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MARKETING ORGANISER ,MILMA

EXAM DATE:31-10-2015

1.According to Marketing Management is the marketing concept in action.

- A.Philip Kotler
- B.Neil Borden
- C.William J.Stando\*
- D.R.L.King

Ans:C

2.Is the process whereby individuals decide whether,what ,when,where,how and from whom to purchase goods and services.

- A.Marketing
- B.Consumer Behaviour\*
- C.Market Segmentation
- D.Consumer Orientation

Ans:B

3.Consists of product planning and development,pricing,channels of distribution,sales force,advertising, sales promotion,physical distribution,marketing research and general planning.

- A.Marketing Mix\*
- B.Product Mix
- C.Production Planning
- D.Market Planning

Ans:A

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4.The Method of collecting information by an accurate watching,noting of phenomena as they occur in nature with regard to cause and effect or mutual relations:

A.Experimentation Method

B.Survey Method

C.Face-to-Face Method

D.Observation Method\*

Ans:D

5.The act of dividing a market into distinct groups of buyers who might merit separate products and/or marketing mixes:

A.Consumer Orientation

B.Consumer Behaviour

C.Market Segmentation\*

D.Market Concentration

Ans:C

6.The process of assembling the products,keep it in stock by the wholesaler and then distribute to the retailers or institutional consumers who may be widely scattered is called:

A.Dispersion\*

B.Assembling

C.Warehousing

D.Wholesale selling

Ans:A

7.A has an independent shop in a business locality.Though he keeps a shop it is not a permanent nature and he may shift his shop the moment he finds that another locality is more profitable.

- A.Hawkers
- B.Pedlars
- C.Cheap Jacks\*
- D.Street Traders

Ans:C

8.The type of outdoor advertisement in which hired person who move in procession with boards and notices and also playing musical instruments to attract the attention of the public is called:

- A.Mural Advertising
- B.Sky Advertising
- C.Sandwichman Advertising\*
- D.Intensive Advertising

Ans:C

9.Is defined as the oral presentation in conversation with one or more prospective buyer(s) for the prospective buyer(s)for the purpose of making sales.

- A.Personal selling\*
- B.Direct selling
- C.Salesmanship
- D.Effective selling

Ans:A

10.Match the following

## Decisions regarding Branding Explanations

- A.Diversification(i)Preservation of Products
- B.Quality(ii)Various Products
- C.Variety(iii)Production of One or more Products
- D.Packing(iv)Finding of New Products in Same Line

Ans:A(iv)B(iii)C(ii)D(i)

## 11.Market gridding means:

- A.A method of survey of expert opinion
- B.An analytical technique which facilities dividing a market into segments\*
- C.Developing brand equity
- D.Another term for market notification

Ans:B

## 12.Advertising a product on multiple TV Channels at the same time:

- A.Tele Marketing Advertisement
- B.Road Blocking\*
- C.Emarketing
- D.Virtual Marketing

Ans:B

## 13.Which of the following is not a type of nonstore retailing?

- A.Direct Selling
- B.Tele Marketing
- CAutomatic Vending
- D.Limited Line Stores\*

Ans:D

14.The aspect of marketing deals with discouraging customers in general or a certain class of customers in particulars as either a temporary or a permanent basis,is known as:

- A.Over Marketing
- B.Under marketing
- C.Remarketing
- D.Demarketing\*

Ans:D

15.'International Marketing is the performance of business activities that direct the flow of goods and services to customers or users in more than one nation'.This definition is given by:

- A.Philip Kotler
- B.William Stanton
- C.Hary L.Hanson
- D.Hess and Cateora\*

Ans:D

16.Increasing the volume of sales by neglecting quality control,production efficiency-----cash flow management is called:

- A.Over Trading
- B.Over Marketing\*
- C.Meta Marketing
- D.Remarketing

Ans:B

17.Social concept of marketing given by:

