**MGT 211_Introduction to business MCQs for final papers**
**Solved by Rameez Zulfiqar and mudassir ghulam nabi**

**Question # 1**
Which of the following focuses on job content, environment, and conditions of employment?
Select correct option:

a. Job description

b. Human resource inventory report

**c. Job analysis**

d. None of the given options

**Question # 2**
All of the following except __________ are considered to be correct statements about marketing research.
Select correct option:

a. It is a systematic search for information about customers' needs and how those needs differ.

b. Marketing research is geared to uncover unmet consumer needs

**c. With market research, the chance product development will be able to create a product consumers want to buy increases**

d. Marketing research provides an inexpensive method for tracking consumer behavior

**Question # 3**
In the marketing research process the 1st step is to define the problem followed by:
Select correct option:

**a. Collection of data**

b. Develop recommendation

c. Develop the research design

d. Implement plan

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**Question # 4**
Which of the following is the least likely decision to be made by Operations Managers?
Select correct option:

a. **Deciding which market areas to manufacture products for**

b. Designing and improving the jobs of the workforce

c. Selecting the location and layout of a facility

d. How to use quality techniques to reduce waste

**Question # 5**
What kind of sales person are you most likely to find working in the pharmaceutical industry?
Select correct option:

a. **Order taker**

b. Order getter

c. Sales engineer

d. Missionary salesperson

**Question # 6**
_____________ includes all of the activities involved in the sale of products to final customers.
Select correct option:

a. Wholesaling

b. **Retailing**

c. Marketing

d. Distributing

**Question # 7**
Which of the following are the functions of management?

a. Select correct option:

b. Planning

c. Organizing

**These Questions are solved confidently correct but you make sure own capability. I am not responsible any trouble or mistake.**

d. Coordinating

**e. All of the given options**

**Question # 8**
A major advantage of the corporate form of organization is:
Select correct option:

a. Reduction of double taxation.

**b. Limited owner liability.**

c. Legal restrictions.

d. Ease of organization

**Question # 9**
It is difficult to transfer the rights of ownership in:
Select correct option:

a. Sole proprietorship

**b. Partnership**

c. All the given options

d. None of the given options

**Question # 10**
Statutory meeting must be held not later than _____________from the date on which a public company is entitled to commence business
Select correct option:

**a. 3 months**

b. 6 months

c. 1 year

d. One month

**Question # 11**
Which of the following is the most important determinant of a firm's value?
Select correct option:

a. **Earnings**

b. Debt

c. Liabilities

d. Liquidity

**Question # 12**
The marketing activity of dividing market into smaller units with similar needs and characteristics is known as:
Select correct option:

a. Market penetrating

b. Target Marketing

c. Relationship marketing

d. **Market segmentation**



**Question # 13**
________ refers to the standards of moral behavior.
Select correct option:

a. Legality

b. Loyalty

c. Integrity

d. **Ethics**

**Question # 14**
The difference between a country's merchandise exports and its merchandise imports is the:
Select correct option:

a. Current account.

b. Capital account

c. **Balance of trade**

d. Balance of payments

**Question # 15**
The World Trade Organization (WTO):
Select correct option:

a. Sets tariffs to balance international trade among nations.

b. Is the successor to NAFTA.

c. Rules on trade disputes between nations.

**d. Sets exchange rates to balance international trade among nations.**

**Question # 16**
Which of the following is NOT a core function of management?
Select correct option:

a. Planning

b. Organizing



**c. Motivating**

d. Leading

**Question # 17**
In democratic style of leadership there is:
Select correct option:

a. Upward communication

b. Upward and downward communication

**c. Occasional communication**

d. Downward communication

**Question # 18**
The following are included in a business plan:
Select correct option:

a. Financial information, production plans, personnel policies

b. Goals of the business and how they will be achieved.

c. Market analysis

**d. All of the above.**

**Question # 19**
There are really only two ways to collect primary data for a marketing study:
Select correct option:

**a. Observation and asking questions**

b. Passive and remote observations

c. Through laboratory settings and onsite groups

d. With careful, selected shopper and specialized syndicated services

**Question # 20**
The major disadvantage of advertising on television is:
Select correct option:

a. Local market focus

b. Long life span

**c. Cost.**

d. Its inability to target specific audiences.

