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PQ3AGIP



UNIVERSITY OF MUMBAI

KG JOSHI & NG BEDEKAR COLLEGE, THANE

SEMESTER EXAM – 2017

Supervisor Signature: _____ Date: - _____

Exam Seat No.

Time: 120 Minutes

FMCG & Retail – 4

Marks: 75

Note:

1. All questions are compulsory.
2. Rewriting, cancellation, overwriting not allowed & no marks will be given to such Answer.

Instructions

All questions are compulsory and carry 1 mark each. The assessment is for a total of 75 marks. Please read the questions carefully before answering and select only one correct option for each question.

1. In order to bring order to all those innumerable activities we do under business, we need something called _____.
 - a. Business law
 - b. Products
 - c. Primary activities
 - d. Secondary products
2. In ancient India there was a distinct tradition of law and there was a historically independent school of _____ theory and practice
 - a. Conventional
 - b. Legal
 - c. Old
 - d. Latest

3. _____ relations in the pre-Islamic period resulted in clear-cut rules of warfare of a high humanitarian standard, in rules of neutrality and of treaty law.
 - a. Within two state
 - b. Regional
 - c. International
 - d. Interstate
4. Over the centuries various types of laws emerged to help deal with different types of activities of human life such as _____.
 - a. Real estate law
 - b. Panchayat law
 - c. Criminal law
 - d. Ashoka law
5. The modern laws in the U.S.A. evolved from various factors that influenced the _____ Civilisation.
 - a. Western
 - b. Eastern
 - c. Northern
 - d. Southern
6. Business law is also called commercial law or _____.
 - a. Common law
 - b. Mercantile law
 - c. Command law
 - d. Traditional law
7. Partnerships where members or 'associates, collectively form an association in which they all participate in management and sharing profits, bearing the liabilities. They can be sued jointly and severally in relation to the firm's contracts and acts.
 - a. True
 - b. False
8. Business law also deal with all the aspects of business e.g. contract, consent and the situations arising out of their breach.
 - a. True
 - b. False
9. Civil laws also govern in closing or ending a business irrespective of its size and nature
 - a. True
 - b. False
10. Business laws also apply to all the people directly or indirectly involved in businesses.
 - a. True
 - b. False
11. The modern business law in India has taken off from the laws in the United Kingdom and is based firmly on the development of UK company law.
 - a. True
 - b. False

12. An _____ between two or more persons or parties which is enforceable at law; it is constituted by an offer from one party to another to conduct some business or transaction or service
- Partnership
 - Business
 - Agreement
 - Contractual
13. All agreements are contracts if they are entered into with free consent of the parties competent to enter into such an agreement for a lawful consideration and with lawful object and are not expressly declared to be void.
- True
 - False
14. _____ refers to DDT.
- Defensive Driving Technique
 - Dividend Distribution Tax
 - Division Distributor Tax
 - Divisional Distribution Tax
15. _____ tax is generally payable on the sale of all goods by a dealer in the course of inter-state trade or commerce or, outside a state or, in the course of import into or, export from India
- Central Sales
 - Eastern Sales
 - Northern Sales
 - Western Sales
16. Customs duty is based generally on the value of goods or upon the weight, dimensions, or some other criteria of the item (such as the size of the engine, in case of automobiles)
- True
 - False
17. A _____ gain is income derived from the sale of an investment.
- Capable
 - Capital
 - Combined
 - Collectively
18. A cheque is one of the safest modes of making payment as there is an entry against the cheque honoured by the bank that can be traced back if needed.
- True
 - False
19. Cheques used for gifting money to loved ones are gift cheques. The value may vary from Rs. 100 to Rs. 10,000
- True
 - False

