

Management-Practice Sheet 5

1. Capital budgeting decision are generally:

- a. Irreversible
- b. Irrevocable
- c. Reversible
- d. Revocable

Answer: a

2. Which one is not the prerequisite of a perfect market?

- a. Existence of large number of buyers and sellers in the market
- b. Free flow of market information among the players
- c. Free entry and free exit
- d. Intervention of the Government.

Answer: d

3. The term emotion refers to:

- a. A broad range of feelings that a person experiences
- b. A broad and intense feeling that is directed at someone or something
- c. A broad range of feelings in the form of anger that a person experiences
- d. None of the above

Answer: b

4. PERT stands for

- a. Production Estimation & Research Technique
- b. Project Evaluation and Review Technique
- c. Project Estimation & Research Technique
- d. None of the above

Answer: b

5. Mass communication tools available to marketers include:

- a. Advertising
- b. Sales promotion
- c. Public relations
- d. All the above

Answer: d

6. Distribution channel aims of moving products from producer to:

- a. Ultimate consumer
- b. Retailers
- c. Stockists
- d. Brokers

Answer: a

7. Minimum wages are fixed by:

- a. Trade Unions
- b. Employees
- c. State Governments

d. Court of law

Answer: c

8. Demand curve under monopolistic competition is:

a. Downward sloping and flat

b. Downward sloping and steep

c. Parallel to 'X' axis

d. Parallel to 'Y' axis

Answer: a

9. If the demand curve is rectangular hyperbola, the elasticity is:

a. One

b. Zero

c. Infinity

d. Less than one

Answer: a

10. 'Supply creates its own demand' is known as:

a. Keynesian law

b. Say's law

c. Veblen law

d. Griffins law

Answer: b