**Question # 21**
____________ may be used to analyze how well a company is managing its assets.
Select correct option:

a. Profitability Ratio

b. Debt Ratio

**c. Activity Ratio**

d. Liquidity Ratio

**Question # 22**
For the individual employee, MBO provides:
Select correct option:

a. A way to keep the company accountable

b. Specific personal performance objectives

c. Increased monetary compensation

**d. Communication between co-workers.**

**Question # 23**
Examples of genetic industries include:
Select correct option:

**a. Poultry**

b. Sugar mill



c. Plant nurseries

d. Canals

**Question # 24**
Which of the following enjoys limited liability?
Select correct option:

a. A general partnership.

**b. A corporation.**

c. A sole proprietorship.

d. None of the above

**Question # 25**
JIT aims at:-
Select correct option:

a. Avoid delays

b. Favorable cash flow of the organization

c. Reduction in non-value added activities

**d. All of the given options**

**Question # 26**
Consumer goods are purchased by:
Select correct option:

a. Business users.

**b. Ultimate consumers.**

c. Governments.



d. Families.

**Question # 27**
The last step involved in designing an advertising campaign is _________.
Select correct option:

a. Allocation of Budget

b. Advertising Objectives

**c. Advertising Evaluation**

d. Message Creation

**Question # 28**
In which of the following do two or more organizations collaborate on a project for mutual gain?
Select correct option:

a. Limited partnership

**b. Joint venture**

c. Public corporation

d. Strategic alliance

**Question # 29**
Air crafts are used for transportation of products when speed is
Select correct option:

**More important**
Less important

**Question # 30**
An item consumed in one or a few uses is called a:

Select correct option:

a. Consumer good

**b. Commodity**

c. Durable good

d. Nondurable good

**Question # 31**
Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?
Select correct option:

**a. Sales promotion**

b. Public relations

c. Personal selling

d. Advertising

**Question # 32**
A written statement of what a jobholder does, how a job is done, and why a job is done is a_________:
Select correct option:

a. Job description.

b. Human resource inventory report.
**c. Job analysis.**

d. Job specification.

**Question # 33**
Aggregating prospective buyers into groups is called:
Select correct option:

a. Market categorization

**b. Market segmentation**

c. BCG matrix analysis

d. Grouping

a. **Sets exchange rates to balance international trade among nations.**

**Question #34**
Franchisors like franchising because:
Select correct option:

a. They get a huge amount of money from franchisee without doing much

b. Failure rate of franchise business is lower than other businesses.

c. **Franchisees invest their own money and take responsibility for the management of the businesses they own.**

d. **All of the given**

**Question # 35**
Auditors are generally appointed and their remuneration, fixed at the _______________
Select correct option:

Extraordinary Meeting

Statutory Meeting

**Director's Meeting**

Annual General Meeting

**Question #36**
Which of the following is included in economic factors?
Select correct option:

Religion

Value system

Norms

**Exchange rate**

**Question # 37**
Management, marketing and finance are key parts of a/ an:
Select correct option:

Accounting plan

**Production strategy**

Business plan

Information systems

**Question # 38**
________ refers to the standards of moral behavior.
Select correct option:

Legality

**Loyalty**

Integrity

Ethics

**Question # 39**
Skyscrapers, pop-ups, and banners are all types of __________ advertising.
Select correct option:

Television
Radio

Outdoor

**Internet**

**Question # 40**
Selection devices that are based upon physical condition of the candidates are known as:
Select correct option:

**a. Medical tests**

b. Background investigations.

c. Aptitude tests

d. Application forms.

