

Kamla Nehru Mahavidyalaya, Nagpur
Department of Cosmetic Technology
Bachelor of Cosmetic Technology, Semester VIII
Subject- (S8-T-6) Organization and Management
Question Bank (Summer-2022)

1. The profit of an enterprise can be increased by

- i. Reducing total costs of production
- ii. Increasing sales value
- iii. Increasing capital cost
- iv. Increasing manpower

2. Which of the above are true?

- a. Only i
- b. i & ii
- c. I, ii & iii
- d. All of the above

3. Which of the following industries should be located near the vicinity of raw materials?

- a. Cycles
- b. Televisions
- c. Sewing machines
- d. Steel mills

4. For which of the following industry humid climate is helpful

- a. Cotton
- b. Steel
- c. Light Bulb
- d. Automobile

5. For good natural ventilation, the ____ type of building preferred

- a. Flat roof
- b. Saw tooth
- c. Highbay
- d. Monitor

6. Buildings for foundries and steel mills are often of the

- a. Flat roof
- b. Saw tooth
- c. Highbay
- d. Bow string

7. Which of the following is not true for Multi-storey building?

- a. High heating and ventilation cost
- b. Small ground runs for drainage
- c. Adopted for manufacture of light goods
- d. Less roof repairs

8. "Space available in vertical and horizontal directions is most effectively utilized" is known as principle of

- a. Cubic space utilization
- b. Flexibility
- c. Flow
- d. Minimum distance

9. If all the processing equipment and machines are arranged according to the sequence of operations of a product the layout is known as

- a. Product layout
- b. Process layout
- c. Fixed position layout
- d. Combination layout

10. The following type of layout is preferred to manufacture a standard product in large quantity

- a. Product layout
- b. Process layout
- c. Fixed position layout
- d. Combination layout

11. The following type of layout is preferred for low volume production of non standard products

- a. Product layout
- b. Process layout
- c. Fixed position layout
- d. Combination layout

12. In ship manufacturing, the type of layout preferred is

- a. Product layout
- b. Process layout
- c. Fixed position layout
- d. Combination layout

13. This chart is a graphic representation of all the production activities occurring on the shop floor

- a. Operation process chart
- b. Flow process chart
- c. Templates
- d. All of the above

14. Which of the following explain the need for facility location selection?

- (a) When the existing business unit has outgrown its original facilities and expansion is not possible.
- (b) When a business is newly started.
- (c) When the lease expires and the landlord does not renew the lease.
- (d) All of these.

15. Which of the following is the first step in making a correct location choice?

- (a) Develop location alternatives
- (b) Decide the criteria for evaluating location alternatives
- (c) Evaluate the alternatives

- (d) Make a decision and select the location
16. Which of the following technique emphasises transportation cost in the determination of facility location?
- (a) Location rating factor technique
 - (b) Transportation technique
 - (c) Centre-of-gravity technique
 - (d) Both (b) and (c)
17. Transportation cost mainly depends on which of the following factors?
- (a) Distance
 - (b) Weight of merchandise
 - (c) Time required for transportation
 - (d) All of the above
18. In which of the following site selection techniques, a weightage between '0' to '1' is provided to factors that influence its location decision?
- (a) Location rating factor technique
 - (b) Transportation technique
 - (c) Centre-of-gravity technique
 - (d) None of these
19. Which of the following does not cause to production delay?
- (a) Shortage of space
 - (b) Long distance movement of materials
 - (c) Spoiled work
 - (d) Minimum material handling
20. Process layout is also known as _____.
- (a) Functional layout
 - (b) Batch production layout
 - (c) Straight line layout
 - (d) Both (a) and (b)
21. Which of the following facility layout is best suited for the intermittent type of production, which is a method of manufacturing several different products using the same production line?
- (a) Product layout
 - (b) Process layout
 - (c) Fixed position layout
 - (d) Cellular manufacturing layout
22. In which of the following layout type, materials are fed into the first machine and finished products come out of the last machine?
- (a) Product layout
 - (b) Process layout
 - (c) Fixed position layout
 - (d) Cellular manufacturing layout
23. Which of the following is not an advantage of using product layout?
- (a) Minimum material handling cost
 - (b) Minimum inspection requirement
 - (c) Specialised supervision requirement
 - (d) None of the
- <https://testbook.com/objective-questions/mcq-on-market-research--5eea6a1439140f30f369f2ec#:~:text=Which%20of%20the%20following%20is,wants%20and%20desires%20of%20consumers>
24. Which of the following are include in consumer survey?
- a. Advertising medium

