**SMT.CHANDIBAI HIMATHMAL MANSUKHANI COLLEGE**

SAMPLE MCQ,S QUESTIONS FOR FH-2020 EXAMINATION

**M.Com Part II**

**CLASS: \_M.COM\_\_\_Semester:\_IV\_\_\_\_\_SUBLECT : all 03 subjects**

**Maximum Marks:50 Duration:1 Hour**

**Note: 1) All questions are compulsory**

**2) Each question carries 2 marks**

**3) Choose only one correct option**

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| --- | --- |
|  | **Retail Management** |
|  | McDonalds is an example of which franchise   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | 1. Product 2. Manufacturing 3. Business format 4. Service Industry |  |  |  |  | Y | Service industry | |
|  | The word "retail" comes from the old french word   1. Retaillier 2. Retailing 3. Retail store 4. Retail outlet  |  |  |  | | --- | --- | --- | |  |  |  | |
|  | The overall effect of CRM is to increase the \_\_\_\_\_\_\_\_\_\_\_\_ by serving them in a more focused and convenient way.   |  |  |  | | --- | --- | --- | | a. market penetration  b. Manager retention  c. employee retention  d. retention of customers |  |  | |
|  | It is associated with transforming inputs into the final product form.   |  |  |  | | --- | --- | --- | | 1. Inbound Logistics 2. OutboundLogistic 3. Operations 4. Marketing & Sales |  |  | |
|  | In \_\_\_\_\_ planning, individual department manager work on the estimated sales projections.   1. Up Bottom 2. Top down 3. Up Bottom 4. Bottom Up |
| 6. | \_\_\_\_\_ merchandise sell well as per non consecutive time period   1. Fashion 2. Seasonal 3. Fad 4. Fashion |
| 7. | Signs like 'Thank-You', 'Visit-Again' are called as \_\_\_\_\_\_ signs.   |  |  | | --- | --- | | 1. Directional Signs 2. Instructional signs 3. Store Directory 4. Courtesy signs |  | |
|  | **ASM** |
| 8. | The term "advertising " has been derived from the Latin word \_\_\_ which means to drive attention towards something.  a. Advertor  b. Adverter  c. Advorter  d. Advortor |
| 9. | \_\_\_\_ is the best known and most widely discussed form of promotion, probably because of its pervasiveness.  a. Advertising  b. Sales promotion  c. personal selling  d. publicity |
| 10. | Advertising is any \_\_\_\_ form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor.  a. Free  b. Viral  c. Paid  d. Hire |
| 11. | Under \_\_\_\_ method, advertising copies are shown to a group of prospects.  a. Recall test  b. Retest  c. Questionnaire  d. Checklist |
| 12. | In \_\_\_\_\_ method recorded facts related to sales before and after advertising are compared.  a. Experimental  b. Historical  c. Consumer  d. Experience |
| 13. | The \_\_\_\_\_\_ team consist of the Board of Governors, the Consumer Complaints Council (CCC) and its Secretariat.  a. IBM's  b. IFS  c. ASCI  d. ASSI |
| 14. | \_\_\_\_\_\_ is very important function in the organization effectiveness.  a. Controlling  b. Planning  c. Co-ordination  d. Organizing |
| 15. | \_\_\_\_\_\_\_ styles where the sales representative stays highly focused and the only intention is to sell.  a. Aggressive selling  b. Consultative selling  c. Need oriented selling  d. Rugged selling |
| 16. | \_\_\_\_\_\_\_ is rightly said that the first impression is the last impression.  a. Presentation  b. Ice-breaker  c. Sales proposition  d. Opening the sales call |
|  | **MBR** |
| 17. | \_\_\_\_\_\_\_ is defined as a plan designed to achieve particular long term aim and as a guide for the allocation of resources in order to achieve the company objectives.   1. Strategy 2. Communication 3. Planning 4. Society |
| 18. | \_\_\_\_\_\_\_ skills involve gathering information about the problem or difficult situation   1. Problem solving 2. Knowledge 3. Interpersonal 4. Cultural |
| 19. | ERM emphasizes on performance , growth & development of employees for creating which advantage   1. Qualitative 2. Competitive 3. Quantitative 4. Destructive |
| 20. | What is made up the characteristics patterns of thoughts , feelings, &behaivour that makes a person unique.   1. Performance 2. Personality 3. Culture 4. Learning |
| 22. | Employment Relationships in other words is also called as ?   1. Work life balance 2. Disciplines 3. Industrial relationship 4. Support |
| 23. | CRM strategy cycle comprises of customer acquisition, retention and \_\_\_\_\_.   1. Win back 2. Win return 3. Win win 4. Win again |
| 24. | In buyer decision process, percentage of potential customers in a given target market is called   1. marketing funnel 2. customer funnel 3. company funnel   d)retailers funnel |
| 25. | \_\_\_\_\_\_ chain is designed in 1990s to show the exact relationship and interconnectivity between satisfaction loyalty retention and profits whereby it directly link to CRM.   1. Company profit chain 2. Sells profit chain 3. Marketing profit chain 4. Customer profit chain |
|  | \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*All the Best\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |