MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA

(MACFAST)

Blended Learning

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA (MACFAST)

Tiruvalla, Pathanamthitta, Kerala 689 101

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA (MACFAST)

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Online Study Archive

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA (MACFAST)

Tiruvalla, Pathanamthitta, Kerala 689 101

Online Study Archive

STUDY ARCHIVE

Main Menu

- MACFAST Study Archive Home
- MBA
  - 1st Semester
    - MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR
    - BUSINESS COMMUNICATION
    - MANAGERIAL ECONOMICS
    - ACCOUNTING FOR MANAGEMENT
    - QUANTITATIVE METHODS
    - LEGAL ENVIRONMENT OF BUSINESS
    - ENVIRONMENT MANAGEMENT

MBA >

1st Semester

Semester I Core Courses

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010101	Management Concepts & Organizational Behaviour	40	60	4
MB010102	Business Communication	40	60	4
MB010103	Managerial Economics	40	60	4
MB010104	Accounting for Management	40	60	4
MB010105	Quantitative Techniques	40	60	4
MB010106	Legal Environment of Business	40	60	4

Answer Key_1st Internal Examination_MCOB.pdf View Download	547k	v. 1	Sep 20, 2019, 10:09 AM	Ligo Koshy
Foundation Pgm.pptx View Download	449k	v. 1	Aug 19, 2019, 1:53 PM	Dr. Neethu Ann Georgie
MCOB_Module-1.pdf View Download	1464k	v. 1	Aug 8, 2019, 12:06 PM	Ligo Koshy
Module-2_MCOB.pdf View Download	1659k	v. 1	Sep 4, 2019, 10:18 AM	Ligo Koshy
Module-3_MCOB.pdf View Download	1064k	v. 1	Sep 4, 2019, 10:18 AM	Ligo Koshy
Module-4_MCOB.pdf View Download	1111k	v. 1	Oct 23, 2019, 10:31 AM	Ligo Koshy
Module-5_MCOB.pdf View Download	1199k	v. 1	Oct 23, 2019, 10:32 AM	Ligo Koshy
Reading material on Big data.pdf View Download	76k	v. 1	Aug 19, 2019, 1:51 PM	Dr. Neethu Ann Georgie
Session 1.pptx View Download	237k	v. 1	Aug 21, 2019, 10:03 PM	Dr. Neethu Ann Georgie
session 4.pptx View Download	984k	v. 1	Oct 23, 2019, 2:21 PM	Dr. Neethu Ann Georgie
Session 5.pptx View Download	1112k	v. 1	Oct 23, 2019, 2:22 PM	Dr. Neethu Ann Georgie
Session II.pptx View Download	1034k	v. 1	Aug 29, 2019, 12:31 PM	Dr. Neethu Ann Georgie

Last Year PPTs

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  - 4th Semester

MBA > 1st Semester >

BUSINESS COMMUNICATION

Course Code	Course Title	Semester &Level of Knowledge	Type of Course& No. of Credits
MB010102	BUSINESS COMMUNICATION	S1 Basic	Core Course 4
Course Objective			
	To familiarize the participants with the basics of business communication		
1	To make the participants appreciate the application of these concepts in business environment		
2	To sensitize the participants to non-verbal communication and effective utilization of the same.		

BC 2019 1st and 2nd module .pdf View Download		1641k	v. 1	Sep 26, 2019, 11:52 AM	Tintu Joseph
III Module.pdf View Download		467k	v. 1	Sep 26, 2019, 11:34 AM	Tintu Joseph
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 1.pptx View Download	Business Communication Seminar Group-1	519k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 2.pptx View Download	Business Communication Seminar Group-2	2251k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 3.pptx View Download	Business Communication Seminar Group-3	659k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 4.ppt View Download	Business Communication Seminar Group-4	3748k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 5.pdf View Download	Business Communication Seminar Group-5	2058k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 6.pptx View Download	Business Communication Seminar Group-6	1102k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org
S1 MBA 2017-19 Daksha BC Presentation Slides Group- 7.pptx View Download	Business Communication Seminar Group-7	1951k	v. 1	Nov 6, 2017, 10:51 AM	ajai@macfast.org

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Marketing Management
Human Resources Management
Operations Management
Management Science
Management Information Systems & Cyber Security
Business Research Methods
Entrepreneurship Development
3rd Semester
4th Semester

MBA > 2nd Semester >

Business Research Methods

Course Code	Course Title	Semester &Level of Knowledge	Type of Course& No. of Credits
MB010207	BUSINESS RESEARCH METHODS	S2 Basic	Core Course 4

Course Objectives

1.	To prepare the students for projects through providing basic aspects of Research Methodology
2.	To make the participants familiar with different phases of Research

BRM_Module-1.pdf View Download	646k	v. 1	Jan 10, 2020, 1:04 PM	Ligo Koshy
BRM_Module-2.pdf View Download	828k	v. 1	Mar 5, 2020, 10:23 AM	Ligo Koshy
BRM_Module-3.pdf View Download	854k	v. 1	Mar 5, 2020, 10:23 AM	Ligo Koshy
BRM_Module-4.pdf View Download	549k	v. 1	Mar 5, 2020, 10:24 AM	Ligo Koshy
BRM_Module-5.pdf View Download	1865k	v. 1	Mar 5, 2020, 10:25 AM	Ligo Koshy

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BIG DATA AND BUSINESS ANALYTICS
BUSINESS ETHICS AND CORPORATE GOVERNANCE
SUMMER INTERNSHIP AND INDUSTRY ANALYSIS
Business Update
SPECIALISATION - Finance
SPECIALISATION - Marketing Management
SPECIALISATION - Operations Management

MBA >

3rd Semester

Semester III Core Courses & Elective Courses

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)
MB010301	Big Data & Business Analytics	40	60
MB010302	Business Ethics & Corporate Governance	40	60
MB010303	Course Viva III		50

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    - BUSINESS ETHICS AND CORPORATE GOVERNANCE
    - SUMMER INTERNSHIP AND INDUSTRY ANALYSIS
    - Business Update
    - SPECIALISATION - Finance
      - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
      - MANAGEMENT OF BANK AND FINANCIAL

MANAGEMENT OF BANK AND FINANCIAL INSTITUTIONS

Course Code	Course Title	Semester & Level of Knowledge	Type of Course & No. of Credits
MB80 03/0403	MANAGEMENT OF BANKS AND FINANCIAL INSTITUTIONS	S3 Working	Elective Course 3

Course Objective

1.	To acquaint the students with concepts of Banks and Financial Institutions.
2.	To familiarize various Techniques of Managing Banks and Financial Institutions.

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BM 1.1 classification of banks.pptx View				Jul 13, 2020, 1:04 PM	Asha Lakshmi
BM1.2 banking system in India.pptx View				Jul 13, 2020, 1:05 PM	Asha Lakshmi
BM 1.3 banking system continue.pptx View				Jul 13, 2020, 1:05 PM	Asha Lakshmi
BM 1.4 Banking system continue-RRB.pptx View				Jul 13, 2020, 1:05 PM	Asha Lakshmi
BM 1.5 types of banking.pptx View				Jul 13, 2020, 1:06 PM	Asha Lakshmi
BM 1.6 central bank, credit control, trends in banking and NBFC.pptx View				Jul 13, 2020, 1:06 PM	Asha Lakshmi
Bouncing of cheque, endorsements and type of accounts Download		23456k	v. 1	Jul 16, 2020, 8:22 PM	Asha Lakshmi
Central bank functions from banker , agent to quantitative credit controls View				Jul 13, 2020, 12:58 PM	Asha Lakshmi
central bank functions from qualitative credit control.mp3 audio clip Download		29456k	v. 1	Jul 13, 2020, 1:36 PM	Asha Lakshmi
https://drive.google.com/open?id=19cjKsUehmhwN7L7JT4oNbjZCLwFku8Qm&authuser=0 View	https://drive.google.com/open?id=19cjKsUehmhwN7L7JT4oNbjZCLwFku8Qm&authuser=0			Jul 13, 2020, 1:26 PM	Asha Lakshmi

STUDY ARCHIVE

4th Semester

Semester IV Core Courses, Elective Courses & Viva Voce

Course Code	Course Title	Continual Evaluation (Marks)	University Evaluation (Marks)	No. of Credits
MB010401	Strategic Management	40	60	4
MB010402	Course Viva IV		50	2
MB010403	Problem Centered Research Project		100	4
	Elective Course 5	40	60	3
	Elective Course 6	40	60	3
	Elective Course 7	40	60	3
	Elective Course 8	40	60	3

STUDY ARCHIVE

E-Business Strategy

Course Code	Course Title	Level of Knowledge	Type of Course& No. of Credits
MB84 03/0407	E-BUSINESS STRATEGY	S4 Working	ElectiveCourse 3

Course Objective	
1.	To describe and evaluate predominant e-business models and strategies as well as to describe activities involved in formulating and implementing e-business strategies.
2.	To describe the challenges and business opportunities of mobile commerce and social networks.
3.	To develop strategic plan for e-business initiatives.

Module	Title & Contents	No. of Sessions

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EB Strategy_Module 1.pptx View Download	662k	v. 1	Dec 3, 2019, 4:18 PM	Arun Prem
EB Strategy_Module 2.pptx View Download	731k	v. 1	Dec 3, 2019, 4:19 PM	Arun Prem
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EB Strategy_Module 5.pptx View Download	1064k	v. 1	Dec 3, 2019, 4:20 PM	Arun Prem
EB Strategy Syllabus.pdf View Download	102k	v. 1	Dec 3, 2019, 4:31 PM	Arun Prem
eCommerce_Website_Evaluation_Framework_An_Owners_.pdf View Download	1469k	v. 1	Apr 1, 2019, 2:37 PM	Arun Prem
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Strategies_for_E-business_.pdf View Download	1041k	v. 1	Apr 1, 2019, 2:38 PM	Arun Prem

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- Reference

M.Sc Biochemistry

MCA

SCHEME

I Semester

Course No.	Subject	No. of hours per week		Durat-ion of Exam in hrs	Sess-ional Marks Max.	Sem. Exam. Marks Max	Total Mark
		Lect	Lab.				
MCA 101	Mathematical Foundations of Computer Science	4	-	3	25	75	100
MCA 102	Digital Systems & Logic Design	4	-	3	25	75	100
MCA	Computer	4		3	25	75	100

STUDY ARCHIVE

M.Sc Biochemistry

Study materials and other documents can be downloaded from respective <Subject> web pages.

Semester I

General biochemistry

Biophysics, Instrumentation and Computer

Application

Physiology and Biostatistics

Practical

Semester II

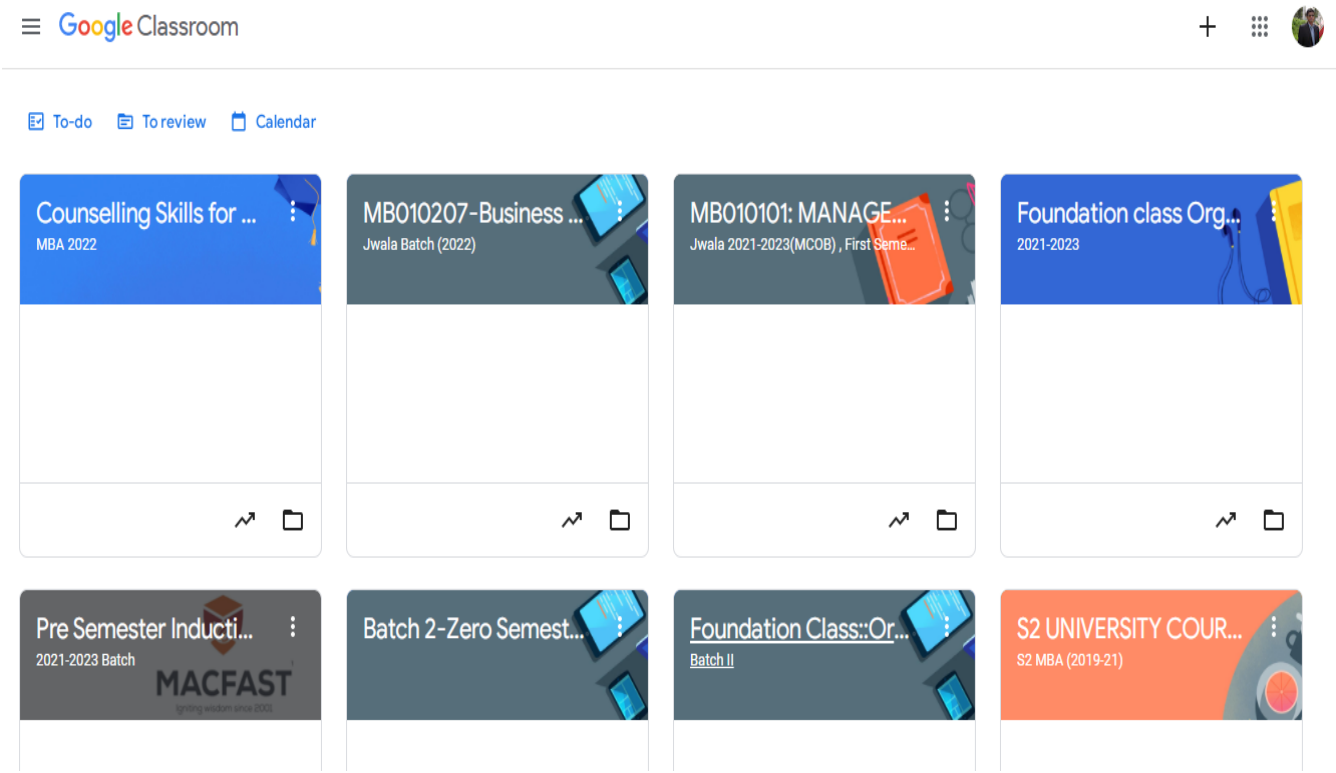
Cell biology and Genetics

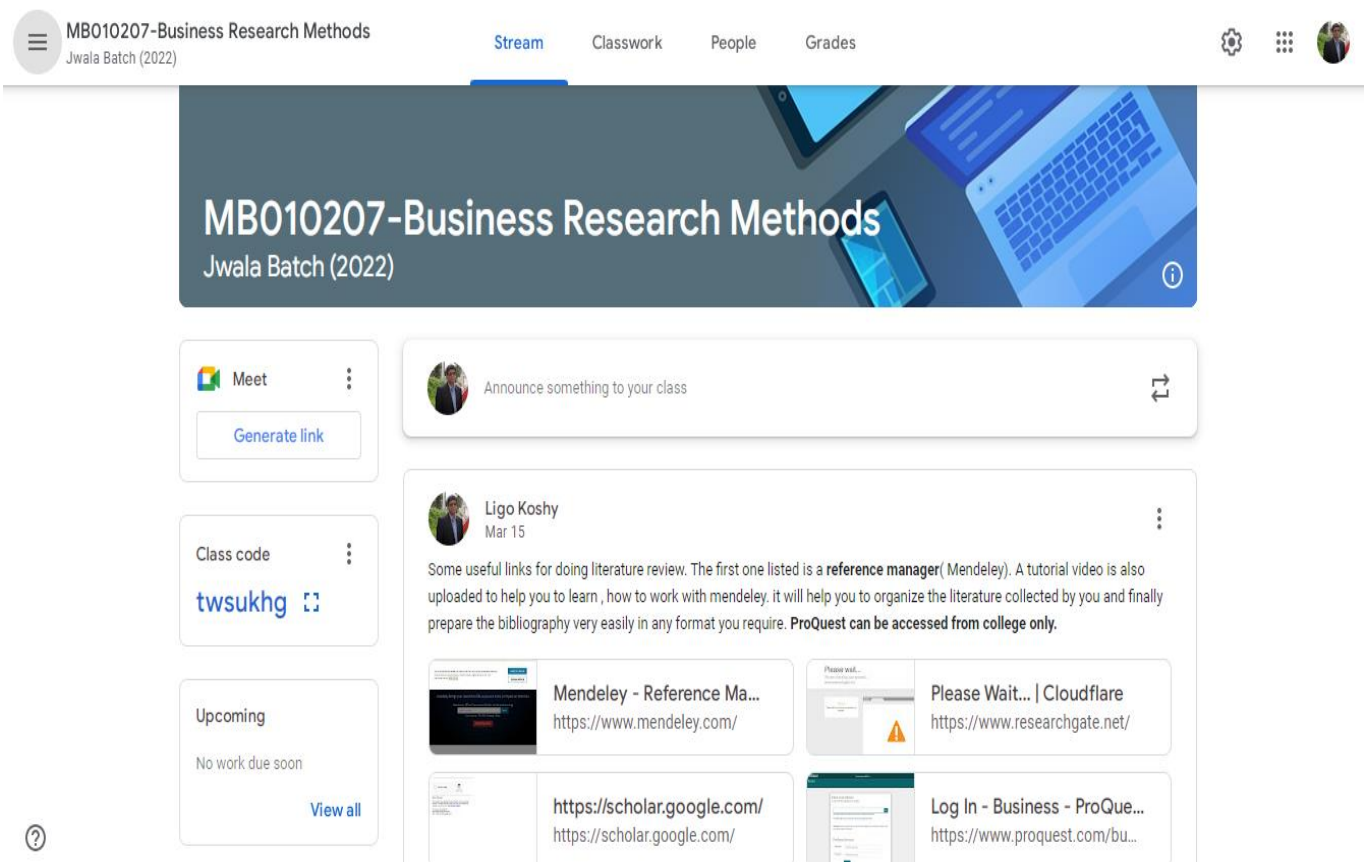
Immunology

MAR ATHANASIOS COLLEGE FOR ADVANCED STUDIES TIRUVALLA (MACFAST)

Google Classrooms

Google classrooms





Foundation Class::Organisation and Need for Ma...
Batch II

Stream Classwork People Grades

Foundation Class::Organisation and Need for Manage...
Batch II

Meet
Generate link

Class code
ql5snzp

Upcoming
No work due soon
View all

Announce something to your class

Ligo Koshy
Aug 22, 2020

Dear all,
regarding the case study analysis(assessment) i had included the case of Problem of Departing Executives which we discussed in the class.
The mode of submission will be as follows.
Analyze the case and submit an assignment (in hand written format scanned and uploaded and then click turned in)

while you write the assignment should it should include
Title of the case
Synopsis of the case
Problem identified

Journal Article Assi...
Assignments
Question bank
Lecture PPTs
Important Terms (Vi...
Teaching Learning ...
Attendance Sheet

Zoom Recordings of online class

Zoom Recordings_1_5_2021	Posted May 1, 2021
Zoom recordings_28_04_2021	Posted Apr 28, 2021
Zoom recordings_27_04_2021_2nd Session	Posted Apr 27, 2021
Zoom recordings_27_04_2021-1st Session	Posted Apr 27, 2021
Zoom Recordings_26_04_2021	Posted Apr 26, 2021
Zoom Recording 23_04_2021	Posted Apr 23, 2021
Zoom recording_22_04_2021	Posted Apr 22, 2021

Recordings of Online Classes

Return

40 points

Binoy kb "more explanation for the sub...	32
BLESSY SUSAN "good"	34
Devika Satheesh Nair "underline the important point...	25
DILYS CHRISTIAN VARGHE... "research Process Diagram m...	33
Elias Sebastian	32
Elja Eldho	34
GEETHU S	35 Done late

Akhil Gopakumar
brm internal.pdf
Graded

ALBEN T MATHEW
Adobe Scan Apr 15, 2...
Graded

Aleena Babu
BRM.pdf
Graded

Alvin Issac
Brm s2.pdf
Graded

AMRUTHA SUNIL
New doc Apr 15, 2021...
Graded

ANANDU K
anandu k.pdf
Graded

ANNS MARIA THOMAS
Drive file
Graded

Arya S
BRM.pdf
Graded

MB010101: MANAGEMENT CONCEPTS AND OR...
Jwala 2021-2023(MCOB) , First Semester

Stream Classwork People Grades

Teachers

Ligo Koshy

Students

69 students

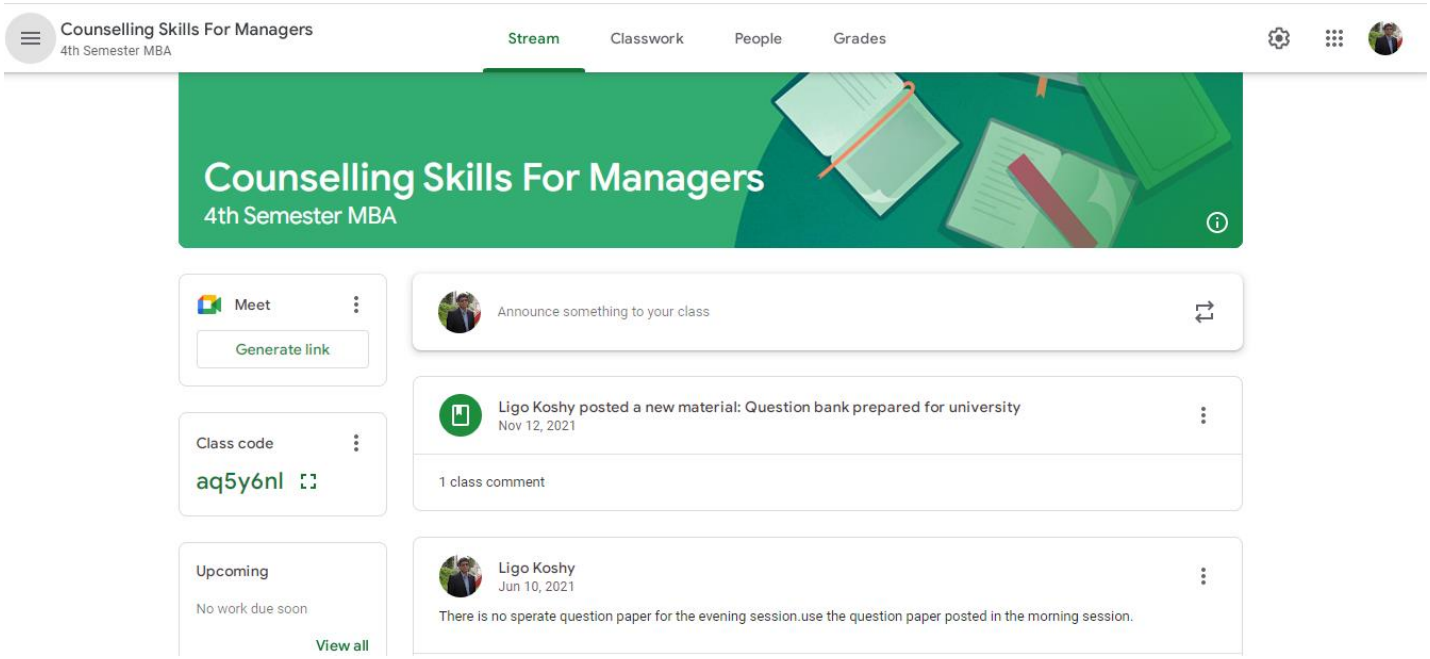
Actions

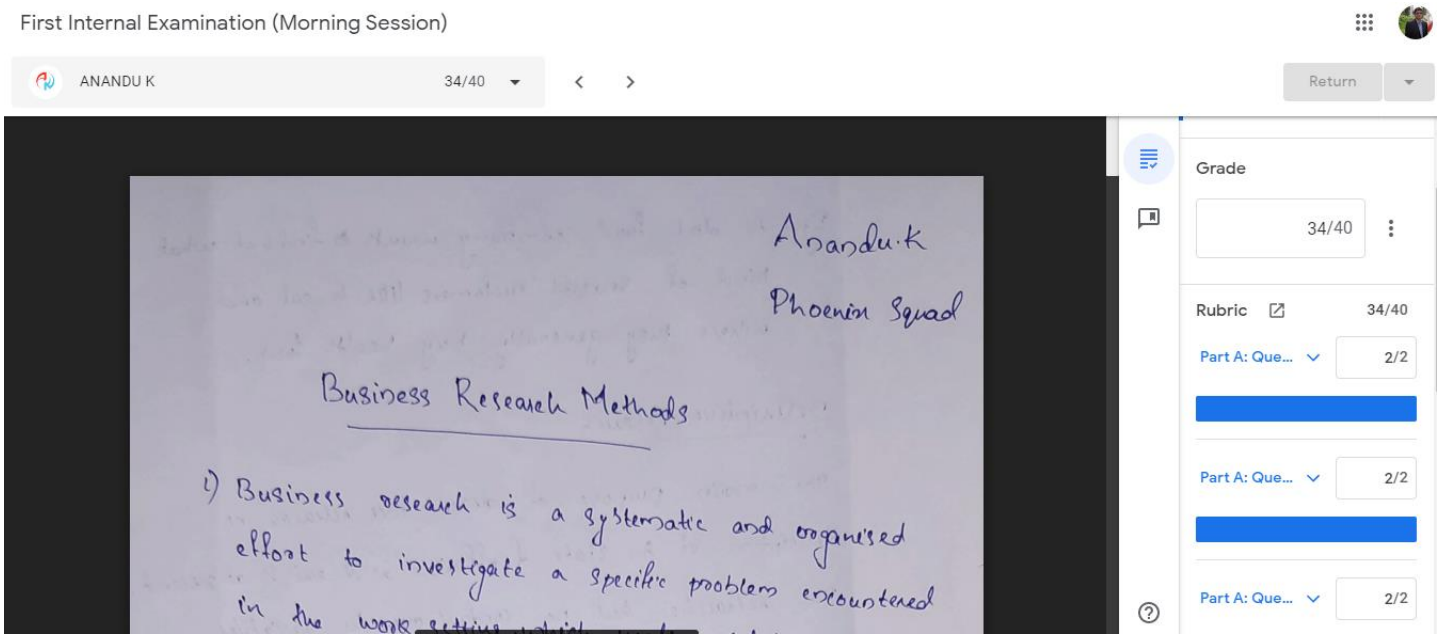
Abhijith Sunyat

Abijith Johnson

Aiswarya Manoj

Aksa Sara Sunny





Online Examination

MCQ on Module-1

This is a graded Assignment. The marks will be considered during the calculation of internal Marks. Expecting a high ethical standard from your side (no need of copying or passing the answers. consider it for your own betterment)

ligo@macfast.org Switch account

Your email will be recorded when you submit this form

* Required

A repetitive decision that can be handled by a routine approach * 1 point

- Programmed decision
- Non-Programmed decision

The vast amount of quantifiable information that can be analysed by highly sophisticated data processing is known as * 1 point

- Business Analytics
- Database

Counselling Skills For Managers
4th Semester MBA

Instructions | Student work

Return | 40 points

All students

Sort by status

Graded

Achsah Saji "Good attempt by all. for any ...	33
Aditya Varghese "Thank you sir"	35
Akash John Philip "Okay thank you sir"	33
Aleena Sara John "Good attempt by all. for any ...	32

Model Examination June 2021

0	0	61
Turned in	Assigned	Graded

All

Achsah Saji — CSM Exam - Achsah S... — Graded

Aditya Varghese — Aditya Varghese_Cou... — Graded

Akash John Philip — Counseling skills for ... — Graded

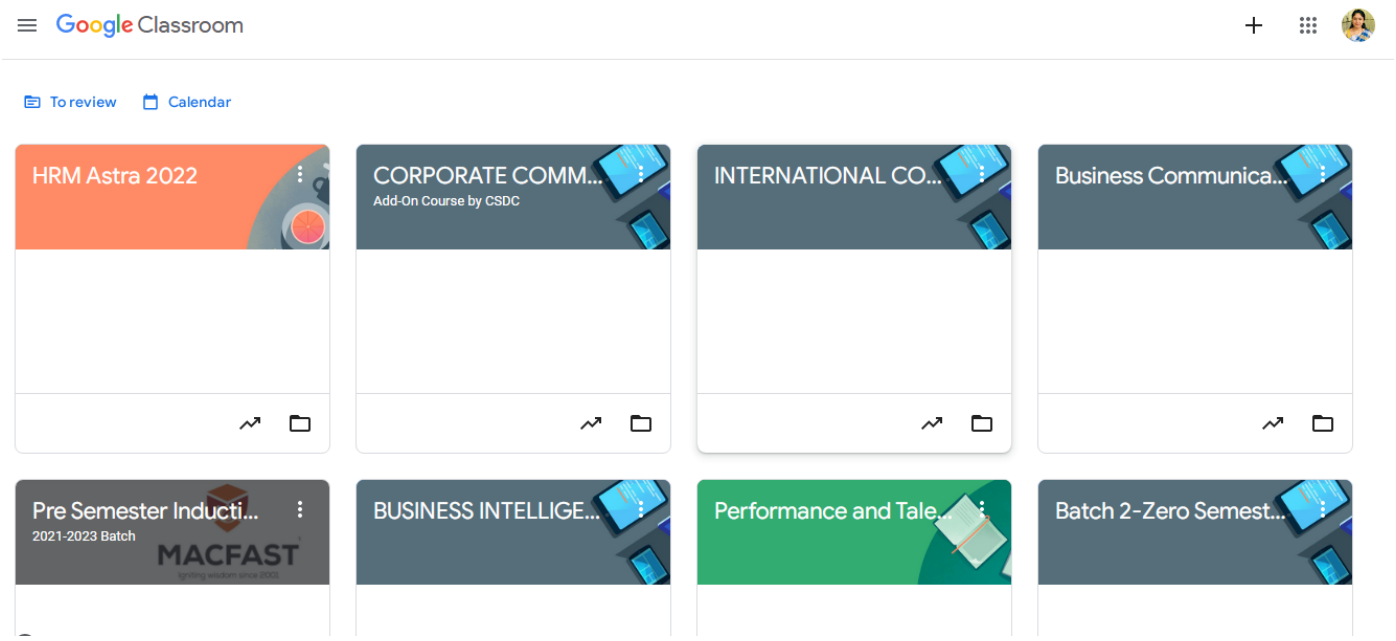
Aleena Sara John — CSM_Aleena.pdf — Graded

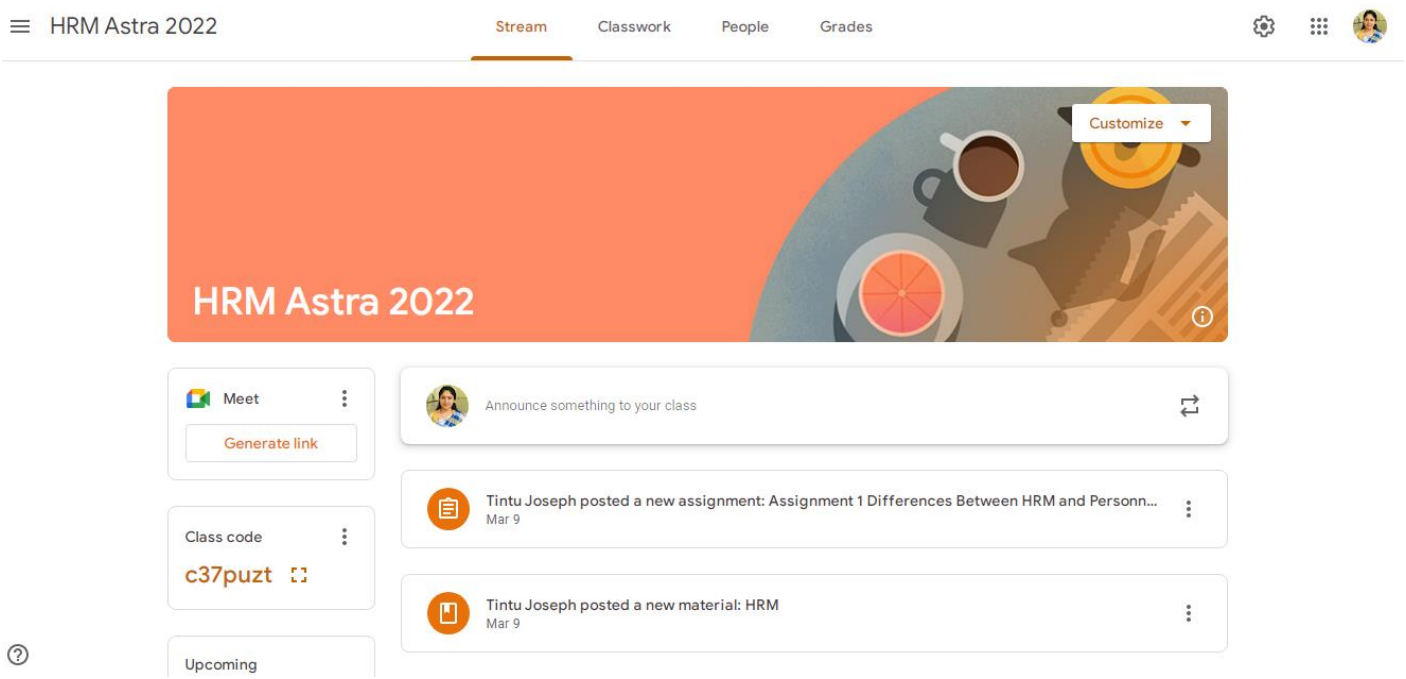
Alpha T Joy

Amala Elsa Alex

Amalu Velappan

Anaina Varghese


Google Classroom
To review
Calendar
HRM Astra 2022
CORPORATE COMM...
Add-On Course by CSDC
INTERNATIONAL CO...
Business Communica...
Pre Semester Inducti...
2021-2023 Batch
MACFAST
BUSINESS INTELLIGE...
Performance and Tale...
Batch 2-Zero Semest...