- A.Philip Kotler\*

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B.Pyle

C.Henri Fayol

D.Brad Edmonson

Ans:A

**18.'AIDO' means:**

A.Activity ,Intention,Option,Desire

B.Activity,Interest,Option,Demand

C.Activity,Interest,Opinion,Demographics\*

D.Activity,Interest,Opportunity,Desire

Ans:C

**19.POP means:**

A.Purchase of Product

B.Point of Purchase\*

C.Power of Purchasing

D.Point of Publicity

Ans:B

**20.Is the out of designing the company's offering and image to occupy a distinctive plan in the target customers.**

A.Holisitc Marketing

B.Emotional Market

C.Experimental Marketing

D.Positioning\*

Ans:D

**21.Who is the Father of Co-operative Movement in India?**

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A.Raiffaiison

B.S.Delitzch

C.Robert Owen\*

D.Federick Nicholson

Ans:C

22.'One man one vote' principle of co-operative society was recommended by

A.Nicholson Committee

B.Maclagan Committee\*

C.Edwardhaw Committee

D.Owen Committee

Ans:B

23.'AMUL'is related to India in the same way'MILKVITTA' is related to

A.Bangladesh\*

B.England

C.U.S.A

D.Ireland

Ans:A

24.APCOS stands for:

A.Anand Processing Co-operative Society

B.Anand Pattern Co-operative Society\*

C.All India Primary Co-operative Society

D.None of these

Ans:B

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25.The National Dairy Development Board was set up on

A.26<sup>th</sup> September 1961

B.21<sup>st</sup> November 1961

C.26<sup>th</sup> November 1965

D.26<sup>th</sup> September 1965\*

Ans:D

26.Who is the exponent of White Revolution in India?

A.Dr.William K.

B.Dr.V.Kurien\*

C.Dr.M.S.Swaminathan

D.None of these

Ans:B

27.The headquarters of Kerala State Co-operative Rubber Marketing Federation:

A.Kottayam

B.Kollam

C.Trissur

D.Ernakulam\*

Ans:D

28.NAFED is engaged in export of

A.Wheat

B.Rice\*

C.Millet

D.Vegetables



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Ans:B

29.Interstate trade is carried on by

A.NAFED\*

B.NCCF

C.RBI

D.NABARD

Ans:A

30.The Primary Agricultural Cooperative Credit Societies give to members.

A.Long term loans

B.Medium term loans

C.Short term loans\*

D.Call and short notice loans

Ans:C

31.Which Commission recommended that all co-operative societies should make provisions for the education of their members and employees?

A.International Co-operative Alliance\*

B.Mehta Committee

C.Khsuru Committee

D.Narasimham Committee

Ans:A

32.National Centre For Cooperative Education is situated at

A.Bihar

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B.New Delhi\*

C.Mumbai

D.Gujarat

Ans:B

**33.Generally the Kerala State Agricultural and Rural Development Bank Issue**

A.Preference shares

B.Equity shares

C.Debentures\*

D.Bonds

Ans:C

**34.The most important source form which the Kerala State Co-operative Bank gets finance:**

A.SBI

B.RBI\*

C.State Government

D.Central Government

Ans:B

**35.The Minister for Cooperation in Kerala is**

A.Balakrishnan\*

B.Anoop Jacob

C.P.Mohanan

D.P.J.Joseph

Ans:A

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36.In Kerala Cooperative Propaganda is carried out mainly through

- A.NAFED
- B.NABARD
- C.KERAFED
- D.Kerala State Cooperative Union\*

Ans:D

37.Supersession means:

- A.Overall Management of Cooperative Societies in a State
- B.Exceeding the Powers of the Act
- C.Removal of duly Elected Committee Members\*
- D.None of these

Ans:C

38.Generally the audit fee is payable within of receipt of audit report.

