Conditional value
C) Epistemic value
D) Desired value
63. _____ is a chain of activities by which a firm can bring materials create a good or service, market it and provide service after a sale is made.
A) Custom chain
B) Demand chain
C) Product chain
D) Value chain
64. When an organization is able to provide a degree of service that is above the desired value level, this will results in
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 low growth rate is represented by
A) Cash cows
B) Question marks
C) Dogs
D) Stars
67. A preference pattern in which customer preference are scattered throughout the market, indicating that consumer vary in their preference is called
A) Clustered preference
B) Homogenous preference
C) Market preference
D) Defused preference





76. _____ is a process by which an individual 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 states of existence and the goals an individual would like to achieve during his lifetime.
- A) Terminal Value
B) Instrumental Value
C) Internal Value
D) External Value
79. The process of attributing proportion of items 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 established enterprise is called
- A) Intrapreneur
B) Innovator
C) Business entrepreneur
D) Corporate entrepreneur
81. Most of the entrepreneurs found in India are _____ 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 manufacture to another unit is called
- A) Government Unit
B) Export Unit
C) Ancillary Unit
D) Private Unit
84. The objective of conducting Kakinada experiment is to learn about
- A) Leadership
B) Human relation
C) Attitude
D) Achievement motivation





93. A collection of duties, tasks and responsibilities, assigned to a single individual is called
A) Occupation
B) Job
C) Grade
D) Position
94. The systematic and consistent reservation of authority by the top management or the management at the center is called
A) Centralisation
B) 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 Railway.
A) Unit Costing
B) Operating Costing
C) Job Costing
D) Operation Costing
98. The study of unnecessary and inefficient movement in order to eliminate the waste is called
A) Job evaluation
B) Normal time
C) Time study
D) Motion study
99. Job costing is not used in
A) Furniture industry
B) Aircraft
C) Sugar
D) Manufacture of components
100. Rent of the building owned by the proprietor is an example of
A) Sunk cost
B) Imputed cost
C) Relevant cost
D) Abnormal cost