HRM Astra 2022
Stream
Classwork
People
Grades
Customize
HRM Astra 2022
Meet
Generate link
Class code
c37puzt
Upcoming
Announce something to your class
Tintu Joseph posted a new assignment: Assignment 1 Differences Between HRM and Personn...
Mar 9
Tintu Joseph posted a new material: HRM
Mar 9

Teachers

Tintu Joseph

Students

58 students

Actions

Abhishek Varkey Abraham

Adhithya Vijayakumar

akhil skumar

Akhil V Vijayan

Business Communication - Astra

Stream | Classwork | People | Grades

Customize

Business Communication - Astra

Meet

Generate link

Class code

dha6gev

Upcoming

Announce something to your class

Tintu Joseph posted a new assignment: Report
Jan 21

Tintu Joseph posted a new assignment: Publicity Materials
Jan 21

Create

Google Calendar Class Drive folder

BC PPT and Notes

Module 5	Posted Jan 5
Module 4	Posted Dec 20, 2021
Question Bank	Posted Dec 13, 2021
Minutes Format	Posted Dec 13, 2021
Module 2&3	Posted Dec 10, 2021
BC Module 1 note	Posted Nov 7, 2021
Note	Posted Nov 7, 2021

Teachers

Tintu Joseph

Students

60 students

Actions

Abhishek Varkey Abraham

Adhithya Vijayakumar

akhil skumar

Akhil V Vijayan

+ Create

Google Calendar Class Drive folder

2nd IAT HRM QP — Due Jun 10, 2021, 12:30 PM

Posted Jun 9, 2021

57 Turned in | 1 Assigned

Rubric: 6 criteria • 40 pts

2nd IAT HRM QP 1.pdf
PDF

View assignment

2nd IAT HRM QP 2 [Evening Slot] — *Draft*

HRM 1ST IAT [Evening] — Due Apr 8, 2021, 8:30 PM

PPTS & Notes

PPT — Posted Apr 21, 2021

Notes — Edited Apr 21, 2021

Word

Word

IR-Approaches.docx
Word

ADDIE Notes.docx
Word

ELC Note.docx
Word

Talent Management Not...
Word

Types of Pay Structures....
Word

Broadbanding
YouTube video 2 minutes

View material

BC Assignments & Assessments

Assignment Allocation	Due Jan 11, 2021, 5:00 PM
Non Verbal communication in daily life	Due Nov 24, 2020
First IAT -BC 1	Due Nov 10, 2020, 12:00 PM
Types of communication	Due Oct 28, 2020
Non Verbal Communication	Due Oct 13, 2020, 11:30 AM
Communication Process	Due Sep 18, 2020, 5:00 PM

Types of communication

GEETHU S Turned in

Return

BC ASSIGNMENT .pdf

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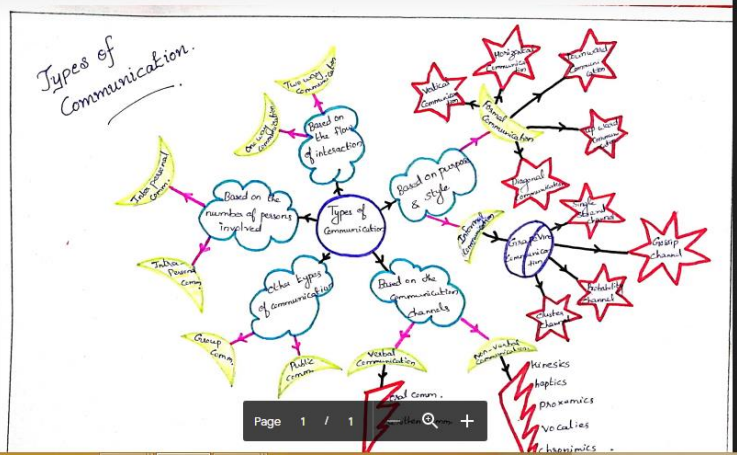

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BC ASSIGNMENT .pdf

Grade

/25

Private comments

Add private comment...

Post

Types of communication

Elja Eldho Turned in

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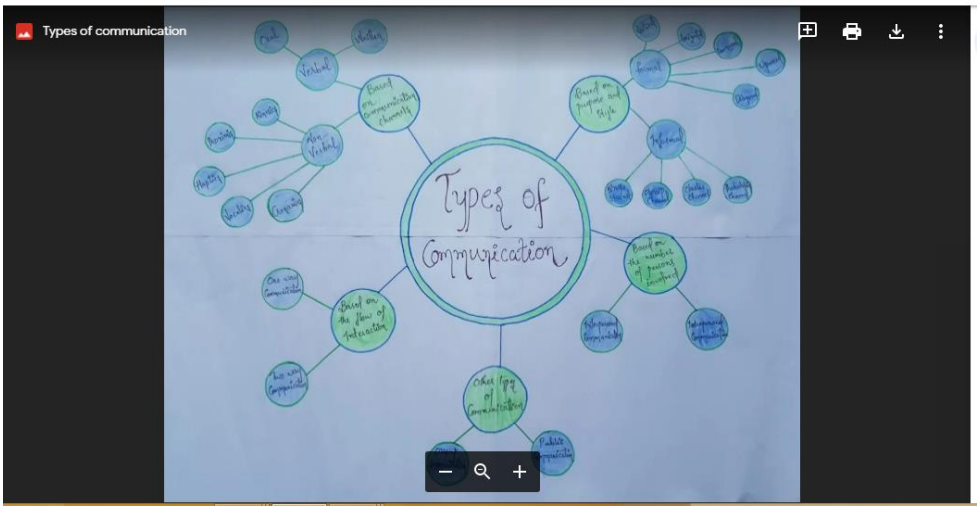
Types of communication



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See history

Types of communica...

Grade

/25

Private comments

Add private comment...

Post

Types of communication

Riswana ikbal Turned in Done late

Return

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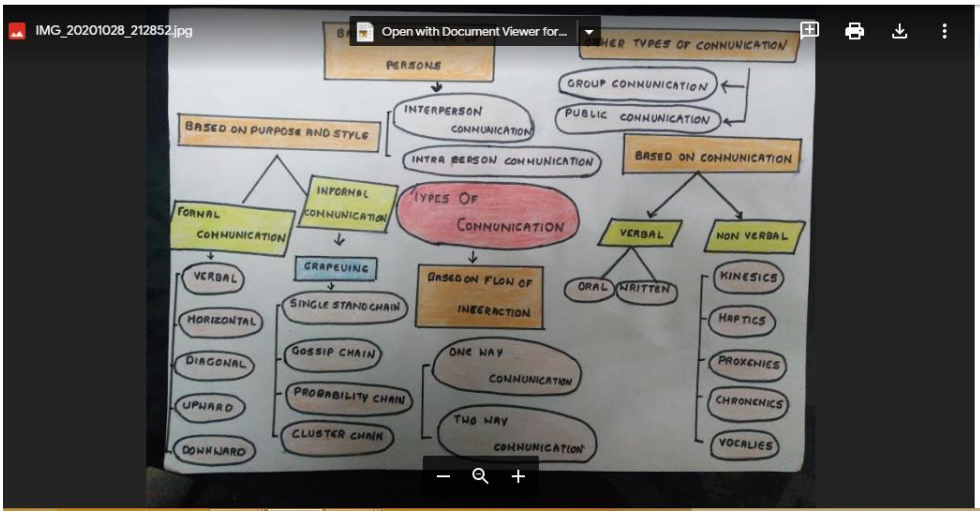

Files

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See history

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Grade

/25

Private comments

Add private comment...

Post

PTM Quiz

tintu@macfast.org (not shared) Switch account

* Required

Performance Management involves following processes * 1 point

- [ ] Aligning
- [ ] Developing
- [ ] Identifing
- [ ] Measuring

Performance Management is a ..... process * 1 point

- ( ) One time
- ( ) Continuous

PM should not link various aspects of the business, people, and 1 point

MACFAST
Department of Management Studies
ACCOUNTING FOR MANAGEMENT
Viva Question Bank

Module I & II

1. Who is the father of accounting?
   Luca Pacioli
2. What do you mean by Accounting?
   Accounting refers to the art of recording the business transaction in the analytical form
3. Define Accounting?
   Accounting is an art of regulating classifying & summarizing in a significant manner & in terms of Money transactions & events which are , in part at least , of Financial character & interpreting the results there of ".
4. What do you meant by book-keeping?
   Book – keeping means recording the business transactions in the books of original entry & in ledgers.
5. What are the branches of accounting?
   Financial Accounting, cost accounting and management accounting.
6. What is financial accounting?
   Preparation of trial balance, profit and loss account and balance sheet
7. What is Cost Accounting?
   Ascertain the cost of a product, to reduce and control cost
8. What is Management Accounting?
   Supply of information to management and decision making
9. What are objectives of Accounting?
   Keeping systematic records
   Protecting and controlling business properties
   Ascertaining the operational profit or loss
   Ascertaining the financial position of the business
   Facilitating rational decision making
10. Who are the users of accounting information?

Proprietors, Managers, Prospective investors, Creditors , bankers and other lending institutions, Government, Employees, Regulatory agencies , Researchers

11. What are the systems of accounting?

    Cash system of accounting, Accrual system of accounting.

12. What is cash system of accounting?

    Accounting entries are made only when cash is received or paid

13. What is accrual system of accounting?

    Accrual system of accounting: Entries are made on the basis of amounts having become due for payment or receipt

14. What is GAAP?

    Generally Accepted Accounting Principles or concepts and conventions

15. What are Accounting Concepts?

    Business entity concept

    Money measurement concept

    Cost concept

    Going concern concept

    Dual aspect concept

    Realization concept

    Accrual concept

16. What are conventions?

    Consistency

    Disclosure

    Conservatism

    Materiality

17. What is business entity concept?

    Business is a separate entity means it has a separate identity to the owner

18. What is going concern concept?

    Business exists for longtime , it has an infinite life

19. What is dual aspect concept?

    Every transaction has two aspects i.e. the benefit receiving aspect and benefit giving aspect. These two aspects are to be recorded in the books of accounts.

20. What is realisation concept?

Recording of only those transactions which are actually realized. For example Sale or Profit on sales will be taken into account only when money is realized i.e. either cash is received or legal ownership is transferred.

21. What is accrual concept?

    Recognition of both cash and credit transactions

22. Explain accounting equation?

    Capital+ liabilities=Assets

    Capital =Assets-Liabilities

23. What are the systems of keeping accounting records?

    Single entry system, Double entry system

24. What is an account?

    According to Kohler's dictionary for Accountants , "a formal record of a particular type of transaction expressed in money"

25. What are the classification of account?

    1.Personal account

    2.Impersonal account

    Impersonal accounts are further divided into:

    Real account

    Nominal account

26. Explain the rules of accounts?

    Personal account: Debit the receiver, Credit the giver

    Real account: Debit what comes in, Credit what goes out

    Nominal account: Debit all expenses and losses, Credit all incomes and gains

27. What is a journal, explain journalizing?

    A journal is a book of original entry in which transactions are recorded.

    The process of recording the transactions in a journal is called journalising.

28. What is a ledger? Explain posting?

    Ledger is the Principal book of accounts and book of secondary entry. Recording transactions from a journal to ledger is known as posting

29. What is a final account?

    Trading a/c, P&L A/C, Balance sheet

30. What is current asset?

    Asset which can be converted into cash with in an year (liquid assets) Eg: Cash, stock, receivables (debtors), accrued income

31. What are fixed assets?

Assets which can be converted into cash after one year i.e it starts giving return after an year

32. How do trading & profit and loss account prepared?

Taking into account all direct income and direct expenses-Trading account

Taking all indirect income in the credit side and indirect expenses in debit side-P&L A/C

33. What is position statement?

Balance sheet shows position of assets and liabilities

34. Name the different centers in responsibility accounting?

Profit centre, Cost centre, Revenue centre, Contribution centre, Investment centre

35. What do you meant by inflation accounting? State its objectives?

AICPA defines "as a system of accounting, which purports to record as a built-in mechanism, all economic events in terms of current cost

Objectives:

Maintenance of operating capability
Proper assessment of performance
Provision for proper information for decision making

36. Point out the meaning and methods of human resource accounting?

Meaning: System of evaluating human resource of an organisation in terms of money in order to record them for the purpose of presenting the information in books of accounts

Methods :

a**. Human resource cost approach includes**

Historical cost approach

Replacement cost approach

Opportunity cost approach

Standard cost approach

Totalcost approach

b. **Human resource value approach includes**

Hermanson's valuation models:

i. Hermanson's un purchased goodwill model

ii. Hermanson's adjusted discounted future wages model

Lev and Schwartz present value of future earnings model

Flamholtz reward valuation model

Morse net benefit model

S K Chakraborthy aggregate payment model

37. What do you understand by forensic accounting?
    - Forensic accounting utilizes accounting, auditing and investigative skills to conduct an examination into the finances of an individual or business.
    - Forensic accounting provides an accounting analysis suitable to be used in legal proceedings.
    - Forensic accountants are trained to look beyond the numbers and deal with the business reality of a situation.
    - Forensic accounting is frequently used in fraud and embezzlement cases to explain the nature of a financial crime in court.
38. Explain the benefits of IFRS?
    - Access to the global capital markets
    - Helps to lower the cost of capital
    - Benchmark for performance and operations
    - Visibility and brand value
    - Avoiding multiple reporting
    - A true value of acquisitions
    - Transparent financial reporting
39. Describe the meaning of financial statement analysis?

    Summary of the accounts of a business enterprise, balance sheets reflecting assets & liabilities and income statement showing the results of operation during a certain period
40. Differentiate comparative, common size analysis?
    - **Comparative statements** deal with the comparison of different items of the Profit and Loss Account and Balance Sheets of two or more periods. Separate comparative statements are prepared for Profit and Loss Account as Comparative Income Statement and for Balance Sheets.
    - A vertical presentation of financial information, only percentage is considered for preparing **common size statement**. The total assets or total liabilities or sales are taken as 100 and the balance items are compared to the total assets, total liabilities or sales in terms of percentage. Separate common size statement is prepared for profit and loss account as Common Size Income Statement and for balance sheet as Common Size Balance Sheet
41. Differentiate between cash flow and fund flow statements?

- Fund flow analysis deals with detailed sources and application of funds(working capital) of the business concern for a specific period. It indicates where funds come from and how they are used during the period under review. It highlights the changes in the financial structure of the company.
- Cash flow analysis is based on the movement of cash and bank balances. In other words, the movement of cash instead of movement of working capital would be considered in the cash flow analysis. There are two types of cash flows. They are actual cash flows and notional cash flows

42. What do you meant by corporate financial statement and reports?

Corporate financial reporting is the system of making corporate financial reports. These corporate financial reports are income statement, balance sheet, cash flow statement, statement of retained earnings and financial policies explanation.

Module III

43. What is meant by ratio analysis?

It refers to the systematic use of ratios to interpret the financial statements in terms of the operating performance and financial position of a firm. It involves comparison for a meaningful interpretation of the financial statements. It is relationship between two numbers

36. Describe the uses of ratio analysis?

- It helps in managerial decision making
- It helps in financial forecasting and planning
- It helps in communicating the financial strength of a concern
- It helps in control
- It is an essential part of budgetary control and Standard costing
- It helps an investor/prospective investor in decision making
- It provides information to the creditors about the solvency of the firm
- It helps the employees by providing information about the profitability of the concern
- It helps the government in policy making by providing financial information about the industry/firm etc
- It facilitates inter-firm; intra-firm; and firm-industry comparison

44. What are the types of ratios

- Liquidity Ratio

- Turnover Ratio
- Solvency or Leverage ratios
- Profitability ratios

45. What are liquidity ratios?

RATIOS	FORMULAS
Current Ratio	Current Assets/Current Liabilities
Quick Ratio	Liquid Assets/Current Liabilities
Absolute Liquid Ratio	Absolute Liquid Assets/Current Liabilities

46. What are Profitability Ratios

S. No.	RATIOS	FORMULAS
1	Gross Profit Ratio	Gross Profit/Net Sales X 100
2	Operating Cost Ratio	Operating Cost/Net Sales X 100
3	Operating Profit ratio	Operating Profit/Net Sales X 100
4	Net Profit Ratio	Operating Profit/Net Sales X 100
5	Return on Investment Ratio	Net Profit After Interest And Taxes/ Shareholders Funds or Investments X 100
6	Return on Capital Employed Ratio	Net Profit after Taxes/ Gross Capital Employed X 100
7	Earnings Per Share Ratio	Net Profit After Tax & Preference Dividend /No of Equity Shares
8	Dividend Pay Out Ratio	Dividend Per Equity Share/Earning Per Equity Share X 100
9	Earning Per Equity Share	Net Profit after Tax & Preference Dividend / No. of Equity Share
10	Dividend Yield Ratio	Dividend Per Share/ Market Value Per Share X 100
11	Price Earnings Ratio	Market Price Per Share Equity Share/ Earning Per Share X 100
12	Net Profit to Net Worth Ratio	Net Profit after Taxes / Shareholders Net Worth X 100

47. What are Working Capital Ratios

S. No.	RATIOS	FORMULAS
1	Inventory Ratio	Net Sales / Inventory
2	Debtors Turnover Ratio	Total Sales / Account Receivables
3	Debt Collection Ratio	Receivables x Months or days in a year / Net Credit Sales for the year
4	Creditors Turnover Ratio	Net Credit Purchases / Average Accounts Payable

5	Average Payment Period	Average Trade Creditors / Net Credit Purchases X 100
6	Working Capital Turnover Ratio	Net Sales / Working Capital
7	Fixed Assets Turnover Ratio	Cost of goods Sold / Total Fixed Assets
8	Capital Turnover Ratio	Cost of Sales / Capital Employed

48. What are Capital Structure Ratios?

S. No.	**RATIOS**	**FORMULAS**
1	Debt Equity Ratio	Total Long Term Debts / Shareholders Fund
2	Proprietary Ratio	Shareholders Fund/ Total Assets
3	Capital Gearing ratio	Equity Share Capital / Fixed Interest Bearing Funds
4	Debt Service Ratio	Net profit Before Interest & Taxes / Fixed Interest Charges

49. What are Overall Profitability Ratios?

S. No.	**RATIOS**	**FORMULAS**
1	Overall Profit Ability Ratio	Net Profit / Total Assets

50. What is Dupont analysis?

- DuPont Analysis is an extended examination of Return on Equity (ROE) of a company which analyses Net Profit Margin, Asset Turnover, and Financial Leverage. This analysis was developed by the DuPont Corporation in the year 1920.
- Return on Equity= Net Profit Margin x Asset Turnover Ratio x Financial Leverage OR
- (Net Income / Sales) x (Sales / Total Assets) x (Total Assets / Total Equity)

51. What is trend analysis?

Trend analysis is the ratios of different items for various periods are find out and then compared under this analysis. The analysis of the ratios over a period of years gives an idea of whether the business concern is trending upward or downward. This analysis is otherwise called as Pyramid Method

52. Why liquidity ratios are calculated?

To understand the short term solvency of the business or to find out ease of convertibility to cash.

53. Why turnover ratios are calculated?

To understand the operating efficiency of business.

Module IV

54. What is cost?
    Cost is an expenditure incurred for producing a unit of product or services, it includes purchase of material ,Payment of Labor and overheads.
55. What is costing Costing?
    "Costing is the classifying, recording and appropriate allocation of expenditure for the determination of the costs of products or services; and for presentation of suitably arranged data for the purposes of control, and guidance of management".
56. What do you mean by Cost accounting ?
    Cost Accounting may be defined as "Accounting for costs classification and analysis of expenditure as will enable the total cost of any particular unit of production to be ascertained with reasonable degree of accuracy and at the same time to disclose exactly how such total cost is constituted"
57. What is Cost Accountancy?
    Cost Accountancy is defined as "the application of Costing and Cost Accounting principles, methods and techniques to the science, art and practice of cost control and the ascertainment of profitability"
58. What are the elements of cost
    Material, Labour and Overhands
59. What is fixed cost
    Fixed costs (FC) – Includes costs such as buildings, insurance, fixed overhead, equipment capital recovery, etc. These costs are essentially constant for all values of the decision variable.
60. What is variable cost
    Variable costs (VC) – Includes costs such as direct labour, materials, contractors, marketing, advertisement, etc. These costs change linearly or non-linearly with the decision variable, e.g. production level, workforce size, etc
61. What is Job costing ?
    Job costing is a technique of costing where the amount of work done is in the form of the number of jobs completed. The purpose of job costing is to ascertain the profit or loss made on each job.
62. What is Marginal Costing
    Marginal Cost is the additional cost of producing an additional unit. It is the aggregate of variable costs, i.e. prime cost plus variable overhead.
63. What is Differential Cost?
    Differential cost is the change in the cost due to change in activity from one level to another.
64. What is Opportunity Cost?
    Opportunity cost is the value of alternatives foregone by adopting a particular strategy or employing resources in specific manner.
65. What is Sunk Costs?
    Sunk costs are historical costs which are incurred i.e. sunk in the past and are not relevant to the particular decision making problem being considered. Sunk costs are those that have been incurred for a project and which will not be recovered if the project is terminated.
66. What is normal cost?
    Normal Cost is a cost that is normally incurred at a given level of output in the conditions in which that level of output is achieved.
67. What do you mean by abnormal cost?

Abnormal Cost is an unusual and typical cost whose occurrence is usually irregular and unexpected and due to some abnormal situation of the production.

68. What is Out-of-Pocket Cost

Out-of-Pocket Cost is the portion of the cost associated with an activity that involve cash payment to other parties.

69. What do you mean by Uniform Costing

Uniform Costing is not a distinct system of costing. The term applies to the costing principles and procedures which are adopted in common by a number of undertakings which desire to have the benefits of a uniform system. The methods of Uniform Costing may be extended so as to be useful in inter-firm comparison.

70. What are the various techniques of costing?

Marginal Costing
Standard Costing
Budgetary Control
Uniform Costing

71. What is standard costing?

Standard Costing is defined as the preparation and use of standard cost, their comparison with actual costs and the measurement and analysis of variances to their causes and points of incidence.

72. What is uniform costing?

Uniform Costing may be defined as the application and use of the same costing principles and procedures by different Organizations under the same management or on a common understanding between members of an association.

73. What do you mean by break even analysis or (cost volume profit analysis)

Break-even analysis is a method of studying the relationship among sales revenue, variable cost and fixed cost to determine the level of operation at which all the costs are equal to its sales revenue and it is the no profit no loss situation.

BEV = Fixed cost / PV ratio

74. What is contribution?

Contribution is the difference between the sale and the marginal cost of sales and it contributes towards fixed expenses and profit

Contribution = sales price – variable cost

- contribution cover fixed cost also ,
- contribution is the core factor which consider make or buy decision
- if contribution is high, favorable to the firm

75. What do you mean by Margin of safety

Margin of safety is the difference between the actual sales and sales at breakeven sales. Margin of safety is also the excess production over the break even points output.

Margin of safety = Profit / PV Ratio

76. What do you mean by angle of incidents ?

This is an angle formed between the total sales line and total cost line in the break-even point . It indicates the rate of profit earned by the business. A large angle of incidence indicates a high rate of profit while a narrow angle would show a relatively low rate of profit.

77. What is key/ limiting factor?

Key factor is a factor which limit the volume of production and profit of business. The limiting factor may be any factor of production such as raw material, labour, capital, plant capacity and even sales. Contribution per unit of limiting factor should be the criterion to assess the profitability of a product.

78. What is budgetary control?

Budgetary control is the process of determining various actual results with budgeted figures for the enterprise for the future period and standards set then comparing the budgeted figures with the actual performance for calculating variances, if any.
Budgetary control is defined as "the establishment of budgets relating the responsibilities of executives to the requirements of a policy and the continuous comparison of actual with budgeted results, either to secure by individual action the objective of that policy or to provide a basis for its revision.

79. What are various types of Budgetary control?
Operational Budgetary Control, Cash Flow Budgetary Control, and Capex Budgetary Control

80. What is variance?
A variance is the difference between a budgeted, planned, or standard cost and the actual amount incurred/sold. Variances can be computed for both costs and revenues.

81. What is variance analysis ?
Variance analysis is an analytical tool that managers can use to compare actual operations to budgeted estimates. It refers to the investigation of deviations in financial performance from the standards defined in organizational budgets.

82. What are the various types of variance?
Material cost variance ,Labour cost variance and overheads variance.

83. What is material cost variance?
Material cost variance is the difference between actual cost of materials used and the standard cost for the actual output.
MVC = Standard cost – Actual Cost

84. What is material price variance
Material Price Variance is the difference between the actual cost of direct material and the standard cost of quantity purchased or consumed.
MPV= Actual quantity used x standard price – Actual Price

85. What is Material usage variance?
Material Usage Variance is the measure of difference between the actual quantity of material utilized during a period and the standard consumption of material for the level of output achieved.
MUV = standard cost of actual quantity – standard cost of standard quantity

86. What is labour cost variance?
It is the difference between the standard cost of labour allowed (as per standard laid down) for the actual output achieved and the actual cost of labour employed.
LCV = Standard Labour cost – Actual labour cost

87. What do you mean by Labour mix variance
Labour mix variance arises only when two or more different types of workers employed and the composition of actual grade of workers differ from the standard composition of workers.

88. What is Labor Idle Time Variance?
It is the cost of the stand by time of direct labor which could not be utilized in the production due to mechanical failure of equipment, industrial disputes and lack of orders
Idle Time Variance:=Number of idle hours x Standard labor rate

89. What is Labour mix variance
Labour mix variance arises only when two or more different types of workers employed and the composition of actual grade of workers differ from the standard composition of workers.
LMV = Standard Cost of Standard Mix – Standard Cost of Actual Mix

90. What is Substitution Variance

This is a variance in labour cost which arises due to substitution of labour when one grade of labour is substituted by another.
Substitution Variance = (Actual Hours x Std. Rate for Std. Worker) – (Actual Hours x Std.Rate for Actual Worker)

91. What is overheads cost variance
An overhead cost variance is the difference between the amount of overhead applied during the production process and the actual amount of overhead costs incurred during the period.

Module V

92. What is budget ?
"*A budget is a financial and/or quantitative statement, prepared prior to a defined period of time, of the policy to be pursued during that period for the purpose of attaining a given objective.*"?
93. What is fixed budget
A fixed budget is a financial plan that is not modified for variations in actual activity.
94. What is flexible budget
A flexible budget is a budget that adjusts or flexes with changes in volume or activity.
95. What is long term budget
A budget prepared covering a period of more than a year can be taken as long term budget.
96. What is Short term budget?
It is a budget prepared for a period covering a year or less than a year.
97. What is a functional budget?
Budgets are prepared of a business concern for a certain period taking each and every function separately such budgets are called functional budgets. Example: Production, Sales, purchases, cost of production, cash, materials etc.
98. What is sales budget?
Sales Budget is a forecast of total sales, expressed in terms of money or quantity or both. The first step in the preparation of the sales budget is to forecast as accurately as possible, the sales anticipated during the budget period. Sales forecasts are usually prepared by the sales manager assisted by the market research personnel.
99. What is production budget?
Production budget is a forecast of the production for the budget period.
Production budget is prepared in two parts, viz. production volume budget for the physical units of
the products to be manufactured and the cost of production or manufacturing budget detailing
the budgeted cost under material, labour, and factory overhead in respect of the products.
100. What is material budget?
The material budget includes quantities of direct materials; the quantities of each
raw material needed for each finished product in the budget period is specified. The input data
for this budget is obtained by applying standard material usage rates by each type of material to

the volume of output budgeted.

101. What is purchase budget?

The purchase budget establishes the quantity and value of the various items of materials to be purchased for delivery at specified points of time during the budget period taking into account the production schedule of the concern and the inventory requirements.

What is cash budget?

102. Cash Budget is estimated receipts and expenses for a definite period, which usually are cash sales, collection from debtors and other receipts and expenses and payment to suppliers, payment of wages, payment of other expenses etc.

103. What is master budget ?

Master budget is the budget prepared to cover all the functions of the business organisation. It can be taken as the integrated budget of business concern, that means, it shows the profit or loss and financial position of the business concern such as Budgeted Profit and Loss Account, Budgeted Balance Sheet etc. Master budget, also known as summary budget.

104. What is fixed budget?

Fixed or Rigid budgets are prepared for a fixed or standard volume of activity, they are called static or rigid or fixed budgets. They do not change with the changes in the volume of the output. These are prepared normally 3 months in advance of the year.

105. What is Flexible Budget

A flexible budget is a budget that is prepared for different levels of activity or capacity utilization or volume of output. If the budgets are prepared in such a way so as to change in accordance with the volume of output, they are called flexible budgets.

106. What is Principal Budget factor

Principal Budget factor is the factor the extent of influence of which must first be assessed in order toensure that the functional budgets are reasonably capable of fulfillment. A principal budget factor

may be lack of demand, scarcity of raw material, non-availability of skilled labour, inadequate working

capital etc.

107. What Does Zero-Based Budgeting?

Zero-based budgeting (ZBB) is a method of budgeting in which all expenses must be justified for each new period. The process of zero-based budgeting starts from a "zero base," and every function within an organization is analyzed for its needs and costs. Budgets are then built around what is needed for the upcoming period, regardless of whether each budget is higher or lower than the previous one.

108. What do you understand by Performance budget?

Performance budget also referred to as performance-based budgeting is a practice of preparing the budget based on the evaluation of the productivity of the different operations in an organization. It leads to optimum utilization of resources such as finance, skills of the staff, use of the productive time etc.

109. What is computerized Accounting ?

Computerized accounting system is a software that helps businesses to manage the big financial transactions, data, reports, and statements with high efficiency, speed, and better accuracy. Better quality work, lower operating costs, better efficiency, greater accuracy, minimum errors are some of the advantages of Computerized Accounting.

MACFAST
Department of Management Studies
MB01010 2 BUSINESS COMMUNICATION
Viva Question Bank

Module I

1. Define communication
   Communication is a process, in which a sender(encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.
2. List the elements of communication
   Sender/Encoder/Speaker, Message, Encoding, Channel/Medium, Receiver, Decoding, Feedback
3. What is encoding?
   It is putting the meaning of the message in to appropriate words, symbols, gestures or other form of expression for the purpose of sending a planned message
4. What you mean by Channel in communication?
   The method or vehicle used to transmit the message
5. What is decoding?
   Decoding is the process of turning communication into thoughts
6. What is a feedback loop?
   It is the reversal of the communication process in which the receiver expresses the response to the sender's message
7. What is a one-way communication?
   In one-way communication, there is no feedback from the receiver to sender
8. Figure out two-way communication
   There is active feedback from the receiver to the sender to ensure that the receiver has understood the same meaning which the sender intended to convey.
9. What is noise in communication?
   Noise is any unpleasant sound or undesirable distraction that prevents easy and effective transmission of communication
10. List the purposes of communication
    Inform, Persuade, Educate, Train, Motivate, Integrate, Relate, Entertain
11. What are the 7Cs of communication?
    clarity, conciseness, concreteness, correctness, consideration, completeness and courtesy
12. What are the 4Ss of communication?
    Shortness, Simplicity, Strength, and Sincerity
13. What you understand by consideration in communication process?
    Make an attempt to envisage your audience, their requirements, emotions as well as problems.
14. What is kinesics
    The study of the way in which certain body movements and gestures serve as a form of non-verbal communication.
15. What is Proxemics

the branch of knowledge that deals with the amount of space that people feel it necessary to set between themselves and others.

16. What is Haptics
    The means by which people and other animals communicate via touching. Haptic perception, the process of recognizing objects through touch.
17. What is Vocalics
    How people express themselves through different vocal properties such as rate, or speed at which the person speaks, pitch, inflection and variety in the voice, volume, being loud or soft, and articulation and pronunciation, or how correctly and clearly the person speaks
18. What is Chronemics
    The study of the role of time in communication
19. What is Vertical communication
    Sending and receiving messages between the levels or layers of a hierarchy
20. What is Horizontal communication
    Sending and receiving messages between individuals at the same level or layer of a hierarchy
21. What is Downward communication
    Sending messages from upper levels to lower levels of a hierarchy
22. What is Upward communication
    Sending messages from lower levels to upper levels of a hierarchy
23. What is Diagonal communication
    Communication that cuts across existing vertical and horizontal channels
24. What is Grapevine
    An informal, unofficial, horizontal channel of communication because generally peer groups participate in it.
25. What is Single Strand Chain
    Under this communication pattern, the information flows from one person to the next person in the network.
26. What is Probability Chain
    An individual passes an information without any restriction to all those with whom he comes into contact. The message passed on may be interesting but not important.
27. What is Cluster Chain
    In the cluster chain network, there is an individual who, acts as a source of a message, transmits information to the pre-selected group of individuals out of whom few individuals again tell the same message to other selected group of individuals.
28. What is Intrapersonal Communication
    It is the internal dialogue occurring within the mind of an individual.
29. What is Interpersonal Communication
    It is the communication among two or more persons.
30. What is star network
    The wheel or star network has an individual at the hub of the wheel. All individuals subordinate to that hub person have the role of channeling information and opinions to the hub.
31. What is chain network
    The chain network can take two forms: a vertical one and a horizontal one.

The vertical chain is in fact the traditional chain of command in a hierarchy, and again, the vertical chain could simply be the traditional hierarchy, with a very narrow span of control, or a even a span of control of one.

The horizontal chain could be simply a work group in which the two outer individuals are so introverted that they only speak to the person next to them, while those in the middle may be prone to interact with each other

32. What is circle network
The circle network is a leaderless group in which each individual only communicates with the two others immediately adjacent.
33. What is All-channel networks
All-channel networks have the advantage of multiple interactions between all members of a group, whether actual or virtual: in effect, the all-channel network is a leaderless group
34. What is literal comprehension?
Identify simple facts presented in written text
35. What is evaluative comprehension?
Make judgments about the written text's content
36. What is inferential comprehension?
Connect the text to other written passages and situations
37. What you mean by Scanning in reading?
Scanning is the technique you might use when reading a telephone directory. You pass your vision speedily over a section of text in order to find particular words or phrases that are relevant to your current task.
38. What is listening?
Listening is the ability to accurately receive and interpret messages in the communication process.
39. What you mean by Skimming Skill in note making process?
Skimming is the process of speedy reading for general meaning. Let your eyes skip over sentences or phrases which contain detail. Concentrate on identifying the central or main points.
40. What you mean by In depth Reading Skill in note making process?
Read carefully, slowly and possibly repetitively to interrogate the text and raise questions.
41. What is linear format of note taking?
The linear format is the most conventional method. It can encourage a more passive approach to make your notes as effective as possible
42. What is pattern format of note taking?
The pattern format is a visual approach. You organise the key words and concepts across the page, like a mind-map, and can use colours and pictures to help you understand the ideas.
43. What is three-column format of note making?
The three-column format organises your page into three areas:
    i. key information
    ii. your own notes (taken any way you like)
    iii. a summary.
44. Define organizational communication.
Organizational communication is the exchange of information, ideas, and views within and outside the organization.

Module II

1. What you mean by non-verbal communication?
   Nonverbal communication is the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, posture, and body language. It includes the use of social cues, kinesics, distance and physical environments/appearance, of voice and of touch.
2. What is Repetition in non-verbal communication?
   Reinforce what is already being said
3. What is Contradiction in non-verbal communication?
   Contradict the message and make the speaker seem untruthful
4. What is Substitution in non-verbal communication?
   Take the place of words
5. What is Complementing in non-verbal communication?
   Compliment a verbal message, for instance, a pat on the back
6. What is Accenting in non-verbal communication?
   Underline a certain point in the message
7. What is Para-linguistic
   Paralanguage, also known as vocalics, is a component of meta-communication that may modify meaning, give nuanced meaning, or convey emotion, by using techniques such as prosody, pitch, volume, intonation, etc.
8. What is Semantic Barriers?
   The misunderstanding between the sender and receiver arising due to the different meanings of words, and other symbols used in the communication.
9. What is Intimate Distance?
   Ranges from touching to about 18 inches (46 cm) apart, and is reserved for lovers, children, close family members, friends, and pets
10. What is Personal Distance?
    Personal distance begins about an arm's length away; starting around 18 inches (46 cm) from the person and ending about 4 feet (122 cm) away
11. What is Social Distance?
    Social distance ranges from 4 to 8 feet (1.2 m - 2.4 m) away from the person and is reserved for strangers, newly formed groups, and new acquaintances
12. What is Public Distance?
    Public distance includes anything more than 8 feet (2.4 m) away, and is used for speeches, lectures, and theater. Public distance is essentially that range reserved for larger audiences
13. What you mean by cross culture communication?
    Cross-cultural communication is a process of creating and sharing meaning among people from different cultural backgrounds using a variety of means

Module III

1. State any four oral communication skill

Effective Speaking and Listening, Reinforcement, Questioning – Closed, open, probing etc
Reflecting and Clarifying, Summarizing, Closing Communication

2. List key listening skills
   Be attentive, ask open-ended questions, Ask probing questions, Request clarification, Paraphrase, Be attuned to and reflect feelings, Summarize.
3. List key speaking skills
   Active listening, Body language, Emotional intelligence, Articulation and tone of your voice, Clarity, Small talk, Empathy, Respect.
4. What is group discussion
   GD is a methodology used by an organization (company, institute, business school, etc.) to gauge whether the candidate has certain personality traits
5. List the methodology of GD
   Stage 1: The group of candidates is given a topic or a situation,
   Stage 2: the Group is given some time to think about the same
   Stage 3: the group is asked to discuss it among themselves for a specific duration (which may vary from one organization to another).
   Stage 4: Concluding the discussion on time.
6. List the possible roles in a GD
   Beginner: The candidate who starts Group Discussion. He may suggest new ideas, define the GD topic but may not necessarily have sufficient subject knowledge to present effectively his view point.
   Facilitator: He is leading GD while keeping track of Group Discussion
   Seeker of Information– He tries to gather and solicit information from others.
   Disseminator of Information – He prefers to share information and facts.
   Seeker of Opinion- He tries to gather some opinion from others and ask the fellow participants for their opinion.
   Giver of Opinion – Promptly jumps to give his opinion on the views shared by the other participant.
   Analyst – He analyses and clarifies the ideas and opinions discussed during the group discussion
   Community Supporter – He supports the ideas of all participants but has none of his own
   Reliever – He presents and discusses the problem with a broader perspective and makes mountain out of a mole hill and relieves all of any tension.
   Energy spreader – This participant can be seen encouraging other participants to explore some new ideas during a GD.
   Bridge creator – He creates harmony between different opinions by giving a solution with different ways of compromise.
   Summary maker – He summarizes and concludes a GD by including all important points discussed during a GD.
7. What is Topical Group Discussions?
   GD based on current affairs or 'static' matters
8. What is Case-study based GD?
   Which present the group with a complex business situation that requires a decision to be made. Such cases usually have multiple problems embedded in the given situation, and

both the individual participants and the group are required to analyse the situation, identify the problems, and suggest a way out.

