

## Marketing

- 1) The sets of mutually dependent organizations involved in the process of making a product available for consumption is called
  - A. Marketing channels
  - B. Retailer
  - C. Wholesalers
  - D. Distributors
- 2) Which of the following is not true for marketing channels?
  - A. Establishes over time
  - B. Cannot be altered easily
  - C. Functions can be changed easily
  - D. Those show organizational commitment
- 3) Zero-level channel depicts
  - A. Backward channel
  - B. Direct marketing channel
  - C. One intermediary between producer and consumer
  - D. Selective distribution
- 4) The channel that deals with product return is called
  - A. Zero-level channel
  - B. One-level channel
  - C. Reverse-flow channel
  - D. Two-level channel
- 5) Following distribution strategy extremely limits the number of intermediaries?
  - A. Selective distribution
  - B. Mass distribution
  - C. Intensive distribution
  - D. Exclusive distribution
- 6) The distribution strategy uses few the number of intermediaries?
  - A. Exclusive distribution
  - B. Intensive distribution
  - C. Selective distribution
  - D. Fragmented distribution
- 7) The channel conflict between wholesalers and producer is called
  - A. Horizontal conflict
  - B. Vertical conflict
  - C. single channel conflict
  - D. Direct channel conflict
- 8) The channel conflict between two retailer is called
  - A. Horizontal conflict
  - B. Vertical conflict
  - C. Multichannel conflict
  - D. Single channel conflict
- 9) Following is not a way to manage channel conflicts
  - A. Cooptation
  - B. Mediation
  - C. Arbitration
  - D. Diplomacy
- 10) The retailing concept explains the emergence of new retailers is called
  - A. Wheel of retailing
  - B. Product life cycle
  - C. Service assortment
  - D. Service recovery
- 11) The retailers carrying more shopping goods of which customers need more information?
  - A. Limited service
  - B. Self-selection
  - C. Automated service
  - D. Full service
- 12) The salespeople in retailing ready to assist customers in locating comparing and selecting the product
  - A. Self-service
  - B. Automated service
  - C. Full service
  - D. Limited service
- 13) The fastest growing segment of retailing is
  - A. Chain store retailing
  - B. Warehouse stores
  - C. Hypermarkets
  - D. Online retailing
- 14) Buying the right from an established organization to use a process and a system to sells the product
  - A. Wholesaling
  - B. Frenching
  - C. Corporate chains store
  - D. Retailing
- 15) Wholesaler sponsored retailers who are engaged in bulk buying and common warehousing is called
  - A. Consumer cooperative
  - B. Retailing franchise
  - C. Voluntary chain
  - D. Retailer cooperative
- 16) Most important marketing decision that a retailer must make is
  - A. Identification of target market
  - B. Positioning
  - C. Service level
  - D. Effective store atmosphere
- 17) The pricing decision in retailing is
  - A. Made for product-assortment
  - B. Based on sales pricing
  - C. Key to positioning strategy
  - D. Not so much important
- 18) Following is the example of wholesaling
  - A. Manufacturers.
  - B. Distributors

