

M.Com. in Marketing

1. The persons who agree to insure cargo, hull or freight are called :
(A) Undertakers (B) Caretakers
(C) Underwriters (D) Book Keepers
2. Who laid the foundation of HRM practices ?
(A) Elton Mayo
(B) Mary Parker Follett
(C) Peter Ducker and Douglas McGregor
(D) Davis McClelland
3. Which of the following management functions are closely related ?
(A) Planning and Organizing. (B) Staffing and Control.
(C) Planning and Control. (D) Planning and Staffing.
4. Window dressing is prohibited due to —
(A) Convention of conservation (B) Convention of disclosure
(C) Convention of materiality (D) Accrual concept
5. Job Specification includes ...
(A) Physical characteristics
(B) Psychological characteristics
(C) Personal characteristics
(D) All of these
6. Goodwill should be classified as a —
(A) Current asset (B) Liquid asset
(C) Floating asset (D) Intangible asset
7. The preparation of a Trial Balance helps in locating —
(A) Compensating errors (B) Error of omission
(C) a clerical error (D) None of these
8. TQM's major emphasis is on :
(A) Product quality (B) Company profitability
(C) Customer satisfaction (D) Employee training
9. Consider the following :
1. Export Duty
2. Export Subsidy
3. Liberal Import entitlement
4. Revaluation of Currency
Which of the above policy measure would lead to an expansion of exports ?
(A) 1, 2 and 4 (B) 1 and 3
(C) 3 and 4 (D) 2 and 3