20. A Self Cheque is a form of a crossed or account payee bearer cheque but post-dated to meet the said financial payment at a future date.
- True
 - False
21. _____ banking, also known as electronic funds transfer
- Electron
 - Electronic
 - Elevated
 - Eminent
22. Effective sales organizations are indispensable to the long-term success of the organization
- True
 - False
23. A _____ has the most clearly defined structure and well demarcated roles and responsibilities.
- Real Estate
 - Sales Organization
 - Global
 - State Organisation
24. The _____ function accommodates market changes by adjusting its own Organization and manner of operation
- Export
 - Sales
 - Procurement
 - Purchase
25. Organization of activities ensures the assignment of tasks to the competent quarter and thereby ensures their successful execution.
- True
 - False
26. Organizational _____ enables the clear demarcation of the activities to be performed, the person each one is to be performed by, and the extent of the responsibility and authority assigned to him /her.
- Structure
 - Revolving approach
 - Rotational approach
 - Top up approach
27. _____ ensures the best usage of all available resources within the least time, with the maximum efficiency.
- Mobilization
 - Delegation
 - Obligations
 - Activities

28. _____ firms may find it easier to have centralised operations, while larger firms would be more inclined to delegate direct operational tasks to the regional offices
- Smaller
 - Bigger
 - Larger
 - Convenient
29. The adoption of _____ in recent years however, has increased the tendency for centralised control as all data and information can now be shared in seconds over the internet and through other digital systems
- Social media
 - Technology
 - Supply chain
 - Logistics
30. _____ are designed to allow the business to function efficiently and to accomplish its goals
- Organizational structure
 - Retail structure
 - Logistics structure
 - None of above
31. Companies that sell directly to retailers or customers require an Organizational structure that makes their work easier.
- True
 - False
32. The major purposes of setting up a field _____ Organization are more adequate market coverage control of sales expenses, better coordination with regional requirements, and in case of new products, more vigorous market cultivation.
- Rural
 - Sales
 - Suitable
 - Purchase
33. Field sales forces are most often organised on the basis of the geographic location and spread, customer base and/ or product variety specialisation
- True
 - False
34. Many FMCG companies organise themselves according to their product lines.
- True
 - False
35. Sometimes it is advantageous for businesses to engage in niche or _____ marketing
- Segmented
 - Customized
 - Rural
 - Urban

36. Key Account managers, each one of whom is assigned a certain number of consumers, report to branch sales managers. This leads to a decentralised and focused approach to sales.
- True
 - False
37. Sales firms have different Organizational _____ based on business needs and expectations, markets and products, company size and marketing channels
- Motives
 - Structures
 - Intentions
 - Customized
38. _____ take on special significance in sales Organization as key channel partners, niche markets and specified product markets may be addressed with ease by such an Organizational structure
- KPI
 - KRA
 - RTM
 - SBU
39. Some Organizations follow a dual system with both line and staff components in their structure.
- True
 - False
40. The _____ managers bear responsibilities of results in their territories and control their own field staff of sales executives and salesmen.
- CEO
 - Team
 - Purchase
 - Regional
41. The administration of the personal selling component of an Organization's marketing programme is referred to as _____
- Rural activation
 - Sales
 - Urban activation
 - All of above
42. It is the sales executive's job to sell as many of the company's goods as possible as well as developing and maintaining a good relationship with clients.
- True
 - False
43. B2C refers to _____
- Business to Customer
 - Boss to Customer
 - Business to Customized
 - Business to Convenience

44. _____ handle the sales activities in particular locations under their jurisdiction
- Area Sales Managers
 - Route to market
 - Procurement Managers
 - Human Resource Managers
45. In the simplest of terms, _____ is a measure of the efficiency of a person, machine, factory, system, etc., in converting inputs into useful outputs
- Selling
 - Effective
 - Productivity
 - Efficiency
46. The asset utilization ratio calculates the total revenue earned for every rupee of assets a company owns
- True
 - False
47. ROA refers to _____
- Return On Assets
 - Return On Assumptions
 - Remain On ASM
 - Non of above
48. One of the most pertinent measures of sales force effectiveness is the _____
- Modern Trade
 - Strike Rate
 - Average Rate
 - Company Rate
49. _____ Call Ratio is the ratio of the total number of outlets in the beat against the number of bills cut in the beat
- 7 steps planned call
 - Sales Calling
 - Productive
 - Turnaround Time
50. A _____ plan is based upon your strengths and best performance areas
- Strong career
 - Casual
 - Dream
 - Motivational
51. One of the purposes of a career plan is to help you continually develop your career, through learning and experience as well as _____
- Convincing
 - Negotiating
 - Selling
 - Promotion