- b. Market status
 - c. Total cost
 - d. Survey of wants and desires of consumer
25. Modern Marketing is based on-
- a. Consumer satisfaction
 - b. Marketing research
 - c. Consumer buying behaviour
 - d. None of the above
26. Consumer research takes place at this stage-
- a. Before purchase
 - b. After purchase
 - c. During purchase
 - d. All of the above
27. Small business can not afford marketing research because of-
- a. Limitation of money
 - b. Limitation of skill
 - c. Limitation of time
 - d. All of the above
28. The type of forecasting is selected on the basis of
- A. Degree of accuracy
 - B. Availability of data
 - C. Time horizon
 - D. All of the above
29. Which of the following is/are the type of sales forecast on the basis of time frame
- A. Short range
 - B. Long range
 - C. Perspective planning forecast
 - D. All of the above
28. Sales forecasting involves study of
- A. Sales planning
 - B. Distribution outlets
 - C. Consumer needs and demands
 - D. All of the above
29. Sales forecasting involves
- A. Sales Planning
 - B. Sales Pricing
 - C. Distribution channels
 - D. Consumer tastes
30. Benchmark' means

- A. Sales performance measurement
 - B. Marks given to salesperson
 - C. Appraisal
 - D. Standard values for comparison
31. The analytics and statistical method of sales forecasting include
- A. Extrapolation method
 - B. Moving average method
 - C. Time series analysis
 - D. All of the above
32. The first stage in creating the sales forecasting is to estimate
- A. Market demand
 - B. Profit
 - C. Wealth
 - D. Prospect
33. The component of sales forecast is/are
- A. Sales target
 - B. Sales budget
 - C. Both (1) and (2)
 - D. Sales volume
34. Sales forecasting can be based on which of the following information?
- A. What customers say about the product
 - B. What customers are actually doing
 - C. What customers have done in the past
 - D. All of the above
35. A common method of preparing sales forecast consists of
- A. Prepare a macro economic forecast
 - B. Prepare on industry sales forecast
 - C. Prepare a company sales forecast
 - D. All of the above
36. Which of the following are included in sales forecasting?
- A. Sales pricing
 - B. Sales planning
 - C. Distribution channels
 - D. All of the above

37.of the following are the steps of traditional selling strategy?
- A. Prospective
 - B. Qualifying
 - C. Approach
 - D. All of the above.
38. Which of the following is not a part of traditional selling strategy?
- A. Approach
 - B. Pre approach
 - C. Presentation
 - D. Online sales
39. Which of the following is the foundational step of the sales process?
- A. Solve the objections
 - B. Follow-up
 - C. Prospecting
 - D. Presentation
40. Before planning a sale, which or the following activity is conducted by the sales person?
- A. Approach
 - B. Research
 - C. Follow-up
 - D. Presentation
41. Which of the following is a part of pre-approach process?
- A. Knowing customer's need
 - B. Learning relevant background.
 - C. Researches prospects
 - D. All of the above.
42. Which of the following is not a part of approach?
- A. Introduction
 - B. Warm up questions
 - C. Explaining who you are and whom you represent
 - D. Agreeing on the terms of sales.
43. Which of the following are the way of approach?
- A. Phone
 - B. email

C. In person

D. All of the above

44. Which of the following activity is explaining how the product meets that person or company's need?

A. Presentation

B. Follow-up

C. Qualifying

D. Prospective

45. Which of the following activity should be done after presentation?

A. Handling objection

B. Closing the sale

C. Following-up

D. None of the above

46. What is the final step of traditional selling strategy?

A. Following-up

B. Closing the sales

C. Approach

D. Pre approach.

47. Which of the following activity is offered by online airline services?

A. Booking

B. Seats selection

C. Automated flight status

D. All of the above

48. What is the purpose of alliances created by travel companies?

A. Reduce purchasing cost

B. Increase sales

C. both a and b

D. None of a and b

49. Which of the following is the benefit of online stock trading?

A. Cost benefit

B. Flexible

C. Full control

D. All of the above

50. Which of the following is not the benefit of online stock trading?

- A. Handy tools
- B. Proper information
- C. Time consuming
- D. Flexibility

Chapter 4: Consumer Motivation Multiple Choice Questions:

1. _____ is/are the essence of all modern marketing.