9. What is Abstract Group Discussions
   Which are called so because they offer us no definite framework of the topic, and hence no definite direction to take in the discussion. Instead, the participants are required to interpret the topic in their own ways and demonstrate innovative thinking in doing so. Such topics could be single-worded, such as 'Blue', or a short cryptic sentence, or even an image.
10. What you mean by debate?
    A formal discussion on a particular matter in a public meeting or legislative assembly, in which opposing arguments are put forward and which usually ends with a vote.
11. List the skills required for Extempore participation
    Know what you are talking about and whom you are talking to.
    Appropriate body language
    deliver your speech with confidence
    Appropriate voice modulation
    keep 'time' in mind
12. What is meeting
    Formal or informal deliberative assembly of individuals called to debate certain issues and problems, and to take decisions
13. List the types of meeting
    Informing Meetings, Consulting Meetings, Problem Solving Meetings, Decision Making Meetings
14. What is problem solving meeting?
    Meetings to analyze a situation and its causes, assess what direction to take, then create an action plan to resolve the problem
15. List essentials of a formal speech
    Clarity, Definiteness of Message, Conciseness, Interesting, Informal Touch, Considering the Audience, Speaking Slowly, Free from Emotions.
16. What is minutes
    A note in a concise way the matters that are being dealt with and decided on during a meeting
17. What is Agenda
    The outline plan for the meeting
18. Types of Speeches
    Demonstrative speech, Entertaining speech, Informative speech, Persuasive speech, Special occasion speech, Motivational speech, Explanatory speech, Debate speech

Module IV

1. What is a salutation?
   An expression of greeting, goodwill, or courtesy by word, gesture, or ceremony
2. What you mean by enclosure?
   An enclosure in a cover letter is a list of any additional documents you've included in your application. ... Include a cover letter enclosure by writing "Enclosure:" (or

"Enclosures:" if you have multiple documents) after your signature, and then listing all attached documents.

3. What is Block Format
   The entire letter is left justified and single spaced except for a double space between paragraphs.
4. What is Modified Block
   Another widely utilized format is known as modified block format. In this type, the body of the letter and the sender's and recipient's addresses are left justified and single-spaced. However, for the date and closing, tab to the center point and begin to type
5. What is Semi-Block
   The final, and least used, style is semi-block. It is much like the modified block style except that each paragraph is indented instead of left justified.
6. What is an Enquiry Letters?
   An inquiry letter asks for information about a product, service, or procedure.
7. What is a Special Request Letters?
   A special demand, not a routine inquiry. The way you present your request is crucial, since your reader is not obliged to give you anything.
8. What is a Sales Letters?
   A sales letter is written to persuade the reader to buy a product, try a service, support a cause, or participate in an activity. No matter what profession you are in, writing sales letters is a valuable skill.
9. What is a Customer Relations Letters ?
   These deal with establishing and maintaining good working relationships. They deliver good news or bad news, acceptances or refusals.
10. What is a Follow-up Letters?
    A follow-up letter is sent to thank a customer for buying a product or service and to encourage the customer to buy more in the future.
11. What is a Complaint Letters?
    A complaint letter means a letter which is written to submit a complaint to the authority
12. What is an Adjustment Letters?
    Respond to complaint letters
13. What is a Refusal Letters?
    Refusal Letter is a letter written to notify the reader about the decision of the writer to decline an invitation, an offer, a claim, a request or any other matter
14. What is an Acknowledgement Letter?
    This type of letter is written when you want to acknowledge someone for his help or support when you were in trouble.
15. What is an Apology Letter?
    An apology letter is written for a failure in delivering the desired results. If the person has taken up a task and he fail to meet the target then he apologizes and asks for an opportunity to improve in this type of letter
16. What is an Appreciation Letter?
    An appreciation letter is written to appreciate some one's work in the organization. This type of letter is written by a superior to his junior. An organization can also write an appreciation letter to other organization, thanking the client for doing business with them.
17. What is an Order Letter?

This letter is as the name suggests is used for ordering products. This letter can be used as a legal document to show the transaction between the customer and vendor.

18. What is a Letter of Recommendation?
    This type of letter is written to recommend a person for a job position. The letter states the positive aspects of the applicant's personality and how he/she would be an asset for the organization. Letter of recommendation is even used for promoting a person in the organization.
19. What is a Letter of Acceptance?
    An acceptance letter is a positive response to either an invitation or a job offer. Its objective is to notify the reader of an affirmative decision.
20. What is a Resignation Letter?
    A letter of resignation is written to announce the author's intent to leave a position currently held, such as an office, employment or commission
21. What are the Four As of a sales letter?
    attention, appeal, application, and action
22. Define CV
    A CV (short for the Latin phrase curriculum vitae, which means “course of life”) is a detailed document highlighting your professional and academic history.
23. Define Resume
    A resume is a shorter-form document that provides a concise overview of your previous roles, skills and details about your education. (The French word résumé translates to “abstract” or “summary.”)
24. Define Biodata
    Biodata the short form for Biographical Data, is the old-fashioned terminology for Resume or CV. The emphasis in a biodata is on personal particulars like date of birth, religion, sex, race, nationality, residence, martial status, and the like. Next comes a chronological listing of education and experience. The matter like specific skills for the job in question comes last, and are seldom included.
25. What is a memorandum?
    A memo is intended to inform a group of people about a specific issue, such as an event, policy, or resource, and encourages them to take action. The word “memorandum” means something that should be remembered or kept in mind.
26. What is notice
    A notice is a written or printed announcement. Notices are a means of formal communication targeted at a particular person or a group of persons.
27. What is a circular?
    A circular is essentially a letter containing some important information that is distributed to a large number of people.
28. What is a newsletter?
    A newsletter is a printed report containing news (information) of the activities of a business or an organization (institutions, societies, associations) that is sent by mail or printed form regularly to all its members, customers, employees or people, who are interested in.
29. What is a press release?
    A press release is a written communication that reports specific but brief information about an event, circumstance, product launch, or other happening. It's typically tied to a business or organization and provided to media through a variety of means.

30. List some of the publicity materials

Product brochures: A product brochure is a brochure used to promote or detail the features of a product.

Brochures: Brochures are used to introduce a company's products or services to their targeted audience and potential customers.

Destination guides: A destination guide offers basic information or instruction on holidays and destinations. A tour package to Hawaii may be presented in the form of a destination guide.

Promotional fliers and leaflets: Promotional fliers and leaflet are normally used to promote simple services. For instance, a transport service may promote itself by a one page leaflet that outlines their schedule and costs.

Conference, programs and registration forms: Conference, programs and registration forms are marketing materials that promote a specific event. These type of marketing materials are usually made available only to interested parties

Display materials: Display materials are materials exhibited publicly, such as a Real Estate agency presenting a flyer of available houses or a board notifying the public of the sale of a property.

Product support manuals: Product support manuals detail the use of a product. An international alarm clock may come with a reference guide that explains how it is used.

Advertising materials: Advertising materials are materials aiming to attract public attention to a product or business. Advertising materials come in many forms including print, television, via the internet, radio and billboards. Sometimes a service may be advertised by less conventional means, for example, on the back of public transport tickets.

Direct mail pieces: Direct mail pieces are advertising circulars or other printed matter sent directly through the mail to a specific demographic group, geographical area, customer base or target market.

Invitations: An invitation is a spoken or written request for someone's presence or participation, such as for a birthday party.

Electronically: Electronic marketing material is produced by electronic means. A new hotel may be advertised by a virtual tour on a Compact Disk or on the web.

Multimedia: Multimedia Marketing material uses a combination of several media, such as movies, slides, music, and lighting. A presentation in an auditorium to a number of people may make use of multimedia facilities.

Web Sites: A web site is a set of interconnected Web pages, usually including a home page, prepared and maintained as a collection of information by a person, group, or organisation.

Radio: Radio is the transmission of programs for the public by radio broadcast.

Flyers : Flyers are a relatively inexpensive form of advertising and are intended for mass distribution. They are produced on a single sheet of paper and tend to inform or promote more specific information such as a sale, special promotion or new service/product.

T-Shirts: T-Shirts are a unique way of advertising a specific product, service, event or just your company in general.

Posters: Posters are beautifully designed pieces promoting a specific product, service or event. They can vary greatly in size, shape and style; providing as much or little information desired.

Custom Packaging: Package design conveys the most important aspects of your product to customers and allows it to standout from the rest.
Direct Mail/Email Campaign: Direct mail campaigns are a form of advertising providing customers with a wide variety of information on your company, products and services offered. Mailings can be sent out monthly, bi-weekly or even weekly.
Custom Postcards: Using an interesting image on one side to spark interest, postcards can easily be mailed to provide customers with a quick bit of information promoting a specific product, service or event.

31. What is disclaimer?
Product and service disclaimers protect businesses from potentially harmful litigation in the event of misuse or misunderstanding by customers. Disclaimers can be used in court to prove that customers were warned about dangers and risks before using a product or service. Disclaimers can be found on a variety of media, including product packaging and commercial advertisements, or even in sales conversations.
32. What you mean by disclosure?
Legal disclosures are similar to disclaimers, but less specific. Although disclaimers are a type of disclosure, other types of disclosures can be legally significant as well. Conflict-of-interest disclosures for stock analysts and financial advisers are one example, as are references for research-based claims in marketing. Non-disclosure agreements approach the issue of legal disclosure from another angle. In non-disclosure agreements, one party agrees to refrain from sharing proprietary information outside of a contractual relationship.

Module V

1. Define Report
According to A. C. Brown a report is a communication from someone who has some information to someone who wants to use that information. A report is a basic management tool used in decision making.
2. What you mean by oral reports?
Verbal reporting of the activities
3. What you mean by written reports?
Written document of the facts
4. What is formal report
A formal report is an official report that contains detailed information, research, and data necessary to make business decisions. Could be statutory or non-statutory
5. What is informal reports
An informal report is a document shared within an organization without a formal structure
6. What you mean by statutory reports?
Statutory reporting is the mandatory report by regulations
7. What you mean by non-statutory reports?
report prepared in order to help the management of business organization but not required under the provisions of any law.
8. What is periodic report
Recurring reports with a stipulated time frame

9. What is a special report?
   Reports generated for a specific purpose
10. What is an informative report?
    Report generated to inform important matters
11. What you mean by interpretive report?
    Reports that describe the facts and figures
12. Write note on Analytical report
    Report that analyses systematically the specific aspects
13. What you mean by Investigative report?
    Reports that are facts finding
14. What is a Persuasive report?
    Reports that are convincing and persuade the reader to undertake specific action
15. What is Explanatory report
    Report that explain the facts and figures
16. What is a performance report?
    Report showing performance
17. What is a technical report?
    Report that explain technical aspects
18. What you mean by letter of transmittal?
    Announce the topic and explain who authorized it.
    Briefly describe the project and preview the conclusions – if the reader is supportive.
    Close expressing appreciation for assignment, suggesting follow-up actions, acknowledging the help of others, and offering to answer questions.

MACFAST
Department of Management Studies
ENVIRONMENT MANAGEMENT
Viva Question Bank

Module I

1. Name some of the famous environmentalists in India and their contributions
   a. Jadav Payeng Also known as the 'forest man of India,' Jadav Payeng comes from the state of Assam. (infinity, n.d.) His contribution as an environmentalist entails creating a 550 hectare long man-made forest all by himself.
   b. Salim Ali Also known as the 'Birdman of India,' Ali was a naturalist and ornithologist. His contribution as an environmentalist encompassed conducting systematic surveys of birds in India. He also played a significant role in the creation of Bharatpur Bird Sanctuary and the protection of the Silent Valley National Park.
   c. Rajendra Singh Also known as the 'waterman of India,' Rajendra Singh has worked towards the goal of efficient water management and harvesting
   d. Medha Patkar is one of the most famous environmentalists in India since she initiated the 'Narmada Bachao Aandolan' and her work has played an instrumental role in changing the Indian environmental processes.
   e. M. S. Swaminathan Known as the 'Father of India's Green Revolution,' Swaminathan worked on agricultural research and plant genetics. His work led to the production of a high-technology invention in the wheat crops which paved the way for the Indian Green Revolution.
2. What is the importance of environmental education?
   The primary objective is to create an environment – friendly mindset and attitude among all sections of society. This will lead to the development of environmental ethics and increase the value people place on conservation of life and bio diversity in the environment.
3. Why it is mandatory to study environmental studies?
   The plethora of environmental deterioration and major destructions due to all kinds of natural calamities led the supreme court of India give a landmark judgment in October 2002 that made environmental education mandatory for all students up to post graduation level irrespective of their major branch of study and, consequently, the introduction of environmental education in the UGC syllabus.
4. What is eco system?
   A biological community of interacting organisms and their physical environment.
5. What are the components of environment?
   Biotic and Abiotic components
   The living things in an ecosystem are called biotic factors. Living things include plants, animals, bacteria, fungi and more. The non living parts of an ecosystem are called abiotic factors. In an ecosystem some abiotic factors are sunlight, temperature atmospheric gases water and soil
6. What is bio diversity?
   Biodiversity is the variety and number of living organisms present in the ecosystem. At the 1992 Convention on Biodiversity held in Rio de Janeiro it was defined as "the variability among living organisms from all sources including terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part, This includes diversity

within species, between species and of the ecosystem."

7. What are the different types of bio diversity?

Genetic diversity:-Variation of genes within the same species

Species diversity:-Provides a quantitative idea of the number of species and the variety of species present in a particular ecosystem.

Ecosystem diversity:-Depicts the differences between different habitats, ecological processes and the ecosystem in which the species

8. What are the ECONOMIC VALUES OF BIODIVERSITY?

Direct Use Values:-These values like food etc. are directly used by the people.

Indirect Use Values:-These provide benefit even if not used by the people.

Option Values:-They provide some usable or non-usable benefits in future.

Existence Values:-Theses provide benefit in the present and may not benefit our future generations.

9. Explain hotspots in bio diversity?

Biodiversity Hot Spots are environmental emergency rooms (store houses) of the earth. They are biologically rich areas with large percentage of endemic species.

10. What is endangered species?

A species is considered endangered when its number reduces to a critical level. The species is then provided with legal protection.

Till now:-38 species of bird,18 species of amphibians and reptiles, And 81 mammals have been labelled endangered in India;for e.g; the Andaman Shrew and the Asian Elephant

11. What is endemic species?

Species that have restricted distribution and are found over relatively small areas are called endemic species. Since their ecological requirements are met over a small area, these species remain restricted to a particular area as endemic or rare species.

12. What are the major threats to bio diversity?

i. Habitat degradation/loss
ii. Overexploitation of resources
iii. Pollution
iv. Extinction of species by aggressive non-native species
v. Global environmental change

13. What is in-situ and ex-situ conservation?

IN-SITU CONSERVATION: In this type of conservation, the natural processes and its interaction with the habitat as well as with all the elements of Biodiversity are conserved.

For e.g; national parks, sanctuaries , biosphere reserves

EX-SITU CONSERVATION: In case of complete degradation of a habitat ,in-situ conservation is not possible,as the endangered species need special care. In such cases, the endangered species is removed from the area and kept under total human supervision. This is ex-situ conservation

For e.g; zoos, botanical gardens, seed banks

14. What is bio sphere reserve?

The Biosphere Reserve is a unique representative ecosystem of terrestrial and coastal areas, which are internationally recognized through the 1971 initiated MAB programme of UNESCO

15. What are the different roles played by biodiversity

* Ecological Role
* Economic Role
* Scientific Role

16. What are the different types of natural resources?

Renewable resources and non renewable resources

- Renewable resources: resources which can be renewed even after use. Eg: Wind, solar energy, hydroelectricity, biomass, geothermal
- Non renewable resources: the resources that take too long to form and cannot be replaced easily are called non renewable or exhaustible resources. Eg : Fossil fuels , minerals , metals

17. What are the necessities for a maintained and quality eco system
    Control over the use of natural resources
    Protection of the environment from pollution
    Conservation of bio diversity
    Controlled growth of human population
18. What are the different types of energy resources?
    i. Renewable or non-exhaustible energy source
    ii. Non-renewable or exhaustible energy source
19. What is zero carbon energy?
    Low-carbon power comes from processes or technologies that produce power with substantially lower amounts of carbon dioxide emissions than is emitted from conventional fossil fuel power generation. It includes low carbon power generation sources such as wind power, solar power, hydropower and nuclear power. The term largely excludes conventional fossil fuel plant sources, and is only used to describe a particular subset of operating fossil fuel power systems, specifically, those that are successfully coupled with a flue gas carbon capture and storage (CCS) system.

Module II

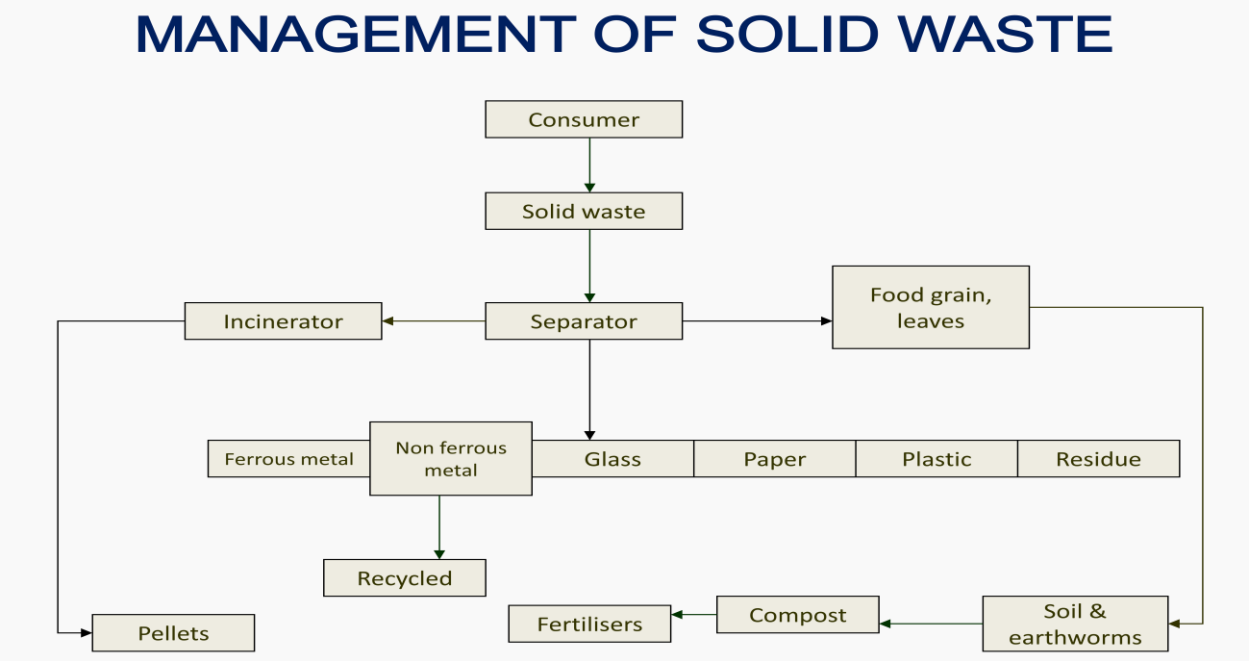
17. What is environmental degradation?
    Decrease in the value of asset is called as environmental degradation, there are many causes for degradation, some of them are pollution, global warming etc..
18. What are the different types of environmental pollution?
    i. Air pollution
    ii. Water pollution
    iii. Soil pollution
    iv. Noise pollution and sound
    v. Thermal pollution
    vi. Nuclear hazards (radiation pollution)
19. What is Pollution
    Pollution can be the accumulation of matter due to unknown activities in the environment; or rates of flow, which exceed the capacity of the ecosystem to either neutralize or disperse them below harmful levels; or an undesirable change in the physical, chemical and biological characteristics of air, land and water that may or will harmfully affect human life or that of desirable species, industrial process, living conditions and cultural assets that may or will detoriate our raw material resources.
20. What are the sources of air pollution:

    Sources of air pollution can be broadly classified into:

    Anthropogenic or manmade sources: It includes
    1. Population explosion
    2. Burning of fossil fuels
    3. Vehicular discharges
    4. Rapid industrialization

5. Agricultural activities
6. Modern warfare and
7. Smoking

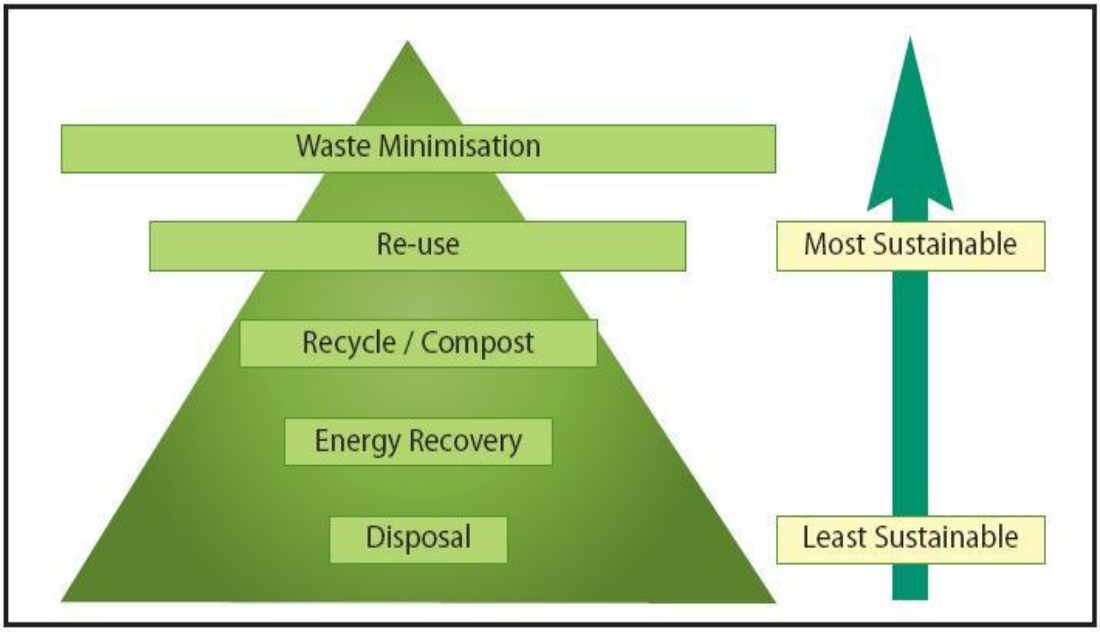
23 What is the treatment of solid waste?



24. What is sanitary landfill?

Sanitary landfills are sites where waste is isolated from the environment until it is safe. It is considered when it has completely degraded biologically, chemically and physically. In high-income countries, the level of isolation achieved may be high.

25. What are the different Methods of waste management?



26. What are possible benefits of recycling?

1. Financial Benefit
2. Conservation of Resources
3. Energy savings
4. Community Building
5. Jobs creation
6. Strong economy
7. Environmental Protection

27. What are the advantages of Energy from waste (EfW)

Safe, economic waste disposal
Greenhouse gas reduction
Renewable energy

28. What are the various waste reduction practices?

1. Consume or exploit the resources in a minimal way
2. Avoid or reduce wastage in the process of production
3. The waste of one industry can be used as the raw material of another industry.

e.g. - Bagasse of Sugar industry is the main raw material for manufacture Papers

29. What are the various Consequences of overuse and abuse of Natural Resources?

- Depletion of earth's protective shield
- Global warming
- Green house effect
- Acid rain
- Decrease in forest cover
- Soil erosion
- Increasing rate of extinction
- Deposits of toxic and nuclear waste

30. What is sustainable development?

The Brundtland report defined sustainable development as "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

31. What are the sustainability pillars mentioned in the Brundtland report?

Social Sustainability- Social Sustainability is the ability of a social system, such as a country, family, or organization, to function at a defined level of social wellbeing and harmony indefinitely. Problems like war, endemic poverty, widespread injustice, and low education rates are symptoms a system is socially unsustainable.

Environmental Sustainability- Environmental Sustainability is the ability of the environment to support a defined level of environmental quality and natural resource extraction rates indefinitely. This is the world's biggest actual problem, though since the consequences of not solving the problem now are delayed, the problem receives too low a priority to solve.

Economic Sustainability- Economic Sustainability is the ability of an economy to support a defined level of economic production indefinitely. Since the Great Recession of 2008 this is the world's biggest apparent problem, which endangers progress on the environmental sustainability problem.

32. what is the Concept of Sustainable Development put forwarfed by WCED

As a process of change in which the exploration of resources, the direction of investments, the orientation of technological development and institutional change are in all harmony and enhance both current and future potential to meet human needs and aspirations

33. What are the possible Preventions against ecological crisis, for SD

Conservation and reduction of excessive use of resources, Recycling and reuse of materials, more use of renewable resources than non renewable resources for energy

34. What are the 3 pillars of SD

The 3 pillars are social, environment and economy

35. What are the principles of SD?

Living within environmental limits, achieving a sustainable economy, promoting good governance, using sound science responsibly, ensuring a strong healthy and just economy.

36.what are the factors of social equity in SD?

Living conditions, equal opportunity, social cohesion, international solidarity, maintenance of human capital.

37. What are the factors of economic efficiency in SD?

Economic growth, efficiency and competitiveness , flexibility and stability, production or consumption, employment , international trade.

38. What are the factors of environmental responsibility in SD?

Consumption of resources, materials and wastes, risks, rate of change, natural and cultural landscape.

39. What are the problems of sustainability?

Depletion of finite resources (fuels, soil, minerals, species) , Over-use of renewable resources (forests, fish & wildlife, fertility, public funds), Pollution (air, water, soil), Inequity (economic, political, social, gender), Species loss (endangered species and spaces)

40. What is ISO 14000

It is a series of international standards on environmental management tools and systems introduced in 1996 by the International Standards Organization (ISO)

41. What are the components of ISO 14001

- Environmental Policy
- Planning
- Implementation and Operation
- Checking and Corrective Action
- Management Review

42. What is EIA

Environmental Impact Assessment (EIA) may be defined as it is formal process used to predict the environmental consequences of any development project. EIA thus ensures that the potential problems are foreseen and addressed at an early stage in the project planning and design.

43. WHAT IS EA?

Environmental assessment (EA) is the assessment of the environmental consequences (positive and negative) of a plan, policy, program, or actual projects prior to the decision to move forward with the proposed action.

44. What is Environmentally friendly packaging

"Eco-friendly packaging is easily recycled, and is safe for individuals and the environment. It makes use of renewable energy, and uses as much renewable or recycled materials as possible It is also known as green packaging, or sustainable packaging

45. What do you meant by zero carbon cities

A zero-carbon city runs entirely on renewable energy; it has no carbon footprint and will in this respect not cause harm to the planet. Most cities throughout the world produce energy by burning coal, oil and gas, unintentionally emitting carbon.

Module III

46. What is macro economics?

Macro economics is the study of aggregate economic behavior of the economy as a whole.Macro economics deals with the output,(total volume of goods and services produced) levels of employment and unemployment, average prices of goods and services

47. What are the objectives of economic policies?

- To achieve national level full employment
- To stabilize the price fluctuations in the market
- To achieve overall economic growth
- To develop regions economically
- To improve the standard of living of the people
- To reduce income inequalities
- To control monopoly market structure

48. What is NI?

National income means the value of goods and services produced by a country during a financial year.

49. What is the significance in calculating National Income?

- National income is a measure of economic growth
- National income is an indicator of success or failure of planning
- Useful in estimating per capita income
- Useful in assessing the performance of different production sectors
- Useful in measuring inequalities in the distribution of income
- Useful in measuring standard of living
- Useful in revealing the consumption behavior of the society
- Useful in measuring the level and pattern of investment
- Makes international comparisons possible

50.What is GDP?

Gross Domestic Product is the total market value of all final goods and services currently produced within the domestic territory of a country in a year.

51. What is GNP?

Gross National Product is the market value of all final goods and services produced in a year. GNP includes net factor income from abroad.

52. What is NNP?

Net National Product at market price is the market value of all final goods and services after providing for depreciation

53. What are the approaches used in the calculation of NI?

- INCOME APPROACH: The income of individuals from employment and business, the profits of the firms and public sector earnings are taken into consideration.
- EXPENDITURE APPROACH: In this approach national income is calculated by using the expenditure of individuals, private, government and foreign sectors. i.e. the sum of all the expenditure made on goods and services during a year.
- OUTPUT APPROACH: In this approach we measure the value of output produced by firms and other organization in a particular time period.

54. What are the different phases in business cycle?

Depression, Recovery, Prosperity, Inflation and Recession

55. What are stabilization policies?

Stabilization policies are also known as counter cycle policies. These policies try to counter the natural ups and downs of business cycles.

- Monetary policy is employed by the CENTRAL BANK as an effective tool to promote economic stability and achieve certain predetermined objectives
- Fiscal policy helps to formulate rational consumption policy and helps to increase savings. It raises the volume of investments and the standards of living

56. What is Inflation?

Inflation means rise in the general level of prices of goods and services over a period of time in an economy. Inflation is the Persistent increase in the prices of goods and services over time.

57. What is BOP

The balance of payment of a country is a systematic accounting record of all economic transactions during a given period of time between the residents of the country and residents of foreign countries.

Module IV

58. What are the role of Government in Business

Government is a very powerful institution which can create a favorable business environment. There are mainly four role carried out by government in order to strengthen the business. They are as regulator, promoter, entrepreneur and planner. Political or government environment is a constituent of macro environment.

59. What is FDI?

As the name suggests, it is an investment by foreign individual(s) or company(ies) into business, capital markets or production in the host country. Foreign direct investment policy in India is regulated under the Foreign Exchange Management Act (FEMA) 2000 administered by the Reserve Bank of India (RBI).

60. Role of FDI

FDI plays an important role in the economic development of a country. The capital inflow of foreign investors allows strengthening infrastructure, increasing productivity and creating employment opportunities in India. Additionally, FDI acts as a medium to acquire advanced technology and mobilize foreign exchange resources. Availability of foreign exchange reserves in the country allows RBI (the central banking institution of India) to intervene in the foreign exchange market and control any adverse movement in order to stabilize the foreign exchange rates. As a result, it provides a more favorable economic environment for the development of Indian economy.

61. What is PPP

A public–private partnership (PPP, 3P, or P3) is a cooperative arrangement between two or more public and private sectors, typically of a long-term nature.

Public–private partnerships are primarily used for infrastructure provision, such as the building and equipping of schools, hospitals, transport systems, and water and sewerage systems.

62. What is BOT Model

A type of arrangement in which the private sector builds an infrastructure project, operates it and eventually transfers ownership of the project to the government. In many instances, the government becomes the firm's only customer and promises to purchase at least a predetermined amount of the project's output.

63. Benefits of PPP

Mitigates and properly allocates risks, Provide incentives for lowering costs, Ensures value for money, Attract the right skills and management expertise ,Promotes innovation ,Reduces corruption and waste ,Reduce burden on taxpayers .

Module V

64. What is Privatization?
    In simple term, it means to change from public to private ownership or control or transfer of assets and service functions from public to private hands. Privatization is the process of transferring an enterprise or industry from the public sector to the private sector.
65. Objectives of Privatization?
    To enhance the efficiency of PSU's , To curtail the revenue deficits, To strengthen industrial development of economy
66. Advantages of privatization?
    It can provide necessary push to underperforming PSUs.
    It brings out fundamental structural changes providing momentum in the competitive sectors.
    It leads to implementation of global best practices along with management and motivation of best human talent.
    It helps in escalating the performance benchmark of the industry in general.
    It provide better and quick services to the clients.
    It help in improving overall infrastructure of the country.
67. Types of Privatization?
    - Delegation: Government keeps hold of responsibility and private enterprises handles partially or fully the delivery of services.
    - Disinvestment: Government surrenders the responsibility
    - Displacement : The private entity expands and gradually displaces the government entity
68. What are the methods of Privatization?
    - Initial public offering
    - Strategic sale
    - Sale to Foreigners
    - Employees buy out
69. What are the stages of Privatization?
    - Deregulation
    - Dereservation
    - Disinvestment
70. What is Globalisation?
    Globalization is the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture. Globalization means rapid increase in the share of economic activities taking place across national borders.
71. What is industrial development?
    Industrial Development is the synthesis of contributions from four major factors, namely, Business, Technology, Government and Labour and successful industrial projects can be achieved only through a close co-operation and mutual understanding between these contributors.
72. How does privatization affect the environment?
    Increase in level of privatization leads to (a) decrease in total production of the industry and, thus, lower emission of pollutants (direct effect) and (b) lower environmental tax, which induces firms to produce more and abate less (indirect effects).
73. Does privatization increase efficiency?
    Privatization describes the process by which a piece of property or business goes from being owned by the government to being privately owned. It generally helps governments

save money and increase efficiency, where private companies can move goods quicker and more efficiently

74. What is the impact of privatization on the economic development of a country?
    Along with creating strong incentives that induce productivity, privatization may improve efficiency, provide fiscal relief, encourage wider ownership, and increase the availability of credit for the private sector.
75. How does globalization affect economic development?
    In general, globalization decreases the cost of manufacturing. This means that companies can offer goods at a lower price to consumers. The average cost of goods is a key aspect that contributes to increases in the standard of living. Consumers also have access to a wider variety of goods

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Module I

1. What is the preamble of Indian Constitution?
   The Preamble to Constitution of India is guidelines to guide people of the nation, to present the principles of the Constitution, to indicate the source from which the document derives its authority, and meaning. It reflects the hopes and aspirations of the people.
2. Define the term 'Contract'
   Contract, in the simplest definition, a promise enforceable by law. The promise may be to do something or to refrain from doing something. The making of a contract requires the mutual assent of two or more persons, one of them ordinarily making an offer and another accepting.
3. What are the various sources of law?