52. _____ is probably the most important thing in every field be it business, or otherwise
- Silence
 - Personal grooming
 - Quietness
 - Discreetness
53. Every phone call, every email and every face-to-face interaction with a customer is not at all Marketing
- True
 - False
54. Effective speaking is about being able to speak in a public context with confidence and clarity, while at the same time reflecting on your own personality
- True
 - False
55. In business writing, the document type you choose for your written content affects how your messages are perceived and understood by your _____
- Vendors
 - Customers
 - Readers
 - Retailers
56. A business letter usually contains a friendly tone because the writer often attempts to persuade and cultivate readers' goodwill
- True
 - False
57. The marketing plan includes _____ aspects and the quantification and forecast of demand and sales.
- Downsizing
 - Replacement
 - Qualitative
 - Right
58. A benefit of _____ segmentation could be a higher market share in the targeted segment or the ability to charge a higher price
- Wholesalers
 - Distributors
 - Market
 - Retailers
59. _____ can be done based on quality, performance, customer service, special features or other benefits. Based on the segmentation, different grades of the same product are offered to different market segments
- Segmentation
 - Marketing
 - Selling Skills
 - Persuading Skills

60. Product positioning - which is the final step in the market segmentation process — involves developing a product and marketing plan that will appeal to the selected market segment
- True
 - False
61. _____ analysis methods produce plots that display product positioning, product preferences and differences between customers in their product preferences
- Selective
 - Proposed
 - Reference
 - Perceptual
62. _____ is an essential part of launching a product and a company in the market
- Designing
 - Resuming
 - Positioning
 - Reasoning
63. Technology positioning —Positioning on the basis of technology can be taken up by a company that is on the cutting edge of technology. For example, Oracle as database software, Microsoft for PC market etc
- True
 - False
64. _____ is the process of modifying an existing brand, company or product position.
- Repositioning
 - Framing
 - Progressive
 - Marketing
65. Successful implementation of the _____ also requires periodic reviews and monitoring of progress
- Existing strategy
 - Marketing strategy
 - Monthly strategy
 - Yearly strategy
66. _____ must adequately assess the marketplace to spot critical gaps in stores, including missing products, missing displays and incorrect product positioning
- Managers
 - Purchasers
 - Companies
 - Retailers
67. Remedial actions are different for different markets depending on the issues identified by the survey reports
- True
 - False
68. Sales Presenter is a tool used by HCCB frontline sales team market developers and Team leaders as a ready reckoner
- True

- b. False
69. _____ of Mollo and Associates in Erie, Pennsylvania says that the biggest change in selling is that customers want problem solvers and expert advice.
- Harry Brown
 - Harry Jackson
 - Peter Son
 - Taylor Led
70. Channels consist of three categories of entities, namely _____, merchants, and facilitators
- Manager
 - Supervisor
 - Retailer
 - Agents
71. _____ refers to the number of outlets within a certain geographic area. The fewer the number of outlets, the more exclusive is the distribution, and the more the number of outlets, the more intensive the distribution
- Density
 - Demographic
 - Geographic
 - None of above
72. Acceleration in growth is planned through the vertical expansion in grocery channel by driving incidence and transaction
- True
 - False
73. Service providers have shifted focus to the improvement of Quality of Service and quality of experience (QoE) through various means in order to better manage their _____
- People expectation
 - Horizontal growth
 - Customer expectations
 - None of above
74. The most widely used tools for continuous improvement is a four-step quality model—the plan-do-check/ study-act (PDCA/PDSA) cycle also known as _____.
- Meaning Cycle
 - Deming Cycle
 - Autonomous Cycle
 - Supreme Cycle
75. _____ is statistical calculation and prediction of error rates and timed correction of errors to maximize output capability.
- Seven Sigma
 - One Sigma
 - Six Sigma
 - Continuous Improvement