**Question # 41**
Process by which a company analyzes a competitor's products to identify desirable improvements is:

Select correct option:

a. **Competitive product analysis**

b. Value-Added Analysis

c. Statistical Process Control

d. Quality/Cost Studies

**Question # 42**
Of the following distribution methods, which one is best identified as being that which occurs when a company delivers and sells products straight to the final customer?
Select correct option:

a. Independent wholesalers

b. Direct distribution

c. Company-owned distributors

d. **Retail distributors**

**Question # 43**
When members of a channel have problems with each other this is called:
Select correct option:

a. Trouble

b. Infighting

c. Disputations

d. **Channel conflict**

**Question # 44**
The combination of channels a company selects to place, promote, sell, and deliver its products to customers is best identified by which one of the following?
Select correct option:

a. Missionary selling

b. **Licensed distribution**

c. **Distribution mix**

d. Distribution channel

**Question # 45**
This management level is concerned with long-range planning for the organization.
Select correct option:

a. Supervisory

b. Middle-managerial

c. Stockholder

**d. Top-managerial**

**Question # 46**
The two major sources of raising funds or financing a business are:
Select correct option:

a. Owner's capital & borrowed funds

b. Short term and long term loans

**c. Debentures and drafts**

d. Assets and long term loans

**Question # 47**
Which of the following business form has the shortest life span?
Select correct option:

**a. Sole proprietorship**

b. Partnership

c. Company

d. Co-operative society

**Question # 48**
Four cost concepts are important in pricing decisions: total cost, fixed cost, variable cost, and:
Select correct option:

a. Spending cost

b. Promotion cost

**c. Product cost**

**d. Marginal cost**

**Question # 49**
In which of the following do two or more organizations collaborate on a project for mutual gain?
Select correct option:

a. Limited partnership

**b. Joint venture**

c. Public corporation

d. Strategic alliance

**Question # 50**
Sources of marketing information are categorized into two groups - what are they?
Select correct option:

a. Macro environmental sources; micro environmental sources.

**b. External sources; internal sources.**

c. Causal resources.

d. All of the given options

**Question # 51**
________ is the typical sequence of changes in demand for a product that occurs over time.
Select correct option:

The business vision statement

**The product life cycle**

Marketing research

A customer-oriented approach

**Question # 52**

The notice calling the annual general meeting, must, be given to all its members at least _______________ days before the date of the meeting.
Select correct option:

a. **21 days**

b. 30 days

c. 45 days

d. 51 days

**Question # 53**
A product is:
Select correct option:

a. Everything the customer receives in an exchange

b. **The physical object the customer receives in an exchange**

c. The service that is rendered to a customer

d. The idea that the customer receives in an exchange

**Question # 54**
Political and legal barriers to trade include:
Select correct option:

a. Tarrifs

b. Quotas

c. **All of the given options**

d. None of the given options

**Question # 55**
Money is the sole motivator for workers according to which of the following?
Select correct option:

a. Theory X

b. Theory Y

c. **Equity theory**

d. Classical theory of motivation

**Question # 56**
DSS stands for:
Select correct option:

**a. Decision support system**

b. Data support system

c. Data supervision system

d. None of the given options

**Question # 57**
Business benefits the people by providing them
Select correct option:

a. **Large number of services**
b. Less number of services

c. Environmental pollution

d. Sub standard goods

**Question # 58**
The method of interviews where questions can be changed or adapted to meet the respondent's intelligence and understanding is called:
Select correct option:

**a. Unstructured interviews**

b. Structured interviews

c. All of the given options

d. None of the given options

**Question # 59**
Which of the following is not the disadvantage of cooperative society?
Select correct option:

a. Lack of secrecy

b. No profit incentive

c. Untrained supervision

**d. Protection of mutual interest**

**Question # 60**
First directors are usually named in the ____________
Select correct option:

**a. Memorandum of Association**

b. Articles of Association

c. Prospectus

d. None of the above

**Question # 61**
Which of the following statements about franchising is true?
Select correct option:

a. Franchising is a type of corporate system.