- C. Farmers. D. Retailors
- 19) Marketing communications link brand to which of the following  
 A. People B. Places  
 C. Feelings D. All given options
- 20) Following option does not depict as a function in communication process  
 A. Noise B. Encoding  
 C. Decoding D. Feedback
- 21) In order to develop effective marketing communication first step is  
 A. Message designing B. Budget setting  
 C. Target audience identification D. Channel selection
- 22) The combination of beliefs, ideas, and impressions regarding an object held by a person is called  
 A. Image B. Atmosphere  
 C. An event D. Media
- 23) A pharmaceutical sale representative meeting a doctor to sell his medicine is which of following communication channel  
 A. Advocate B. Personal  
 C. Informal D. Advertising
- 24) Following does not represents communications source's likeability  
 A. Specialized knowledge B. Naturalness.  
 C. Candor D. Humor
- 25) The news conferences and grand openings designed to communicate to target audiences is called  
 A. Atmospheres B. Events  
 C. Interactive communication channel D. Occasion
- 26) Newspapers, magazines, and direct mail are all examples of which of the following types of media?  
 A. Broadcast media B. Electronic media  
 C. Print media D. Intermittent media
- 27) At what stage of buyer readiness are advertising and publicity the most cost-effective promotional tools?  
 A. Awareness B. Comprehension  
 C. Ordering D. Reordering
- 28) Following is not one of the five Ms of advertising  
 A. Mission B. Money  
 C. Management D. Measurement
- 29) Evaluation of results relates following M of the advertising  
 A. Media B. Message  
 C. Money D. Measurement
- 30) The ad showing Coke is superior to Pepsi is the example of which type of advertising  
 A. Descriptive B. Persuasive  
 C. Informative D. Reminder
- 31) Deciding advertising budget, management does not consider following factor  
 A. Product line width B. Current stage of product life cycle  
 C. Competition D. Product sustainability
- 32) The number of persons exposed to a particular media at least once during some specified time is called  
 A. Reach B. Impact  
 C. Frequency D. Iteration
- 33) The qualitative value of an exposure through a given media vehicle is known as  
 A. Reach B. Frequency  
 C. Impact D. Iteration
- 34) The media-timing pattern in which advertising is run evenly throughout a given period is called  
 A. Bursting B. Continuity  
 C. Concentration D. Flighting
- 35) Spending all of the advertising Rupees in a single period of time is called  
 A. Concentration B. Pulsing  
 C. Bursting D. Flighting
- 36) Following is not an example of consumer promotions  
 A. Premiums B. Coupons  
 C. Samples D. Display allowances

- 37) Following is a customer benefit of direct marketing
- A. Ease of segmentation  
B. Time savings  
C. Ability to test messages  
D. Measuring campaign results
- 38) Inbound telemarketing is used to perform following kind of telemarketing
- A. Tele coverage  
B. Tele prospecting.  
C. Tele sales  
D. None of given
- 39) The degree to which a Web site is linked to other related sites is known as
- A. Connection  
B. Customization  
C. Context  
D. Content
- 40) The site's capability to enable commercial transactions is called
- A. Connectivity  
B. Commerce  
C. Surfing  
D. Web design
- 41) A salesperson standing behind the counter is known as
- A. Missionary  
B. Demand creator  
C. Order taker  
D. Solution vendor
- 42) Following describes the engineering salesperson who is primarily a consultant to client companies?
- A. Deliverer  
B. Technician  
C. Order taker  
D. Solution provider
- 43) Which of the following is not a generally a part of the salesperson's job
- A. Targeting  
B. Communicating  
C. Information gathering  
D. Using
- 44) In jobs where sales are cyclical or depend on individual initiative mostly compensation received as
- A. Fixed  
B. Variable  
C. Supply demand  
D. Mixed
- 45) The remuneration given to sales reps to meet the expenses involved in traveling and entertainment is known as
- A. Benefits  
B. Expense allowance  
C. Straight-commission plans  
D. Straight-salary plans
- 46) The following variables except are used to segment markets in consumer and business markets.
- A. Purchasing approaches  
B. Brand personalities  
C. Personal characteristics  
D. Situational factors
- 47) An approach in which target stores ignore market segment differences and target the whole market with one offer is called.
- A. Undifferentiated marketing  
B. Target marketing  
C. Concentrated marketing  
D. micromarketing
- 48) Firm's greater knowledge of customer's needs and special reputation is successful element for .....
- A. Telemarketing  
B. Niche marketing  
C. Online marketing  
D. Direct marketing
- 49) The following is the best example of narrowest marketing strategy.
- A. Undifferentiated marketing  
B. Mass marketing  
C. Local marketing  
D. Differentiated marketing
- 50) It is not socially acceptable that marketing of adult products spills over into the ..... segment.
- A. Animal  
B. Minority  
C. Senior  
D. Child
- 51) Consumers mostly position products and services .....
- A. Reluctantly  
B. Without help of marketers  
C. After advertisement of marketers  
D. After consulting friends
- 52) Customers mostly ask the question "Why should I buy this brand?". It is the case of .....
- A. Quality image  
B. Customer services  
C. Value proposition  
D. Pricing structure
- 53) Body lotion marketers rate their potential customers as light, medium and heavy customers. This is ..... Segmentation.
- A. Psychographic  
B. benefits  
C. User status  
D. User rate
- 54) "Less-for-much-less" positioning involves meeting consumer's .....
- A. Lower quality requirements in exchange for lower price  
B. Lower quality requirements at the lowest possible price