   The main sources of law in India are:
   - The constitution.
   - Statutes.
   - Customary law.
   - Judicial decisions of superior courts.
4. What is the meaning of Consensus – ad – idem
   Consensus ad idem in contract law means there has been a meeting of the minds of all parties involved and everyone involved has accepted the offered contractual obligations of each party. Consensus ad idem is a Latin term that means, simply, agreement.
5. What is Void contract?
   A void contract is a formal agreement that is effectively illegitimate and unenforceable from the moment it is created.
6. What is voidable contract?
   A voidable contract is a formal agreement between two parties that may be rendered unenforceable for any number of legal reasons, which may include: Failure by one or both parties to disclose a material fact. A mistake, misrepresentation, or fraud. Undue influence or duress
7. What is unenforceable contract?
   An unenforceable contract or transaction is one that is valid but one the court will not enforce. Unenforceable is usually used in contradiction to void (or void ab initio) and voidable. If the parties perform the agreement, it will be valid, but the court will not compel them if they do not.
8. What is illegal contract?
   An illegal agreement under the common law of contract, is one that the court will not enforce because the purpose of the agreement is to achieve an illegal end. The illegal

end must result from performance of the contract itself. The classic example of such an agreement is a contract for murder

9. What is unilateral contract?
   A unilateral contract is primarily a one-sided, legally binding agreement where one party agrees to pay for a specified act.
10. What is bilateral contract?
    A bilateral contract is an agreement between two parties. The terms and conditions of this business contract are agreed upon after consultation from both the parties. The exchange of value is based on the mutual promises made during the negotiation phase.
11. What is executed contract?
    An executed contract is when all parties have fulfilled their promises. For example, a sales contract is complete when the transaction closes. The buyer has paid the money, and the seller has transferred the title. Do not confuse an executed contract with the act of signing a document.
12. What is executory contract?
    An executory contract is a contract made by two parties in which the terms are set to be fulfilled at a later date. The contract stipulates that both sides still have duties to perform before it becomes fully executed. The contract is often in place between a debtor or borrower and another party.
13. What is express contract and Implicit contract?
    An express contract is one in which the terms and conditions are spelled out in the contract, either verbally or in writing. An implied contract is one in which the terms and conditions are inferred by the actions of the parties involved.
14. What is Tacit contract?
    Tacit contracts are contracts that are inferred from the conduct of the parties as opposed to written or verbal agreements embodying coinciding expressions of intention.
15. What is quasi-contract?
    A Quasi contract is a contract that is created by court's order in absence of any agreement between the parties. Quasi contract can be defined 'as an obligation enforced by the law on one party to avoid unjust enrichment of that party'.
16. What is coercion
    "Coercion" is the committing, or threatening to commit, any act forbidden by the Indian Penal Code (45 of 1860) or the unlawful detaining, or threatening to detain, any property, to the prejudice of any person whatever, with the intention of causing any person to enter into an agreement
17. What is undue influence
    “Undue influence” means excessive persuasion that causes another person to act or refrain from acting by overcoming that person's free will and results in inequity.
18. What is standing offer?
    An Offer which remains open for acceptance over a period of time is called a standing offer.
19. What is counter offer?

A counteroffer is a response given to an initial offer. A counteroffer means the original offer was rejected and replaced with another one. The counteroffer gives the original offerer three options: accept the counteroffer, reject it, or make another offer.

20. What is cross offer?

A cross offer is made when both the parties make identical offers to each other without knowing that the other has made a similar offer. It lacks acceptance and communication.

21. What do you understand by *Alien enemy*

An alien enemy is a person whose country is at war with India. In India, a contract with an alien enemy is void but a contract with an alien friend is valid under the Indian Contract Act. In simple words, the insolvent is disqualified from entering into a contract until he is discharged by the court of law.

22. What is the doctrine of "ultra vires "applicable to the companies?

The doctrine of ultra vires is a fundamental law of the Indian Companies Act. It lays down that if any act of the company or any contract entered into by the directors, on behalf of the company, is beyond the powers vested in the directors and company by the object clause of the MOA, it is considered null and void.

23. What is wagering contract?

A wager is a bet; a contract by which two parties or more agree that a certain sum of money, or other thing, shall be paid or delivered to one of them, on the happening or not happening of an uncertain event.

24. What is Quantum Meruit

Quantum meruit is a Latin phrase meaning "what one has earned". In the context of contract law, it means something along the lines of "reasonable value of services" Quantum meruit is a judicial doctrine that allows a party to recover losses in the absence of an agreement or binding contract.

25. What is contingent contract?

A contingent contract is an agreement that states which actions under certain conditions will result in specific outcomes. Contingent contracts usually occur when negotiating parties fail to reach an agreement

26. What is tender (attempted performance)

Attempted performance or tender is an offer of performance by the promisor in accordance with the terms of the contract. If the promisee does not accept performance, the promisor is not responsible for non-performance, nor does he thereby lose his rights under the contract.

27. What is novation?

Novation is the act of replacing a legitimate existing contract with a new contract, where the transfer is mutually agreed by both parties concerned.

28. What is recession of a contract?

In contract law, rescission has been defined as the unmaking of a contract between parties. Rescission is the unwinding of a transaction

Module II

1. What do you understand by sale?
   A sale is a transaction between two or more parties in which the buyer receives tangible or intangible goods, services, or assets in exchange for money. In some cases, other assets are paid to a seller.
2. What is agreement to sale
   Agreements to sell are also a type of sales contract, but they can be more thorough and legally binding than a simple sale. In an agreement to sell, the contract clearly states the price a buyer agrees to pay for either goods or the fulfillment of some kind of condition stipulated.
3. What do you mean by Condition
   The conditions are the actions or steps that one or both parties will do to fulfill their side of the contract. The conditions are a requirement based on the contract agreement
4. What is warranty
   In general, a warranty is a promise, assurance, or statement made by the warrantor regarding the existence or accuracy of specific facts or the condition, quality, quantity, or nature of a good or property. There are express and implied warranties, both of which are legally binding commitments.
5. What is “Caveat Emptor”?
   Caveat emptor is a neo-Latin word meaning "let the buyer be vigilant." This is a contract law concept in many jurisdictions that positions the buyer's duty to perform due diligence before making a transaction.
6. What is the doctrine of “Caveat Emptor”?
   The doctrine of caveat emptor means "buyer beware." It basically conveys the message that the buyer must protect his or her own interests when making a purchase or transaction. The phrase is often used in real estate transactions, but it can apply to other goods and some services as well.
7. What are express conditions and Implied conditions?
   Express conditions and warranties are which, are expressly provided in the contract. Implied conditions and warranties are those which are implied by law or custom; these shall prevail in a contract of sale unless the parties agree to the contrary.
8. What is right of Lien?
   Lien is the right of an individual to retain goods and securities in his possession that belongs to another until certain legal debts due to the person retaining the goods are satisfied. Lien does not endorse a power of sale but only to retain the property.
9. What is termination of Lien

   According to the Sale of Goods Act, 1930. Termination of lien includes
   (1) The unpaid seller of goods loses his lien thereon-
   (a) when he delivers the goods to a carrier or other bailee for the purpose of transmission to the buyer without reserving the right of disposal of the goods;
   (b) when the buyer or his agent lawfully obtains possession of the goods;
   (c) by waiver thereof.
   (2) The unpaid seller of goods, having a lien thereon, does not lose his lien by reason only that he has obtained a decree for the price of the goods.
10. Who is an unpaid seller

The Sale of Goods Act, 1930 (hereinafter referred to as the "*Act*") defines an unpaid seller as a seller that has not been paid the full price of the goods that have been sold or that has received a bill of exchange or other negotiable instrument as conditional payment, and the condition on which it was received has not been fulfilled.

11. Define actual breach.

    An Actual Breach of Contract refers to a breach that has already occurred, meaning the breaching party has either refused to fulfill their obligations by the due date or they have performed their duties incompletely or improperly. When a breach does occur, there are several types of remedies the other party may pursue

12. Define anticipatory breach.

    Anticipatory repudiation or anticipatory breach is a term in the law of contracts that describes a declaration by the promising party to a contract that he or she does not intend to live up to his or her obligations under the contract.

13. What is existing goods

    Existing goods are goods that physically exist and belong to the seller at the time of contract of sale. Existing can be further divided into two categories: Specific Goods: These are goods that are specifically agreed upon between the seller and buyer at the time of making the contract of the sale.

14. What are Future goods

    Goods to be manufactured or acquired by a seller after a contract of sale has been made. Future goods must be distinguished as the subject of a contract of sale from existing goods, which are owned or possessed by a seller.

15. What do you understand by contigent goods

    Contingent goods are actually a subtype of future goods in the sense that in contingent goods the actual sale is to be done in the future. These goods are part of a sale contract that has some contingency clause in it.

16. What is 'Nemo dat quod non habet'

    Nemo dat quod non habet, literally meaning "no one gives what he doesn't have" is a legal rule, sometimes called the nemo dat rule, which states that the purchase of a possession from someone who has no ownership right to it also denies the purchaser any ownership title

Module III

1. What do you mean by negotiable instrument

   A negotiable instrument is a signed document that promises a sum of payment to a specified person or the assignee

2. What is Bearer Instrument

   A bearer instrument refers to an instrument that is payable to anyone possessing the instrument and is negotiable by transfer alone.

3. What is Order Instrument

   Order instrument is an instrument that is payable to a specific payee. An order instrument is also payable to any person that the payee designates. It is also termed order document or order paper.

4. What do you understand by Inland Instruments

   "Inland instrument". —A promissory note, bill of exchange or cheque drawn or made in

1[India] and made payable in, or drawn upon any person resident in, 1[India] shall be deemed to be an inland instrument.

5. What is Ambiguous Instruments
   An ambiguous instrument is basically one that may be either a bill or a note for its holder. Such situations arise in peculiar circumstances only
6. What is a Promissory note?
   Promissory note is a written promise to pay a debt. It is a financial instrument, in which one party (maker or issuer) promises in writing to pay a determinate sum of money to the other (the payee), either at a fixed, determinable future time or on demand of the payee subject to specific terms.
7. What is Bills of Exchange
   A bill of exchange is a written order used primarily in international trade that binds one party to pay a fixed sum of money to another party on demand or at a predetermined date.
8. What is a Hundi
   A Hundi is an unconditional order in writing made by a person directing another to pay a certain sum of money to a person named in the order. Hundis, being a part of the informal system have no legal status and are not covered under the Negotiable Instruments Act, 1881.
9. What is a Bill
   A bill is proposed legislation under consideration by a legislature. A bill does not become law until it is passed by the legislature and, in most cases, approved by the executive. Once a bill has been enacted into law, it is called an act of the legislature, or a statute.
10. What is a cheque
    A cheque, is a document that orders a bank to pay a specific amount of money from a person's account to the person in whose name the cheque has been issued.
11. What is a stale cheque
    When an individual hands it to the bank for payment after it has expired, a cheque is considered to become stale.
12. What do you understand by Dishonour of a cheque
    Dishonoured cheques are cheques that a bank on which is drawn declines to pay. There are a number of reasons why a bank would refuse to honour a cheque, with non-sufficient funds being the most common one, indicating that there are insufficient cleared funds in the account on which the cheque was drawn
13. Who all are the parties to cheques?
    Generally, there are two parties to a cheque. These include the drawer and the drawee. While the drawer is the person who draws the cheque, the drawee is the banker on whom it is drawn. Apart from these, there can also be a payee who is liable to pay the amount on the cheque
14. What is open cheque?
    An open cheque is basically an uncrossed cheque. This cheque can be encashed at any bank, and the payment can be made to the person bearing the cheque. This cheque is

transferable from the original payee (the original recipient of the payment) to another payee too.

15. What is crossed cheque?

A crossed cheque is a cheque that has been marked specifying an instruction on the way it is to be redeemed.

16. Define not negotiable crossing.

Not Negotiable Crossing is a general crossing, which is defined in Sec. 130 of the Negotiable Instrument Act, 1881. When a cheque, crossed generally or specially, contains the words, “Not Negotiable” on the face of the cheque, then such a cheque loses it special characteristics of “negotiability”.

17. What is restrictive crossing?

Restrictive Crossing – It directs the collecting banker that he needs to credit the amount of cheque only to the account of the payee. Non-Negotiable Crossing – It is when the words 'Not Negotiable' are written between the two parallel transverse lines.

18. What is endorsement?

An endorsement may be a signature authorizing the legal transfer of a negotiable instrument between parties.

19. What is blank endorsement?

A blank endorsement is a signature on a financial instrument such as a check. No payee is specified, so any holder of the instrument could claim payment. The signature essentially turns the instrument into a bearer security.

20. What is special endorsement?

A special endorsement, like a standard bank check, includes the name of the payee as well as a signature. The other type of check endorsement is called a special endorsement, and is used by a payer to give the check to a particular individual.

21. What is restrictive endorsement?

A restrictive endorsement is a conditional guaranty of a transfer of a negotiable instrument. That is, an endorsement that takes effect only on the occurrence or non-occurrence of another act or event

22. What is partial endorsement?

An endorsement is said to be Partial endorsement, if the endorser purports to transfer to the endorsee only a part of the amount payable. In simple terms, endorsement which allows transferring to the endorsee a part of the amount payable is known as partial endorsement.

23. What is conditional endorsement?

An endorsement where the endorsee limits or negatives his liability by putting some condition in the instrument is called a conditional endorsement. A condition imposed by the endorser may be a condition precedent or a condition subsequent.

24. Who all are the parties in the Bill of Exchange

A bill of exchange often includes three parties—the drawee is the party that pays the sum, the payee receives that sum, and the drawer is the one that obliges the drawee to

pay the payee. A bill of exchange is used in international trade to help importers and exporters fulfill transactions.

25. What do you mean by payment in due course

"Payment in due course" means payment in accordance with the apparent tenor of the instrument in good faith and without negligence to any person in possession thereof under circumstances which do not afford a reasonable ground for believing that he is not entitled to receive payment of the amount therein mentioned.

26. Define Partnership

A partnership is an arrangement where parties, known as business partners, agree to cooperate to advance their mutual interests. The partners in a partnership may be individuals, businesses, interest-based organizations, schools, governments or combinations.

27. What is the true test of partnership

The truest test of a partnership is the existence of a Mutual Agency. There are other instances where the sharing of profit exists but there is no partnership. But if an agency exists between the parties who run a business together and share profits it will be deemed that a partnership exists.

28. What is the position of a minor in a partnership

A minor can only be admitted to the benefits of a partnership, and that partnership has to exist independently. Also, there cannot be a contract between two minors. In short, there should be a partnership between two major partners before a minor can be admitted to its benefits.

29. State the liability of partners *inter se*

A minor can only be admitted to the benefits of a partnership, and that partnership has to exist independently. Also, there cannot be a contract between two minors. In short, there should be a partnership between two major partners before a minor can be admitted to its benefits.

30. Who is a partner

A partner is a member in a partnership, an entity in which both the profits or losses of a business or other venture are shared between all members.

31. What is a Partnership deed

A partnership deed is an agreement between the partners of a firm that outlines the terms and conditions of partnership among the partners. It specifies the various terms such as profit/loss sharing, salary, interest on capital, drawings, admission of a new partner, etc. in order to bring clarity to the partners.

32. What do you understand by Particular Partnership

A partnership formed for a single transaction or enterprise as distinguished from one organized for carrying on a general business.

33. What is Partnership at Will

A Partnership at Will is a form of business partnership where there is no fixed term agreed for the duration of the partnership. In other words, it is completely open ended.

34. What is Ostensible partner

one who holds himself out as a member of an actual partnership or one apparently existing or consenting to the partners or apparent partners representing him as such though as between themselves he is no partner : a partner by estoppel and liable as such to those relying thereon.

35. Who is a sleeping or Dormant partner
    a partner who takes no share in the active business of a company or partnership, but is entitled to a share of the profits, and subject to a share in losses; - called also sleeping partner or silent partner.
36. Who is a Nominal Partner
    A nominal partner is one who allows the use of his / her name by a firm but does not contribute to its capital. He/ She does not take active part in managing and does not share its profits or losses but his liability is unlimited like other partners.
37. What do you understand by Partner by Estoppel or Holding out
    A partner by estoppel is someone who is not a partner of a firm, but allows others to think that he is a partner, through his behaviour or conduct. A partner by holding out is someone who is not a partner of a firm, but knowingly allows the firm to project to others that he is a partner of the firm
38. Who is a Minor
    A person who is a minor according to the law to which he is subject may not be a partner in a firm, but, with the consent of all the partners for the time being, he may be admitted to the benefits of partnership.
39. What is Dissolution of partnership
    Dissolution of partnership means a process by which the relationship between the partners is terminated and comes to an end and all the assets, shares, accounts and liabilities are disposed of and settled. Section 39 of the Indian Partnership Act, 1932 defines the dissolution of the firm.

Module IV

1. Define the term Company
   Company is an association of person who takes their meals together. The term is derived from the Latin word (“com” meaning “with” or “together”; “panis” that is “bread”) Section 2(20) of Companies Act, 2013 states that a company means any association of person registered under the present or the previous companies act.
2. What is perpetual succession
   In company law, perpetual succession is the continuation of a corporation's or other organization's existence despite the death, bankruptcy, insanity, change in membership or an exit from the business of any owner or member, or any transfer of stock, etc
3. What do you understand by Transferability of shares
   Transfer of shares means the transfer of ownership of the shares from one person to another. Transfer of shares is effected by removing the name of the existing shareholder from the register of members and by inserting the name of the transferee in place of the transferor in the register of members.

4. What is Limited liability
   Limited liability is a legal status where a person's financial liability is limited to a fixed sum, most commonly the value of a person's investment in a corporation, company or partnership
5. What is Corporate personality
   Corporate personality is the fact stated by the law that a company is recognized as a legal entity distinct from its members. A company with such personality is an independent legal existence separate from its shareholders, directors, officers and creators.
6. What is corporate veil
   A legal concept that separates the personality of a corporation from the personalities of its shareholders, and protects them from being personally liable for the company's debts and other obligations.
7. Define Private companies
   A private company is a firm held under private ownership. Private companies may issue stock and have shareholders, but their shares do not trade on public exchanges and are not issued through an initial public offering (IPO).
8. What do you meant by One- man company
   One Person/One man Company is a company that comprises a single person as a shareholder and can be contrasted with private companies. These companies get all the benefits of a private company such as they to have access to credits, bank loans, limited liability, legal protection, etc.
9. What is a foreign company
   "Foreign company" means any company or body corporate incorporated outside India which,—
   (a) has a place of business in India whether by itself or through an agent, physically or through electronic mode; and
   (b) conducts any business activity in India in any other manner.
10. What is a Holding and Subsidiary company

    A holding company is a type of financial organization that owns a controlling interest in other companies, which are called subsidiaries.

    The parent corporation can control the subsidiary's policies and oversee management decisions but doesn't run day-to-day operations.

    Holding companies are protected from losses accrued by subsidiaries—so if a subsidiary goes bankrupt, its creditors can't go after the holding company.

11. What is your understanding about Government company
    A government company is a company registered under the Indian Companies Act in which not less than 51% of paid up share capital is held by the central government or any state government or partly by central government partly by one or more state governments.
12. What do you mean by Common seal

A company seal (sometimes referred to as the corporate seal or common seal) is an official seal used by a company.Documents which need to be executed as deeds (as opposed to simple contracts), may be executed under the company's common seal.

13. What is Incorporation of a company
    Section 3 of the Companies Act, 2013, details the basic requirements of forming a company as follows: Formation of a public company involves 7 or more people who subscribe their names to the memorandum and register the company for any lawful purpose. Similarly, 2 or more people can form a private company.
14. What is Memorandum of Association
    A Memorandum of Association (MoA) represents the charter of the company. It is a legal document prepared during the formation and registration process of a company to define its relationship with shareholders and it specifies the objectives for which the company has been formed.
15. What do you mean by Articles of Association
    Articles of association form a document that specifies the regulations for a company's operations and defines the company's purpose. The document lays out how tasks are to be accomplished within the organization, including the process for appointing directors and the handling of financial records.
16. What is a Prospectus
    A prospectus is defined as a legal document describing a company's securities that have been put on sale. The prospectus generally discloses the company's operations along with the purpose of the securities being offered.
17. What is the meaning of a Meeting
    The word "meeting" is not defined anywhere in the Companies Act. Ordinarily, a company may be defined as gathering, assembling or coming together of two or more persons (by previous notice or by mutual arrangement) for discussion and transaction of some lawful business.
18. What do you mean by Statutory meeting
    A statutory meeting is held once during the life of a company. Generally, it is held just after a company is incorporated. Every public company, limited either by shares or by guarantee, must positively hold a statutory meeting as soon as the company is incorporated.
19. What is a statutory report
    Statutory reporting is the mandatory submission of financial and non-financial information to a government agency.
20. What is your understanding about Annual General Meeting
    An annual general meeting (AGM) is a yearly gathering of a company's interested shareholders. At an AGM, the directors of the company present an annual report containing information for shareholders about the company's performance and strategy.
21. What do you mean by winding up of a company

Winding up is the process of dissolving a company. While winding up, a company ceases to do business as usual. Its sole purpose is to sell off stock, pay off creditors, and distribute any remaining assets to partners or shareholders.

Module V

1. Define “Unfair Trade practices”
   Unfair business practices encompass fraud, misrepresentation, and oppressive or unconscionable acts or practices by business, often against consumers, and are prohibited by law in many countries.
2. Who is a consumer
   "Consumer" is defined as a person who "buys any goods" and "hires or avails of any service" for consideration but does not include a person who obtains goods for resale or goods or service for any commercial purpose.
3. Define the term ”Goods” as found in Consumer protection Act
   According to Section 2(7) of the Act, “goods” include- Any movable property except actionable claims and money; Stock and shares; The growing crops, standing timber, grass; The things that are attached or forming part of the land which is agreed to be severed from the land before the sale
4. Define “Service” under consumer Protection Act,1986
   Services as per sec 2(1)(o) of Consumer Protection Act, and MRTP Act means and includes – banking, financing, insurance, transport, processing, supply of electric energy, board or lodging or both, entertainment, amusement or purveying of news or other information.
5. Define Consumerism
   Consumerism is an outcome of sufferings and exploitation of consumers, and some businessmen, aim to make abnormal profit, which is at the cost of consumers' safety and health. .The Act seeks to promote and protects the interest of consumers against deficiencies and defects in goods or services.
6. What do you mean by Penalties
   (1) Where a trader or a person against whom a complaint is made or the complainant fails or omits to comply with any order made by the District Forum, the State Commission or the National Commission, as the case may be, such trader or person or complainant shall be punishable with imprisonment for a term which shall not be less than one month but which may extend to three years, or with fine which shall not be less than two thousands rupees but which may extend to ten thousand rupees, or with both:
   (2) Notwithstanding anything contained in the Code of Criminal Procedure, 1973, (2 of 1974), the District Forum or the State Commission or the National Commission, as the case may be, shall have the power of a Judicial Magistrate of the first class for the trial of offences under this Act, and on such conferment of powers, the District Forum or the State Commission or the National Commission, as the case may be, on whom the powers are so conferred, shall be deemed to be a Judicial Magistrate of the first class for the purpose of the Code of Criminal Procedure, 1973 (2 of 1974).
   (3) All offences under this Act may be tried summarily by the District Forum or the State Commission or the National Commission, as the case may be.
7. What do you mean by Intellectual Property Right

Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

8. What do you mean by GDPR

   The General Data Protection Regulation 2016/679 is a regulation in EU law on data protection and privacy in the European Union and the European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas.

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1. **Management**

   Coordinating and overseeing the work activities of others so their activities are completed efficiently and effectively

   OR 'The art of getting things done with and through others'

2. **Nature of management:**
   - Multidisciplinary
   - Goal oriented
   - Economic resources
   - Universal application
   - A profession
   - A social process
   - Intangible in nature

3. **Management – Science OR Art**

Management is Science	Management is Art
• Science influence in management • Management is an Organized science and Systematic body of Knowledge • Concepts and Universal principles • Rational justification • Cause & Effect relationship • Test of validity and predictability • Dependent and Independent variables Scientific enquiry and experiments	• Management make use of Creativity • Practice through Experience • Interpretations from huge Knowledge base • Cannot experiment accurately • Decisions differ from Organization to organization • Decision differ based on situations • Clear cut cause- Effect could not be established because of inability to control so any external and subjective issues • Irrationality & Subjectivity in most of the decisions • Deals with human beings, the most complex organism. • Result oriented approach

4. **Manager**

Someone who coordinates and oversees the work of other people so organizational goals can be accomplished

5. **First -line (frontline) managers**

   Managers at the lowest level of management who manage the work of non-managerial employees

6. **Middle managers**

   Managers between the lowest level and top levels of the organization who manage the work of first-line managers

7. **Top managers**

   Managers at or near the upper levels of the organization structure who are responsible for making organization-wide decisions and establishing the goals and plans that affect the entire organization

8. **Administration**

   Administration means the overall determination of policies, setting of major objectives, the identification of general purposes and laying down of broad programmes and projects." – By Theo Haimann

9. **Management Vs Administration : Three views**

   - ✓ One school of thought believes that administration and management are the synonyms and they should be treated as such.
   - ✓ The second school of thought believes that administration lays down the policies and provides leadership whereas the management is mainly responsible for execution and supervision.
   - ✓ The third school of thought emphasises that management is a broader term within which administration can be absorbed [Management is above administration]

10. **Administration is above Management view**

According to many classic thinkers administration is above management so far as different functions in the organisation are concerned. They perceived that both administration and management are different, though both of these activities may be performed by a single individual in an organisation. The general view is that administration relates to policy formulation and management relates to policy execution and these two activities are not the same.

Administration is primarily the process and agency used to establish the objective or purpose which an undertaking and its staff are to achieve. Secondly administration has to plan and to stabilise the broad lines or principles which will govern action

11. **Administration is a Part of Management:**

This approach holds the view that management is a comprehensive term and administration is its part. The followers of this approach consider management "as the generic name for the total process of executive control in industry or commerce". Hence Management is the "Social process entailing responsibility for the effective and economic planning and the regulation of the operation of an enterprise in the fulfilment of given purpose or task" whereas Administration is that part of management which is concerned with the installation and carrying out of the procedures by which it is laid down and communicated and the process of activities regulated and checked against plans.

According to this approach administration becomes a subordinate function to overall management function and such administration, which is concerned with day-to-day executive routine work, is a part of management.

12. **Management and Administration are Same:**
According to this third approach which is most popular and practical one, management and administration are same. Both involve the same functions, principles and objectives
13. **Time Study**

Time study by F.W Taylor.

It is the technique of observing and recording the time required by a workman of reasonable skills and ability to perform each element of the tasks in a job**.**

14. **Motion Study [By Taylor]**

Motion study is a systematic way of determining the best method of doing the work by scrutinizing the motions made by the worker or the machine. It is the science of eliminating the wastefulness due to unnecessary motio**ns**

15. **Organization**

A deliberate arrangement of people to accomplish some specific purpose

16. **Efficiency**

Doing things right, or getting the most output from the least amount of inputs

17. **Effectiveness**

Doing the right things, or doing those work activities that will result in achieving goals

18. **Managerial Functions**

Planning, Organising, Leading and Controlling

19. **Planning**

Management function that involves setting goals, establishing strategies for achieving those goals, and developing plans to integrate and coordinate activities

20. **Organizing**

    Management function that involves arranging and structuring work to accomplish the organization's goals

21. **Leading**

    Management function that involves working with and through people to accomplish organizational goals

22. **Controlling**

    Management function that involves monitoring, comparing, and correcting work performance

23. **Social media**

    Forms of electronic communication through which users create online communities to share ideas, information, personal messages, and other content

24. **Sustainability**

    A company's ability to achieve its business goals and increase long-term shareholder value by integrating economic, environmental, and social opportunities into its business strategies

25. **Decision**

    A choice among two or more alternatives

26. **Problem**

    An obstacle that makes it difficult to achieve a desired goal or purpose

27. **Decision criteria**

    Criteria that define what's important or relevant to resolving a problem

28. **Rational decision making**

    Describes choices that are logical and consistent and maximize value

29. **Bounded rationality**

    Decision making that's rational, but limited (bounded) by an individual's ability to process information

30. **Satisfice**

    Accept solutions that are "good enough

31. **Intuitive decision making**

    Making decisions on the basis of experience, feelings, and accumulated judgment

32. **Evidence -based management (EBMgt)**

    The systematic use of the best available evidence to improve management practice

33. **Structured problems**

Straightforward, familiar, and easily defined problems

34. **Programmed decision**

    A repetitive decision that can be handled by a routine approach

35. **Procedure**

    A series of sequential steps used to respond to a well-structured problem

36. **Rule**

    An explicit statement that tells managers what can or cannot be done

37. **Policy**

    A guideline for making decisions

38. **Unstructured problems**

    Problems that are new or unusual and for which information is ambiguous or incomplete

39. **Nonprogrammed decisions**

    Unique and nonrecurring decisions that require a custom-made solution

40. **Certainty**

    A situation in which a manager can make accurate decisions because all outcomes are known

41. **Risk**

    A situation in which the decision maker is able to estimate the likelihood of certain outcomes

42. **Uncertainty**

    A situation in which a decision maker has neither certainty nor reasonable probability estimates available

43. **Big data**

    The vast amount of quantifiable information that can be analyzed by highly sophisticated data processing

44. **Planning**

    Management function that involves setting goals, establishing strategies for achieving those goals, and developing plans to integrate and coordinate work activities

45. **Goals (objectives)**

    Desired outcomes or targets

46. **Plans**

    Documents that outline how goals are going to be met

47. **Strategic plans**

Plans that apply to the entire organization and establish the organization's overall goals

48. **Operational plans**

    Plans that encompass a particular operational area of the organization

49. **Long-term plans**

    Plans with a time frame beyond three years

50. **Short -term plans**

    Plans covering one year or less

51. **Traditional goal-setting**

    An approach to setting goals in which top managers set goals that then flow down through the organization and become sub goals for each organizational area

52. **Management by objectives (MBO)**

    A process of setting mutually agreed-upon goals and using those goals to evaluate employee performance

53. **Organizing**

    Management function that involves arranging and structuring work to accomplish the organization's goals

54. **Organizational structure**

    The formal arrangement of jobs within an organization

55. **Organizational chart**

    The visual representation of an organization's structure

56. **Organizational design**

    Creating or changing an organization's structure

57. **Work specialization**

    Dividing work activities into separate job tasks

58. **Departmentalization**

    The basis by which jobs are grouped together

59. **Cross -functional team**

    A work team composed of individuals from various functional specialties

60. **Chain of command**

    The line of authority extending from upper organizational levels to the lowest levels, which clarifies who reports to whom

61. **Authority**

The rights inherent in a managerial position to tell people what to do and to expect them to do it

62. **Line authority**

Authority that entitles a manager to direct the work of an employee

63. **Staff authority**

Positions with some authority that have been created to support, assist, and advise those holding line authority

64. **Responsibility**

The obligation or expectation to perform any assigned duties

65. **Unity of command**

The management principle that each person should report to only one manager

66. **Span of control**

The number of employees a manager can efficiently and effectively manage

67. **Centralization**

The degree to which decision making is concentrated at upper levels of the organization

68. **Decentralization**

The degree to which lower-level employees provide input or actually make decisions

69. **Employee empowerment**

Giving employees more authority (power) to make decisions

70. **Formalization**

How standardized an organization's jobs are and the extent to which employee behavior is guided by rules and procedures

71. **Mechanistic organization**

An organizational design that's rigid and tightly controlled

72. **organic organization**

An organizational design that's highly adaptive and flexible

73. **Team structure**

An organizational structure in which the entire organization is made up of work teams

74. **Matrix structure**

An organizational structure that assigns specialists from different functional departments to work on one or more projects

75. **Project structure**

An organizational structure in which employees continuously work on projects

76. **Boundaryless Structure**

A structure not defined by or limited to artificial horizontal, vertical, or external boundaries; includes virtual and network types of organizations.

77. **Virtual organization**

An organization that consists of a small core of full-time employees and outside specialists temporarily hired as needed to work on projects

78. **Network organization**

An organization that uses its own employees to do some work activities and networks of outside suppliers to provide other needed product components or work processes

79. **Learning organization**

An organization that has developed the capacity to continuously learn, adapts, and change

80. **Cross -functional team**

A work team composed of individuals from various functional specialties

81. **Telecommuting**

A work arrangement in which employees work at home and are linked to the workplace by computer

82. **Flexitime (or flexible work hours)**

A scheduling system in which employees are required to work a specific number of hours a week but are free to vary those hours within certain limits

83. **Contingent workers**

Temporary, freelance, or contract workers whose employment is contingent on demand for their services

84. **Human resource planning**

Ensuring that the organization has the right number and kinds of capable people in the right places and at the right times

85. **job analysis**

An assessment that defines jobs and the behaviours necessary to perform them

86. **Job description (position description)**

A written statement that describes a job

87. **Job specification**

A written statement of the minimum qualifications a person must possess to perform a given job successfully

88. **Recruitment**

Locating, identifying, and attracting capable applicants

89. **Selection**

Screening job applicants to ensure that the most appropriate candidates are hired

90. **Orientation**

Introducing a new employee to his or her job and the organization

91. **Performance management system**

Establishes performance standards used to evaluate employee performance

92. **Downsizing**

The planned elimination of jobs in an organization

93. **Sexual harassment**

Any unwanted action or activity of a sexual nature that explicitly or implicitly affects an individual's employment, performance, or work environment

94. **Group**

Two or more interacting and interdependent individuals who come together to achieve specific goals

95. **Role**

Behaviour patterns expected of someone occupying a given position in a social unit

96. **Norms**

Standards or expectations that are accepted and shared by a group's members

97. **Groupthink**

When a group exerts extensive pressure on an individual to align his or her opinion with others' opinions

98. **Status**

A prestige grading, position, or rank within a group

99. **social loafing**

The tendency for individuals to expend less effort when working collectively than when working individually

100. **Group cohesiveness**

The degree to which group members are attracted to one another and share the group's goals

101. **Work teams**

Groups whose members work intensely on a specific, common goal using their positive synergy, individual and mutual accountability, and complementary skills

102. **Problem-solving team**

A team from the same department or functional area that's involved in efforts to improve work activities or to solve specific problems

103. Self-managed work team

A type of work team that operates without a manager and is responsible for a complete work process or segment

104. Cross-functional team

A work team composed of individuals from various functional specialties

105. Virtual team

A type of work team that uses technology to link physically dispersed members in order to achieve a common goal

106. Behaviour

The actions of people

107. Organizational behaviour (OB)

The study of the actions of people at work

108. Attitudes

Evaluative statements, either favourable or unfavourable, concerning objects, people, or events

109. Ethnocentric attitude

It is a belief that the best work approaches and practices are those of the home country (the country in which the company's main offices are located).