- a. Profit growth
- b. Human needs
- c. Technology
- d. Psychology

Advertising and Sales Promotion (<https://www.mbamcq.com/advertising-and-sales-promotion/5.php>)

1. Attitudes toward a brand result from a combination of _____ attitude-formation processes.

- A. primary and secondary
- B. linear and non-linear
- C. associative and non-associative
- D. central- and peripheral-route
- E. None of the above.

2. A strength of radio advertising is _____

- A. the ability to reach segmented audiences
- B. the ability to reach prospective customers on a personal and intimate level
- C. low cost per thousand
- D. short lead-times
- E. All of the above

3. In a _____ advertising schedule, advertising is used during every period of the campaign, but the amount of advertising varies considerably from period to period.

- A. flighting
- B. dated
- C. plotted
- D. pulsing
- E. continuous

4. Marketers can enhance the consumers' ability to access knowledge structures by _____

- A. using loud music
- B. using colorful ads
- C. employing verbal framing
- D. repeating brand information
- E. increasing curiosity about the brand

5. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____

- A. Sponsorship
- B. Advertising
- C. personal selling
- D. sales promotion
- E. Publicity

6. A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need

- A. Functional
- B. Symbolic
- C. Biological
- D. Utilitarian
- E. Experiential

7. Which of the following is NOT a requirement for setting advertising objectives?

- A. Objectives must specify the amount of change.
- B. Objectives must be stated in terms of profits.
- C. Objectives must be realistic.
- D. Objectives must be internally consistent.
- E. Objectives must be clear and in writing.

8. The _____ component of attitudes focuses on behavioral tendencies

- A. Affective
- B. Instrumental
- C. Conative
- D. Cognitive
- E. Behavioral

9. The process of translating thought into a symbolic form is known as _____

- A. Encoding
- B. Feedback
- C. Noise
- D. Decoding
- E. the message channel

10. Margaret Stephens notices the television commercial because of the loud sounds. This is an example of _____

- A. exposure
- B. involuntary attention
- C. nonvoluntary attention
- D. voluntary attention
- E. interpretation

11. By definition, _____ simply means that consumers come in contact with the marketer's message.

- A. Perception
- B. Exposure
- C. Attention
- D. Comprehension
- E. Interpretation

12. Which one of the following is the greatest obstacle to implementing integrated marketing communications?

- A. Few providers of marketing communications services have the skills to execute IMC programs.
- B. There is a lack of interest in IMC by top management.
- C. The cost for implementing an IMC program is difficult to justify.
- D. Little can be gained by coordinating the various marketing communications elements.
- E. Marketing directors are essentially performing the IMC function now.

13. According to the HEM, consumer behavior is seen as _____

- A. Rational
- B. highly cognitive
- C. Emotional
- D. Systematic
- E. Reasoned

14. The first step of the objective-and-task method is _____

- A. assessing the communications functions
- B. establishing specific marketing objectives that need to be accomplished
- C. determining advertising's role in the total communication mix
- D. establishing specific advertising goals in terms of the levels of measurable communication response required to achieve marketing objectives
- E. establish the budget based on estimates of expenditures required to accomplish the advertising goals

15. Which value is derived from the need for variety and achieving an exciting life?

- A. self-direction
- B. hedonism
- C. achievement
- D. stimulation
- E. tradition

16. A good copy-testing system needs to provide measurements that are _____

- A. relevant to the advertising objectives
- B. relevant to the advertising budget
- C. relevant to the advertising media
- D. relevant to the advertising script
- E. None of the above

