AB ASSISTANT –MARKETING & SALESMANSHIP VHSE

EXAM DATE:12-02-2015

1.Which one is not correct in the case of marketing?

A.Consumer satisfaction

B.Starts and ends with customer

C.Profit through sales volume\*

D.Customer is the king

Ans:C

2.Place:Transportation

Knowledge:Advertisement

Risk:Insurance

Time:------------?

A.Warehousing\*

B.Publicity

C.Marketing

D.H.M.T

Ans:A

3.Which one is not true in the case of “mail order business”?

A.Invites customers through advertisement

B.No direct contact between buyer and seller

C.Perishable goods are sold\*

D.Branded goods are sold

Ans:C

4.------------------is an itinerant retailer.

A.General stores

B.Multiple shops

C.Second hand shops

D.Cheap Jacks\*

Ans:D

5.”No bad debt”is not an advantage of:

A.Department store

B.Multiple shops

C.Mail order house

D.Fixed shop retailers\*

Ans:D

6.ECGC stands for:

A.Export Credit Guarantee Corporation\*

B.Export Commercial Guarantee Corporation

C.Export Credit Guarantee Counsel

D.Export Promotion and Credit Guarantee Counsel

Ans:A

7.Which among the following is different from others?

A.Infosys

B.Wipro

C.Nestle\*

D.Reliance

Ans:C

8.Which of the following is a micro marketing environment?

A.Customers

B.Demographic

C.Technological

D.Economic\*

Ans:D

9.”Zoological parks are overcrowded on Sundays and holidays””Buses are overloaded in the morning and evening”

A marketing strategy to shift or reduce these demand is called:

A.Synchro marketing

B.De-marketing\*

C.Marketing myopia

D.Morph marketing

Ans:B

10.Which of the following is not a marketing mix?

A.Product

B.Price

C.People\*

D.Place

Ans:C

11.’Durable goods’ is:

A.Computer\*

B.Soap

C.Repair

D.Salt

Ans:A

12.”Price-Cut”technique is used at which stage of a product?

A.Introduction

B.Decline

C.Growth

D.Maturity\*

Ans:D

13.Which packaging aims at “Protection from Pilferage?

A.Thermocol package for Samsung Television

B.Sun flower Oil comes in sealed pack

C.Petrol in airtight container\*

D.Coca-Cola one liter bottle are packed in plastic containers which are fully covered and placed over one another

Ans:C

14.Which of the following is not a feature of wholesaler?

A.Large scale business

B.Received goods from manufacturers

C.Provides after sale service\*

D.Sells to retailers

Ans:C

15.Which is “Patronage motive”?

A.Quality\*

B.Durability

C.Ambition

D.Instincts

Ans:A

16.”Raymonds”concentrate in textiles “Exclusively meant for men”.Which market segmentation is used by the company?

A.Psychographic

B.Demographic\*

C.Geographic

D.Behavioural

Ans:B

17.”Adding a higher priced,prestige product to a line for increasing the sale of existing lower priced product”.This process of marketing is called:

A.Trading up\*

B.Market positioning

C.Market targeting

D.Trading Down

Ans:A

18.Which of the following is not an object of pricing?

A.Maximise profit

B.Maximise sales

C.Maximise market share

D.Maximise product quality\*

Ans:D

19.A zero level channel is otherwise called:

A.Retail marketing

B.Wholesale marketing

C.Direct marketing\*

D.Vertical marketing

Ans:C

20.Which salesman assists dealers by giving suggestions on display and store layout facility?

A.Pioneer salesmen

B.Sales engineer

C.Merchandising salesman\*

D.Dealer service salesman

Ans:C

21.”High price with high advertisement”is a strategy adopted at-----------stage of a product:

A.Introduction

B.Growth\*

C.Maturity

D.Decline

Ans:B

22.An insurance which protect an employer from dishonesty of an employee is:

A.Honesty insurance

B.Trust worthy insurance

C.Fidelity insurance\*  
D.Health insurance

Ans:C

23.Which of the following is a “Public Corporation”?

A.Travancore Cochin Chemical Ltd

B.Unit Trust of India

C.Railways

D.Hindustan Shipyard Ltd.

