Question Paper [http://www.subhartidde.com/Admin/ExamCentres/QuestionPaper.aspx](http://www.subhartidde.com/admin/examcentres/questionpaper.aspx/)

Paper Code : DMC-219

Roll No :

Examination : DECEMBER 2020

2nd Year

Section A- Consumer Behavior & Advertising Management   
 Section B- Corporate Governance, Values & 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

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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.

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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

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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

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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.

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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 and 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

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(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

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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

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59. In which section of Companies Act Board Commities 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

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