110. Components of Attitudes

Cognitive, Affective and Behavioural Component

111. Cognitive component

That part of an attitude that's made up of the beliefs, opinions, knowledge, or information held by a person

112. Affective component

That part of an attitude that's the emotional or feeling part

113. Behavioural component

That part of an attitude that refers to an intention to behave in a certain way toward someone or something

114. Cognitive dissonance

Any incompatibility or inconsistency between attitudes or between behaviour and attitudes

115. Personality

The unique combination of emotional, thought, and behavioural patterns that affect how a person reacts to situations and interacts with others

116. MBTI (Myers Briggs Type Indicator)

Is a Personality Assessment Instrument

117. Big Five Personality Model

Personality trait model that includes extraversion, agreeableness, conscientiousness, emotional stability, and openness to experience

118. Locus of control

A personality attribute that measures the degree to which people believe they control their own fate

119. Self -esteem

An individual's degree of like or dislike for himself or herself

120. Self -monitoring

A personality trait that measures the ability to adjust behavior to external situational factors

121. Proactive personality

A personality trait that describes individuals who are more prone to take actions to influence their environments

122. Resilience

An individual's ability to overcome challenges and turn them into opportunities

123. Emotions

Intense feelings that are directed at someone or something

124. Emotional intelligence (EI)

The ability to notice and to manage emotional cues and information

125. Perception

A process by which we give meaning to our environment by organizing and interpreting sensory impressions

126. Classical Conditioning

Classical conditioning [By Ivan Pavlov] is a learning process that occurs through associations between an environmental stimulus and a naturally occurring stimulus**.**

127. Attribution theory

A theory used to explain how we judge people differently depending on what meaning we attribute to a given behaviour

128. Fundamental attribution error

The tendency to underestimate the influence of external factors and overestimate the influence of internal factors when making judgments about the behaviour of others

129. Self -serving bias

The tendency for individuals to attribute their own successes to internal factors while putting the blame for failures on external factors

130. Stereotyping

Judging a person based on a perception of a group to which that person belongs

131. Halo effect

A general impression of an individual based on a single characteristic

132. Learning

Any relatively permanent change in behaviour that occurs as a result of experience

133. Operant conditioning

A theory of learning that says behaviour is a function of its consequences

134. Social learning theory

A theory of learning that says people can learn through observation and direct experience

135. Motivation

The process by which a person's efforts are energized, directed, and sustained toward attaining a goal

136. Hierarchy of needs theory

Maslow's theory that human needs— physiological, safety, social, esteem, and self-actualization—form a sort of hierarchy

137. Physiological needs

A person's needs for food, drink, shelter, sexual satisfaction, and other physical needs

138. Safety needs

A person's needs for security and protection from physical and emotional harm

139. Social needs

A person's needs for affection, belongingness, acceptance, and friendship

140. Esteem needs

A person's needs for internal factors such as self-respect, autonomy, and achievement, and external factors such as status, recognition, and attention

141. Self -actualization needs

A person's need to become what he or she is capable of becoming

142. Theory X

The assumption that employees dislike work, is lazy, avoids responsibility, and must be coerced to perform

143. Theory Y

The assumption that employees are creative, enjoys work, seek responsibility, and can exercise self-direction

144. Two -factor theory (motivation- hygiene theory)

The motivation theory proposes that intrinsic factors are related to job satisfaction and motivation, whereas extrinsic factors are associated with job dissatisfaction

145. Hygiene factors

Factors that eliminate job dissatisfaction, but don't motivate

146. Motivators

Factors that increase job satisfaction and motivation

147. Three -needs theory

The motivation theory that says three acquired (not innate) needs— achievement, power, and affiliation— are major motives in work

148. Need for achievement (nAch)

The drive to succeed and excel in relation to a set of standards

149. Need for power (nPow)

The need to make others behave in a way that they would not have behaved otherwise

150. Need for affiliation (nAff)

The desire for friendly and close interpersonal relationships

151. Goal -setting theory

The proposition that specific goals increase performance and that difficult goals, when accepted, result in higher performance than do easy goals

152. Reinforcement theory

The theory that behaviour is a function of its consequences

153. Reinforcers

Consequences immediately following a behaviour, which increase the probability that the behaviour will be repeated

154. Types of Reinforcers

Positive, Negative (Avoidance), Extinction and Punishment

155. Job design

The way tasks are combined to form complete jobs

156. Job scope

The number of different tasks required in a job and the frequency with which those tasks are repeated

157. Job enlargement

The horizontal expansion of a job by increasing job scope

158. Job enrichment

The vertical expansion of a job by adding planning and evaluating responsibilities

159. Job depth

The degree of control employees have over their work

160. Equity theory

The theory that an employee compares his or her job's input–outcomes ratio with that of relevant others and then corrects any inequity

161. Expectancy theory

The theory that an individual tends to act in a certain way based on the expectation that the act will be followed by a given outcome and on the attractiveness of that outcome to the individual

162. Autocratic style

A leader who dictates work methods, makes unilateral decisions, and limits employee participation

163. Democratic style

A leader who involves employees in decision making, delegates authority, and uses feedback as an opportunity for coaching employees

164. Laissez -faire style

A leader who lets the group make decisions and complete the work in whatever way it sees fit

165. Fiedler contingency model

A leadership theory proposing that effective group performance depends on the proper match between a leader's style and the degree to which the situation allows the leader to control and influence

166. Least -preferred co-worker (LPC) questionnaire

A questionnaire that measures whether a leader is task or relationship oriented

167. Leader –member relations

One of Fiedler's situational contingencies that describes the degree of confidence, trust, and respect employees have for their leader

168. Task structure

One of Fiedler's situational contingencies that describes the degree to which job assignments are formalized and structured

169. Position power

One of Fiedler's situational contingencies that describes the degree of influence a leader has over activities such as hiring, firing, discipline, promotions, and salary increases

170. Situational leadership theory (SLT)

A leadership contingency theory that focuses on followers' readiness

171. Path -goal theory

A leadership theory that says the leader's job is to assist followers in attaining their goals and to provide direction or support needed to ensure that their goals are compatible with the goals of the group or organization

172. Leader –member exchange theory (LMX)

The leadership theory that says leaders create in-groups and out-groups and those in the in-group will have higher performance ratings, less turnover, and greater job satisfaction

173. Transactional leaders

Leaders who lead primarily by using social exchanges (or transactions)

174. Transformational leaders

Leaders who stimulate and inspire (transform) followers to achieve extraordinary outcomes

175. Charismatic leader

An enthusiastic, self-confident leader whose personality and actions influence people to behave in certain ways

176. Controlling

Management function that involves monitoring, comparing, and correcting work performance

177. Feed forward control

Control that takes place before a work activity is done

178. Concurrent control

Control that takes place while a work activity is in progress

179. Management by walking around

A term used to describe when a manager is out in the work area interacting directly with employees

180. Feedback control

Control that takes place after a work activity is done

181. Benchmarking

The search for the best practices among competitors or non-competitors that lead to their superior performance

182. Breakeven analysis

A technique for identifying the point at which total revenue is just sufficient to cover total costs

183. Classical Conditioning

Classical Conditioning. Classical conditioning is the process whereby a stimulus-response (S-R) bond is developed between a conditioned stimulus and a conditioned response through the repeated linking of a conditioned stimulus with an unconditioned stimulus. Eg. Pavlov's dog experiment

184. Components of Classical conditioning

- Neutral **Stimulus**.
- Unconditional **Stimulus** (UCS)
- Unconditioned Response (UCR)
- Conditioned **Stimulus** (CS)
- Conditioned Response (CR)

MACFAST
Department of Management Studies
MANAGERIAL ECONOMICS
Viva Question Bank

1. **What is Economics?**
   a. Economics is the study of how individuals and societies choose to use the scarce resources that nature and the previous generation have provided.
2. **The major economic problems are**
   (i) What to produce? (ii) How to produce?
   (ii) When to produce and (IV) for whom to produce?
3. **Managerial economics** is the study of how scarce resources are directed most efficiently to achieve managerial goals.

4. **Macro economics** is the study of the economic system as a whole

5. **Micro economics** focuses on the behavior of the individuals, firms and their interaction in markets.

6. **Demand:** Demand means the ability and willingness to buy a specific quantity of a commodity at the prevailing price in a given period of time.

7. **Law of demand:** The quantity of a commodity demanded in a given time period increases as its price falls, ceteris paribus. (I.e. other things remaining constant)

8. **Elasticity of Demand** -the degree of responsiveness of the demand of a commodity due to the changes in any of the factors affecting demand like price, income, price of related goods, taste, fashion advertisement etc.
9. **Price elasticity** measures the responsiveness of the quantity demanded of a commodity due to changes in the price of that commodity.

10. **Cross Elasticity.** Cross elasticity measures the responsiveness of the quantity demanded of a commodity due to changes in the price of another commodity.

11. **The law of diminishing marginal utility** states that, "as a consumer consumes more and more units of a specific commodity, the utility from the successive units goes on diminishing".

12. Demand **estimation** tries to find out the **present level of sales** given the present state of demand determinants.
13. Demand **forecasting** on the other hand tries to predict the **future trend of sales.**

14. **An indifference curve** is a line that shows combinations of goods among which a consumer is indifferent

15. **The marginal rate of substitution** is the rate at which a person will give up good y (the good measured on the y-axis) to get more of good x (the good measured on the x-axis) and at the same time remain on the same indifference curve.
16. **The substitution effect** states that an increase in the price of a good will encourage consumers to buy alternative goods
17. **The income effect** looks at how the price change affects consumer real income.
18. **Factors of production** include resource inputs used to produce goods and services. land, labour, capital and organization.
19. **Production function** brings out the relationship between inputs used and the resulting output
    a. Q = f (Land, Labour, Capital, Organization)

20. **Short Run Production Function:**
    a. In the short run, some inputs (land, capital) are fixed in quantity. The output depends on how much of other variable inputs are used.
    b. Measures of Productivity
21. **Total production (TP):** the maximum level of output that can be produced with a given amount of input.
22. **Average Production (AP):** output produced per unit of input AP = Q/L
23. **Marginal Production (MP):** the change in total output produced by the last unit of an input
24. **The Law Of Diminishing Returns**
    a. In the combination of input factors when one particular factor is increased continuously without changing other factors the output will increase in a diminishing manner.
25. **Economics of scale;** Economies of scale exist when long run average costs decline as output is increased.

26. **Diseconomies of scale** exist when long run average cost rises as output is increased. if the output of a firm increases more than in proportionate to an increase in all inputs
27. **Economies of Scope**: This is an extension of the concept of economies of scale to the multi product case
28. **Iso-Quants** These curves show the various combinations of two variable inputs resulting in the same level of output
29. **Marginal Rate of Technical Substitution (MRTS).**
30. It is the rate at which one factors of production is substitute with other factor so that the level of the out put remain the same. MRTS = Changes in Labour / changes in capital (MRTS). K-L =ΔL/ ΔK
31. **Iso-cost:** different combination of inputs that can be purchased at a given expenditure level.
32. **Opportunity cost:** The revenue which could have been earned by employing that good or service in some other alternative uses.
33. **Cost Function.** The relationship between output and costs is expressed in terms of cost function
    (i) $\mathbf{C_q = f\,(Q_f\,P_f)}$

34. **Long Run Average Cost: The LAC curve is derived from joining the lowest minimum costs of the** short run average cost curves.
35. **Market.** A medium that allows buyers and sellers of a specific good or service to interact in order to facilitate an exchange
36. **Market structure** refers to the number and size distribution of buyers and sellers in the market for a good or service".

37. **Perfect competition** is a market structure characterized by a complete absence of rivalry among the individual firms.”.

38. **Monopoly market:** a market with only one seller and a large number of buyers.
39. **Monopolistic competition:** a market in which firms can enter freely, each producing its own brand or version of a differentiated product.
40. **Oligopoly market:** market in which only a few firms compete with one another and entry by new firms is impeded /restricted.
41. **Duopoly:** market in which two firms compete with each other.
42. **Monopsony:** is a market with only one buyer, and a few/large sellers.
43. **Price discrimination** means that the producer charges different prices for different consumers for the same goods and service.
44. **Why govt. put more tax on petroleum products**? –It has no close substitute- less elastic to price
45. **Why govt. put more tax on liquor /cigarette?**-habit forming goods -- less elastic to price
46. **Pricing models**
47. **Cost Plus Pricing:** adds a percentage of profits to the cost of goods

48. **Below Cost pricing** to sell the goods at a price less than the cost- sale at any price is better than no sale at all.

49. **Competition-Oriented Pricing:** same price is fixed by all competitive producers. For example, Coca-Cola and Pepsi

50. **Follow the Leader Pricing:** the price leader with dominant market share sets the price; and other firms in the industry follow that price.

51. **Penetration Pricing:** sets a low price for his product- establishing goodwill as ‘low-price seller’.

52. **Skimming the Cream Pricing:** a very high initial price for his product; as so to make maximum profits. rich consumers may not mind paying high prices due to their ego, status, or prestige.

53. **Discriminating Pricing**: different prices to different buyers, is known as price-discrimination”

54. **Loss-Leader Pricing** sharply cut prices on one or few popular items (even below its cost) to attract customers. They may charge very high prices for some of their other products;

55. **Keep Out Pricing:** fixation of low prices to discourage or prevent the entry of new firms into the industry

56. **Psychological Pricing:** price is so fixed that it appears to be somewhat lesser; and influences the mind of the buyer to buy the product. Rs. 299 instead of straightway Rs. 300

57. **Differential Pricing for Product-Life-Cycle Stages:** a manufacturer may fix a low price when the product is in the introduction stage; may slightly raise the price during the growth

stage; may stabilize the price at the saturation stage and may finally reduce the price when the product is passing through the declining stage.

58. **Resale Price Maintenance (RPM) Strategy:** establishes the price at which distributors will sell the product to consumers.

    a. **Pricing strategies for small business**

59. **Pricing for market penetration:** Penetration strategies aim to attract buyers by offering lower prices on goods and services than competitors.
60. **Economy pricing:** It involves minimizing marketing and production expenses as much as possible, and economy pricing aims to attract the most price-conscious consumers.

61. **Pricing at a premium** With premium pricing, businesses set costs higher because they have a unique product or brand that no one can compete with

62. **Price skimming:** setting rates high during the initial phase of a product. The company then lowers prices gradually as competitor goods appear on the market

63. **Psychological pricing**

    Psychological pricing refers to techniques that marketers use to encourage customers to respond based on emotional impulses, rather than logical ones.

64. **Bundle pricing**-With bundle pricing, small businesses sell multiple products for a lower rate than consumers would face if they purchased each item individually

65. Bundle pricing is when you encourage people to buy things in bundles or packages by offering discounts.

66. **Geographical pricing**-Geographical pricing involves setting a price point based on the location where it's sold.

67. **Promotional pricing**-Promotional pricing involves offering discounts on a particular product. For instance, you can provide your customers with vouchers or coupons that entitle them to a certain percentage off the good or service. "Buy One Get One"

68. **Value pricing** customers don't care how much a product costs a company to make, so long as the consumer feels they're getting an excellent value by purchasing it.

69. **Captive pricing**-0If you have a product that customers will continually renew or update, you'll want to consider a captive pricing strategy

MACFAST
Department of Management Studies
QUANTITATIVE METHODS
Viva Question Bank

1. What is a matrix?

   A *matrix* is a rectangular array of numbers, symbols, or expressions, arranged in rows and columns

2. Types of Matrices

   Row Matrix-only one row, Columns Matrix-only one column, Zero Matrix-All elements are zero, Square Matrix- number of rows and columns are equal, Diagonal Matrix-a square matrix where only the diagonal elements are non zero,Scalar Matrix-a square matrix where all the diagonal elements are equal ,Identity Matrix-square matrix where all the diagonal elements are one

3. Transpose of a Matrix(A^T)-Interchanging the rows and columns of a matrix
4. Order of a matrix- No: of rows * Number of columns
5. Idempotent Matrix : $A=A^2$
6. Symmetric Matrix: $A=A^T$
7. Trace of a Matrix-Sum of the elements of the leading diagonal.
8. Singular Matrix-for a square matrix, if A =0
9. How to calculate the inverse of a matrix? A^{-1}=ADJ A/|A|
10. Solving Simultaneous equations using matrix method? $X = A^{-1}B$
11. Simple Interest=PRT/100
12. Amount A=P 1+RT/100
13. Define Probability? Probability is the chance that something will happen
14. Addition theorem -When two events, A and B, are mutually exclusive, the probability that A or B will occur is the sum of the probability of each event. P(A or B) = P(A) + P(B).

When two events, A and B, are non-mutually exclusive, the probability that A or B will occur is P(A or B) = P(A) + P(B) - P(A and B)

15. Multiplication Rule: $P(F \cap W)=P(F)P(W|F)$
16. Conditional Probability:P(B|A) $=P(AandB)\ P(A)$

    The probability of event B occurring, given that event A has occurred is equal to the probability of event A and B occurring divided by the probability of event A occurring.

17. Bayes Theorem: $P(H|E)=P(E|H)/P(E)P(H)$.

18. Examples of discrete probability distributions are the binomial distribution and the Poisson distribution.

19. Examples of Continuous probability distribution-Normal distribution

20. Correlation- *Correlation* is a statistical technique that can show whether and how strongly pairs of variables are related

21. Correlation coefficient lies between -1 and +1

22. Different Correlations: Karl Pearson Coefficient, Spearman's Rank correlation, concurrent deviation

23. r=+1, perfect positive correlation, r=-1, perfect negative correlation, r=0, no correlation

24. Positive Correlation: The correlation is said to be positive correlation if the values of two variables changing with same direction

25. Negative Correlation: The correlation is said to be negative correlation when the values of variables change with opposite direction. Ex. Price & qty. demanded.

26. Regression- Regression Analysis is a very powerful tool in the field of statistical analysis in predicting the value of one variable, given the value of another variable, when those variables are related to each other.

27. Components of Time series Analysis- Secular Trends (or General Trends),Seasonal Movements, Cyclical Movements ,Irregular Fluctuations

28. Application of Time series Analysis-Business decision making after analyzing the trend and to make predictions

29. Index numbers-Types-Price Index Numbers, Quantity Index Numbers, Value Index Numbers

30 Price Index Numbers Types-Cost of Living Index, Whole sale Price Index –

31Methods for calculating Whole sale price Index-simple aggregate, simple average, weighted aggregate, weighted Average

32. Weighted Aggregate Methods-Paasches, Laspeyes, Fishers ideal Index number, Bowley Dorbish,
Marshall Edge worth, Kellys

33. Hypothesis- A tentative supposition that is provisionally accepted in order to interpret certain events or phenomena

34. The significance level is the probability with which we may reject Ho when it is true.

35. Confidence level=1-significance level

36. A *parametric* statistical *test* is one that makes assumptions about the parameters (defining properties) of the population distribution(s) from which one's data are drawn, while a non-*parametric test* is one that makes no such assumptions.

37. Examples of parametric test-Z test, T test

38. Examples of non-parametric test-chi square

39. Equations of all the probability Distributions-Binomial, Poisson, Normal

40. Define sample space in probability? The sample space of a random experiment is the collection of all possible outcomes.

41. What is Type 1 Error? a type I error is the mistaken rejection of the null hypothesis (also known as a "false positive"

42. Type 2 error- a type II error is the mistaken acceptance of the null hypothesis (also known as a "false negative"

43. What is research-Research is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings.

The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions

44. Identify the probability distribution with the same mean and variance? Poisson distribution

45. Is determinant a matrix or a scalar? Scalar

46. What are the primary data collection instruments in research? Questionnaires, interviews, observations, field study

47. What is the importance QM in Business Management?

Quantitative techniques are very powerful medium through which we solve uncertainty in decision making and enhance projectability and efficiency in the business. It helps to predict trends, determine the allocation of resources, and manage projects.

48. Differentiate one tailed and two tailed test? A statistical hypothesis test in which alternative hypothesis has only one end, is known as one tailed test. A significance test in which alternative hypothesis has two ends, is called two-tailed test.

49. Which hypothesis will decide the nature of the test whether it one tailed or two tailed? Alternative Hypothesis

50.What are the characteristics of standard normal distribution?

The mean, mode and median are all equal. The curve is symmetric at the center (i.e. around the mean, μ). Exactly half of the values are to the left of center and exactly half the values are to the right. The total area under the curve is 1.

51. What do you mean by small and large sample tests in research methodology? T test (small)and z test(large)

52. Distinguish between fixed and chain base index numbers?

A chain index is an index number in which the value of any given period is related to the value of its immediately preceding period (resulting in an index for the given period expressed against the preceding period = 100); this is distinct from the fixed-base index, where the value of every period in a time series is directly related to the same value of one fixed base period.

53. Define Yetes correction?

A correction for the discreteness of the data that is made in the chi-square test when the number of cases in any class is small and there is one degree of freedom The effect of Yates' correction is to prevent overestimation of statistical significance for small data.

54. What is the difference between Questionnaires and schedules?

In Questionnaires, responses are filled by the respondents. In Schedule, method responses are filled by the enumerators themselves. In the Questionnaire method, there is no scope for bias or the answers getting influenced by the interviewers thought process as the answers are filled by the respondents themselves

55 Distinguish between z and t tests in research analysis? Sample size, if standard deviation of the population is known, z test

56. Eg of parametric test-t test, z test, f test, Anova

MACFAST
Department of Management Studies
Second semester MBA Viva Voce Question Bank

BUSINESS RESEARCH METHODS

1. What is business Research?
2. Explain the role of business Research?
3. State the importance of research in management.
4. Write short notes on (a) Literature Review (b) bibliography
5. What is meant by survey of Literature?
6. Why do we review literature?
7. Write a note on value and cost of information in research
8. Differentiate between independent and dependent variable with example.
9. Differentiate between applied research and pure/basic research. Give examples for each?
10. Differentiate between exploratory and descriptive research
11. What is a hypothesis?
12. What do you mean by research design?
13. What do you mean by focus group?
14. Explain the two-stage designs.
15. Distinguish between cross-sectional and longitudinal designs
16. Differentiate between exploratory and descriptive studies
17. What is pretasking
18. Why pretasking is required for qualitative studies
19. What is action research
20. What is survey?
21. Explain the various projective techniques used in research
22. What is a projective technique
23. Differentiate between nominal, ordinal, interval and ration scale
24. Distinguish between Interval and Ratio scale
25. What is a Likert scale
26. What is a sematic differential scale
27. What is meant by pilot study?
28. Differentiate between population and sample
29. Differentiate between census survey and sample survey
30. What is a sample element and sample frame
31. Explain Simple random sampling
32. Explain Systematic sampling
33. Explain Stratified random sampling
34. Explain Area sampling
35. Explain Double sampling
36. Explain Convenience sampling
37. Explain Judgment sampling
38. Explain Snowball Sampling
39. Explain Quota sampling
40. Differentiate between sampling and non-sampling error
41. Mention important sources of secondary data
42. Differentiate between primary and secondary sources of data
43. What is case study method
44. What is content analysis
45. What do you mean by hypothesis
46. Explain the different types of hypothesis
47. What is a null and an alternative hypothesis
48. What is meant by level of significance
49. Differentiate between short and long reports
50. Differentiate between technical report and managerial report
51. What are the sections involved in a short report

FINANCIAL MANAGEMENT

1. Define financial management?
2. What do you meant by finance function?
3. Who is a financial manager?
4. What are the primary objectives of financial management?
5. Define the term share holders wealth maximisation?
6. What is EPS?
7. Write note on profit maximisation?
8. What is business finance?
9. Define finance decisions?
10. What is meant by investment decisions?
11. What are the finance functions?
12. What are the modern finance functions?

MODULE 2

13. Define working capital?
14. What are marketable securities?
15. What are the motives of inventory management?
16. Define an operating cycle?
17. Differentiate between current assets and current liabilities?
18. Write Note on inventory management?
19. What is cash Management?
20. Define the term float?
21. What is a cash conversion cycle?
22. Write the meaning of receivables management?
23. What is a credit policy?
24. What are credit terms?
25. Define factoring?
26. What is discounting bill of exchange?

MODULE 3

27. Define time value concept?
28. Distinguish between simple interest and compound interest?
29. What is PBP?
30. Define NPV?
31. Write the meaning of IRR?
32. Define Capital budgeting decisions?
33. Write note on EBIT?
34. What are the type of interest in time value of money?
35. Define operating leverage?
36. Point out the concept of financial leverage?
37. Write about EBIT?
38. How is annuity calculated?
39. What is present value?
40. What is future value?
41. What is WACC?
42. How do you describe the term leverages?
43. What is cost of debt?
44. Define cost of equity?
45. What is combined leverage?

MODULE 4

46. What do you meant by capital structure?
47. Write note on market price?
48. Define Bonus issue?
49. What is a stock split?
50. Point out the concept of stock dividend?
51. What is a right issue?
52. Define dividend?
53. What is dividend pay-out ratio ?
54. What is debt- equity?
55. Write note on growing firm?
56. What is a normal firm?
57. Define retained earnings?
58. What is dividend policy?

MODULE 5

59. What is corporate restructuring?
60. Define mergers?
61. Write note on disinvestment?
62. What is an MoU?
63. What is Acquisition?
64. Define Amalgamation?
65. Point out the concept of Demergers?
66. What is insolvency?
67. Define takeovers?
68. What is a joint venture?
69. Write note on diversification?

Point out the concept of outsourcing

HUMAN RESOURCE MANAGEMENT

1. Define Human resource management
2. List down the importance of HRM
3. Enumerate the importance of HRM at organisational level
4. Identify the importance of HRM at employee level
5. Enumerate the features of HRM
6. What is the nature of HRM?
7. List the objectives of HRM
8. What are the functional objectives of HRM?
9. What are the managerial functions of HRM?
10. List down operational level functions of HRM
11. Enumerate advisory functions of HRM
12. What you mean by goodwill concept of HRM?
13. What is commodity concept in HRM
14. Write on the factor of production concept of HRM
15. Enumerate The Humanitarian Concept of HRM
16. List various roles of HR manager
17. List down the duties and responsibilities of HR manager
18. What are the desirable skills sets of HR manager
19. Enumerate six HRM activities
20. Identify the recent trends in HRM
21. Enumerate the process of HRM
22. Define job analysis
23. What is job description
24. What is job specification
25. What are the objectives of job analysis
26. List the methods for collecting job analysis information
27. Enumerate various approaches to job analysis
28. What is Talent Management
29. List down the benefits of talent management
30. What are the pillars of talent management
31. Define HRP
32. List the objective of HRP
33. What is demand forecasting in HRP
34. In what situation we use delphi method in HRP
35. For what purpose we use work study technique in HRP
36. What you mean by supply forecast in HRP
37. For what purpose we use succession analysis in HRP
38. What is Markov analysis
39. Define recruitment
40. What is scouting in recruitment
41. What is head hunting in recruitment
42. What is body shopping in recruitment
43. What is Recruiting yield pyramid?
44. Define selection
45. What you mean by reference check
46. What is employment contract
47. List down possible barriers of selection process
48. List any four types of test used to select a candidate
49. What is Sequential interview
50. What is exit interview
51. What is stress interview
52. What is unstructured interview
53. List down four stages of an interview
54. What are the possible weaknesses of an interview
55. What is orientation
56. Define training
57. What is job rotation
58. Expand ADDIE
59. What is JIT in HR
60. What is vestibule training
61. What is in basket method
62. Define performance management
63. What is Behaviour observation scale
64. What is critical incident method
65. Define the term compensation
66. Distinguish between the terms salary and wage
67. What is job evaluation?
68. Define salary survey
69. Write a note on any two individual incentive plans
70. What is bonus
71. What you mean by referral bonus
72. What you mean by shop floor rewards?
73. Explain any two insurance benefits provided to the employees
74. What is broadbanding
75. Define Industrial Relation
76. What are the causes of industrial disputes?
77. Recall the meaning of Collective bargaining
78. Briefly label the functions of trade unions?
79. Why do people join trade union?
80. What is SHRM?
81. List down the different causes of grievance
82. What is Conciliation?
83. What is voluntary arbitration?
84. What is adjudication?
85. Define Grievance
86. List down the objectives of IR

MANAGEMENT INFORMATION SYSTEMS AND CYBER SECURITY	
1. Define Information Systems 2. List out the types of Information Systems 3. State the importance of becoming a Digital Firm 4. Define Internet of Things 5. List out the different roles of Information Systems in an organization 6. List out different Information Systems activities 7. Define Office Automation System 8. List out different E Business Applications 9. Recall the system which is used to execute daily or routine transactions in an organization 10. Define Geographic Information System (GIS) 11. State the importance of Financial Information System in an Organization	12. Define Business Information Systems (BIS) 13. Define Knowledge Work Systems (KWS) 14. Define Competitive Advantage with an example 15. State the concept of Business model change 16. Define Business Process Re-engineering. 17. Cite the difference between Worm and Virus 18. Define Cyber Vandalism 19. Define Encryption? Explain different schemes of encryption 20. State the importance of Firewall in an organization 21. List out different wireless security challenges 22. Define intrusion detection systems 23. Define computer crime and Cyber Terrorism

ENTREPRENEURSHIP DEVELOPMENT	
1. Define Entrepreneur 2. Define Entrepreneurship 3. Define Intrapreneurship 4. Define Social Entrepreneurship 5. Define Innovation 6. Business idea , 7. Idea screening 8. Business Opportunities, 9. Environment Scanning, 10. Technical Analysis 11. Market Entry Strategies 12. Term of Patent, 13. Intellectual Property 14. Intellectual Property Right	15. SMEs, 16. Women Entrepreneurship , 17. Project appraisal 18. Economic Viability 19. Market Feasibility , 20. Projected Financial Statement , 21. Project Appraisal 22. District Industries Centers(DIC 23. State Financial Corporation's (SFCs 24. Small Industries Development Bank of India(SIDBI)

MARKETING MANAGEMENT

1. Define Marketing.
2. Scope of Marketing.
3. Customer vs. Consumer.
4. What is Marketing Myopia?
5. Comment on Holistic marketing concept.
6. List down the concepts of Marketing.
7. What is a Marketing mix?
8. Customer satisfaction vs. Customer delight.
9. List the major constituents of marketing environment.
10. Selling vs. Marketing
11. What is PESTLE?
12. What is MkIS?
13. What do you mean by marketing intelligence?
14. Write a note on marketing research.
15. What are the 4Ps and 4Cs of marketing?
16. What is a SBU?
17. What you mean by SWOT?
18. Define Consumer Behaviour.
19. Write a short note on CRM.
20. Define perception.
21. What is post purchase dissonance?
22. List the various buying situations.
23. Define gatekeepers.
24. List the various buyer roles.
25. What is Competitive Advantage?
26. Write a short note on BCG Matrix.
27. Consumer markets vs. Business markets.
28. Consumer buyer behavior vs. organizational buyer behavior.
29. Define positioning.
30. What is STP?
31. Write a short note on Porter's Five Forces Analysis / Industry analysis.
32. What is repositioning?
33. What is a niche market?
34. Hypothetical market structure.
35. Define Market Leader / Market Challenger / Market Follower / Market Nicher.
36. What are the characteristics of a global market?
37. Define competitive forces.
38. How does global market differ from domestic market?
39. Define marketing control.
40. Types of marketing control.
41. What is Green marketing?
42. Marketing Ethics and social aspects of marketing
43. What is Nano Marketing?
44. What is meant by Consumerism?
45. Write a short note on social network marketing.
46. What is digital marketing?
47. Define online marketing.
48. What are marketing metrics?
49. What you mean by a product?
50. Write a short note on Product mix.
51. What is meant by Goods and Services Continuum?
52. What are the different levels of products?
53. Write a short note on customer value hierarchy.
54. Consumer goods vs. Industrial goods.
55. Define product line.
56. What is Line stretching and line filling?
57. Define line pruning.
58. What do you understand by Diffusion of innovation?
59. What is a PLC?
60. Define Brand.
61. What you mean by product differentiation?
62. What is co-branding?
63. What is meant by ingredient branding?
64. Distinguish between warranties and guarantees.
65. Comment on Packaging and labeling.
66. What you mean by a new product?
67. Write a short note on consumer adoption process.
68. Define categories of adopters.
69. Define marketing channel.
70. Why do companies need marketing intermediaries?
71. What is Multi channel marketing?
72. Distinguish between exclusive, selective and intensive distribution.
73. Push vs. Pull distribution strategy
74. List the major functions of marketing channels.
75. Franchising vs. dealership.
76. Comment on Internet shopping.
77. What you mean by a conventional marketing channel?
78. VMS vs. HMS.
79. E-commerce vs. m-commerce.
80. What is Teleshopping?
81. Retailing vs. wholesaling.
82. What is Omni-channel marketing?
83. Write a short note on AIDA.
84. Direct selling vs. Personal selling.
85. What is internal marketing?
86. Define marketing communication mix.
87. Advertising vs. Publicity.
88. What is a Promotion mix?
89. Public Relations vs. Publicity.
90. Push vs. Pull strategy in promotion.
91. What is meant by IMC?

MANAGEMENT SCIENCE

1. Enumerate the various decision processes?
2. What are the characteristics of OR?
3. Enumerate the limitations of OR.
4. Give the mathematical formulation of LP programming?
5. What do you understand by deterministic and probabilistic models in LPP?
6. What do you understand by objective function and constraints in an LP problem?
7. What is sensitivity analysis?
8. What is degeneracy in a transportation model?
9. State and explain Hungarian method?
10. What do you mean by critical path in network analysis?
11. Distinguish between PERT and CPM?
12. What is the significance of the following and give examples for each:-
    (a) Saddle point
    (b) Law of dominance
    (c) 2xn and mx2 games

OPERATIONS MANAGEMENT

1. Define 'operations management'. What are its objectives
2. Differentiate between production and operation
3. Define the Operations Functions in an Organization
4. Write a note on 'nature of operations management
5. What are the objectives of operations department?
6. Define the term 'operation strategy'
7. What are the major contents of operation strategy?
8. Define the term 'product strategy'. Enumerate the elements of product strategy.
9. What is integrated product development?
10. Differentiate between product and process strategies
11. Enlist the major process decisions
12. Define 'capacity'
13. Enlist the factors that affect location decisions
14. What are the criteria's for good layout.
15. Enlist the advantages and disadvantages of product layout
16. What is aggregate planning? What are its objectives?
17. What is MPS? Enlist the two main components of MPS
18. Differentiate between MRP and CRP
19. What is 'bill of materials'?
20. Define capacity lead strategy
21. What you meant by Material Management?
22. Expand MRP?
23. What are the various functions of MRP?
24. Why companies are using MRP?
25. What is the main theme of MRP?
26. Why MRP is said as software based tool?
27. Mention the three basic steps of MRP?
28. What you meant by critical items?
29. What are Expedite items?
30. Mention the inputs of MRP?
31. What is lead time?
32. What is Inventory data in MRP?
33. What is purchase data in MRP?
34. What are the outputs in MRP?
35. Expand MRP II?
36. What is the main purpose of MRP II?
37. MRP II is said to be the combination of what and what?
38. Mention some of the MRP II software providers?
39. Expand ERP?
40. What is production planning and control?
41. What is Scheduling in production planning?
42. What is routing?
43. What is JIT?
44. What is Skill diversification?
45. What is Inventory management?
46. Who is a Vendor?
47. How we select a vendor?
48. What you meant by vendor selection criteria?
49. What is lean management?
50. Define lean supply chain.
51. What do you mean by kanban?
52. State the objectives of DSS.
53. Enlist the rules for designing a lean cell within organization.
54. State the different views of Manufacturing Information Systems.
55. State the core principles of kanban.
56. What do you mean by 5 S.
57. State the advantages of Push pprocess
58. What is break down maintenance.
59. State the advantages of the pull system
60. Define preventive maintenance.
61. What are the objectives of 'TPM'?
62. Define 'process decision program chart'
63. Why is 'Ishika Diagram' also referred as 'fish bone chart.'
64. Differentiate between waste and value stream.
65. What is 'kaizen'?
66. State the advantages of 'poke yoke'.
67. Define the term 'Jidoka'
68. What is a relationship diagram?
69. Define the concept of 'KPI'
70. What is an AOQ curve?
71. Differentiate between six sigma and TQM.
72. Enlist the key success factors of six sigma.
73. Define 'zero waste management'.