Ans:-----------

24.Receipts issued in respect of goods placed in a bonded ware house is called:

A.Mate receipt

B.Dock warrant\*

C.Draw back

D.Consular invoice

Ans:B

25.The term”Days of grace”is related to:

A.Bills of Exchange\*

B.Letter of credit

C.Bonded warehouse

D.Shipping documents

Ans:A

26.Which account never shows credit balance?

A.Bank

B.Cash\*

C.Current

D.Capital

Ans:B

27.”Asset=Liabilities+Capital”is based on:

A.Conservatism Principle

B.Matching Principle

C.Dual aspect Principle\*

D.Full Disclosure Principle

Ans:C

28.Goods destroyed by Fire is Rs.7,000.Insurance Company a claim of Rs.5,000.The amount debited in profit and loss account is:

A.Rs.2,000\*

B.Rs.7,000

C.Rs.5,000

D.Rs.12,000

Ans:A

29.”Goods withdrawn by the owner for his personal use”in this transaction which account is to be credited:

A.Drawings

B.Purchases\*

C.Goods

D.Capital

Ans:B

30.Identify the “Contra Entry”transaction:

A.Paid rent by cheque

B.Cash withdrawn from bank\*

C.Cash withdrawn from bank for personal use

D.Received a cheque from Anil

Ans:B

31.”Credit Note”is prepared at the time of”

A.Purchase return

B.Sales return\*

C.Credit purchase

D.Credit sales

Ans:B

32.Identify intangible asset:

A.Copyright\*

B.Mines

C.Stock

D.Machinery

Ans:A

33.Income and Expenditure Account:Profit and Loss Account Surplus:Profit

Deficit:Loss Receipts and Payment Account:---------?

A.Balance Sheet

B.Cash book\*

C.Bank Account

D.Trading Account

Ans:B

34.’Vijay a furniture merchant in Kodanad sold”Furniture”on credit to Kiran Perambavoor.Which subsidiary book is used to record this transaction(in the books of Vijay)?

A.Journal Proper

B.Sales Day Book\*

C.Cash Book

D.Purchase Day book

Ans:B

35.Writing off”Wasting asset”is known as:

A.Depletion\*

B.Amortization

C.Accident

D.Obsolescence

Ans:A

36.Goodwill account is debited when:

A.Shares issued to promoters\*

B.Shares issued for acquiring know how

C.Shares issued to managers

D.Shares issued to managing director

Ans:A

37.Gaining ratio is calculated at the time of ---------of a partner.

A.Admission

B.Retirement\*

C.Dissolution  
D.Amalgamation

Ans:B

38.The amount due to deceased partner is transferred to:

A.Partners loan account

B.Partners wife’s loan account

C.Executers loan account\*

D.Partners bank account

Ans:C

39.The maximum capital that can be raised by a company is called:

A.Paid up capital

B.Called up capital

C.Reserve capital

D.Nominal capital\*

Ans:D

40.”Anil”become a shareholder of Glaxo.Ltd.when:

A.Anil submit share application form with Glaxo.Ltd

B.Anil pays share application form with Glaxo.Ltd

C.Anil receives”Letter of allotment”from Glaxo.Ltd\*

D.Anil receivers “Letter of regret” from Glaxo.Ltd

Ans:C

41.Issue of shares to existing share holders at a concessional rate is called:  
A.Right issue\*

B.Private placement

C.Public issue

D.ESOP

Ans:A

42.On dissolution of partnership------------are pair first.

A.Debts to insides

B.Debts of third parties\*

C.Debts of partners having huge capital

D.Debts of partners having small capital

Ans:B

43.The term”imprest money”is related to:

A.Journal

B.Bills of exchange

C.Petty cash book\*

D.Double coloumn cash book

Ans:C

44.Statement(1):Debenture holders have voting right statement

(2)Debenture holders will get interest

Statement(3):Debenture holders can take part in the management of the company

A.Statement(1)and (2)are true

B.Statement(1)and (3)are not true\*

C.Statement(1),(2)and (3) are true

D.Statement(2)and (3)are true

Ans:B

45.A bill of exchange is accepted by:

A.Debtor

B.Creditor\*

C.Banker

D.Seller

Ans:B

46.”Credit purchase of machinery”is recorded in purchase day book is an error of:

A.Commission

B.Principle\*

C.Omission

D.Compensating

Ans:B

47.Which of the following is a “Real account”?

