

- ☒ Staff advisors focus more on developing HR programs while line managers are more involved in the implementation of those programs.
- ☐ Line managers are concerned more about developing HR programs whereas staff advisors are more involved in implementing such programs.
- ☐ Staff advisors are solely responsible for developing, implementing and evaluating the HR programs while line managers are not all involved in any matters concerning HR.
- ☐ Line managers alone are responsible for developing, implementing and evaluating the HR programs while staff advisors are not all involved in any matters concerning HR.

4. Which of the following are the characteristics of a successful entrepreneur?(CO6) \*  
(1 Point)

- ☐ Capacity to take risk
- ☐ Imagination initiative and emulation
- ☐ Incentive ability and sound judgment
- ☒ all of the above

5. A method which aims to capture the market and increase the sales volume is known as \_\_\_\_\_(CO7) \*  
(1 Point)

- ☐ packing
- ☐ purchasing
- ☒ sales promotion
- ☐ marketing

6. Who laid the foundation of HRM practice? (CO5) \*  
(1 Point)

- ☐ Elton Mayo

- ☐ Roethlisberger and Dickinson
- ☒ Peter Drucker and Douglas McGregor
- ☐ David C. McClelland.

7. The term procurement stands for \_\_\_\_\_. (CO5) \*  
(1 Point)

- ☒ recruitment and selection
- ☐ training and development
- ☐ pay and benefits
- ☐ health and safety

8. Basic problems of women entrepreneurs in India \_\_\_\_\_ (CO6) \*  
(1 Point)

- ☐ Lack of education skill
- ☐ Male dominating society
- ☐ Lack of confidence
- ☒ All of the above

9. The span of time within which the investment made for the project will be recovered by the net returns of the project is known as \_\_\_\_\_ (CO3) \*  
(1 Point)

- ☐ Period of return
- ☒ Payback period
- ☐ Span of return
- ☐ None of the above

10. Which of the following are constraints in project management? (CO4) \*

(1 Point)

- ☐ User requirement
- ☐ Project deadline
- ☐ Team management
- ☒ All of the above

11. \_\_\_\_\_ is a method for shortening the project duration by reducing the time of one (or more) of the critical project activities to less than its normal activity time. (CO4) \*

(1 Point)

- ☐ Project leveling
- ☐ resource leveling
- ☒ project crashing
- ☐ project life cycle

12. The characteristics of human resources are \_\_\_\_\_ in nature (CO5) \*

(1 Point)

- ☐ Homogeneous
- ☒ Heterogeneous
- ☐ Ductility
- ☐ None of the above

13. Entrepreneurship can be defined as... : (CO6) \*

(1 Point)

- ☐ The act of initiating, creating, building, expanding and sustaining a venture and gathering the necessary resources to exploit an opportunity in the marketplace for long-term wealth and capital gain
- ☐ The act of creating, building, expanding and sustaining a venture, building an entrepreneurial team and gathering the necessary resources to exploit an opportunity in the marketplace for long-term wealth and capital gain
- ☐ The act of initiating, creating, building, expanding and sustaining a venture, building an entrepreneurial team and gathering the necessary resources to exploit an opportunity in the marketplace for long-term wealth and capital gain
- ☒ The act of initiating, creating, building, building an entrepreneurial team and gathering the necessary resources to exploit an opportunity in the marketplace for long-term wealth and capital gain

14. Who has defined personnel management as a field of management which has to do with planning and controlling various operative functions of procuring, developing, maintaining and utilizing labor force? (CO5) \*  
(1 Point)

- ☐ Harold Koontz
- ☐ Glueck
- ☒ Michael Jucius
- ☐ Flippo

15. An entrepreneur's primary motivation for starting a business is (CO6) \*  
(1 Point)

- ☐ To make money
- ☒ To be independent
- ☐ To be famous
- ☐ To be powerful

16. SIDBI provide services like factoring, leasing etc. to small units. (CO6) \*

(1 Point)

☒ True

☐ False

17. What are the benefits of segmentation? (CO7) \*

(1 Point)

☐ Improves delivery standards

☐ helps reducing cost

☐ better understanding of customer needs

☒ all of these

18. Which activity is not included in sales force management? (CO7) \*

(1 Point)

☒ allowances

☐ training

☐ compensating

☐ evaluating

19. The long term sources of finance is \_\_\_\_\_ (CO3) \*

(1 Point)

☒ venture capital funding

☐ trade credit

☐ fixed deposits

☐ debentures

20. What is the 'Laissez fair' view point? (CO5) \*  
(1 Point)

- ☐ A view popularised by Ronssean, Bentham and Hobbes.
- ☒ A minimum of public intervention in economic activities.
- ☐ Business enterprise must get opportunity to earn more profits.
- ☐ The change in the concept of labour from commodity approach to human concept.

21. \_\_\_\_\_ are the resources that provide utility value to all other resources. (CO5) \*  
(1 Point)

- ☒ Men
- ☐ Money
- ☐ Material
- ☐ Machinery

22. The technique of using the social network on the internet to create the brand image is called as \_\_\_\_\_. (CO7) \*  
(1 Point)

- ☐ Social marketing.
- ☐ Re-marketing.
- ☒ Viral-marketing.
- ☐ Synchronic marketing.

23. The critical path is (CO4) \*  
(1 Point)

- ☒ the longest sequence of tasks that must be completed to successfully conclude a project, from start to finish
- ☐ the shortest sequence of tasks that must be completed to successfully conclude a project, from start to finish
- ☐ perfect path
- ☐ none of the above

24. The process of assessing the relative worth of different market segments and selecting one or more segments in which to compete is called\_\_\_\_\_ (CO7) \*  
(1 Point)

- ☐ Positioning
- ☒ Target Marketing
- ☐ Market Segmentation
- ☐ Product Differentiation

25. Which of the following is a remedy to solve the problems of women entrepreneurs? (CO6) \*  
(1 Point)

- ☒ social attitude
- ☐ Finance cells
- ☐ Stiff Competition
- ☐ Supervision

26. The breakeven point is obtained at intersection of \_\_\_\_\_ (CO3) \*  
(1 Point)

- ☒ Total revenue and Total cost line
- ☐ Total cost and variable cost line
- ☐ Variable cost and fixed cost line
- ☐ Fixed cost and total cost line

27. Pricing based on area is called as \_\_\_\_\_ (CO7) \*  
(1 Point)

- ☐ domestic pricing
- ☒ geographical pricing
- ☐ skimming pricing
- ☐ cost plus pricing

28. Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry? (CO6) \*  
(1 Point)

- ☒ Service.
- ☐ Manufacturing.
- ☐ Distribution.
- ☐ Agriculture.

29. A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006): (CO6) \*  
(1 Point)



- ☒ Rs. 25 Lakh
- ☐ Rs. 20 Lakh
- ☐ Rs. 15 Lakh
- ☐ Rs. 30 Lakh

30. \_\_\_\_\_ doesn't fall under the category of digital marketing.(CO7) \*  
(1 Point)

- ☐ TV
- ☐ Billboard
- ☐ Radio
- ☒ All of these

31. Act of creating an image about a product or brand in the customer's mind is known as\_\_\_\_ (CO7) \*  
(1 Point)

- ☒ Positioning
- ☐ Target Marketing
- ☐ Market Segmentation
- ☐ Product Differentiation

32. The process of attracting, selecting, training and promoting employees through a particular firm is called \_\_\_\_\_(CO5) \*  
(1 Point)

- ☐ phased retirement
- ☐ pre retirement
- ☒ talent management

☐ modifying selection process

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