MACFAST Igniting wisdom since 2001	MACFAST Department of Management Studies **Third Semester MBA Question Bank** **Core Papers**

BUSINESS ETHICS AND COOPERATE GOVERNANCE

1. What is Indian Ethos for Management?
2. What is Humanizing Organization?
3. Describe some business ethos principles practiced by Indian Companies?
4. What are the Golden Rules of Ethics?
5. Briefly describe Code of Ethics for Indian Industry.
6. What is ethics?
7. What is morality?
8. What is law?
9. How to distinguish between values and skills?
10. Ethical Values: Indian shades of Meaning?
11. Relevance of ethical values in Business Management?
12. What is Normative Ethics?
13. What is Descriptive Ethics?
14. What is Applied Ethics?
15. Characteristics of Ethics?
16. What are the fundamental principles of BE?
17. Definition of Business Ethics
18. Explain some stress management strategies?
19. Explain the role of yoga in management of stress?
20. Explain the characteristics of Gurukul System?
21. Point out some Indian values for managers?
22. What are the main differences between Indian and Western Management practices?
23. What are the Karma Management Principles?
24. Difference between secular and spiritual values?
25. What is the relevance of Value Based Management in Global Change?
26. How different work cultures adopt different value systems?
27. Role of ethics if functional areas?
28. Objectives of the Competition Bill of 2001.
29. What are four basic values in Marketing Ethics?
30. What are the ethical domains in web marketing?
31. Point out some ethical issues related to the use of IT in Business?
32. Ethical aspects of censorship and freedom of expression.
33. What is meant by sexual harassment in the workplace?
34. Explain Teleological Ethics Theories
35. What are the advantages and disadvantages of absolutism?

36. How to differentiate absolutism from relativism?
37. Explain a model of ethics?
38. Which are the different approaches to ethics?
39. Explain some characteristics of ethics?
40. How ethics differ from ethos?
41. How ethics and law are related?
42. Explain the theory of moral development?
43. What is ethical dilemma?
44. What is ethical displacement?
45. Explain the process of ethical decision making?
46. Explain the notion of sustainable development?
47. What is liability principle?
48. Distinguish between due discrimination and undue discrimination?
49. Why work ethics is very important?
50. What is ecological ethics?
51. What is corporate governance?
52. What are the attributes of corporate form of business?
53. Explain the need of code of ethics in an organization
54. List some of the Birla Committee Report
55. List some of the OECD Guidelines for good Corporate Governance
56. List some of the social responsibilities of a multi-national firm.
57. What is social audit?
58. What is the moral justification for the whistle blowing?
59. Describe some of the features of intellectual property act in India?
60. What are the obligations to stakeholder in CG?
61. What are the rights of shareholders in CG?
62. What is meant by equitable treatment of shareholders in CG?
63. What are the roles of stakeholders in CG?
64. What are the responsibilities of Board in CG?
65. Explain Deontological Ethics Theories
66. Explain Virtue Ethics Theories
67. Explain System Development Ethics Theories

BIG DATA AND BUSINESS ANALYTICS	
PART A	
1. Define BigData 2. List out the different types of Business Analytics 3. Cite the difference between Nominal Data and Ordinal Data 4. Recall Decision making process 5. Define Business Analytics	12. Define Standard deviation 13. Define Predictive Analytics 14. Recall Machine Learning 15. State the concept of Predictor variable 16. State the equation for Simple Linear Regression (SLR) 17. Define Reinforcement Learning

6. State the difference between data reliability and data validity 7. State the concept of Data Pre-processing 8. Define Univariate data 9. Cite Central Limit Theorem 10. State the concept of range in data analytics 11. Define the concept of outliers in a data set	18. Define Variance Inflation Factor (VIF) 19. Define Un Supervised Learning 20. State the meaning of Clustering technique 21. Define Prescriptive Analytics 22. Define Talent Analytics

PART B & C

7. State the difference between structured, semi structured and un structured data
8. Describe Nominal, Ordinal, Interval and Ratio scales.
9. Explain the scope of Business Analytics
10. Compare R Programming and MS Excel in Business Analytics
11. Relate the VLOOKUP function in MS Excel
12. Write the code in MS Excel for calculating mean of the numbers 5,6,4,3 where 5 is in the cell A1, 6 in the cell B1, 4 in the cell C1 and 3 in the cell D1. Store the output in the cell E1.
13. Determine the data cleaning tools in MS Excel
14. Interpret the use of Pivot Tables in MS Excel
15. A Wholesaler is using an EXCEL sheet with following columns to store details about his transactions
Bill Number Bill Date Customer Name Bill Amount Credit Period Payment Date
Device a scheme for him to:
To assess the outstanding of each customer
List of Over Due Payments
To determine the highest and lowest bill amount during a period
A Bar Graph to visualize each month sales

16. You are a Marketing Analyst and you need to perform some analysis for the month of January. The sales data is saved as a .CSV file by the name 'jan17Items.csv'. You need to perform the following activities using R Programming. Write the R Scripts for the same.
- Read the file 'jan17Items.csv' and save it in the data frame as 'df'
- R Script to indicate the structure of the data frame 'df'
- R Script to retrieve the number of rows and columns in the data frame 'df'.
- Evaluate and reflect up on the output given by the R script: summary(df)
- Differentiate nrow (df) and ncol (df)

1. Determine the applications of big data in management
2. Compare and contrast Bivariate and Multivariate data
3. Relate interquartile range/interquartile distance
4. Demonstrate Skewness and Kurtosis
5. Describe Descriptive Analytics
6. Describe imputation. Analyze different types of Imputation techniques
7. Differentiate Measure of central tendency and Measure of variation
8. Differentiate Supervised Learning and Un Supervised Learning in Machine Learning
9. Discuss the methods for SLR Model Validation
10. Explain Multi- Collinearity
11. Construct the equation for Multiple Linear Regression (MLR) and explain its components
12. Explain decision trees. Differentiate CART and CHAID

13. Discuss Logistic regression. Evaluate the difference between Logistic regression and Linear Regression
14. Explain Residual Analysis in Multiple Linear Regression (MLR)
15. Relate the use of R Squared value in Multiple Linear Regression.

16. The following table gives the relative values of two variables. Determine the regression equations and find r. Also find the value of value of Y when X = 50

X	42	44	58	55	89	98	66
Y	56	49	53	58	65	76	58

17. Calculate Pearson's Coefficient of correlation from the following data. Take 68 and 65 as the assumed averages for the variables x and y respectively.

X	45	55	56	58	60	65	68	70	75	80	85
Y	56	40	48	60	62	64	65	70	74	82	90

18. Demonstrate Agglomerative Clustering Technique
19. Describe Distance and Dissimilarity Measures in Clustering
20. Demonstrate Dendogram
21. Describe Cluster Validation techniques
22. Evaluate DIANA and AGNES
23. Interpret K Means Clustering technique
24. Explain the challenges in Data Driven Decision making.
25. Describe LPP
26. Arrange the pre-requisites for roadmap for Analytics capability building
27. Evaluate the use of Financial Service Analytics
28. Assess the importance of Marketing Analytics
29. Determine the importance of HR Analytics

MACFAST Igniting wisdom since 2001	MACFAST Department of Management Studies **Third Semester MBA Question Bank** **Finance Specialisation**

MANAGEMENT OF BANKS AND FINANCIAL INSTITUTIONS

PART A

1. Define the term banking?
2. Who is a banker?
3. Who is a customer
4. What is CRM?
5. Give meaning to the tem nationalised banks?
6. Define the term NPA?
7. What are commercial banks?
8. What is meant by NBFC?
9. What are RRBs?
10. What are UBs and merchant banks?
11. What are development banks?
12. What is universal bank
13. Write about payment banks?
14. What is a small finance bank?
15. What are DFIs?
16. Give a note on foreign banks?
17. What is chain banking?
18. What is social banking?
19. What is shadow banking?
20. What is bankers bank?
21. What is OMO ?
22. What are repo and reverse repo rates?
23. What do you meant by cloud banking?
24. What is a POS terminal?
25. What is schedule vs. non-scheduled banks?
26. What is public sector vs. private sector banks?
27. What is the meaning of time and demand deposits in banking?
28. What are clean loans?
29. What do you meant by CC?
30. What is overdraft?
31. Understand the term bill discounting?
32. What do you meant by RD?
33. Define credit creation?
34. Define the term “banking”?
35. Define the term “lien”?
36. What is right of set off?
40. What is a DEMAT account?
41. What is meant by letter of credit?
42. Understand the term credit cards?
43. What do you meant by Suppliers credit?
44. What do you mean by charging of interest?
45. What do you mean by credit appraisal?
46. What do you meant by credit score?
47. What are correspondent banks?
48. What is meant by credit worthiness?
49. What is an EMI?
50. What do you mean by ‘pledge’?
51. Define the term hypothecation?
52. Define the term mortgage?
53. What do you mean by collaterals?
54. What is a blanket lien?
55. What is bank balance sheet?
56. Define current assets of a bank?
57. Define current liabilities of a bank?
58. What are the fixed assets of a bank?
59. What are the liabilities of a bank?
60. What do you mean by ROI?
61. Define capital adequacy in banking?
62. What is meant by asset quality?
63. Define the term liquidity?
64. Define the term sensitivity?
65. What do you meant by GAAP?
66. Define ALM?
67. What is meant by interest rate risk?
68. Define NPA in banking?
69. What is a DRT?
70. Write any two objectives of DRTs?
71. Define an appellate tribunal?
72. Define SARFAESI Act?
73. What do you meant by securitisation?
74. Define asset reconstruction?
75. What is security interest?
76. What is central registry?
77. What are offences?
78. What are penalties?

37. What is Garnishee order? 38. Define Cheques? 39. What is meant by endorsement	

PART B & C

1. Give a brief note on development of banking system in India?
2. Point out the impact of Narasimham committee recommendation on banking?
3. Understand the types of banks in India with examples?
4. State the Issues and challenges in Indian banking systems?
5. Explain wholesale Vs Retail banking?
6. Write notes on :
    a. Islamic banking
    b. Virtual banking
    c. Social banking
    d. Correspondent banking
    e. Mixed banking
7. Analyse the credit control techniques of RBI?
8. Explain the role of technology in Banking?
9. NBFCs provide services which are similar to those of banks but they do not hold a banking license. Explain on the light of NBFC objectives and functions?
10. Evaluate the qualitative credit control measures of RBI?
11. Understand the quantitative credit control measure of Central bank with suitable examples?
12. Identify the types of banking .Give examples?
13. Evaluate the functions of central bank of our country?
14. Illustrate the recent trends in Indian banking system?
15. Generate the classifications of NBFCs?
16. Why RBI is considered as bankers' bank?
17. Evaluate the functions of commercial banks in India?
18. "Bank is a custodian of money and lender of money". Explain on the point of services of banks?
19. Assemble by general utility services of a bank?
20. Explain the features of different kinds of deposits in a bank?
21. Discuss the type of general relationship between banker and customer?
22. Construct the special relationship between banker and customer?
23. Differentiate between right of set off and right of lien?
24. Compare rights and obligations of banker and customer?
25. How does termination of banker customer relationship happen?
26. Explain the procedure of payment and collection of cheques?
27. Discuss the different modes of crossing cheques?
28. Write notes on bouncing of a cheque?
29. Elaborate the concept of endorsement of cheque?
30. Compare the features of NOSTRO and VOSTRO accounts?
31. Write notes on:
    a. SWIFT
    b. CHIPS
    c. CHAPS
    d. FEDWIRE
32. Write notes on :
    a. (i) RTGS
    b. (ii) EFT
    c. (iii) IMPS
    d. (iv) UPI
33. Evaluate the KYC requirement of an individual customer?
34. Analyse the requirement of KYC a firm?
35. Synthesize the features of banker –customer relationships?
36. Evaluate the concept of bankers' right of lien?

37. Compare the procedures of crossing of cheque with endorsement of cheque?
38. Elaborate the different types of customers and its features?
39. Elucidate the characteristics of securities for lending credit?
40. Analyse the type of credit facilities available in a bank?
41. Write notes on:
    a. Documents required for sanctioning loan
    b. Bank's loan policy
    c. Characteristics of securities
42. Discuss the features of short term credit facilities in a bank?
43. Choose the different areas of credit appraisal?
44. Produce the factors evaluated during credit appraisal process?
45. Discuss the areas of priority sector lending with suitable examples?
46. "Correspondent banks are a pivotal part of the financial industry". Discuss the functions of correspondent banking?
47. Understand the essential elements of pledge?
48. Explain the different types of collaterals and their characteristics?
49. List out the principles of lending while carrying out credit operations?
50. "Creditworthiness broadly refers to the financial character of a particular individual". Elucidate the statement using credit appraisal process and techniques?
51. Summarize the documentation process in credit management process?
52. Evaluate the different modes of charging?
53. Financial inclusion will help in financial and institutional sustainability to guarantee continuity and certainty. Explain?
54. Credit appraisal is an essential part of lending. Comment?
55. Comment on the precautions taken on advancing loans against various securities?
56. Write notes on the components of bank balance sheet?
57. Discuss the relevant items in banks income statement?
58. Point out the methods on evaluating internal and external performance of a bank?
59. How do bank performance is analysed with financial ratios?
60. Assemble the features of CAMELS rating?
61. Elucidate the concept of balance score card methodology?
62. Write note on three pillars of ALM?
63. Evaluate the ALM in commercial bank?
64. Elaborate factors affecting NPA and measures to reduce and overcome?
65. ALM assumes critical significance in banking". How do you justify this statement?
66. Discuss the various methods of evaluation of the performance of banks?
67. Elucidate the preparation of a bank financial statement?
68. Analyse the approaches of evaluating bank performance?
69. Why CAMELS rating is an essential part of evaluating bank performance?
70. ALM is the process involving decision making about the composition of assets and liabilities. Comment?
71. Analyse the concept of banking risk In light of ALM?
72. Formulate the significance of BASEL norms in banking?
73. "The Basel Committee is the primary global standard-setter for the prudential regulation of banks". Evaluate the role of the Basel Committee as a standard-setter?
74. Non-performing assets are basically non-performing loans. What are the major causes of NPA? Give brief explanation on various types of NPAs?
75. Explain Debt Recovery Tribunal process?
76. Outline the process of establishment of tribunal and appellate tribunal?
77. Point out the process recovery of debt by tribunal
78. Evaluate the objectives and applicability of SARFAESI Act?
79. Write a note on the role of SARFAESI Act?
80. Explain the concept and features of asset reconstruction?
81. State the significance of central registry?
82. Describe the features of amendment of SARFAESI Act and the documentation required?
83. Briefly explain the features of offences and penalties?

84. Elaborate RDDBFI Act on recovery of debts?
85. Point out the procedures, powers and processes of debt recovery appellate tribunal?
86. Elucidate the process and documentation of SARFAESI Act?
87. Outline the process and features of enforcement of security interest?
88. Integration of registration with central registry is significant .Comment?

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

PART A

1. Investment
2. Financial assets
3. Monetary assets
4. Financial system
5. Speculation
6. Gambling
7. Security markets
8. Primary market
9. New issue market
10. Secondary market
11. Stock exchanges
12. Capital market
13. Public issue
14. Right issue
15. Bonus issue
16. Book building
17. Privet placement
18. IPO
19. FPO
20. Underwriting
21. Prospectus
22. Merchant maker
23. Risk
24. Systematic Risk
25. Unsystematic risk
26. Beta
27. CAPM
28. Market risk
29. Interest rate risk
30. Purchasing power risk
31. Exchange rate risk
32. Business risk
33. Financial risk
34. Portfolio
35. Portfolio management
36. Portfolio analysis
37. Portfolio Management
38. Efficient Portfolio
39. Market Portfolio
40. Zero Investment Portfolios
41. Portfolio revision
42. Portfolio selection
43. Efficient frontier
44. Sharpe single index
46. SEBI
47. BSE
48. NSE
49. OTCE
50. SENSEX
51. Nifty
52. Trading
53. Marginal trading
54. Insider trading
55. Screen based trading
56. Online trading
57. Scripless trading
58. Carry forward transactions
59. Listing
60. Depository
61. Depository participant
62. Dematerialization
63. Arbitration
64. Arbitrator
65. Bull
66. Bear
67. Stag
68. Derivatives
69. Options
70. Forwards
71. Swap
72. Put option
73. Call option
74. Fundamental analysis
75. Economic analysis
76. Industry analysis
77. Financial analysis
78. Technical analysis
79. Primary trend
80. Trend reverse
81. Secondary trends
82. Support price
83. Resistance price
84. Odd lot trading
85. Relative strength Index (RSI)
86. Residual analysis
87. Rate of change indicator
88. Symmetric triangle

45. Diversification	

PART B & C

1. What are the objectives of Investment?
2. Explain the Investment process.
3. Discuss the various types of investments.
4. Explain different types of investors.
5. Compare and contrast between investment and gambling.
6. Distinguish between investment and speculation.
7. Differentiate between speculation and gambling.
8. What are the differences between primary market and secondary market?
9. Who are the participants of new issue market?
10. What are the functions of new issue market?
11. Explain the types of underwriting.
12. Discuss the process of IPO.
13. Explain SEBI's guidelines on book building.
14. Discuss the contents in prospectus.
15. Describe the trading mechanism of stock exchanges.
16. Discuss the recent trends in primary market.
17. What are the Intermediaries in primary market? What is the role of intermediaries in primary market?
18. Discuss the various methods of issuing securities.
19. Elucidate SEBI's guideline on primary market.
20. Explain the Book building process.
21. What are the functions of stock exchanges? Explain.
22. The investment process involves a series of activities starting from the policy formulation. Discuss.
23. What are the Objectives of SEBI?
24. What is the Procedure to become a member in stock exchange?
25. Discuss the different types of speculators in stock market.
26. Explain the features of OTCE.
27. Analyse the benefits of screen based trading.
28. What are the functions of NSDL?
29. Discuss the benefits of online trading.
30. What are the benefits of listing?
31. Explain the Procedure of listing.
32. What are the requisites of listing?
33. Explain the functions of CSDL.
34. What are the functions of depository?
35. Assess the advantages of dematerialization.
36. Explain the procedure of dematerialization
37. Discuss the Trading mechanism of stock exchange.
38. Describe the Functions of stock exchanges.
39. Explain the Settlement mechanism of stock exchanges.
40. Discuss the Trading and settlement mechanism of OTEC.
41. Explain the Dematerialization and rematerialization process in NCDL.

1. Discuss the different types of risk.
2. Differentiate between systematic and unsystematic risk.
3. How would you minimize risk? Discuss.
4. What is Markowitz diversification and explain the statistical method used by Markowitz to reduce the risk.
5. Explain the Statistical tools for measuring risk.
6. How would you determine beta and co efficient of determination?
7. Explain Capital asset price model (CAPM) and risk return analysis?
8. The return on security A and B are given below

Probability	Security A	Security B
0.5	4	0

0.4	2	3
0.1	0	3

Give the security of your preference. The security has to be selected on the basis of return and risk.

9. A stock costing Rs.50, pays no dividend. The possible price of the stock at the end of the year and their probabilities are given below.

Price at the end of year	**Probability**
60	0.1
65	0.2
70	.04
75	.02
80	.01

Outcome	**Possible return**	**Probability**
Good	25%	50%
Normal	17%	20%
Worse	-5%	

Find out expected return and standard deviation of return

10. The expected return on the market portfolio equal 12%. The current risk free rate is 6%. What is the required return on a stock with a beta of 0.066.
11. Analyse the prospects of several companies and come to following conclusion about the required return on each :

You decided to invest Rs.40000in stock "A' , Rs.60000 in stock ''B".120000 in stock ''C" and 30000 in stock ''D". What is the required return on your investment?

11. Using the following information find expected return, variance and standard deviation

1. Using the following information find expected return, variance and standard deviation of stock A and B. Also find the covariance and correlation between Stock A and B

States	Probability	Return on stock A	Return on stock B
1	20%	26%	9%
2	30%	18%	15%
3	50%	10%	30%

2. Explain the tools of technical analysis.
3. Differentiate between fundamental and technical analysis.
4. Illustrate Dow theory.
5. Explain various Charts.
6. What do you mean by Efficient market hypothesis (EMH)? Explain.
7. Discuss Elliot wave theory.
8. Discuss in detail procedure and factor affecting technical analysis in India.
9. Does the Random Walk theory suggest that security price levels are random? Explain
10. Explain Dow theory and how it is used to determine market trends.
11. Discuss the concept of price indicators. Elaborate various charting techniques
12. Explain the different types of Portfolio Management.
13. Discuss the elements of Portfolio Management.
14. Elucidate Random Walk Theory (Efficient Market Hypothesis).
15. Explain in detail, Modern Portfolio Theory.
16. What is Markowitz Portfolio Theory? Explain.
17. Discuss the assumptions of the Markowitz Theory.
18. Assess the limitations of Markowitz Theory.
19. What is meant by traditional Approach of Portfolio Construction? Evaluate it.
20. What is meant by modern Approach of Portfolio Construction? Discuss its importance.

Stock	Required return
A	18%
B	8%
C	16%
D	12%

21. What are Sharpe index models? Explain.
22. Describe Jensen's measure
23. Does the Random Walk theory suggest that security price levels are random? Explain
24. Critically appraise the Dow Theory of Technical analysis.
25. Discuss different portfolio revision technique

MACFAST Igniting wisdom since 2001	MACFAST Department of Management Studies **Third Semester Question Bank** **HR Specialisations**

PERFORMANCE AND TALENT MANAGEMENT

PART A

1. Define Performance
2. Define performance management
3. Define KRA, KPA and KPI
4. What is Dashboard?
5. Write a note on performance planning
6. What you mean by performance assessment
7. What is performance re-contracting
8. What is Potential Appraisal?
9. Write a note on Behavior Observation Scale
10. Write a note on Confidential Report
11. Write a note on Free Form or Essay
12. Write a note on Straight Ranking
13. Write a note on Paired Comparisons
14. Write a note on Forced Distribution
15. Write a note on Graphic Rating Scales
16. Write a note on Checklist Method
17. Write a note on Critical Incidents
18. Write a note on Group Appraisal
19. Write a note on Field Review
20. Write a note on Assessment Centre
21. What you mean by appraisal communication?
22. What is performance appraisal interview?
23. What is problem solving method of PA interview?
24. What is PA feedback?
25. What you mean by pilot study in implementation of PMS?
26. Write a note on Human Resource Accounting
27. Write a note on Behaviourally Anchored Rating Scales
28. Write a note on Appraisal through MBO
29. Write a note on 360 Degree Appraisal
30. Write a note on 720 degree performance appraisal system
31. Write a note on Psychological Appraisal
32. Write a note on People Capability Maturity Model
33. Write a note on HR Score Card
34. Write a note on Competency Mapping
35. What is performance agreement
36. Write a note on e-PMS
37. Define Talent Management
38. What are the developmental purposes of performance management?
39. What are the three approaches in performance measurement?
40. What is comparative approach in performance measurement?

41. What is tell and sell method of performance appraisal interview?
42. What is tell and listen method of PA interview?
43. What is performance coaching?
44. What is performance linked pay?

PART B & C

1. Explain the concept of performance management and state objectives, scope and benefits of Performance management.
2. Explain the process of PM
3. Explore the importance of KPIs in performance management systems.
4. Explain at least six characteristics of an ideal Performance Management System?
5. Describe the benefits of having a systematic performance management system
6. Distinguish between performance management and performance appraisal
7. Explain the purposes of performance management
8. What are the prerequisites of performance management
9. Explain the process of performance management
10. Explain various types of key performance indicators
11. How would you measure the employee performance in an organisation in the context with behavioural management?
12. Explain the process of performance management system
13. Explain any three performance appraisal methods
14. What are the possible ways to financially acknowledge the individual performance
15. Explain the possible methods of performance linked salary system for a group
16. Explain the ways of linking performance with pay
17. Describe the possible contents of performance appraisal document and its purposes?
18. What are the possible performance measurement issues?
19. Explain the approaches that could be adopted in performance measurement
20. Describe the processes of performance Coaching
21. Explain performance appraisal interview
22. Explain performance review meeting
23. Explain performance management framework
24. Explain the stages in development of performance management system
25. Explain the stages in performance management implementation
26. Explain the principles of Development and Implementation
27. Describe the role of HR professionals in performance management
28. What re the objectives of talent management
29. Explain the possible HR strategies to retain the talent with the organisation during challenging times.
30. Elucidate the consequences of failure in managing talent
31. Explain the talent management process
32. Describe the essentials of successful talent management process
33. Explain the stages of talent management
34. Performance management is the effective management of individuals and teams. Discuss
35. Performance management is about establishing a culture of continuous improvement. Give your views
36. A successful performance appraisal system is beneficial to the individual and organization they work for. Discuss
37. Explore the possible methods in which a manager can assess employee performance.
38. Explain the modern methods of performance appraisal
39. Advise ABC Ltd to formulate a new appraisal form.
40. What all are the possible types and approaches of measurement
41. Advice a manager to carry out a performance appraisal interview.
42. 'The results of performance appraisal could be communicated to employees in several ways' provide substantial evidences to the statement.
43. Integration of performance management with compensation management is an integral part of

successful organisation. Illustrate with possible ways of integration.

45. Advise a manager about the ways of communicating the performance appraisal results with employees.
46. Explain the ways of using performance management system as a tool for employee empowerment
47. As a HR consultant advices upon the ways of identify the talent of its employees.
48. Develop a talent management system for an organisation driven by technology
49. Narrate the building blocks of an effective talent management system in public and private organisations

TRAINING AND DEVELOPMENT

PART A

1. Define Training and Development?
2. List out the objectives of training
3. Which are the training outcomes expected?
4. What is adult learning theory?
5. What is learning curve?
6. What are the preconditions of Learning?
7. Define TNA?
8. Define Organizational analysis
9. How do you identify the training needs of the organization?
10. Identify the key factors to be considered in designing and developing a training programme.
11. What do you mean by Vestibule Training?
12. Define On the Job Training
13. What is in basket exercise?
14. What is Transactional Analysis?
15. What is Sensitivity Training?
16. What do you mean by cross cultural Training?
17. Define Training Evaluation
18. Which are the different types of Training evaluation?
19. State the objectives of Training evaluation
20. List out the outcomes used for evaluating a training programme
21. Discuss the criteria to be considered for evaluating a training programme
22. What is ROI?
23. What do you mean by training cost-benefit analysis?
24. Define career
25. What do you mean by career planning?
26. What do you mean by career development?
27. Define the concept of HRD?

PART B & C

1. What are the requisites of an effective training program?
2. Examine the challenges in training programme
3. State the benefits of Training Program to various stakeholders
4. Analyze the requisites of effective training programme
5. Elucidate the concept of learning.
6. Describe the principles of learning in Training and Development.
7. Discuss VAK model of learning.
8. Training benefits the individual and the organisation. Discuss
9. List out the learning styles as proposed by Kolb
10. List the objectives of Training needs analysis.
11. Clarify the purpose of training needs analysis.
12. Identify data sources and collection methods for training needs analysis.
13. Classify Training needs.
14. Explain the process of Training Need Analysis?
15. Explain the various factors to be considered in designing and conducting a training programme.
16. Explain the role and applications of various audio visual aids in training programme.
17. List out the models of Instructional strategies
18. Mention the qualities of a good trainer?
19. List out the training aids used by the organization for an effective training programme.
20. Explain the relative merits and demerits of case method
21. Compare Internal and External Training mentioning the merits and demerits
22. Explain the role of cross cultural training programs in managing today's diversified workforce in the global scenario
23. Explain Management Development Program methods
24. Critically analyze the Kirk Patrick's model for evaluating training programmes effectiveness.
25. Explain the various training evaluation Designs
26. Differentiate HRD and HRM
27. Describe the various career stages with examples
28. Discuss the need of career planning
29. State the objectives of career planning
30. Analyze the limitations of career planning
31. Discuss the various learning theories?
32. Discuss the TRAINING PROCESS MODEL
33. Discuss the various tools and techniques used for training need analysis.
34. Explain the process of training need analysis and its importance.
35. Design a TNA process and a training workshop for the newly recruited sales force of the XYZ FMCG company.
36. Imagine you have been asked to design a training workshop for a group of people who have been recruited recently for the floor level operations of the company. How will you proceed? Explain each step in detail.
37. Categorize and Explain various online and offline Training Methodologies
38. Explain Transactional Analysis
39. Critically examine the various models of Training Evaluations
40. Discuss in detail the various elements of HRD system with examples.
41. Explain the career planning process of an individual by the organization

MACFAST
Department of Management Studies
Third Semester MBA Question Bank
Marketing Specialisation

INTEGRATED MARKETING COMMUNICATIONS

PART A

1. What is MARCOM?
2. Define IMC.
3. IMC Mix.
4. Promotion Mix.
5. List out the components of IMC.
6. List out the characteristics of Integrated Marketing Communications.
7. List out two examples of target audience of IMC from FMCG Sector.
8. What are the 4C's of IMC Strategy?
9. IMC synergy.
10. State any 2 barriers to IMC integration.
11. Elicit two value additions through IMC.
12. What is the main role of an advertising agency?
13. Who are the major clients of advertising agencies?
14. What is a Request For Proposal (RFP)?
15. Agency screening.
16. What is advertising campaign?
17. What are the 5 M's of advertising?
18. What is an advertising media?
19. What is advertisement copy?
20. Reach, frequency and impact of an advertisement.
21. Creative brief.
22. What is USP? State an example.
23. Celebrity endorsement.
24. Rational vs. Emotional appeal.
25. List out the main types of internet advertisements.
26. Define Sales Promotion.
27. What are the trades oriented sales promotion techniques?
28. What are the consumers oriented sales promotion techniques?
29. Consumer oriented sales promotions vs. Sales force promotions
37. PR vs. Publicity
38. CRM.
39. Database marketing.
40. Big Data.
41. Catalogue marketing.
42. Competitive parity budgeting.
43. What is meant by percentage of sales method of budgeting?
44. What is objective and task method of budgeting?
45. What is affordable method of budgeting?
46. Specific communication vs. Mass communication.
47. Corporate level vs. Marketing level communication.
48. DAGMAR.
49. Distinguish between communication objective and sales objective of IMC campaign.
50. What is meant by ROI of an IMC?
51. What is media research in media planning?
52. Media plan.
53. What is TRP?
54. Pre-testing vs. post-testing of Ad.
55. Cultural diversity in international advertising.
56. Comment on media limitations in global advertising.
57. Comment on legal constraints in international advertising.
58. PR agency.
59. Interactive agency.
60. Full-service ad agency.
61. Part-time ad agency.
62. Advertising Standards Council of India.
63. Deceptive advertising.
64. Comparative advertising.
65. Consumer Complaints Council.

30. Online sales promotion methods. 31. Event Management. 32. Exhibitions. 33. Direct Marketing. 34. Word of mouth. 35. Sales reports vs. Call reports. 36. What do you mean by prospecting in personal selling?	66. Digital marketing. 67. m-commerce. 68. Social media marketing. 69. Internet as a media vehicle. 70. e-commerce.

PART B & C

1. Explain the reasons for growth of Integrated Marketing Communications.
2. Discuss the need and characteristics of Integrated Marketing Communications.
3. Why is it important for those who work in marketing to understand and appreciate all the various integrated marketing communication tools and how they can be used?
4. Discuss the elements of promotion mix with examples for each element.
5. Explain the communication process and its elements as applicable to IMC.
6. What is meant by encoding and decoding? Discuss how these two processes differ in the case of radio versus television commercials.
7. Illustrate the steps involved in developing an effective IMC programme.
8. "Effectively managing the IMC mix depends on the ability of the Marketing Manager to bring out synergistic effect among the IMC components." Comment.
9. Explain the value additions of having an integrated communication approach for a promotion campaign.
10. "IMC begins with customer and is all about creating a single, unified voice for the firm." Do you agree? Explain.
11. What are the various criteria considered in the selection and evaluation of an advertising agency?
12. Explain the process involved in the selection of an advertising agency.
13. Discuss the objectives of advertising.
14. Why is it important for marketers to set specific objectives for advertising and promotion? What criteria must these objectives meet to be valid?
15. With the help of examples, explain the various types of advertising, in detail.
16. Discuss the factors affecting selection of advertising media mix.
17. What is the advertising budget? Discuss various appropriation methods used for an advertising budget.
18. Explain the various aspects of creating a good advertising message.
19. What is a message appeal? Illustrate the types of appeals with suitable examples.
20. Some advertising experts argue that the distinction between emotional and rational appeal is irrelevant since almost all advertisings include aspects of both. Evaluate this argument.
21. Discuss the pros and cons of advertising.
22. Illustrate the steps involved in designing and implementing advertising programmes.
23. Comment on the use of internet as a media vehicle.
24. "Viewers have a way of remembering the celebrity in the advertisement whilst forgetting the product." Do you agree? Why?
25. What is the significance of message source? Do you think celebrities and professionals are essential for promoting the brand? Justify your answer.

26. Elucidate the advantages and limitations of internet advertisements.
27. The internet has drastically changed the advertising environment forever. Discuss the impact the Internet has had on advertising and evaluate what this has meant for traditional media.
28. Distinguish between consumer oriented and trade-oriented sales promotion methods.
29. In what situations sales promotion will be preferred to advertising? Explain with examples.
30. What are some of the reasons why marketing and brand managers are allocating more of their promotional budget to sales promotion rather than media advertising?
31. What are the objectives of sales promotion? What is the importance of promotional activities in marketing?
32. Discuss the different forms of Direct Marketing used by firms.
33. A number of home shopping channels now offer a wide variety of upscale products. Discuss reasons why you think this will work to their advantage. What are some of the disadvantages to this strategy?
34. Differentiate between Direct Marketing and Personal Selling.
35. What are the advantages and disadvantages of Direct Marketing?
36. Explain the objectives of Event Marketing. What are the opportunities and challenges in Event Management?
37. Why do firms participate in trade shows and exhibition?
38. What are the major Public Relations tools used by marketing managers? Explain the major decisions taken by a PR manager.
39. Discuss the steps involved in the personal selling process of an air purifier targeted at the urban households.
40. Should getting the order be the single most important concern for the sales person? Or do his responsibilities extend further? Discuss.
41. What are qualities of a good sales person? Discuss the changing role of personal selling.
42. How do publicity and advertising differ? Which one of these is more effective and why?
43. Analyse the role that internet plays in customer relations and public relations.
44. Explain how social media networks can both help and hurt companies with regard to publicity.
45. Discuss the premises and objectives of Database marketing. Illustrate using an example, how database marketing can be used for a packaged food product.
46. "Gathering data is a science; interpreting data is an art." Discuss.
47. Explain the different types of Big Data. What are the characteristics of Big Data?
48. Use any of the Response Hierarchy Models and analyse the various steps in MARCOM.
49. Discuss various appropriation methods used for setting MARCOM budget.
50. Analyse the MARCOM strategy of any promotional campaign of your choice.
51. What are the different objectives of IMC campaign?
52. Explain DAGMAR approach. What are the different stages in it?
53. Illustrate with help of any successful IMC campaign, the objectives of the campaign and the key success factors of it.
54. Discuss the factors affecting selection of an advertising media.
55. Explain with the help of an example, how do you measure the effectiveness of an IMC programme.
56. Take an example from real life and discuss the creative communication strategy followed by that brand.