**b. Franchising is used to achieve coordination at successive stages of production**

c. Franchising is a type of administered vertical marketing system.

d. Franchising is the most visible variation of contractual systems

**Question # 62**
A training technique in which trainees act out as parts in a realistic management situation is known as:
Select correct option:

Business Games

**Role Play**

Vestibule Training

None of the given options

**Question # 63**
The situation when a country imports less than it exports is:

Select correct option:

a. **A trade surplus.**

b. A recession.

c. An expansion.

d. A trade deficit

Qu**estion # 64**
Being a global organization means:
Select correct option:

a. Customizing the product range for each segment in part.

b. Creating standardized products

c. **All of the given**

d. None of the given

**Question # 65**
_____ is the process of locating, identifying, and attracting capable applicants.
Select correct option:

a. Downsizing

b. Human resource inventory report

c. **Recruitment**

d. Strategic human resource planning

**Question # 66**
Which of the following is included in job specification?
Select correct option:

a. Working environment

b. **Experience**

c. Job title

d. Job location

**Question # 67**
When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its __________.
Select correct option:

a. Market differentiation

**b. Market mission**

c. Market segment

d. Marketing plan

**Question # 68**
There are really only two ways to collect primary data for a marketing study:
Select correct option:

**a. Observation and asking questions**

b. Passive and remote observations

c. Through laboratory settings and onsite groups

d. With careful, selected shopper and specialized syndicated services

**Question # 69**
A firm can charge a higher price without loosing its customers if it does not have much
Select correct option:

a. Production

b. Competition

**c. Advertising**

d. Industry demand

**Question # 70**
The marketing research process consists of four steps. Which of the following is not one of these steps?
Select correct option:

Evaluating the competitor strategies.

Developing the research plan for collecting information.

Defining the problem and research objectives.

**None of the given options**

**Question # 71**
__________ is used to cover long-term expenses such as assets.
Select correct option:

a. Line of Credit

**b. Debt Financing**

c. Preferred Stock

d. Financial Management

**Question #72**
A statutory report must be sent to every member of the company at least ________________days before the meeting is to be held.
Select correct option:

**a. 21 days**

b. 30 days

c. 45 days

d. 51 days

**Question # 73**
The obtaining and investing funds by the firm is determined by the
Select correct option:

a. Finance function

**b. Marketing function**

c. Organizing function

d. Accounting function

**Question # 74**

The marketing concept is:
Select correct option:

a. **Companywide consumer orientation with the objective of achieving the maximum amount of profits.**

b. Long-run success page.

c. **Largest market share.**

d. Highest paid staff.

**Question # 75**
________ involves long-term, value-added relationships developed over time with customers and suppliers:
Select correct option:

**Relationship Marketing**

Marketing Era Marketing

Consumer Marketing

Exchange Marketing

**Question # 76**
The liability of a sole trader is:
Select correct option:

Limited only to his investment in the business

Limited to the total resources of the business

**Unlimited**

Not defined

**Question # 77**
At which stage of the product life cycle would a company consider the design of product versions for different segments as part of its product strategy?

Select correct option:

a. Introduction

b. Growth

**c. Maturity**

d. Decline

**Question # 78**
All of the following statements are true regarding a partnership except ___________.
Select correct option:

Partners pay personal income tax on their share of the partnership's income

**A new partnership agreement is required whenever a new partner enters or leaves the partnership**

Mutual agency creates personal obligations for each partner

Each partner's liability is limited to the amount he or she contributed to the partnership

**Question # 79**
Which of the following statements is true about services?
Select correct option:

They are experienced, used or consumed

They are often sold first, then consumed

They are perishable

**All of the given options**

**Question # 80**
A firm can charge a higher price without loosing its customers if it does not have much
Select correct option:

Production

Competition

Advertising

Industry demand

**Question # 81**
The sole trader and his business exist:
Select correct option:

a. **Independently**

b. Together

c. For others

d. None of the above

**Question # 82**
In studying consumer behavior, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called:
Select correct option:

**Demographics**

Psychographics

Personal profiles

Personality

**Question # 83**
Which of the following is an off-the-job training methods?
Select correct option:

a. Lectures

b. Business Games

c. Case Study method

d. **All of the given options**

**Question # 84**
A major disadvantage of the corporate form of organization is the __________.
Select correct option:

a. **Double taxation of dividends**

b. Inability of the firm to raise large sums of additional capital

c. Limited liability of shareholders

d. Limited life of the corporate form

**Question # 85**
Which of the following business type can avail some concessions from the government?
Select correct option:

a. Sole proprietorship

b. Partnership

c. **Joint stock company**

d. Cooperative society

**Question # 86**
New and revised products may be tested through:
Select correct option:

a. Commercialization

b. Product life cycle

c. Family brands

d. **Marketing research**

**Question # 87**
Demographic segmentation divides the market by:

Select correct option:

a. **Age, gender, marital status, social class, religion and education**

b. Perceptions, beliefs and values

c. Lifestyle, personality and self-image

d. Location or region

**Question # 88**
The activity directed towards producing wealth through buying and selling goods is termed as:
Select correct option:

a. **Business**

b. Social services

c. non-economic activities

d. None of the given options

**Question # 89**
People in business and government face important ethical issues and decisions.
Select correct option:

a. Only in the United States

b. Primarily in capitalist countries

c. Primarily in communist countries

d. **In many different countries around the world**

**Question # 90**
A good, service, or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a:
Select correct option:

a. Nondurable good

b. Durable good

**c. Product**

d. Commodity

**Question # 91**
Possession utility is provided when:
Select correct option:

**A good or service is obtained and there is a right to use or consume it**

A product is available where someone wants it

Someone performs a task for someone else

None of the given options

**Question # 92**
The first stage in Evolution of business is:
Select correct option:

a. Industrial revolution

b. Marketing Era

**c. Entrepreneurship**

d. Globalization

**Question # 93**
An activity in which two or more parties give something of value to each other to satisfy perceived needs is called:
Select correct option:

Sales process

**Exchange process**

Relationship process

Production process

**Question # 94**
Which of the following is EXCLUDED from the advantages of sole proprietorship?
Select correct option:

a. **Unlimited liability**

b. Personal satisfaction

c. Entire profit

d. Independence

**Question # 95**
Examples of genetic industries include:
Select correct option:

**Poultry**

Sugar mill

Plant nurseries

Canals

**Question # 96**
A document containing information regarding internal and external matters of the business is called:
Select correct option:

a. **Business plan**

b. Partnership deed

c. Feasibility report

d. None of the given

**Question # 97**
Many organizations provide guidelines of behavior to employees through a code of:

Select correct option:

Cartel arrangements

Kickback agreements

Production manuals

**Responsibility and ethics**

**Question # 98**
The most important step in understanding business ethics is
Select correct option:

**a. Establishing codes of ethics**

b. Learning to recognize ethical issues

c. Having efficient operations

d. Implementing a strategic plan

**Question # 99**
A major disadvantage of the corporate form of organization is the __________.
Select correct option:

**Double taxation of dividends**

Inability of the firm to raise large sums of additional capital

Limited liability of shareholders

Limited life of the corporate form

**Question # 100**
Selection devices that are based upon physical condition of the candidates are known as:
Select correct option:
**a. Medical tests**

b. Background investigations.

c. Aptitude tests

d. Application forms.

**Question # 101**
Which of the following focuses on job content, environment, and conditions of employment?
Select correct option:

a. Job description

b. Human resource inventory report

**c. Job analysis**

d. None of the given options

**Question # 102**
People in business and government face important ethical issues and decisions.
Select correct option:

a. Only in the United States

b. Primarily in capitalist countries

c. Primarily in communist countries

**d. In many different countries around the world**

**Question # 103**
The law elating to Joint Stock Companies has been laid in companies Ordinance:
Select correct option:

**a. 1984**

b. 1980

c. 1932

d. none of the above

**Question # 104**
The term tariff, as used in international trade, refers to:
Select correct option:

a. The price of goods when they leave the producing country.