A.Cash account\*

B.Salary account

C.Capital account

D.Anil’s account

Ans:A

48.”Journal folio”is recorded in:

A.Journal

B.Ledger\*

C.Balance sheet

D.Trial balance

Ans:B

49.Which subsidiary book is both “Journal and Ledger”?

A.Purchase day book

B.Sales day book

C.Cash book\*

D.Bank account

Ans:C

50.Which account is prepared to know”Credit sales”?

A.Total debtors account\*

B.Total creditors account

C.Opening balance sheet

D.Closing balance sheet

Ans:A

51.Which communication is known as”JungleTelegraph”?

A.Formal communication

B.Informal communication

C.Telegraphic communication

D.None of these

Ans:-------

52.The need hierarchy theory is advocated by:

A.Philip Kotler

B.Abraham Maslow\*

C.Peter F.Drucker

D.B.F.Skinner

Ans:B

53.”Father of Scientific Management”:

A.Henry Fayol

B.F.W.Tayol\*

C.Elton Mayo

D.Oliver Sheldon

Ans:B

54.Number of subordinates that a superior can effectively supervise is called:

A.Authority

B.Span of control\*

C.Delegation of Authority

D.Decentralized control

Ans:B

55.”Right to give order”is called:

A.Responsibility

B.Authority\*

C.Accountability

D.Discipline

Ans:B

56.Find the odd one:

A.Advertisement\*

B.Waiting list

C.Factory Gate

D.Transfer

Ans:A

57.Wastage is high under:

A.Time rate system\*

B.Piece rate system

C.Commission system

D.Monthly payment system

Ans:A

58.The ability of a person to look at things from others point of view is known as:

A.Sympathy

B.Empathy\*

C.Listening skill

D.Inspiring skill

Ans:B

59.Communication between sales executive and production manager is:

A.Horizontal\*

B.Vertical

C.Diagonal

D.Lateral

Ans:A

60.Which of the following is true for an over capitalized company?

A.Market value of share falls\*

B.Under estimation of future earnings

C.Conservative dividend policy

D.Promotion during recession

Ans:A

61.Capital required for the day to day running of a business is called:

A.Fixed capital

B.Working capital\*

C.Owners equity

D.Equity capital

Ans:B

62.Which one is not an individual brand name?

A.Rexona

B.Sony\*

C.Pears

D.Vim

Ans:B

63.Which speculator in the stock exchange expect “Rise in share price”?

A.Bull\*

B.Bear

C.Stag

D.Lame duck

Ans:A

64.---------came under”Middle level management”.

A.Functional managers\*

B.General Managers

C.Inspector

D.Chief executives

Ans:A

65.Which of the following is not a consumer right?

A.The right to get quality goods

B.The right to choose

C.The right to be heard

D.The right to seek redressal

Ans:--------

66.Job rotation is:  
A.Off the job training

B.On the job training\*

C.Vestibule training

D.None of these

Ans:B

67.Orientation is generally given to:

A.Existing employees\*

B.New employees

C.Experienced employees

D.Male employees

Ans:A

68.Stock exchange is:

A.Primary market

B.Secondary market\*

C.Teritary market

D.Money market

Ans:B

69.Un-authorized entry into website is :

A.Cheating

B.Brand hijacking

C.Hacking\*

D.Virus

Ans:C

70.Which one is “Public Sector”Bank?

A.Canara Bank\*

B.ICICI Bank

C.Citi Bank

D.HDFC Bank

Ans:A

71.Most visible element of marketing mix:

A.Product\*

B.Price

C.Place

D.People

Ans:A

72.A mere transfer of ownership of goods from seller to buyer is known as:

A.Marketing

B.Physical movement

C.Selling\*

D.Deal

Ans:C

73.Any paid form of non-personal presentation is:  
A.Advertisement\*

B.Marketing

C.Publicity

D.Personal selling  
Ans:A

74.AIDAS indicates:

A.Attention Interest Desire Action Satisfaction\*

B.Attitude Interest Desire Action Satisfaction

C.Attitude Interest Desire Alternative Satisfaction

D.Attention Interest Desire Alternative Satisfaction

Ans:A

75.A registered brand is known as:

A.Brand mark

B.Trade mark\*

C.Grade mark

D.Agmark

Ans:B

76.Which is “Silent Salesman”?