- A.One year
- B.On the receipt of audit report
- C.One month\*
- D.No fixed time

Ans:C

39.Kerala State Cooperative Societies Act was passed in

- A.1912\*
- B.1929
- C.1959
- D.1969

Ans:A

40. Who was the minister for cooperation at the time of passing-----KCS Act?

A.E.M.Sankaran Namboothiripad

B.T.V.Thomas

C.Gowri Amma

D.P.R.Kurup\*

Ans:D

41. Is the essence of management.

A.Planning

B.Co-ordination\*

C.Decision Making

D.Control

Ans:B

42. One among the following is not an associate of FW Taylor in scientific management

A.Robert Owen\*

B.Gilberth

C.Gantt

D.Emerson

Ans:A

43. Who is the Father of Process Management School?

A.Fred Luthans

B.G.R.Terry

C.Robert Owen

D.Henri Fayol\*

Ans:D

**44.Which one of the following is not a feature of MBO?**

- A.It is a technique and philosophy of management
- B.Objective setting and Performance are made by the participation of concerned management
- C.Management problems can be described through mathematical symbols\*
- D.None of these

Ans:C

**45.Arrange the steps in planning in a sequential order**

- A.Collecting and Analysing information
- B.Identifying and Defining the Real Problem
- C.Establishing Objectives
- D.Determining planning premises

Ans:C,B,A,D

**46.The following one is not a feature of decision making:**

- A.It relates to the means to the end
- B.It is always a positive process\*
- C.It is a human process involving
- D.It is a process of choosing a course of action from among the alternative course of actions

Ans:B

**47.Is a graphical method of identifying alternative actions,estimating probabilities and identifying the resulting expected payoff.**

- A.Payoff matrix
- B.PERT
- C.CPM

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D.None of these\*

Ans:D

48.Is the quality of behavior of individuals whereby they guide people or others activities in organizing effort.

A.Planning

B.Organising

C.Coordinating

D.Leadership\*

Ans:D

49.Name the proposers of the Path Goal Theory of Leadership:

A.Robert House and Terence Mitchel\*

B.FW Taylor and Emerson

C.Henri Fayol and MC Cleland

D.None of these

Ans:A

50.The latest approach to management which integrates the various approaches to management is:

A.Behavioural Approach

B.Functional Approach

C.Contingency Approach

D.System Approach\*

Ans:D

51.In India Lead Bank Schemes are operated by the :

A.RBI

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B.Public Sector Banks\*

C.Scheduled Banks

D.NABARD

Ans:B

52.Which one of the following is not an instrument of credit control in the banking system?

A.Tax Rates\*

B.Cash Reserve Ratio

C.Moral Suasion

D.Open Market Operation

Ans:A

53.ATM Services become free of cost with effect from:

A.July 1,2009

B.April 1,2009\*

C.January 1,2009

D.September 1,2009

Ans:B

54.Reserve Bank of India was established in:

A.1948

B.1975

C.1965

D.1935\*

Ans:D

55.The commercial banks in India are governed by:

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A.RBI Act,1934

B.Indian Companies Act,1956

C.SEBI Act,1992

D.Indian Banking Regulation Act,1949\*

Ans:D

**56. Who is the present Governor of RBI?**

A.Ranga Rajan

B.Raghuram Raj\*

C.Arun Jaitly

D.KM.Mani

Ans:B

**57.The RBI in order to control credit:**

A.CRR should be increased and Bank Rate should be increased\*

B.CRR Should be decreased and Bank Rate should be increased

C.CRR should be decreased and Bank Rate should be decreased

D.CRR should be increased and Bank Rate should be decreased

Ans:A

**58.Traveller's cheques are issued by:**

A.RBI

B.Travel Agencies

C.Commercial Banks\*

D.Tourism Department,Government of India

Ans:C

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59.A statutory reserve is a compulsory reserve kept under Banking Regulation Act as per Section:

A.15

B.16

C.17\*

D.18

Ans:C

60.Schedule No:4 in Banking Companies is meant for:

A.Borrowings\*

B.Deposits

C.Loans and Advances

D.Bills Payable

Ans:A

61.Human Resource needs can be estimated by examining past trends in:

A.Sensitivity analysis technique

B.Markov analysis technique

C.Computer Model technique

D.Trend analysis technique\*

Ans:D

62.Input to the selection process include all except:

A.Supervision\*

B.Job Analysis

C.Job Description

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D.Human Resource Planning

Ans:A

63.A process by which participants provide their ideas on a stated problem during a free group discussion is called-----

A.Role playing

B.Behaviour modeling

C.Brainstorming\*

D.Business games

Ans:C

64.As a step in selection process Reference Checks include:

A.To verify information and gaining additional information about the applicant\*

B.To help the manager to eliminate unqualified or unfit job seekers

C.Acception of the offer and certain documents by the candidate.

