

Paper Code : DMC-219

Roll No : .....

**Examination : DECEMBER 2020**

2nd Year

Section A- Consumer Behavior &amp; Advertising Management

Section B- Corporate Governance, Values &amp; Ethics

Time : 1 Hours ]

[ Max. Marks : 60

**Instructions :-**

- Attempt All Questions. All questions carry equal marks.
- Fill the 'Bubble' available in OMR Sheet to mark your Answer.
- Only one option is correct out of all available option.
- There is 1 mark for correct answer.
- There is No Negative marking for incorrect answer.

**1. Communication activities which provide incentives to consumer is known as \_\_\_\_\_**

- (A) Advertising
- (B) Direct Marketing
- (C) Sales Promotion
- (D) Publicity

**2. \_\_\_\_\_ is the definition of reference groups.**

- (A) Groups that an individual looks to when forming attitudes and opinions .
- (B) Groups of people who have been referred to by someone they know
- (C) Groups of office colleagues
- (D) Chat groups on the internet

**3. \_\_\_\_\_ is more commonly used to derive benefit from the associations shaped for a company's brand or image as a result of the support**

- (A) Consumer promotion Techniques
- (B) Trader Promotion Techniques
- (C) Sales Force Promotion Technique
- (D) Pull Promotion Technique

**4. The stage in the buyer decision process in which the consumer is aroused to search for more information is called \_\_\_\_\_**

- (A) information Search
- (B) Evaluation of alternatives
- (C) Search for needs
- (D) Perceptual search

**5. It is criticized that advertising causes people to give too much importance to \_\_\_\_\_**

- (A) Fashion
- (B) Material goods
- (C) Cost of product
- (D) Standard of living

**6. Which of the following would be the best illustration of a sub culture?**

- (A) a religion
- (B) your university
- (C) a group of close friends
- (D) a fraternity or sorority

7. \_\_\_\_\_ is more commonly used to derive benefit from the associations shaped for a company's brand or image as a result of the support.
- (A) Product placement
  - (B) Product placement
  - (C) Sponsorship.
  - (D) Brand management
8. \_\_\_\_\_ is the oral communication with potential buyers of a product with the intention of making a sale
- (A) Personal Selling
  - (B) Direct Marketing
  - (C) Sales Promotion
  - (D) Publicity
9. Any device or word that identifies the origin of the product, the manufacturer details etc is known as
- (A) trade name
  - (B) brand name
  - (C) trademark
  - (D) trademark
10. Consumer purchases are influenced strongly by cultural, social, personal, and \_\_\_\_\_
- (A) Psychographic characteristics
  - (B) Psychological characteristics
  - (C) Psychometric characteristics
  - (D) Supply and demand characteristics.
11. The cultural shift toward \_\_\_\_\_ has resulted in more demand for casual clothing and simpler home furnishings.
- (A) liberal political causes
  - (B) conservative political causes
  - (C) informality
  - (D) downsizing
12. Sponsorship belongs to the promotional tool to \_\_\_\_\_.
- (A) Business marketing
  - (B) Marketing.
  - (C) Marketing management
  - (D) Advertising.
13. Primary reference groups include \_\_\_\_\_
- (A) college students
  - (B) office colleague
  - (C) family and close friends
  - (D) sports groups
14. If a buying team is asked by the purchasing department to rank the importance of reliability, durability, price, and other attributes of an item, then the team is going through a business buying process stage called \_\_\_\_\_
- (A) Problem recognition
  - (B) General need description
  - (C) Product specification
  - (D) Proposal solicitation.