A.Packaging\*

B.Branding

C.Television

D.Newspaper

Ans:A

77.Find the odd one:

A.Economic conditions

B.Government policy

C.Competition

D.Marketing mix\*

Ans:D

78.Which is “Product line”?

A.Unilever markets soaps-like pears,Lux and Lifebuoy

B.Lux soap is available in different colours

C.Milma markets milk,buttermilk,curd,ghee and butter\*

D.Unilever Ltd.has soaps,detergents,skincare products,tooth paste

Ans:C

79.”Sun silk Shampoo”sample pack given with manorama weekly-is an example of:

A.Sales promotion technique\*

B.Advertisement

C.Publicity

D.Personal selling

Ans:A

80.”Caveat emptor”means:  
A.Let the buyer beware\*

B.Let the seller beware

C.Let the producer beware

D.Let the businessmen beware

Ans:A

81.First Indo-Pak war was started in the year:

A.1945

B.1947\*

C.1949

D.1950

Ans:B

82.Who was the founder of the Greater Ezhava Association?

A.K.Kesavan

B.Sree Narayana Guru  
C.K.Kelappan

D.Dr.Palpu\*

Ans:D

83.The Grant Trung Road was built by:

A.Ashoka

B.Chandra Gupta

C.Akbar

D.Shershah Suri\*

Ans:D

84.Who gave the slogan Do or Die?

A.Gandhiji\*

B.Thilak

C.Gokhale

D.Subhash Chandra Bose

Ans:A

85.In which session the Indian National Congress split into two groups?

A.Surat\*

B.Calcutta

C.Bombay

D.Lahore

Ans:A

86.What was the objective of Partition of Bengal in 1905?

A.For Administrative efficiency

B.For agricultural development

C.Set up a communal gulf between the Hindus and Muslims

D.To over come economic crisis

Ans:-----------

87.All India Muslim League was founded on:

A.13th December 1916

B.30th December 1906\*

C.14th November 1906

D.14th October 1916

Ans:B

88.Gandhiji started in 1942 his third major movement against the British rule.What was it?

A.Non Co-operation movement

B.Civil disobedience movement

C.Kheda Movement

D.Quit India Movement\*

Ans:D

89.Abstention Movement(Nivarthana agitation)was in the year:

A.1930

B.1923

C.1932\*

D.1943

Ans:C

90.Who was the leader of Guruvayur Sathyagraha?

A.A.K.Gopalan

B.K.Kelappan\*

C.T.K.Madhavan

D.Mannath Padmanabhan

Ans:B

91.What was the previous name of Nayar Service Society?

A.Nayar samudaya brithia ganasangam\*

B.Nayar samudaya parishath

C.Nayar gana parishath

D.Nayar samudaya Paripalana Sangam

Ans:A

92.Mahatma Gandhi started Salt sathyagraha on:

A.12th February 1930

B.20th March 1931

C.12th March 1930\*

D.20th January 1931

Ans:C

93.Who among the following is associated with Ayyavazhi?

A.Thycaud Ayya

B.Ayyankali

C.Brahmananda Siva Yogi  
D.Ayya Vaikundar\*

Ans:D

94.Who wrote the book Kristhu Matha Chedanam?

A.Vagbhadanda

B.Chattambi Swamikal\*

C.Kumaraguru

D.Sree Narayanaguru

Ans:B

95.What was the last words of Mahatma Gandhi?

A.Oom Santhi Santhi

B.Jai Bharath

C.Hay Ram\*

D.Wah-e-guru

Ans:C

96.Where was the first session of Indian National Congress held?

A.Bombay\*

B.Calcutta

C.Madras

D.Delhi

Ans:A

97.Which poem of Kumaranasan portrays the story of Matangi?

A.Karuna

B.Veena Poovu

C.Duravasta

D.Chandala Bikshuki\*

Ans:D

98.Which among the following is a Megalithic burial site in Kerala?

A.Peruvanam

B.Moozhikalam

C.Cherumanagad\*

D.None of these

Ans:C

99.Who established the satras in Assam?

A.Natha Muni

B.Srimana Sankaradeva\*

C.Ramananda

D.Kabeer

Ans:B

100.”Thanas”was established during the British period by:

A.Cornwallis

B.Warren Hastings

C.William Bentinck

D.Wellesley\*

Ans:D