D.To evaluate the applicant's suitability for the job

Ans:A

65.Which is the following statement(S)is/are correct?

A.Internal source of recruitment is costly

B.HRM is a much broader concept and staffing is an inherent part of it.\*

C.There is no restriction on the number of candidates in case of selection

D.All of the above

Ans:B

66.Human resource management emphasises:

A.Development of People\*

B.Motivation of people

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C.Adoption of people

D.Punishment of people

Ans:A

**67.The main feature of Internship training is**

A.It is used by the workers who are seeking to enter skilled jobs

B.The superior guides and instructs the trainee as a coach.

C.It enables the trainee to gain a broader understanding of all jobs of the business

D.Selected candidates carry on regular studies for the prescribed period\*

Ans:D

**68.Performance appraisal relates to:**

A.Open door Method

B.360 degree Method\*

C.Autocratic Method

D.Happiness Index

Ans:B

**69.Employee morale relates to:**

A.Skills

B.Empathy

C.Productivity

D.Attitude\*

Ans:D

**70.Match items from List I with the item in List II**

A.Psycho analytical Theory(i)F.W.Taylor

B.Scientific Management Approach(ii)Task

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C.Subsystems of HRM(iii)Personality

D.Basic elements of a job(iv)Strong Inter Linkage

Ans:A(iii)B(i)C(iv)D(ii)

71.Valuing the stock in trade at net realizable value or cost price whichever is lower ,is an example of convention:

A.Consistency

B.Full disclosure

C.Materiality

D.Conservatism\*

Ans:D

72.The accounting equation is based on

A.Dual aspect\*

B.Going concern

C.Accounting entity

D.Money measurement

Ans:A

73.One of the fundamental accounting assumption is:

A.Accounting Entity

B.Going Concern\*

C.Dual aspect

D.Materiality

Ans:B

74.Closing capitals of A,B and C were Rs.50,000,Rs.45,000 and Rs.30,000 respectively.Their drawings during the year were Rs.10,000,Rs.5,000 and Rs.12,000 respectively.Amount of net profit

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earned during the year was Rs.18,000 which was distributed in the ratio of 3:2:1 Opening capital of C will be:

- A.Rs.40,000
- B.Rs.45,000
- C.Rs.39,000\*
- D.Rs.56,000

Ans:C

75.Rs.25,000 spent on the overhauling of machines purchased second hand is:

- A.Improvement Expenditure
- B.Revenue Expenditure
- C.Deferred Revenue Expenditure
- D.Capital Expenditure\*

Ans:D

76.It average stock is Rupee 20,000.Closing stock is Rupee 40,000 were more than opening stock,then the value of closing stock will be:

- A.Rupee 24,000
- B.Rupee 16,000
- C.Rupee 18,000
- D.Rupee 22,000\*

Ans:D

77.Which error cannot be revealed on the preparation of trial balance?

- A.Error of commission
- B.Wrong totaling of account

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C.Compensating error\*

D.Wrong balancing of an account

Ans:C

78.If sales are Rupee 2,000 and the rate of gross profit on cost of goods sold is 25%/0,then the cost of goods sold will be:

A.Rupee 1,600\*

B.Rupee1,700

C.Rupee 1,800

D.Rupee 2,500

Ans:A

79.The AS-4 issued by the Institute of Chartered Accountants of India is on:

A.Valuation of inventories

B.Disclosure of accounting policies

C.Contingencies and events occurring after the balance sheet date\*

D.Revised cash flow statements

Ans:C

80.A trial balance at 31<sup>st</sup> March contains the following information:15% Loan? 30,000,Interest Paid?3,000,Interest debited to P/L (Profit and Loss)account is:

A.Rupee 6,000

B.Rupee 1,500

C.Rupee 3,000

D.None of these\*

Ans:D

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81.The religious minorities of Myanmar is known as:

- A.Kurds
- B.Chechinian
- C.Buddhists
- D.Rollings\*

Ans:D

82.The operation Rahath related to the Mission of:

- A.Yemen\*
- B.Somalia
- C.Libiya
- D.Iraq

Ans:A

83.The present Governor of RBI is:

- A.Rangarajan
- B.Raghuram Rajan\*
- C.Y.V.Reddy
- D.Malhotra

Ans:B

84.Who is the present Speaker of Loksabha?

- A.Meerabai
- B.Sushama Swaraj
- C.Sumitra Mahajan\*
- D.Somnath Chatterju

Ans:C

85. Who was the founder of Yogakshema Sabha?

A. Chattampi Swamikal

B. V. T. Bhattathirippad\*

C. Vagbatananda

D. Ayyankali

Ans: B

86. Who composed the work Keralapazhama?

A. K. P. Padmanabha Menon

B. A. Sreedhara Menon

C. Elamkulam Kunjan Pillai

D. Herman Gundert\*

Ans: D

87. 73 and 74 amendment of Indian Constitution introduced by the Parliament of India in:

A. 1992\*

B. 1989

C. 1995

D. 1986

Ans: A

88. The Ashtapathy song recited in Kerala temple is another form of:

A. Bhagavatham

B. Bhagavatgeetha

C. Geethagovinda\*

D. Koodiyattam



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Ans:C

**89.Who founded a school for lower castes at Venganur in Trivandrum 1904?**

- A.Ayyankali\*
- B.Chattampi Swamikal
- C.Sahodaran Ayyappan
- D.Brahmananda Swami Sivayogi

Ans:A

**90.Who is the founder of Bachappan Sachao Andolan?**

- A.Vandana Siva
- B.Sunderlal Bahuguna
- C.Mehta Patkar
- D.Kailas Sathyarthy\*

Ans:D

**91.Who composed the work Thottiyude Makan?**

- A.Kesavadev
- B.Vakkom Muhammed Basheer
- C.Thakhazhi Siva Sankara Pillai\*
- D.Ppnkunnam Varkev

Ans:C

**92.Nethaji Subhash Chandra Bose National Institute of Sports is situated in:**

- A.Poone
- B.Patiala\*

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C.Kolkata

D.Lucknow

Ans:B

93.Whose age is called Augustan period in Kerala Music?

A.Sri Moolam Thirunal

B.Swathi Thirunal\*

C.Dharmaraja

D.Marthanda Varma

Ans:B

94.Who considered the father of Indian Economic Planning?

A.B.M.Visweswaraya\*

B.Dadhabhai Naoroji

C.Rathan Tata

D.Mahalanobis

Ans:A

95.The Malayali memorial of 1891 was organized under the leadership of:

A.Dr.Palpu

B.K.Kelappan

C.G.P.Pillai\*

D.Kumaranasan

Ans:C

96.How many teams played in World Cup Cricket 2015?

A.12

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B.16

C.18

D.14\*

Ans:D

97.A group of computers connected within a small geographical area is called:

A.WAN

B.LAN\*

C.MAN

D.Network

Ans:B

98.Which one of the following river is not the tributaries of Ganga?

A.Sutlej\*

B.Chambal

C.Yamuna

D.Sone

Ans:A

99.Who is the founder of Atmavidya Sangha:

A.K.P.Karuppan

B.Tampi Swamikal

C.Vaghbhatananda\*

D.Ayyankali

Ans:C

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100.The Prime Minister Narendra Modi represented the loksabha constituency of:

A.Gandhinagar

B.Lucknow

C.Bhopal

D.Varanasi\*

Ans:D