- 15. Which tool of the promotional mix consists of short-term incentives to encourage the purchase or sale of a product or service?**
- (A) advertising
  - (B) public relations
  - (C) direct marketing
  - (D) sales promotion
- 16. Which of the following is not a part of group influence.**
- (A) Social class
  - (B) Social group
  - (C) Reference group
  - (D) Personality
- 17. Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods?**
- (A) Affordable method
  - (B) Percentage-of-Sales method
  - (C) competitive-parity method
  - (D) Objective-end-task method
- 18. \_\_\_\_\_ are factors that have been shown to affect consumer behavior.**
- (A) Brand name, quality, newness, and complexity
  - (B) Advertising, marketing, product, and price
  - (C) Outlets, strategies, concept, and brand name
  - (D) Quality, advertising, product positioning,
- 19. Maslow's hierarchy of needs includes all EXCEPT which of the following?**
- (A) cognition
  - (B) physiological
  - (C) safety
  - (D) belongingness
- 20. People can form different perceptions of the same stimulus because of three perceptual processes. These processes are best described as being:**
- (A) Selective attention, selective distortion, and selective retention. .
  - (B) Subliminal perception, selective remembrance, selective forgetting.
  - (C) Closure, modeling, and perceptual screening.
  - (D) Needs distortion, wants analysis, and perceptual screening.
- 21. An Ad copy which informs the target group the fact that the manufacturer is established enough to give them the right goods is?**
- (A) Institutional copy
  - (B) straight selling copy
  - (C) Educational copy
  - (D) expository copy
- 22. Advertising is an important source of revenue to \_\_\_\_\_**
- (A) Advertisers
  - (B) Public
  - (C) Media
  - (D) Government

23. \_\_\_\_\_ refers to the information a consumer has stored in their memory about a product or service.
- (A) Cognitive dissonance
  - (B) Cognitive dissonance
  - (C) Product research
  - (D) Marketing research.
24. Which of the following is NOT part of group influence?
- (A) Social Class
  - (B) Social Group
  - (C) Reference Group
  - (D) Personality
25. \_\_\_\_\_ are vehicles or channels through which the advertising messages are transmitted to target consumers so that the desired action may be induced at the consumer level
- (A) advertisement media
  - (B) advertisement copy
  - (C) advertising layout
  - (D) teaser advertisements
26. A person ..... consists of all the groups that have a direct or indirect influence on his or her attitudes or behaviour.
- (A) Sub culture
  - (B) Family
  - (C) Social class
  - (D) Reference group
27. Which of the following WOULD NOT be one of the primary advertising objectives as classified by primary purpose?
- (A) to inform
  - (B) to persuade
  - (C) to remind
  - (D) to make profits
28. Marketers are always trying to spot \_\_\_\_\_ in order to discover new products that might be wanted.
- (A) opinion graphers
  - (B) dissonant groups
  - (C) cultural shifts
  - (D) benchmarks
29. Another term for a motive is a
- (A) Action
  - (B) Need
  - (C) Cue
  - (D) Drive
30. The stage in the adoption process where the consumer considers whether trying the new product make sense is called?
- (A) Interest
  - (B) Trial
  - (C) Evaluation
  - (D) Adoption

- 31. Which step of the buyer decision process immediately precedes the purchase decision?**
- (A) Evaluation of alternatives
  - (B) Need recognition
  - (C) Information search
  - (D) Post purchase behaviour
- 32. Which of the following is more of personal medium of advertisement?**
- (A) Internet Advertisement
  - (B) Broadcast Media
  - (C) Direct Mail Advertising
  - (D) Print Media
- 33. Who presented report on corporate governance in 1998**
- (A) Cadbury committee
  - (B) Kumar mangalam birla
  - (C) Narayan murthy
  - (D) Hampel committee
- 34. an example of an internal governance mechanism is**
- (A) Shareholder activist
  - (B) Shareholder proposal
  - (C) Audit committee
  - (D) Incometax department
- 35. The primary stakeholders are**
- (A) Debtors
  - (B) Creditors
  - (C) Shareholders
  - (D) Banks
- 36. \_\_\_ are the true propreitors of a company.**
- (A) Shareholder
  - (B) Director
  - (C) CEO
  - (D) Employee
- 37. Respecting human right is known as**
- (A) Fairness principle
  - (B) Autonomy principle
  - (C) Human rights principle
  - (D) NONE
- 38. Which of the following is not generally a power of the board of directors of a corporation?**
- (A) Selecting officers.
  - (B) Declaring dividends.
  - (C) Determining management compensation.
  - (D) Amending the Articles of Incorporation.
- 39. Which of the following is not a right of the shareholder of a corporation?**
- (A) Right to inspect the books and records.
  - (B) Right to share in dividends if declared.
  - (C) Right to determine the mission of the corporation.
  - (D) Right to sue on behalf of the corporation if the officers and directors fail to uphold corporate rights.