**b. A tax on imports.**

c. A limit on the quantity of a good that can be imported into a country

d. A government payment to encourage exports.

**Question # 105**
Which of the following should be considered when designing a business plan?
Select correct option:

a. Objectives of the business

b. Marketing components of the business

c. Financial components of the business

**d. All of the above**

**Question # 106**
Which of the following is included in economic factors?
Select correct option:

a. Religion

b. Value system

c. Norms

**d. Exchange rate**

**Question # 107**
A document containing information regarding internal and external matters of the business is called:
Select correct option:

**a. Business plan**

b. Partnership deed

c. Feasibility report

d. None of the given

**Question # 108**
Which of the following business type can avail some concessions from the government?
Select correct option:

a. Sole proprietorship

b. Partnership

**c. Joint stock company**

d. Cooperative society

**Question # 109**
A major advantage of the corporate form of organization is:
Select correct option:

a. Reduction of double taxation.

**b. Limited owner liability.**

c. Legal restrictions.

d. Ease of organization

**Question # 110**
Which of the following factor(s) contribute to success of new businesses?
Select correct option:

a. Hard work

b. Market Demand

c. Luck

**d. All of the given**

**Question # 111**
The formation of ____ does not require any legal formality like registration.

Select correct option:

**a. Sole proprietorship**

b. Company

c. Cooperative society

d. Partnership

**Question # 112**
The buying and selling of goods by way of electronic media, such as telephones is called:
Select correct option:

**a. E-commerce**

b. Digital Age

c. Enterprise Resource Planning

d. None of the given options

**Question # 113**
Compared to licensing, franchising is a more advantageous entry mode because:
Select correct option:

a. It generates economies of scale in marketing to international customers.

b. It offers greater control.

c. It is low-risk and low-cost.

**d. Of all the above**

**Question # 114**
In the business plan, when making financial projections, which of these would NOT form part of the plan?
Select correct option:

a. Sources of loan

**b. Expected revenues**

c. Net income or profit

d. Audit

**Question # 115**
The two major sources of raising funds or financing a business are:
Select correct option:

a. Owner's capital & borrowed funds

b. Short term and long term loans

**c. Debentures and drafts**

d. Assets and long term loans

**Question # 116**
Auditors are generally appointed and their remuneration, fixed at the _______________
Select correct option:

a. Extraordinary Meeting

b. Statutory Meeting

c. Director's Meeting

**d. Annual General Meeting**

**Question # 117**
An agreement between two parties in which one party passes on the right to other party is called:
Select correct option:

**a. Franchising agreement**

b. Joint venture

c. Merger

d. Reconsolidation

**Question # 118**
Management level is concerned with long-range planning for the organization.

Select correct option:

a. Supervisory

b. Middle-managerial

c. Stockholder

**d. Top-managerial**

**Question # 119**
Which of the following enjoys limited liability?
Select correct option:

a. A general partnership.

**b. A corporation.**

c. A sole proprietorship.

d. None of the above

**Question # 120**
Which of the following is excluded from factors that can affect the business?
Select correct option:

**a. Demographic Factors**

b. Economic and social factors

c. Natural factors

d. None of the above

**Question # 121**
Barriers to international trade include:
Select correct option:

a. Social and cultural differences

b. Political and legal differences

c. Economic differences

**d. All of the given options**

**Question # 122**
The sole trader and his business exist:
Select correct option:

**a. Independently**

b. Together

c. For others

d. None of the above

**Question # 123**
All of the following statements are true regarding partnerships except ___________.
Select correct option:

**a. There is no partnership income tax; the individual partners pay a personal income tax on their portion of partnership profits**

b. If the partnership agreement does not specify otherwise, profits will be shared equally by the partners

c. A partnership balance sheet is much like that of a proprietorship

d. The death of a partner dissolves the partnership and all assets must be liquidated

**Question # 124**
The liability of each member in cooperative society is
Select correct option:

**a. Limited to the share capital**

b. Limited to total property of the society

c. Unlimited

d. None of the above