57. Explain the major factors influencing the design of international advertising strategy.
58. What factors make the task of an international marketer more difficult than domestic marketing?
59. Compare and contrast the environmental factors in domestic and global advertising.
60. Discuss the barriers and challenges in the decision areas in international advertising.
61. Discuss in detail, various types of ad agencies.
62. Explain the various services offered by advertising agencies.
63. What are the functions of advertising agencies, sales promotion agencies and public relations agencies?
64. What are the ethical guidelines to be followed in advertising in India? What is the role played by ASCI in regulating Indian advertising industry?
65. Discuss the need for regulation of advertising and other IMC tools. Do you think governmental agencies should strictly monitor and regulate advertising and other forms of promotion in India? Justify.
66. List out the pros and cons of advertising.
67. Critically analyse the ethical and social responsibility aspects of IMC campaigns.
68. Discuss the recent trends in online marketing communications.
69. How has the use of internet benefitted marketing communications? What future for internet marketing communication do you foresee in India?
70. Assess the impact of technology on MARCOM.
71. What are the recent trends in IMC campaigns? What do you think is the future of IMC?
72. Discuss with examples, how internet has benefitted marketing communication?
73. Comment and explain the steps involved in Integrated Marketing Communication Process.
74. Choose a company or brand and discuss the integrated marketing communication process that is followed by it.
75. Celebrity endorsements are ethical or unethical in building a brand. Critically evaluate.
76. Assume that you are the marketing communications manager for a brand of tissue paper towels. Discuss how AIDA model would help you in developing an advertising strategy for this brand.
77. Create a print advertisement for your company's handwash, highlighting the importance of personal hygiene during the Covid-19 pandemic. How would you pre-test it?
78. Why are companies, such as Hindustan Unilever Limited and Procter & Gamble, moving away from the use of traditional mass media advertising and looking for other contact points that can be used to connect with customers? How can various IMC tools be used by companies such as P&G and HUL to build and maintain relationship with their customers?
79. As the media landscape continues to change, and advertisers shift more and more of their money into new media, there are those who predict that some traditional media like radio, television and newspapers may not survive - at least in their present forms. Discuss whether you think this is an accurate statement and why or why not.
80. Design a media strategy for the Ministry of Health and Family Welfare, for creating awareness about the importance of wearing mask, washing hands and maintaining social distance in the wake of the coronavirus pandemic.
81. Explain the various types of advertising media with suitable examples.
82. Discuss the steps involved in designing a sales promotion campaign for a brand of organic food products.

83. What are the key elements of running a successful sales promotion campaign for an ayurvedic/herbal shampoo?
84. Explain in detail, the necessity of maintaining good 'Government Relations', 'Media Relations' and 'Community Relations'.
85. Critically evaluate how effective online communications, as a medium, will be for a company in the customer engagement for its brand.
86. You are the PR manager in an airlines and there is a passenger plane crash. What steps would you take to handle the crisis and gain back the confidence of public?
87. Your company's brand of soft drink is facing the allegation that its ingredients have chemical substances way above the permissible levels. How would you overcome this negative publicity?
88. There is a saying that "any publicity is good publicity." Discuss what do you think about this statement.
89. You are the marketing manager of a laptop manufacturing company. Devise a Direct Marketing plan to sell high-end laptops to urban customers.
90. In your view, what cultural differences in the country can cause problems for a multinational fast-food chain opening its outlets in different urban localities in India?
91. Discuss the opportunities and challenges facing marketing communication managers with regards to the increasing penetration of smart mobile devices.
92. What are some of the cultural variables that marketers must consider in developing advertising and promotional programs in a foreign country? Choose one example and discuss how it has created a problem or challenge for a company in developing advertising and promotional program in a specific foreign market.
93. Develop a detailed 'Advertising Plan' for a company who is planning to launch a new range of cookies/biscuits in their existing brand. Make necessary assumptions.
94. Develop a media plan for a company to promote its internet broadband service in the Indian market. Make necessary assumptions.
95. Assume that you are the marketing head of a company which is introducing a novel drink in the brand name of the Tender Coconut Water Composite or TCWC. The product which is developed based on indigenous technology has been tested by government food testing laboratory and is Certified for human consumption. This drink is very tasty, energetic, and does not contain any preservatives or deplete underground water reservoirs. Your company is planning to position TCWC as a challenger substitute in the soft drinks market. You are required to prepare a comprehensive advertising plan for the nationwide launch of this product. State your assumptions clearly in the plan.
96. From an IMC perspective, analyse how Government of India manage citizen engagement through media - both online and offline - for combating the Covid-19 pandemic?
97. Advertising aims either at informing, persuading, or reminding consumers about a product or service. Illustrate these three objectives of advertising with the help of examples. Comment on the effectiveness of the advertisements that you have chosen as examples.
98. IPL Cricket Tournament provides big opportunities to various companies for promoting their brands utilizing the high visibility. Elaborate different promotional techniques that could be used by a brand of energy/sports drink, during the event.
99. Evaluate what are the various types of sales promotion strategies adopted by online food/grocery retailers.
100. Why do communication managers attach so much importance to integrated

marketing communications? Select a brand and discuss how it uses IMC to give consistent messages.

101. Design an online communication strategy for a company which is planning to launch a mobile application for providing coaching for all-India management entrance examinations like CAT, CMAT, etc.

102. A start up, low-budget company wants to market its detergent soap powder in a phased manner. Suggest what promotional method(s) should it adopt, and why?

SERVICES MARKETING

PART A

1. Define Service.
2. Scope of Service.
3. Goods vs. Services.
4. What is a Service?
5. Comment on Service concept.
6. Define the inseparability in services.
7. What you mean by heterogeneity in services?
8. Product marketing vs. Service Marketing.
9. List the major characteristics of services.
10. Services are performed on the spot.
11. What is perishability in services?
12. Services cannot be stored.
13. What do you mean by immediacy in services?
14. Tangibility Intangibility Continuum.
15. Tangible and intangible equal.
16. What is a Pure service?
17. What you mean by DINKs?
18. Write a short note on Service marketing mix.
19. What is a service package?
20. Explicit vs Implicit services.
21. What is service environment?
22. What is service delivery.
23. What you mean by a flower of service?
24. Define a new service.
25. What is a service brand?
26. Define service pricing.
27. What you mean by service promotion?
28. Define service communication.
29. What is word of mouth?
30. Define service distribution.
31. What you mean by tangibilize the service offer?

1. What you mean by psychological risk?
2. Define obsolescence risk.
3. What you mean by perceived risk in services?
4. Search quality vs experience quality.
5. What are credence attributes?
6. Search vs credence attributes.
7. List the various service expectations?
8. Ideal vs desired service.
9. Adequate vs predicted service.
10. What is zone of tolerance?
11. Customer delights vs frustration.
12. Narrow vs wide zone of tolerance.
13. What is post purchase dissonance?
14. What you mean by evoked set?
15. Technical quality vs functional quality.
16. Moods vs emotions.
17. What is attribution of dissatisfaction?
18. Important vs determinant service attributes.
19. What is a service encounter?
20. Best encounter vs fair encounter.
21. Poor encounter vs worst encounter.
22. What is effective recovery?
23. What is service capacity?
24. Define process in services.
25. What is service system?
26. What you mean by mapping of services?
27. Vertical vs Horizontal mapping in services.
28. What is blue print?
29. Define service encounter.
30. Direct vs Indirect encounters.
31. High contact vs Low contact services.
32. Front end vs Back end personnel.
33. Service competencies vs Service inclination.
34. Define Service scripts.
35. What is physical evidence?

32. Define franchising.
33. Agents vs brokers.
34. Define service pricing.
35. Physical vs electronic channels of distribution.
36. Service expectation vs service perception.
37. Iron vs Lead customer.
38. Define service quality.
39. SERVQUAL.
40. RATER.
41. What you mean by service quality gap?
42. Define professional services marketing.
43. Define healthcare services marketing.
44. What you mean by marketing of educational service?
45. Define social services marketing.

36. Dominant vs Peripheral evidence.
37. What is servicescape?
38. Define service package.
39. What is service environment?
40. Define remote service.
41. Define tourism marketing.
42. Define transportation services marketing.
43. What you mean by financial services marketing?
44. What you mean by marketing of communication services?

PART B & C

1. Why do customers need to buy Services?
2. Explain the characteristics of Services.
3. Explain the nature, importance and scope of Services in today's organizations.
4. Discuss the unique features of services.
5. Services are performed not produced. Explain.
6. Discuss about the tangibility spectrum.
7. Discuss the marketing implications of unique features of services.
8. Explain the classification of services.
9. Explain the factors contributing to the growth of services.
10. Discuss the growth of services in India.
11. Service sector has been enhancing its contribution to the country's GDP. Explain.
12. The service sector is the key driver of India's economic growth. Explain.
13. Discuss the common hindrances in various services.
14. Discuss the challenges for service organizations.
15. The buyer is unable to conceptualize and evaluate a service from beforehand. Explain.
16. Services are produced and consumed simultaneously. Explain.
17. Marketer competes with the customer itself. Discuss.
18. Customer cannot sample a service in advance. Discuss.
19. Services in general are highly people intensive. Discuss.
20. "Customer has to go by trust to a large extent in judging the service quality". Discuss on the statement.
21. "Visualization is a good technique to tackle the inherent intangibility". Discuss on the statement.
22. "Build reputation and use it for promotion". Discuss on the statement.
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1. The marketing success and failure depends upon consumer response. Discuss.
2. Explain the different types of risks.
3. Service characteristics will alter risk and uncertainty perceptions. Discuss.
4. "Intangibility enhances risk perceptions". Discuss on the statement.
5. Explain the market entity character and evaluation difficulty.
6. Explain the service consumer decision process.
7. Discuss the three-stage model of service consumption.
8. Explain the types of service expectations.
9. Discuss the different levels of consumer expectations.
10. Explain the zone of tolerance.
11. Explain the difference between narrow and wide zone of tolerance?
12. Customers with narrow zone of tolerance are more prone to dissatisfaction compare to the ones with wide zone of tolerance. Discuss.
13. Discuss on the importance of width of zone of tolerance and service dimension.
14. Determinants of customer expectations. Explain.
15. Explain the factors affecting a purchase decision process.
16. Explain the key elements of dissonance reduction model.
17. "The size of evoked set-in services is likely to be smaller than that in the goods". Discuss on the statement.
18. Discuss, in detail, the process of segmentation for service markets.
19. How organizations are targeting service markets through focused strategies?
20. Discuss the principles of positioning services.
21. What are the elements of strategic service vision? Explain.
22. Explain the types of service encounters.
23. Discuss the service recovery strategies.
24. Discuss on the concept service capacity.
25. Service capacity is embedded in resources needed for service creation. Explain.
26. "In many services total capacity is not the same as optimum capacity". Discuss on the statement.
27. Explain the demand and service capacity interfaces in services.
28. The inability to meet demand for services when it arises has both long- and short-term consequences for business. Explain.
29. Assume that you are the restaurant manager of a famous three-star hotel and discuss how you manage the demand and capacity interfaces of your family restaurant. Elucidate.
30. The task of any business is to create and deliver value to the customer at profit. Discuss.
2. Explain the inadequacy of traditional marketing mix in services.
3. Explain the extended marketing mix for services.
4. The marketer must work out the service package in accordance with experience desired by the customer. Explain.
5. Explain the service components with suitable examples.
6. Explain the service environment with appropriate examples.
7. Discuss the customer value hierarchy of a service product with suitable examples.
8. Explain the flower of service with appropriate examples.
9. Discuss the steps in the development of a new service.
10. Discuss the importance of price in services.
11. Price is often used by the buyers in making pre purchase quality assessments. Explain.

12. “service marketer often use price as a tool to manage demand”. Discuss on the statement.
13. Discuss the various approaches in pricing of services.
14. Branding is the process of creating monopoly in the customers mind by knocking rival brands out of the evoked set. Explain.
15. Explain the importance of brand-based cues in different categories of services.
16. Explain the brand diversity in goods and services with suitable examples.
17. Professional service providers are now more open to use promotion activities to boost business. Explain.
18. Explain the importance of communication in services.
19. “Simply transplanting the successful goods communication strategies to promote services may not be a good idea”. Discuss on the statement.
20. Explain the stages involved in developing an effective service communication.
21. Define service marketing communication mix with suitable examples.
22. “A dissatisfied customer who is left with unmet expectations can be in a state of dissonance and may resort to negative word of mouth publicity”. Discuss on the statement.
23. Discuss the issues in service promotion with suitable examples.
24. Discuss the guidelines for effective promotion with appropriate examples.
25. Linking production with distribution makes services distribution more complex than goods. Discuss.
26. Explain the types of channels for service distribution with suitable examples.
27. Select a service innovation, which has just entered or is soon likely to be introduced in the Indian market. And plan an appropriate pricing and distribution strategy for the new service.
1. In many services, customer takes an active role in the service creation process. Explain.
2. “Services are essentially processes by which are marketed”. Discuss on the statement.
3. Service delivery is the outcome of service process. Explain with suitable examples.
4. Explain the service delivery process with suitable examples.
5. “Delivery at the front end is an outcome of a complex process that happens hidden from the customer”. Discuss on the statement with appropriate examples.
6. Explain the vertical mapping process with suitable examples.
7. Discuss the horizontal mapping process with appropriate examples.
8. Explain the system blue print with suitable examples.
9. Discuss the benefits of service blue printing.
10. Interdependencies between various work centres can be brought to the front with the help of blueprinting. Explain with suitable examples.
11. Explain the importance of people in services.
12. “The personnel are the carriers of organizational realities”. Discuss on the statement.
13. Discuss the various dimensions in service encounter.
14. The manner in which service is created influences the perception of value. Explain.
15. Explain the types of service encounters with suitable examples.
16. Explain the types of service personnel with appropriate examples.
17. Discuss the role of frontline and back room personnel in the service system.
18. The human dimension in a service business needs to be managed purposefully to extract the right kind of performance that fits with the service positioning. Discuss.
19. “The route to external satisfaction lies in internal satisfaction”. Discuss on the statement.
20. Explain the cycle of mediocrity with suitable examples.
21. Discuss the cycle of success with appropriate example.
22. Explain the cycle of failure with suitable examples.
23. Physical evidence as potential carrier of meaning. Explain with suitable examples.
24. Explain the various types of physical evidence with appropriate examples.
25. “Design and management of servicescapes must attend to the needs of both the employees and customers”. Discuss on the statement.
26. Physical characteristics of the service environment is more important to service experience. Explain.
27. The possibilities to build relationships are greater in services than goods. Discuss.
28. “The performance of frontline staff can make or break the service firm”. Discuss on the

statement.
29. Discuss the key differences between relationship marketing and transaction marketing.
30. “Targeting customers for relationship building is not the same as targeting in general”. Discuss on the statement.
31. Discuss the tools and strategies for developing customer relationships.
32. Discuss the strategies to build customer retention with suitable examples.
33. Explain the wheel of loyalty with suitable examples.
34. Discuss the holistic view of service quality with suitable examples.
35. Explain the SERVQUAL model.
36. Discuss the gaps model of service quality.
37. Explain the various dimensions of service quality.
1. Explain the importance of tourism marketing.
2. Discuss the various initiatives for promoting tourism in India.
3. The financial sector in India is predominantly a banking sector. Discuss.
4. Discuss the various communication services in India.
5. Illustrate the challenges faced by services marketing companies at the time of COVID19.
6. Discuss the impact of COVID19 on Indian Services Industry.
7. Analyze the recent developments in services marketing.
8. “Information technology will be the driving platform for service industries.” Critically evaluate this statement.

MACFAST
Department of Management Studies
Third Semester MBA Question Bank
Operations Specialisations

SUPPLY CHAIN MANAGEMENT

PART A

1. Define SCM . What are its objectives
2. Differentiate between push and pull view
3. What is the bullwhip effect?
4. How can a Supply chain be responsive?
5. Differentiate between logistic drivers and cross functional drivers
6. What is procurement? Why is it important
7. What is global sourcing? What are its advantages?
8. Write note on the major parameters of vendor rating
9. What are the barriers of global sourcing
10. Define the term vendor rating
11. State the criteria for effective vendor management
12. What are the advantages of rating vendors?
13. Differentiate between global sourcing and strategic sourcing.
14. Differentiate between traditional sourcing and strategic sourcing
15. Define outsourcing
16. What are the advantages of outsourcing?
17. Define contract management.
18. Why is Kraljic's model considered as an effective contract management tool ?
19. Define E- Procurement
20. Define production function
21. What is the theory of production?
22. State the features of production function
23. Define logistics
24. What is the scope of logistics?
25. Differentiate between 3PL and 4PL
26. Define reverse logistics
27. What is global logistics?
28. What are the factors that encourage global logistics?
29. Define warehouse. What is its primary function?
30. What you mean by distribution in SCM?
33. Plot the graph which shows the relationship between Inventory cost and number of facilities?
34. Plot the graph which shows the relationship between Transportation cost and number of facilities?
35. Plot the graph which shows the relationship between facility cost and number of facilities?
36. Define inbound transportation.
37. What is outbound transportation?
38. Which are the two key decisions have to be taken while designing a distribution network?
39. Mention the name of possible distribution network design?
40. What is product flow in distribution design?
41. What is Information flow in distribution design?
42. What is E Business?
43. What is order visibility in E Business?
44. What is Product portfolio?
45. What is Global Supply chain?
46. What is off shoring?
47. What is risk management?
48. Differentiate between marginal revenue and average revenue.
49. What is marginal cost?
50. What is average total cost?
51. What is average variable cost?
52. What is average cost?
53. State the difference between industry and firm?
54. What you mean by perfect Competition?
55. What is virtual supply chain?
56. Define green logistics
57. Differentiate between lean and agile SC.
58. When is supply chain considered as 'closed loop'?
59. Which are the cost factors that influence the distribution network?
60. Plot the graph which shows the relationship

31. Mention the two dimensions that are used to measure the performance of distribution network? 32. Which are the service factors that influence the distribution network?	between services and number of facilities?

PART B & C

1. Write note on the concept of supply, supply Chain and supply chain management
2. Write a note on the growth of SCM
3. What are the major causes of Bull whip in SCM ? How can it be avoided?
4. Enumerate the drivers of SCM. also explain their significance
5. 'Value chain of SCM helps in creating a competitive advantage for the firm. Justify the statement
1. How does an organisation plan for performing effective procurement
2. Write short note on supplier selection strategies. What are the different types of suppliers
3. Write a note on E Procurement.
4. "The supplier selection process deploys tremendous amount of firm's financial resources and hence should be done with utmost care'. Comment why supplier selection is important. Also Suggest the methods for effective selection
5. What is outsourcing? What are the major reasons for outsourcing?
6. Write note on the risk involved in outsourcing.
7. Write note on the tools used for effective contract management.
8. Compare and contrast traditional and E Procurement process
9. How do logistics help in creating value?
10. Write note on various types of logistics partnership.
11. What is 3PL? What are its advantages and disadvantages?
12. What is 4PL? How is it different from 3PL and 5PL?
6. Write short note on the scope of reverse logistics.
7. What are the major drivers of reverse logistics?
8. State the advantages of Global Logistics operations
9. Write note on principles of warehouse design
10. What are the different types of warehouses?
1. Explain the role of risk management in supply Chain management?
2. Explain the role of distribution in supply chain?
3. Explain the inbound and outbound transportation cost with the support of curve showing the relationship between transportation cost and number of facilities?
4. With the support of graph explain the terms total cost and response time in distribution network?
5. Analyze the difference between product flow and information flow in distribution design?
6. Examine how a Manufacturer executes storage/ warehousing within a direct shipping network?
7. Explain Manufacturer storage with direct shipping and in-transit merge?
8. Explain Distributor storage with package carrier delivery?
9. Explain Distributor storage with last mile delivery?
10. Explain Manufacturer or distributor storage with consumer pickup?
11. Explain Retail storage with consumer pickup?
12. Explain the role of transportation and information in E business?
13. Explain the impact of Globalization on supply chain networks?
14. Mention the possible risk factors on Global supply chain network?
15. Explain the impact of off shoring on Global supply chain network?
16. With graph explain the equilibrium of Industry and a firm?
17. Explain the conditions for the equilibrium of a firm?

18. What is shut down point of a firm with respect to competitive market?
19. What is an agile supply chain? State its characteristics.
20. State the factors to be considered for constructing lean supply chain
21. Write note on Omni channel supply chain. What is its impact of Omni channel on Supply chain.
22. What is closed loop supply chain? What are types of returns that occur in closed loop SC ?
23. 'Green logistics describes all attempts to measure and minimize the ecological impact of logistics activities'. Comment
24. What is full postponement strategy?
25. Wwhat are the different types of postponement strategies in supply chain?

1. 'Supply Chain is the value chain in practice". Explain
2. ' Supply Chain management is a road map to success for a business" Comment on the Statement
3. "The effective use of SC drivers will help the companies to achieve balance between efficiency and responsiveness." In the light of the statement elucidate the drivers of SCM with suitable examples. Also suggest their contribution in creating efficiency and responsiveness.
4. Explain the functions of SCM

1. 'Vendor Management ensures that the organization obtains the best value from external providers of products and services'. Elucidate the stages of vendor management. Also explain the concept of Vendor rating
2. 'Global sourcing aims to exploit global efficiencies' justify the statement.
3. Assume that you are the operations manager of ABC Company and you have the responsibility of formulating a successful end-to-end procurement. How do you plan and execute effective negotiation strategy for the contract.
4. Discuss the various types of E Markets prevailing. Also explain the E Procurement tools used in the market
5. What is E Procurement? Suggest and analyse the framework that can be used for matching E Procurement strategies.

5. Decisions on transportation modes are crucial to Organization'. Explain. Also discuss the different design options available for transportation networks.
6. Elucidate various options available for transportation network.
7. Elucidate the principles to be followed in designing effective warehouse
8. What are the major considerations in warehouse decision? Explain.

1. Explain the various design options for distribution network using appropriate figures.
2. Explain in detail about the cost and service factors which affect a distribution network.
3. What is E business? Explain in detail the customer service elements which affects the E business?
4. Analyse various categories of risks associated with Global Supply Chain. Suggest few methods for avoiding the same.
5. Explain Normal profit, super normal profit and loss of a firm in a competitive market using curves?
6. 1 Elucidate the concept of cradle to cradle supply chain with a suitable example.
7. 2. Explain in detail, the postponement strategies in supply chain
8. 3. 'Technology has led the way, enabling supply chain to become faster and more efficient'. Justify the statement

TOTAL QUALITY MANAGEMENT

PART A

1. Define quality.
2. What is Total Quality Management?
3. Give the basic concepts of TQM.
4. What is Customer Satisfaction?
5. What is meant by Employee Participation?
6. What is a Quality Circle?
7. Name the seven tools of quality.
8. What is the use of control chart?
9. What is chance cause of variation?
10. What is assignable cause of variation?
11. Define variables and attributes in quality control?
12. Name the new seven management tools.
13. Define benchmarking.
14. What is the reason behind benchmarking?
15. What is QFD?
16. Define FMEA.
17. What are the objectives of TPM?
18. What is total preventive maintenance?
19. Define Six Sigma?
20. Explain the key concepts of six sigma
21. What are the key analytical tools for six sigma?
22. What are the issues to be considered while selecting a project for six sigma?
23. Define Green belt in sex sigma?
24. Define black belt in Six sigma?
25. Define master black belt in six sigma
26. Define six sigma rating
27. Define champions in six sigma
28. What is Voice of the Customer method?
29. What is the European Quality Award
30. What is Rajiv Gandhi National Quality Award?
31. What are the draw backs of the Malcolm Baldrige Quality award?
32. Briefly outline what is ISO 9001 is?
33. What is the purpose of quality audit?
34. Who is a quality auditor?

PART B & C

1. Explain the dimensions of quality.
2. What are the elements of TQM?
3. Describe the three stages of Juran's Trilogy.
4. What are the six basic concepts that a TQM program requires?
5. What are the famous 6 Cs of Crosby?
6. Explain stages of PDCA cycle.
7. Describe the function of self-managing teams.
1. Describe control charts.
2. Explain Pareto Analysis.
3. Describe Scatter Diagram.
4. Explain the use of flow charts.
5. Explain affinity diagram.
6. What is process decision program chart?
7. Describe Tree Diagram
1. Explain the steps of benchmarking.
2. What are the types of benchmarking?
3. What are the benefits of QFD?
4. Explain the parts of House of Quality?
5. Describe the stages of FMEA.

6. Describe fundamental elements of TPM.
7. Describe Taguchi Quality Loss Function.

1. What are the do's and dont's for making six sigma effective?
2. What are the advantages of six sigma?
3. Explain the functions and responsibilities of a champion?
4. Briefly outline the six sigma DMAIC process
5. Briefly explain SIPOC concept in six sigma
6. Explain the origin of Six sigma

1. Explain ISO 14000
2. What are the Deming Prize award Criretia
3. What are the guidelines to be followed in quality audit?
4. Explain the different types of quality audit?

1. In what ways are the preventive maintenance absolutely necessary in JIT/Kanban/Pull manufacturing as opposed to Push manufacturing?
2. How do Pareto Analysis be used effectively as a diagnostic tool in quality improvement?
3. Give examples of control chart patterns that would lead you to conclude that control action may be warranted.
4. Select a convenient operation and identify its sources of variation. Describe how each source can result in variability of output quality.
5. Describe a TQM program for the following:
    a. Bank
    b. Hospital
    c. University
6. Discuss quality management in services. What factors make quality management more difficult in services than in manufacturing?
7. What is the relevance of quality in today's competitive scenario? Was it any different during the 1970s and 1980s?
8. Compare the teachings of Deming and Juran, and make a critical report. Where they advocating the same idea?
9. For each of the product/service define quality from the customer's perspective.
    a. A laptop computer
    b. A weekend holiday in a beach resort
    c. A motorbike
    d. A daycare centre
10. What is meant by the term 'Total' in TQM? Explain.
11. Explain the roles and responsibilities of different people in Six sigma?
12. Why six sigma succeeding where TQM failed?
13. How six sigma in service sector works. Explain with examples
14. Explain the cost of quality in six sigma
15. What are the guidelines to be followed in quality audits?
16. Compare and contrast the Deming Prize and the Malcolm Baldrige National Quality Award

MACFAST Igniting wisdom since 2001	MACFAST Department of Management Studies **Third Semester MBA Question Bank** **Information System Specialisation**

E BUSINESS

PART A

1. Define E Business
2. List out any two factors which will affect E Business
3. Cite the meaning of information services in E Business
4. Define Virtual Enterprise
5. List out any three features of Electronic Business
6. What is shopping services in E Business?
7. Define E tailing
8. What is Peer to Peer business model?
9. Define Value Proposition
10. Define Competitive Advantage
11. What is GIG Economy?
12. Define B2C model
13. List out any two online payment mechanisms
14. What is Electronic Data Interchange (EDI)?
15. Define Payment Protocol
16. What is Application Service Providers of Payment (ASPs)?
17. Define Credit Card
18. What is online retailing?
19. Define online publishing
20. List out any two challenges of online retailing
21. What is online transaction security?
22. Define Web security
23. Define Cyber Crime
24. What is Identity theft?
25. Define Email Spoofing

What is Cyber law?

PART B & C

1. State the history of E Business
2. Explain the concept of Virtual Enterprise in detail.
3. Explain the challenges of E Business
4. Relate the Economic Influence of E Business
5. Summarize the overview of E Business
6. Interpret the advantages and dis advantages of E Business
7. Evaluate the economic influence of e-business in the current pandemic situation
8. Compare and contrast C2C and B2B model
9. Explain the concept of Sharing economy
10. List out different E commerce business models
11. Summarize how E Business helps organizational development?
12. Describe M-Commerce Business models
13. Evaluate different revenue models in E Business
14. Explain Payment Gateway

15. Explain Stored Value and Accumulating balance in online payment
16. Compare and contrast cash cards and online check
17. Outline the modes of E - Payment
18. Explain the working of online Credit Card
19. Describe the challenges of Online Payment
20. Explain about online retailing by quoting some real business examples
21. Describe the advantages of Online Publishing
22. Explain about On-line Mercantile models from Customer Perspective
23. Evaluate On-line retail industry dynamics during the current pandemic condition
24. How Firewall will be helpful to protect an organization's IT resources?
25. Explain about IT Act
26. Explain Indian Convergence Bill
27. Explain about Attribution Modeling
28. Explain Public Key Infrastructure (PKI)
29. Examine Hype Cycle in detail.
30. Critically evaluate the current E commerce Industry in India

CLOUD COMPUTING

PART A

1. Explain cloud computing
2. Mention the layers of cloud computing
3. Define rapid elasticity
4. Mention the major difference between grid computing and cloud computing
5. What are the benefits of using a cloud model?
6. What is virtualization?
7. What is resource pooling?
8. What is the basis for pay-per-use cloud computing?
9. Why is cloud computing needed?
10. "Cloud Computing is a service". Explain
11. What is private cloud?
12. Mention the characteristics of private cloud
13. What are the advantages and disadvantages of outsourced private cloud?
14. What is community cloud?
15. Analyze the cloud deployment models based on security
27. Distinguish between to-do and tu-du list
28. "In the new world of cloud computing, the best way is with a web-based application". Justify
29. How cloud computing is helpful for the corporate?
30. List some examples of online collaborative tools
31. What is data privacy? Mention the main challenge in it
32. Discuss on the future of privacy in the cloud
33. Mention some of the complex data security challenges in cloud
34. Explain Open Cloud Consortium
35. What is Open Virtualization Format?
36. Explain Open Authentication
37. Discuss widgets
38. What is OpenID?
39. Discuss XMPP
40. Recall Session Initiation Protocol for Instant Messaging and Presence Leveraging Extensions (SIMPLE)

16. How do laws of different countries affect the public cloud model?
17. Public cloud is less secure. Justify.
18. What is outsourced community cloud?
19. What are the advantages of using the community cloud?
20. What are the key characteristics of SaaS?
21. How cloud reaches everyone?
22. How scheduling programs become easy using cloud?
23. List the impact of cloud in group projects.
24. How a collaborated report is created using cloud?
25. Explain To-Do Lists
26. How cloud computing impact business?
41. Mention the service characteristics of Amazon EC2
42. Write the advantages of the Virtual Office
43. Explain virtual organization
44. Mention the features for web conferencing services
45. Briefly explain Gmail
46. Explain AOL Instant Messenger
47. Write short note on Google Talk
48. Write about Google's blog-hosting community
49. Discuss groupware
50. Write about web mail service.

PART B & C

1. Discuss on the emergence of cloud computing
2. Elaborate cloud-based service offerings
3. What are the legal issues when using cloud models?
4. Summarize the hardware evolution
5. Explain internet software evolution
6. Mention the advantages of CaaS
7. Describe a real-life example to illustrate the concepts behind cloud computing
8. Enlist and explain the requirements that need to be considered for cloud services
9. Distinguish between the definitions- cloud computing is a service and cloud computing is a platform.
10. Write about cloud ecosystem
1. Elaborate the essential characteristics of cloud computing
2. Discuss the major challenges for the cloud
3. Explain the technical and business benefits of cloud
4. Discuss virtualization in detail
5. Elaborate the web services on cloud
6. "CaaS is an outsourced enterprise communication solution". Summarize
7. Is it true that all essential characteristic features of the cloud are necessary to completely describe it?
8. Write a brief note on the merits and demerits of cloud computing.
9. Discuss the evolution of cloud computing
10. Discuss the architecture of cloud computing
1. List the most suitable conditions and environment where private cloud model can be used
2. Explain the issues associated with private cloud
3. List the issues specific to outsourced private cloud
4. Elaborate the characteristics of community cloud

5. Compare and contrast public and private clouds
6. Differentiate community cloud and hybrid cloud based on their properties
7. What are the characteristics of hybrid cloud?
8. What is SLA? Are SLAs different for each type of cloud deployment?
9. Explain IaaS. List the benefits and issues
10. Discuss CRM in cloud computing
1. Discuss in detail the different cloud delivery models
2. Describe the four different types of deployment models
3. Explain private cloud in detail
4. Elaborate hybrid cloud
5. Describe PaaS
6. Discuss on cloud service development tools
7. Explain online planning and task management in cloud computing
8. Discuss any two applications in cloud computing
9. Write about storing and file sharing on cloud
10. Describe IaaS
1. How cloud reduces the communication barriers?
2. Why email communication is centralized? How it is possible?
3. How contacts are managed efficiently using cloud computing?
4. Discuss on collaborating contact lists
5. "One of the key components of any community collaboration is communication". How is cloud computing useful in this area?
6. Discuss on cloud computing for the corporate.
7. Explain online collaborative tools with examples
8. Mention the use of ta-da list
9. Is online collaboration a benefit of cloud?
10. Distinguish between To-Do, Tu-Du and Ta-Da lists
1. Discuss the importance of cloud computing in managing schedules
2. How cloud computing is beneficial to the corporation
3. "Online collaboration is one of the chief benefits of cloud". Justify
4. Discuss on online collaboration tools for projects
5. "Cloud computing is important for business". Justify
6. Discuss how cloud computing is used for online community development
7. Discuss the impact of cloud computing on business
8. "Managing projects has become easier with the use of a web-based project management application". Explain
9. If you spend your company's money, you have to account for it. The paper or electronic report must then go its way through your company's various levels of approval: your boss, the accounting department, the HR department, and who knows how many more people before the accounting folks finally cut you a check. Analyze how cloud computing will be useful in such a situation.
10. Explain how cloud computing is helpful in budgeting process
1. Explain privacy risks and the cloud
2. Mention the basics for protecting data privacy
3. Describe encryption
4. What are the issues to be addressed in data security?

5. Mention the privacy challenges for cloud computing
6. What is Simple Message Transfer Protocol?
7. Explain HTTP
8. Explain Simple Object Access Protocol. Distinguish between SOAP and HTTP
9. Discuss on REpresentational State Transfer (REST)
10. What is LAMP?