- 40. To which of the following rights is a stockholder of a public corporation entitled?**
- (A) The right to have annual dividends declared and paid.
  - (B) The right to vote for the election of officers.
  - (C) The right to a reasonable inspection of corporate records.
  - (D) The right to have the corporation issue a new class of stock.
- 41. A corporate stockholder is entitled to which of the following rights?**
- (A) Elect officers.
  - (B) Receive annual dividends.
  - (C) Approve dissolution.
  - (D) Prevent corporate borrowing.
- 42. Which of the following is not a duty that is typically reserved for the board of directors of a corporation?**
- (A) Selection and removal of the chief executive officer.
  - (B) Determining executive compensation.
  - (C) Amending the articles of incorporation.
  - (D) Decisions regarding declaration of dividends.
- 43. Which of the following does not act as an external corporate governance mechanism?**
- (A) External auditors.
  - (B) The SEC.
  - (C) Credit analysts.
  - (D) Independent boards of directors.
- 44. Which of the following is most effective as an external monitoring device for a publicly held corporation than the others?**
- (A) Internal auditors.
  - (B) External auditors.
  - (C) The SEC.
  - (D) Attorneys.
- 45. What does an Ethical Foundation for an organisation embody?**
- (A) The structure, operational and conduct of the activities of the organisation
  - (B) The basic principles which govern the external and internal relations of the organisation
  - (C) Neither of the above
  - (D) All of above
- 46. What does the importance of ethical behaviour, integrity and trust call into question?**
- (A) The extent to which managers should attempt to change the underlying beliefs and values of individual followers
  - (B) Who does what
  - (C) What we do next
  - (D) None of the above
- 47. Which of the following would most effectively act as the primary objective of a business organisation?**
- (A) To mediate between the organisation and the environment
  - (B) To procure resources
  - (C) To make a profit
  - (D) To communicate with shareholders
- 48. What is the purpose of a balanced scorecard?**
- (A) To measure contribution of people to business growth
  - (B) To combine a range of qualitative and quantitative indicators of performance

- (C) To relate business performance to financial measures
- (D) To relate business performance to customer satisfaction

**49. Which of the following does the term Corporate Social Responsibility relate to?**

- (A) Environmental practice
- (B) Ethical conduct
- (C) Human rights and employee relations
- (D) All of above

**50. Who are organisational stakeholders?**

- (A) Government
- (B) Employees
- (C) Providers of finance
- (D) Customers

**51. What is Ethics to do with?**

- (A) The wider community
- (B) Business
- (C) Right and wrong
- (D) None of the above

**52. Which of the following is an example of an area where business ethics apply?**

- (A) Conduct of international operations
- (B) Nowhere
- (C) In the personal life of staff
- (D) None of the above

**53. Which legislation relates to the concept of business ethics?**

- (A) Freedom of Information Act
- (B) Food Act
- (C) Building regulations
- (D) All of these

**54. The framework for establishing good corporate governance and accountability was originally set up by the**

- (A) Nestlé Committee
- (B) Cadbury Committee
- (C) Thornton Committee
- (D) Rowntree Committee

**55. Which of the following is not one the underlying principles of the corporate governance Combined Code of Practice?**

- (A) integrity
- (B) openness
- (C) accountability
- (D) acceptability

**56. External audit of the accounts of a limited company is required**

- (A) at the discretion of the shareholders
- (B) by the Companies Act 2006
- (C) to detect fraud
- (D) because it is demanded by the company's bankers

**57. Ethics Includes-**

- (A) Code of conduct
- (B) rules
- (C) responsibility
- (D) all of above

**58. Common unethical practices are-**

- (A) duplication of original brand
- (B) discrimination in pricing
- (C) false promises
- (D) all of above

**59. In which section of Companies Act Board Committees are Formulated-**

- (A) Section 292
- (B) Section 293
- (C) Section 294
- (D) Section 295

**60. Cadbury Committee was setup in year-**

- (A) 1991
- (B) 1992
- (C) 1993
- (D) 1994