17. The concept of effective reach states that fewer exposures to advertisements are required _____

- A. when humor is used

- B. when comparative advertising is used
- C. for brands with higher market shares and greater customer loyalty
- D. for expensive products
- E. for necessities

18. Laddering is a marketing research technique that has been developed to identify links between _____

- A. attributes, consumers, and values
- B. attitudes, consumers, and values
- C. attributes, consequences, and variables
- D. attributes, consequences, and values
- E. attitudes, consequences, and values

View answer

Correct answer: (D)

attributes, consequences, and values

19. Which of the following is NOT a problem with television advertising?

- A. escalating advertising costs
- B. erosion of television viewing audiences
- C. substantial audience fractionalization
- D. clutter
- E. inability to achieve impact

20. The premise underlying geodemographic targeting is that people who _____ also share demographic and lifestyle similarities.

- A. are in the same income category
- B. reside in similar areas
- C. are of the same age
- D. are of the same gender
- E. are of the same ethnic group

21. A(n) _____ advertising objective is aimed at achieving communication outcomes that precede behavior.

- A. precise
- B. planned
- C. indirect
- D. direct
- E. operational

22. Using sex appeal can generally _____

- A. Lure attention
- B. Enhance recall
- C. Evoke emotional responses
- D. all of the above
- E. Only a and b

23. In general, the single-voice, or synergy principle, involves selecting a specific _____ for a brand.

- A. positioning statement
- B. marketing mix
- C. pricing strategy
- D. advertising budget
- E. none of the above

24. The advertising budget procedure used most frequently is the _____ method.

- A. percentage-of-sales
- B. arbitrary allocation
- C. marginal cost
- D. competitive parity
- E. None of the above.

View answer

Correct answer: (E)

None of the above.

25. A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the _____ method.

- A. percentage-of-sales
- B. arbitrary allocation
- C. objective-and-task
- D. competitive parity
- E. affordability

26. At what stage of the PLC (Product Life Cycle) can a higher price usually be charged?

- A. Introduction or
- B. Growth
- C. Maturity
- D. Decline
- E. R&D Era

27. Questions such as: "What ads do you remember seeing yesterday?" are an example of what type of post-test?

- A. Aided recall
- B. Unaided recall
- C. Inquiry test
- D. Attitude test.

28. Intermediaries make the flow of products from producers to buyers possible by performing three basic functions:

- A. Production, transmission and display
- B. Assorting, storing and sorting
- C. Transactional, logistical and facilitation
- D. Buying sorting and financing

29. If, after buying a product, the customers is anxious about the choice she/he made, this is called:

- A. Post purchase behavior
- B. Cognitive dissonance
- C. Comparative tension
- D. Buyers' dissatisfaction.

30. The store carries a mix of automotive, outdoor, sporting, and decoration goods as well as house wares. What term would describe its product line?

- A. Complexity
- B. Breadth
- C. Depth
- D. Richness

31. Selecting target markets means using criteria such as cost of reach the segment and _____:

- A. Size and expected growth
- B. Marketing investment
- C. Density of population
- D. Values of customers.

32. When a company retains the product but reduces marketing support costs it is in what stage of the PLC

- A. Decline
- B. Maturity
- C. Growth
- D. Introduction

33. Using Price as a measure of the quality of a product and setting price high is:

- A. Prestige pricing
- B. Pricing Lining
- C. Pricing odd-even
- D. Target pricing

34. The main reasons a firm segments its markets are:

- A. To refine sales forecasts and allow for more product differentiation.
- B. To create more word-of-mouth in a market.
- C. To focus advertising and monitor sales
- D. To respond to different needs and wants in market and increases sales and profits

35. During the introduction stage of the PLC, sales gradually increase and

- A. Competition becomes tough
- B. Profits are minimal if not negative.
- C. More investors needed
- D. The promotion is finished.

36. Selling brand-name products at lower than regular price is:

- A. Guaranteed to cause a loss not a wise business decision.
- B. Off-price retailing
- C. Markup
- D. Shrinkage.

37. One of the following is NOT a criteria when forming segments:

- A. Potential for higher profits and ROI.
- B. Similarity of needs
- C. Difference in needs of buyers among segments
- D. Fewer customer complaints.