1. Discuss on privacy and its relation to cloud-based information system
2. Explain cloud security challenges
3. Discuss about data security
4. Discuss the application standards that are commonly used across the Internet in browsers for transferring data, sending messages, and securing data
5. Elaborate on standards of security
6. Explain Security Assertion Markup Language
7. Describe some of the applications that are proving beneficial to end users
8. Discuss on end-user access to the cloud computing
9. Explain SMTP in detail
10. "Cloud computing has significant implications for the privacy of personal information as well as for the confidentiality of business and governmental information". Explain

1. Explain virtual office
2. Mention the disadvantages of virtual office
3. Discussion on evaluating blogs for collaboration
4. Explain about wiki – a method for collaboration
5. Is cloud computing necessary for group collaboration?
6. Discuss any two groupware applications
7. Briefly explain any two web conferencing services
8. Write in detail about web mail services
9. Discuss Amazon EC2
10. Explain any two web conference tools

1. Discuss Amazon's Elastic Cloud
2. Discuss Office Automation (OA) model
3. Explain the different applications for office automation
4. Elaborate on web-based communication tools
5. Explain in detail web conference tools
6. Discuss social networks and groupware
7. Explain in detail two google apps for business
8. Discuss on evaluating wikis for collaboration
9. "Emergence of cloud networks has helped spur the popularity of collaborative software for conferencing and workgroup support". Justify
10. Explain groupware. Mention the importance of using groupware. List out the advantages and disadvantages.

Environment Management MCQ-1 (Jwala)

* Required

1. Email *

2. Name of the student *

3. The study of interaction between the living species and the environment is called * 1 point

Mark only one oval.

- biology
- antology
- ecology
- zoology

4. The interdependence of the living organisms among themselves and with the environment is called * 1 point

Mark only one oval.

- ecology
- ecosystem
- biology
- antology

5. Ecosystem consist * 1 point

Mark only one oval.

- biotic components
- only abiotic components
- both biotic and abiotic components
- None of the above

6. The sequence of organism which feed on one another for their survival is known as * 1 point

Mark only one oval.

- passage of nutrients from one organism to another
- food chain
- trophic level
- biodiversity

7. The importance of ecosystem lies in * 1 point

Mark only one oval.

- (a) transfer of food
- (b) flow of energy
- (c) cycling of materials
- (d) All the above

8. The main source of energy in an ecosystem is * 1 point

Mark only one oval.

- sugar stored in plants
- Solar energy
- heat released during transpiration
- heat released during fermentation

9. A food chain consist of * 1 point

Mark only one oval.

- Producers, consumers, decomposers
- Producers, carnivores, decomposers
- Primary producer , herbivores, carnivores
- producers , primary consumers, carnivores

10. Biosphere is made up of * 1 point

Mark only one oval.

- atmosphere and lithosphere
- hydrosphere and atmosphere
- lithosphere and hydrosphere
- lithosphere, hydrosphere and atmosphere

11. The conservation of environment requires * 1 point

Mark only one oval.

- maintenance of biodiversity
- maintenance of gaseous and material cycles
- maintenance of ecological order and natural balance
- all of these

12. Forest is responsible for * 1 point

Mark only one oval.

- watershed protection
- land erosion control
- providing economic and environmental benefits
- All of the above

13. The main purpose of dam construction * 1 point

Mark only one oval.

- irrigation
- flood control
- hydro electricity
- provide water to inudstry

14. The main causes of deforestation are * 1 point

Mark only one oval.

- overgrazing and agriculture
- Industry and other development projects
- timber extraction
- all of the above

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TQM-MCQ

TQM- SURPRISE TEST -1 (MODULE 4)

* Required

1. Email *

2. Name of the Student *

3. Who is the father of Six Sigma * 1 point

Mark only one oval.

- Jack Welch
- Walter Shewhart
- Bill Smith
- None of the above

4. Six Sigma was developed at which company? * 1 point

Mark only one oval.

- Motorola
- General Electrics
- Ford Motor Company
- Boeing

5. DPMO stands for * 1 point

Mark only one oval.

- Demand per million opportunities
- Defects per million opportunities
- Demand per million operations
- None of the above

6. In which year Motorola officially launched six sigma * 1 point

Mark only one oval.

- 1980
- 1970
- 1987
- None of the above

7. In six sigma . the rate of the defects in a process should not exceed beyond the rate _____ * 1 point

Mark only one oval.

- 3.1 million opportunities
- 3.2 million opportunities
- 3.3 million opportunities
- 3.4 million opportunities

8. The aim of Six Sigma initiative is to * 1 point

Mark only one oval.

- A) reduce cost
- B) improve quality
- both (A) and (B)
- none of the above

9. What is the percentage accuracy in the six sigma process? * 1 point

Mark only one oval.

- 99.8%
- 99.1%
- 99.05%
- 99.99966%

10. Which of the following is not a six sigma belt level ranking? * 1 point

Mark only one oval.

- Master Black belt
- Green Belt
- Pink Belt
- Black Belt

11. Which of the following is not an advantage of using Six Sigma? * 1 point

Mark only one oval.

- Process improvement
- Product improvement
- Defect reduction
- A decrease in customer satisfaction

12. DPMO of 5 sigma * 1 point

Mark only one oval.

- 233
- 333
- 433
- 633

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MCQ on Module-3

You can practice it as many times as you want.Happy learning

* Required

1. Email *

2. Name *

3. The term _____ means assigning numbers to the characteristics/ properties of certain objects. * 1 point

Mark only one oval.

- Measurement
- Scaling
- Likert Scale

4. _____involves creating a continuum on which measurements on objects are located. * 1 point

Mark only one oval.

- Measurement
- Scaling
- Likert Scale

5. Which Scale is also known as categorical scale * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

6. A _____ is one that allows the researcher assign subjects to certain categories or groups * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

7. The Scale used with respect to the variable of gender, respondents can be grouped into two categories– male and female. * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

8. An _____ not only categorizes the variables in such a way as to denote differences among the various categories, it also rank-orders the categories in some meaningful way. * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

9. The _____ ranks objects or individuals from one largest to smallest * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

10. Likert Scale is an example of * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

11. The _____ taps the differences, the order, and the equality of the magnitude of the differences in the variable. * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

12. Which is the most powerful of the four scales * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

13. Which scale is used to measure the following How many retail outlets do you operate? * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

14. A scale that has an absolute zero origin, and hence indicates not only the magnitude, but also the proportion, of the differences. * 1 point

Mark only one oval.

- Nomianl Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale

15. The _____ is used to elicit a Yes or No answer * 1 point

Mark only one oval.

- LIkert Scale
- Dichotomous scale
- Semantic differential Scale
- Fixed or constant sum scale

16. The_____ is designed to examine how strongly subjects agree or disagree with statements on a five-point scale * 1 point

Mark only one oval.

- LIkert Scale
- Dichotomous scale
- Semantic differential Scale
- Fixed or constant sum scale

17. A seven-point scale with bipolar attributes indicated at its extremes. * 1 point

Mark only one oval.

- LIkert Scale
- Dichotomous scale
- Semantic differential Scale
- Fixed or constant sum scale

18. _____ is a test of how consistently a measuring instrument measures whatever concept it is measuring. * 1 point

Mark only one oval.

- Reliability
- Validity

19. Cronbach's alpha is used to test * 1 point

Mark only one oval.

- Reliability
- Validity

20. The ability of an instrument in measuring the specific property which it intends to measure. * 1 point

Mark only one oval.

- Reliability
- Validity

21. _____ensures that the measure includes an adequate and representative set of items that tap the concept. * 1 point

Mark only one oval.

- Content validity
- Criterion-related validity
- Construct validity

22. _____ is established when the measure differentiates individuals on a criterion it is expected to predict. * 1 point

Mark only one oval.

- Content validity
- Criterion-related validity
- Construct validity

23. _____ testifies to how well the results obtained from the use of the measure fit the theories around which the test was designed. * 1 point

Mark only one oval.

- Content validity
- Criterion-related validity
- Construct validity

24. _____ is established when the scores obtained by two different instruments measuring the same concept, or by measuring the concept by two different methods,are highly correlated. * 1 point

Mark only one oval.

- Content validity
- Criterion-related validity
- Construct validity
- Convergent Validity

25. _____refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. * 1 point

Mark only one oval.

- Sample
- Sample frame
- Population
- Sample Size

26. The _____ is the specific group of individuals that the researcher will collect data from. * 1 point

Mark only one oval.

- Sample
- Sample frame
- Population
- Sample Size

27. A complete enumeration of all items in the population is known as * 1 point

Mark only one oval.

- Sample
- Sample frame
- Population
- Census

28. The list of elements from which the sample is actually drawn * 1 point

Mark only one oval.

- Sample
- Sample frame
- Population
- Sample Size

29. The number of items to be selected from the universe to constitute a sample. * 1 point

Mark only one oval.

- Sample frame
- Population
- Sample Size

30. A definite plan for obtaining a sample from a given population. * 1 point

Mark only one oval.

- Research Design
- Sampling Technique
- Scaling
- Data Collection Technique

31. The sampling design in which the elements of the population have some known chance or probability of being selected as sample subjects. * 1 point

Mark only one oval.

- Probablity Sampling
- Non-Probablity Sampling

32. Selection of sample purposively by the researcher not giving equal chance to every element. * 1 point

Mark only one oval.

- Probablity Sampling
- Non-Probablity Sampling

33. A probability sampling design in which every single element in the population has a known and equal chance of being selected as a subject. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling

34. A probability sampling design that involves choosing every nth element in the population for the sample. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling

35. A probability sampling design that first divides the population into meaningful, non-overlapping subsets, and then randomly chooses the subjects from each subset. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling

36. A probability sampling design in which the sample comprises groups or chunks of elements with intragroup heterogeneity and inter group homogeneity. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling

37. A non probability sampling design in which information or data for the research are gathered from members of the population conveniently accessible to the researcher. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling
- Conveninece Sampling

38. A non-probability sampling technique used when it is difficult to locate the subjects/ respondents. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling
- Conveninece Sampling
- Snowball sampling

39. A purposive, nonprobability sampling design in which the sample subject is chosen on the basis of the individual's ability to provide the type of special information needed by the researcher. * 1 point

Mark only one oval.

- Simple Random Sampling
- Systematic sampling
- Stratified random sampling
- Cluster Sampling
- Conveninece Sampling
- Snowball sampling
- Judgement Sampling

40. A form of purposive sampling in which a predetermined proportion of people from different subgroups is sampled. * 1 point

Mark only one oval.

- Systematic sampling
- Stratified random sampling
- Cluster Sampling
- Conveninece Sampling
- Judgement Sampling
- Quota Sampling

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MCQ on Module-1

This is a graded Assignment. The marks will be considered during the calculation of internal Marks. Expecting a high ethical standard from your side (no need of copying or passing the answers. consider it for your own betterment)

* Required

1. Email *

2. Set of beliefs about a group that is applied universally to all members of that group * 1 point

Mark only one oval.

- Prejudice
- Ethnocentrism
- Stereotyping

3. A philosophy of management that is driven by the constant attainment of customer satisfaction through continuous improvement of all organizational process * 1 point

Mark only one oval.

- Business Process Re-engineering
- Total Quality Management(TQM)
- Six Sigma
- Lean Management

4. When the organization uses fewer employees to produce greater volumes / when they reduce the number of workforce its known as * 1 point

Mark only one oval.

- Outsourcing
- Downsizing

5. The process of hiring outside firms to perform the non core activities of the business. * 1 point

Mark only one oval.

- Outsourcing
- Downsizing

6. _____ refers to a system of moral principles-a sense of right or wrong, the goodness of badness of actions and the motives and consequences of actions. * 1 point

Mark only one oval.

- Attitude
- Ethics
- Culture

7. _____ is a Situation in which an individual is required to define right and wrong conduct. * 1 point

Mark only one oval.

- Intuition
- Decision making
- Ethical Dilemma

8. _____ Refers to the disclosure by a former or current employee of any illegal, immoral, or illegitimate practices involving its employees * 1 point

Mark only one oval.

- Reporting
- Whistle blowing
- Noticing

9. _____development meets the needs of the present without compromising the ability of future generations to meet their own needs or A company's ability to achieve its business goals and increase long-term shareholder value by integrating economic, environmental, and social opportunities into its business strategies * 1 point

Mark only one oval.

- Sustainable
- Green
- Carbon free

10. _____Describes choices that are logical and consistent and maximize value * 1 point

Mark only one oval.

- Bounded Rationality
- Rationality
- Intutive desion making
- Evidence based decision making

11. Decision making that's rational, but limited by an individual's ability to process information * 1 point

Mark only one oval.

- Bounded Rationality
- Rationality
- Intutive desion making
- Evidence based decision making

12. Making decisions on the basis of experience, feelings, and accumulated judgment * 1 point

Mark only one oval.

- Bounded Rationality
- Rationality
- Intutive desion making
- Evidence based decision making

13. The systematic use of the best available evidence to improve management practice * 1 point

Mark only one oval.

- Bounded Rationality
- Rationality
- Intutive desion making
- Evidence based decision making

14. Straightforward, familiar, and easily defined problems are * 1 point

Mark only one oval.

- Structured Problems
- Unstructured Problems

15. Problems that are new or unusual and for which information is ambiguous or incomplete * 1 point

Mark only one oval.

- Structured Problems
- Unstructured Problems

16. A repetitive decision that can be handled by a routine approach * 1 point

Mark only one oval.

- Non-Programmed decision
- Programmed decision

17. Unique and nonrecurring decisions that require a custom-made solution * 1 point

Mark only one oval.

- Non-Programmed decision
- Programmed decision

18. Decisions made at the top level of the organisation , and generally determine the organisations overall direction * 1 point

Mark only one oval.

- Tactical Decisions
- Strategic Decisions
- Operational Decisions

19. Day-to-day decisions made by the lower level managers to ensure targets are met and business is running smoothly * 1 point

Mark only one oval.

- Tactical Decisions
- Strategic Decisions
- Operational Decisions

20. Decisions that are taken by the mid-level managers to achieve goals and objectives set by the superiors * 1 point

Mark only one oval.

- Tactical Decisions
- Strategic Decisions
- Operational Decisions

21. A situation in which a manager can make accurate decisions because all outcomes are known * 1 point

Mark only one oval.

- Risk
- Certainty
- Uncertainty

22. A situation in which the decision maker is able to estimate the likelihood of certain outcomes * 1 point

Mark only one oval.

- Risk
- Certainty
- Uncertainty

23. A situation in which a decision maker has neither certainty nor reasonable probability estimates available * 1 point

Mark only one oval.

- Risk
- Certainty
- Uncertainty

24. The vast amount of quantifiable information that can be analysed by highly sophisticated data processing is known as * 1 point

Mark only one oval.

- Business Analytics
- Big Data
- Database

25. Managerial control will be high and the possibility of failure will be low when decision making condition is * 1 point

Mark only one oval.

- Uncertain
- Risk
- Certain

26. Managerial control will be low and the possibility of failure will be more when decision making condition is * 1 point

Mark only one oval.

- Uncertain
- Risk
- Certain

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IT in our Daily Life - Quiz

My Dear Students,

Greetings!

The questions in this quiz are purely based on the topics which we have discussed in our classes. There are 20 multiple choice questions. Each question carries 2 Marks. Read the questions carefully and answer. I am sure that you will be ethical while participating in this quiz. Best Wishes!! :)

The respondent's email (**null**) was recorded on submission of this form.

* Required

1. Email *

2. Which Feature in MS Word will help us to send same message to multiple recipients? * 2 points

Mark only one oval.

- Mail Merge
- References
- Merge Tags
- Database

3. To Insert Citation or Bibliography in MS word, it can be selected by clicking which Tab? * 2 points

Mark only one oval.

- References
- Insert
- Page Layout
- Review

4. Website as reference/citation can be added using MS Word * 2 points

Mark only one oval.

- True
- False

5. In MS Access, by clicking which Tab, a new Table can be created? * 2 points

Mark only one oval.

- Create tab
- Home tab
- Database Tools
- External Data Tab

6. In MS Access, 'Report Wizard' can be accessed by clicking which Tab? * 2 points

Mark only one oval.

- Create tab
- Home tab
- Database Tools
- External Data Tab

7. In MS Access, using which view, the user will be able to see the respective tabular data? * 2 points

Mark only one oval.

- Datasheet View
- Design View
- Tools View
- Data mart View

8. In MS Excel, which function is used to add numbers? * 2 points

Mark only one oval.

- sum()
- add()
- plus()
- addition()

9. If you want to do multiplication using MS Excel, which of the following is correct? * 2 points

Mark only one oval.

- 2#4
- 2X4
- 2*4
- 2%4

10. Which simulation example (using MS Excel) we have discussed in our 'IT in our Daily Life' class? * 2 points

Mark only one oval.

- Flight booking Simulation
- Inventory Management Simulation
- Customer Segmentation Simulation
- Supply Chain Management Simulation

11. Consider the following information while preparing Employee Paybill using MS Excel. Dearness Allowance = 7.5% of basic pay. Cell address of basic pay is C3. Cell address of Dearness Allowance is D3. Which formula is correct? * 2 points

Mark only one oval.

- =C3*0.075
- =C3X0.075
- =D3*0.075
- =D3X0.075

12. MDB is a database file used by _____ * 2 points

Mark only one oval.

- Microsoft Excel
- Microsoft Word
- Microsoft Access
- Microsoft Powerpoint

13. In MS Access, using which view, the user will be able to design a Table? * 2 points

Mark only one oval.

- Datasheet View
- Design View
- Tools View
- Designer View

14. Among the following sample data, which could be defined as a Primary Key for a Student Table created using MS Access? * 2 points

Mark only one oval.

- Student's Mobile Number
- Student Name
- Home Address
- Marks

15. Among the following which is not a Data Type in MS Access * 2 points

Mark only one oval.

- Number
- Text
- AutoNumber
- Marks

16. Consider two tables in MS Access with the names 'Marks' Table and 'Student' Table. 'Marks ID' is the primary key for 'Marks' Table and 'Roll Number' is the primary key for 'Student Table'. How to set Relationships between these two tables? * 2 points

Mark only one oval.

- From Relationships tab, click 'Marks ID' and drag towards 'Student Name'
- From Relationships tab, click 'Marks ID' and drag towards 'Roll Number'
- From Relationships tab, click 'Marks ID' and drag towards 'Address'
- From Relationships tab, click 'Roll Number' and drag towards 'Subject Name'

17. Full form of APA * 2 points

Mark only one oval.

- American Psychological Association
- American Psychological Administration
- American Programming Association
- American Programming Administration

18. In MS Word, Citations can be inserted using which option? * 2 points

Mark only one oval.

- Insert Citation
- Input Citation
- Add Citation
- Enable Citation

19. Mail Merge can also be initiated in MS Word using 'Step by Step Mail Merge Wizard' * 2 points

Mark only one oval.

- True
- False

20. In MS Excel, + operator is used for addition of numbers * 2 points

Mark only one oval.

- True
- False

21. Among the following, which are the options available while you click 'Start Mail Merge' option in MS Word? *((Multiple selection possible, Tick mark which ever is applicable)) * 2 points

Check all that apply.

- [ ] Letters
- [ ] E - Mail Messages
- [ ] Envelops
- [ ] Labels
- [ ] Directory

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Organisation and Need for Management

Reading materials and PPT's required for answering this MCQ's is uploaded in the classroom.
Best wishes.

* Required

1. Email *

2. Someone who coordinates and oversees the work of other people so organizational goals can be accomplished * 2 points

Mark only one oval.

- Employee
- Leader
- Manager

3. Doing things right * 2 points

Mark only one oval.

- Efficency
- Effectiveness

4. Doing the right things is * 2 points

Mark only one oval.

- Efficency
- Effectiveness

5. Which level of management come in to direct contact with the non managerial employees so often? * 2 points

Mark only one oval.

- Top- Level Management
- Middle- Level Management
- Lower- Level Management

6. Which Level of Management is responsible for making organization-wide decisions and establishing the goals and plans that affect the entire organization? * 2 points

Mark only one oval.

- Top- Level Management
- Middle- Level Management
- Lower- Level Management

7. Team Leader is an example for which level of Management? * 2 points

Mark only one oval.

- Top- Level Management
- Middle- Level Management
- Lower- Level Management

8. General Manager is a designation falls under which level of management * 2 points

Mark only one oval.

- Top- Level Management
- Middle- Level Management
- Lower- Level Management

9. Ability to work with people, Ability to lead, motivate and communicate with others * 2 points

Mark only one oval.

- Technical Skills
- Human Skills
- Conceptual Skills

10. Ability to see the big picture, to recognise significant elements in a situation and to understand the relationship among the elements * 2 points

Mark only one oval.

- Technical Skills
- Human Skills
- Conceptual Skills

11. Job-specific knowledge and techniques needed to proficiently perform work tasks * 2 points

Mark only one oval.

- Technical Skills
- Human Skills
- Conceptual Skills

12. The Process of determining what needs to be done, how it will be done and who is to do it comes under which Management function * 2 points

Mark only one oval.

- Planning
- Organising
- Leading
- Controlling

13. The process of Motivating, Leading and any other actions involved in dealing with people is involved in which management Function * 2 points

Mark only one oval.

- Planning
- Organising
- Leading
- Controlling

14. The process of monitoring the activities to ensure that they are accomplished as planned is involved in which management Function * 2 points

Mark only one oval.

- Planning
- Organising
- Leading
- Controlling

15. The Process of setting Goals, establishing strategies, developing plans to coordinate activities is involved in which management Function * 2 points

Mark only one oval.

- Planning
- Organising
- Leading
- Controlling

16. Which are the major roles performed by the managers as per Mintzberg(Check all the correct answers) * 2 points

Check all that apply.

- [ ] Interpersonal
- [ ] Decisional
- [ ] Informational

17. When a manager is taking corrective action during disputes or crisis, resolve conflicts among subordinates, adapt to environmental changes, he is playing the role of a * 2 points

Mark only one oval.

- Disseminator
- Disturbance Handler
- Spokesperson
- Negotiator

18. When a manager is representing organisation before various outside groups such as government officials, suppliers, customers, financial institutions etc, he is playing the role of a * 2 points

Mark only one oval.

- Disseminator
- Disturbance Handler
- Spokesperson
- Negotiator

19. Formal Arrangements of jobs within an organisation is known as * 2 points

Mark only one oval.

- Job Design
- Organisation Structure
- Management
- line organisation

20. _____is one in which a superior exercises authority directly over a subordinate. * 2 points

Mark only one oval.

- Staff Funtion
- Line Function

21. _____ supports the organization with specialized advisory and support functions. * 2 points

Mark only one oval.

- Staff Funtion
- Line Function

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BUSINESS AND ECONOMY

* Required

1. Email *

2. The activities which are performed by human beings for earning livelihood * 2 points

Mark only one oval.

- Economic activities
- Social activities
- Non- Economic activities

3. Production or purchase goods for sale to satisfy the needs of other people to earn profit is known as * 2 points

Mark only one oval.

- Profession
- Employment
- Business

4. Economic activities of human beings in which people work for others and get remuneration in exchange. * 2 points

Mark only one oval.

- Profession
- Employment
- Business

5. Economic activities of human beings which require special skill and knowledge to perform that field activities * 2 points

Mark only one oval.

- Profession
- Employment
- Business

6. The sum total of all individuals, institutions and other forces that are outside the control of a business enterprise is known as * 2 points

Mark only one oval.

- Natural environment
- Business environment
- Management

7. The Factors Influencing Business Environment which are under control of the business * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

8. The Factors Influencing Business Environment which are not under control of the business * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

9. Management Structure is an example of..... * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

10. Economic factor is an example of..... * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

11. Marketing is an example of..... * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

12. Political factor is an example of..... * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

13. Technological factor is an example of..... * 2 points

Mark only one oval.

- Internal Environment
- External Environment
- Local Environment

14. The essential things to fulfill the state of deficiency for our survival. * 2 points

Mark only one oval.

- Wants
- Needs
- Demand

15. Something that a person would like to possess, either immediately or at a later time. * 2 points

Mark only one oval.

- Wants
- Needs
- Demand

16. An area where production, distribution, exchange and consumption take place * 2 points

Mark only one oval.

- Nation
- Economy
- Economics

17. In an economy those who carry out the transformation of resources (factors of production) into goods and services to satisfy human wants are known as * 2 points

Mark only one oval.

- Consumer
- Producer
- Retailer

18. Economics is a branch of social sciences that studies the forces that determines the optimum use of ..... * 2 points

Mark only one oval.

- Money
- Man
- Scarce Resources

19. Human wants and needs are..... * 2 points

Mark only one oval.

- Limited
- Un limited
- Nominal

20. The amount of resources to satisfy the needs and wants are..... * 2 points

Mark only one oval.

- Limited
- Un limited
- Nominal

21. Scarcity will forces people and business to make economic ..... * 2 points

Mark only one oval.

- Choice
- Mismanagement
- Negligence

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Hassle Free Research

The respondent's email (**null**) was recorded on submission of this form.

1. Email *

2. Research is 2 points

Mark only one oval.

- Searching again and again
- Finding solution to any problem
- Working in a scientific way to search for truth of any problem
- None of the above

3. Which of the following is the first step in starting the research process? 2 points

Mark only one oval.

- Searching sources of information to locate problem
- Survey of related literature
- Identification of problem
- Searching for solutions to the problem

4. A research paper is a brief report of research work based on 2 points

Mark only one oval.

- Primary Data only
- Secondary Data only
- Both Primary and Secondary Data
- None of the above

5. Government published data are considered as.....documents 2 points

Mark only one oval.

- Conventional
- Primary
- Secondary
- Tertiary

6. Questionnaire is a 2 points

Mark only one oval.

- Research method
- Measurement technique
- Tool for data collection
- Data analysis technique

7. The blueprint or plan chosen by researcher to find answers to the research question is 2 points

Mark only one oval.

- research process
- research design
- research report
- none of the above

8. The assumption or supposition proposed by the researcher so that it can be tested is termed as 2 points

Mark only one oval.

- hypothesis
- experimental research
- test variable
- none of the above

9. A marketing manager is concerned about reduced sale of FMCG product. He read many reports on consumer behaviour and found that they frequently mentioned about promotional offers as being important in influencing purchase behaviour. The promotional offers in the case is an example for 2 points

Mark only one oval.

- dependent variable
- independent variable
- all the above
- none of the above

10. The second step in research process is 2 points

Mark only one oval.

- define research problem
- formulation of hypothesis
- review of literature
- preparation of research design

11. Place research is used when 2 points

Mark only one oval.

- the company have to do a location analysis
- organisation has to plan with respect to distribution channel
- both the above
- none of the above

12. Collecting, verifying and synthesising the evidence from past is termed as 'Historical Research' 2 points

Mark only one oval.

- True
- False

13. What are the objectives of Assignments? 2 points

Mark only one oval.

- To develop your critical and Analytical skills
- To increase the learning competencies
- To gain Time Management Skills
- all the above

14. which is not a good practices of report writing 2 points

Mark only one oval.

- Follow the Guidelines
- be subjective
- Edit and Re-edit
- Be Authentic

15. Assignment format should contain 2 points

Mark only one oval.

- Date of Submission
- information about the institution
- all the above
- none of the above

16. CiteSeer is a reputable academic online sources 2 points

Mark only one oval.

- True
- False

17. Employers benefit from Internship because they often recruit employees from their best interns, who have known capabilities, thus saving time and money in the long run. State True or False 2 points

Mark only one oval.

- True
- False

18. Select a dedicated internship websites 2 points

Check all that apply.

- [ ] Monsterindia.com
- [ ] Internshala
- [ ] Naukri.com
- [ ] Globalexperiences.com

19. Select the benefits of doing an internship 2 points

Check all that apply.

- [ ] Financial compensation
- [ ] Gain confidence
- [ ] Develop and refine skills
- [ ] All of the above

20. Choose the reason why companies provide internship opportunities 2 points

Mark only one oval.

- Reduce overall employee workload
- Cost effective
- Increased Productivity and retention
- All of the above

21. How do you find an internship 2 points

Mark only one oval.

- Networking
- Corporate relations in your college
- Social media
- All of the above

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PTM Review II

* Required

1. Email *

2. .....can be described as a series of guided conversations that enable the "coachee" to discover and implement personal solutions to challenging issues or areas of performance * 1 point

Mark only one oval.

- Review Meeting
- PA Interview
- PA Feedback
- Performance Coaching

3. Choose necessary conditions for Performance Coaching * 1 point

Check all that apply.

- [ ] Focus on work oriented behavior
- [ ] Climate of openness and mutuality
- [ ] Uninhibited participation by employees
- [ ] Dialogic relationship in goal setting and performance review

4. chose talent retention techniques * 1 point

Check all that apply.

- [ ] Motivation
- [ ] Training and development
- [ ] Compensation
- [ ] Engagement
- [ ] Monitoring

5. Testing questions need to be asked in performance appraisal coaching to get clarity on the skill set that the employee possess. * 1 point

Mark only one oval.

- ( ) True
- ( ) False

6. Responding questions need to be asked in performance appraisal coaching to get understanding upon the knowledge level of employees. * 1 point

Mark only one oval.

- ( ) True
- ( ) False

7. Phases of Coaching: Rapport building, ..., Action planning , Supporting * 1 point

Mark only one oval.

- ( ) Exploration
- ( ) Expectation
- ( ) Evaluation
- ( ) Empowerment

8. Tick Individual based Performance Linked Reward System * 1 point

Mark only one oval.

- Halsey Plan
- Scanlon plan
- Taylor Plan

9. Write PMS implementation stages * 10 points

10. .....is the process of finding, developing, training, and keeping employees whose skills best align with the needs and objectives of the company. * 1 point

Mark only one oval.

- Talent management
- performance management
- experience management

11. ..... method could be adopted to identify the talent of employees * 2 points

Check all that apply.

- [ ] Psychometric testing
- [ ] Assessment Centers
- [ ] Field Review
- [ ] 720 degree rating system

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PTM Quiz

* Required

1. Performance Management is a ..... process * 1 point

Mark only one oval.

- One time
- Continuous

2. .....can be described as a series of guided conversations that enable the “coachee” to discover and implement personal solutions to challenging issues or areas of performance * 1 point

Mark only one oval.

- Review Meeting
- PA Interview
- PA Feedback
- Performance Coaching

3. Choose necessary conditions for Performance Coaching * 1 point

Check all that apply.

- [ ] Focus on work oriented behavior
- [ ] Climate of openness and mutuality
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- [ ] Compensation
- [ ] Engagement
- [ ] Monitoring

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Mark only one oval.

- ( ) True
- ( ) False

6. Responding questions need to be asked in performance appraisal coaching to get understanding upon the knowledge level of employees. * 1 point

Mark only one oval.

- ( ) True
- ( ) False

7. Phases of Coaching: Rapport building, ..., Action planning , Supporting * 1 point

Mark only one oval.

- ( ) Exploration
- ( ) Expectation
- ( ) Evaluation
- ( ) Empowerment

8. Tick Individual based Performance Linked Reward System * 1 point

Mark only one oval.

- Halsey Plan
- Scanlon plan
- Taylor Plan

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Mark only one oval.

- Talent management
- performance management
- experience management

11. ..... method could be adopted to identify the talent of employees * 2 points

Check all that apply.

- [ ] Psychometric testing
- [ ] Assessment Centers
- [ ] Field Review
- [ ] 720 degree rating system

12. Performance Management involves following processes * 1 point

Check all that apply.

- [ ] Identifing
- [ ] Measuring
- [ ] Developing
- [ ] Aligning

13. The first step in the PM Process * 1 point

Mark only one oval.

- ( ) ensuring prerequisites
- ( ) setting the performance standards
- ( ) measuring the performance

14. In which stage of PM Process manager and employee may discuss upon the future developmental plan * 1 point

Mark only one oval.

- ( ) Prerequisites
- ( ) Performance planning
- ( ) Performance execution
- ( ) Performance Assessment
- ( ) Performance Review
- ( ) Performance renewal and re-contracting

15. ..... is/are essential prerequisites of PM * 1 point

Check all that apply.

- [ ] High Level of participation
- [ ] Support from Management
- [ ] Clearly defined mission vision goals etc
- [ ] Defined Roles

16. Performance management contributes to the achievement of high level of organizational performance * 1 point

Mark only one oval.

- ( ) Yes
- ( ) No

17. PM should not link various aspects of the business, people, and management. * 1 point

Mark only one oval.

- ( ) Yes
- ( ) No

18. PM should incorporate * 1 point

Check all that apply.

- [ ] Performance improvement
- [ ] Managing behavior
- [ ] Managing Training
- [ ] Staffing

19. PM is a tool to measure that managers manage effectively * 1 point

Mark only one oval.

- yes
- No

20. It is not necessary in PM that the evaluation should include performance spanning the entire review period. * 1 point

Mark only one oval.

- It is necessary
- it is not necessary

21. PM helps the managers to transform themselves into positive behavior * 1 point

Mark only one oval.

- yes
- no

22. Characteristics of an Ideal PM system * 1 point

Check all that apply.

- [ ] Reliability
- [ ] Validity
- [ ] Openness
- [ ] Correctness

23. PM could be used as one of the motivational techniques * 1 point

Mark only one oval.

- Yes
- No

24. PM ensures ..... * 1 point

Check all that apply.

- [ ] motivation
- [ ] commitment
- [ ] engagement

25. Choose the effect of poorly administered PM * 1 point

Check all that apply.

- [ ] Use of misleading information
- [ ] Damaged relationship
- [ ] Increased risk of litigation
- [ ] Unjustified demands
- [ ] Emerging bias
- [ ] Unclear rating system

26. ..... is a Monolithic system * 1 point

Mark only one oval.

- Performance Appraisal
- Performance Management

27. ..... Focuses on values, behavior as well as objectives * 1 point

Mark only one oval.

- Performance Appraisal
- Performance Management

28. What you mean by Organizational Maintenance Purpose of PM? * 1 point

Mark only one oval.

- To furnish valid and useful information for making administrative decisions about employees
- To allow managers to provide coaching to the employees
- To provide information to be used in workplace planning and allocation of human resources

29. ..... refer to the general metrics or parameters which the organisation has fixed for a specific role. * 1 point

Mark only one oval.

- Key Result Areas
- Key Performance Area
- Key Performance Indicators

30. Potential of an employee can be judged by * 1 point

Check all that apply.

- [ ] Past performances
- [ ] Present performance appraisal
- [ ] Analyzing personality traits
- [ ] Age and qualifications
- [ ] Unused knowledge and skills

31. choose traditional methods of performance appraisal * 1 point

Check all that apply.

- [ ] Forced Distribution
- [ ] Critical Incidents
- [ ] Assessment Centre
- [ ] Human Resource Accounting

32. Performance measurement is the process of ..... the efficiency and effectiveness of past action. * 1 point

Mark only one oval.

- quantifying
- identifying
- developing

33. ..... approach of performance measurement is appropriate when the link between behaviors and results is not obvious * 1 point

Mark only one oval.

- Behavior Approach
- Results Approach
- Traits Approach

34. .....approach of performance measurement is appropriate when results show consistent improvement over time * 1 point

Mark only one oval.

- Behavior Approach
- Results Approach
- Traits Approach

35. Performance Appraisal Interview could be explained as * 1 point

Mark only one oval.

- a method in which the manager communicates his evaluation of the employee's performance during the appraisal period or the time that the employee's performance is being evaluated.
- a process where manager and employee work together to assess the degree to which the employee attained agree-upon goals, and work together to overcome any difficulties encountered.
- an intellectual activity requiring balanced and positive approach towards evaluation and communication

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