38. The marketing objective for the maturity stage of PLC is to

- A. Maintain brand loyalty
- B. Stress differentiation
- C. Harvest
- D. Gain awareness

39. Any paid form of non personal communication about an organization, good, service or idea by an identified sponsor is called:

- A. Publicity
- B. Public relation.
- C. Advertising
- D. Promotion

40. Risk taking, transporting and grading. Professional managed and centrally coordinated marketing channels designed to achieve channel economies and maximum marketing impact are called:

- A. Vertical marketing systems
- B. Horizontal marketing systems
- C. Centrally coordinated systems
- D. Professional coordinated marketing systems.

41. All activities involved in selling renting, and providing goods and services to ultimate consumers for personal, family or household use are known as:

- A. Marketing
- B. Retailing
- C. Personal Selling
- D. Sales promotion

42. Learning refers to behaviors that result from

- A. Repetition of experience
- B. Thinking
- C. Observation
- D. Repetition of experience, thinking and observation.

43. Norms and expectations about the way people do things in a specific country are referred to as:

- A. National character
- B. Customs
- C. Values
- D. Preferences

44. The framework to relate the market segments of potential buyers to products offered or potential marketing actions by the firm is called:

- A. Action grid
- B. Relation grid
- C. Product grid
- D. Market grid.

45. Another name for a company's marketing communications mix is:

- A. The advertising program.
- B. The sales force.
- C. The image mix.
- D. The promotion mix.

46. Although the promotion mix is the company's primary communication activity, the _____ must be coordinated for greatest communication impact.

- A. Organizational culture
- B. Entire marketing mix
- C. Demand mix
- D. Profit variables in a company

47. IMC, as presented in the text and in context with promotion, stands for:

- A. International manufacturing capacity.
- B. International monetary consistency.
- C. Integrated marketing communications.
- D. Integrated marketing corporations.

48. The communications process should start with:

- A. A basic belief about the communication piece.
- B. An audit of all the potential contacts target customers have with the company and its brands.
- C. An evaluation of the history of advertising used by the firm.
- D. Hiring communications experts to handle the communication problems of the firm.

49. The promotion tool that may include coupons, contests, premiums, and other means Of attracting consumer attention is best described as being which of the following?

- A. Advertising
- B. Personal selling

- C. Public relations
- D. Sales promotion

50. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- A. Push strategy
- B. Pull strategy
- C. Blocking strategy
- D. Integrated strategy

51. All activities involved in selling, renting, and providing goods and services to ultimate consumers for personal, family or household use are known as:

- a. Marketing
- b. Retailing
- c. Personal Selling
- d. Sales promotion

52. Learning refers to behaviors that result from

- a. Repetition of experience
- b. Thinking
- c. Observation
- d. Repetition of experience, thinking and observation.

53. Norms and expectations about the way people do things in a specific country are referred to as:

- a. National character
- b. Customs
- c. Values
- d. Preferences

54. The framework to relate the market segments of potential buyers to products offered or potential marketing actions by the firm is called:

- a. Action grid, Relation grid
- b. Product grid
- c. Market grid.
- d. Product grid

55. Another name for a company's marketing communications mix is:

- a. The advertising program.
- b. The sales force.
- c. The image mix.
- d. The promotion mix.

)

56. Although the promotion mix is the company's primary communication activity, the _____ must be coordinated for greatest communication impact.

- a. Organizational culture
- b. Entire marketing mix
- c. Demand mix
- d. Profit variables in a company

57. IMC, as presented in the text and in context with promotion, stands for:

- a. International manufacturing capacity.
- b. International monetary consistency.
- c. Integrated marketing communications.
- d. Integrated marketing corporations.

.

58. The communications process should start with:

- a. A basic belief about the communication piece.

- b. An audit of all the potential contacts target customers have with the company and its brands.
- c. An evaluation of the history of advertising used by the firm.
- d. Hiring communications experts to handle the communication problems of the firm.

59. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following?

- a. Advertising
- b. Personal selling
- c. Public relations
- d. Sales promotion

60. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- a. Push strategy
- b. Pull strategy
- c. Blocking strategy
- d. Integrated strategy