- C. Quality performance requirements at lower price      D. High quality requirements at a discounted rate
- 55) The case in which different companies use two established brand names for the same product is .....
- A. Internal marketing      B. Brand equity  
C. Co branding      D. Cannibalization
- 56) Which one is not the choice used in developing brands?
- A. Brand extension      B. multibrands  
C. Line extension      D. Width and depth extension
- 57) International companies spend huge amounts on advertisement campaigns to create brand .....
- A. Loyalty      B. Image  
C. Awareness      D. Perception
- 58) Social marketing programs use all of the Ps in the marketing mix to achieve ..... objectives.
- A. Marketing mix      B. Social acceptance  
C. Well being      D. Social change
- 59) Which is the best example of product line depth?
- A. Coke and diet coke      B. Pepsi and 7up  
C. Burger and fries      D. Burger and juice
- 60) Ostro special Pizza is an example of .....
- A. Organizational brand      B. Manufacturer's brand  
C. Private brand      D. Sponsorship brand
- 61) A strategy in which marketer use successful brand name to launch new products in a new category is .....
- A. Product line      B. Brand symbol  
C. Line extension      D. Brand extension
- 62) In competition between national and private brands, retailers have the advantages of controlling .....
- A. What products will be stocked      B. What price will be charged  
C. Where products will be stocked      D. All of them
- 63) Which one is not the desired quality of brand name?
- A. It should be distinctive      B. It should be long word to get attention  
C. It should be easy to pronounce      D. It should be easy to recognize
- 64) Total financial value of a brand is calculated by ..... process.
- A. Differentiation      B. Equity  
C. Valuation      D. Image
- 65) Which one is the major enduring asset of a company?
- A. Specialty products      B. Staples  
C. Convenience products      D. Brands
- 66) Concept of new product development always starts with .....
- A. Idea generation      B. Idea development  
C. Idea screening      D. Test marketing
- 67) The way which enables consumers to perceive a potential product is .....
- A. Product idea      B. Product test  
C. Product image      D. Product concept
- 68) When business analysis test passes the product or service, it moves into what stage?
- A. Concept development      B. Product development  
C. Product proposal      D. Strategy development
- 69) Test marketing costs are always high, but sometimes small in comparison with .....
- A. Management's acceptance      B. Research and development costs  
C. Costs of major mistake      D. Stockholder;s confidence
- 70) Which stage focuses on finding new ways to solve customer problems?
- A. Customer centered new product development      B. New product development  
C. Team based new product development      D. Sequential product development
- 71) The search for new product ideas should be .....
- A. Haphazard      B. systematic  
C. Segmented      D. Strategically planned
- 72) Rapid market acceptance and increasing sales characterize the ..... Stage of product life cycle.
- A. Growth      B. Maturity  
C. Decline      D. Development
- 73) Promotional expenses will be high in the ..... stage of product life cycle.

- A. Maturity  
C. Growth
- B. Decline  
D. Adoption
- 74) Which law explains that a company can not make its product illegally similar to competitor's product?  
A. Anti-monopoly laws  
C. Product Safety Act
- B. Product warranties  
D. Patent law
- 75) Most products are in the ..... stage of product life cycle in a market.  
A. Introduction  
C. Maturity
- B. Development  
D. Growth
- 76) Reverse process of ..... is value based pricing.  
A. Cost plus pricing  
C. Variable cost pricing
- B. Cost based pricing  
D. Value added pricing
- 77) Companies can conduct surveys to test this in the products they offer.  
A. Demand curve  
C. Price elasticity
- B. Perceived value  
D. Break even pricing
- 78) Consumers perceptions of the product's value set the ..... for prices.  
A. Floor  
C. Demand
- B. Image  
D. Ceiling
- 79) During pricing competition, many companies adopt ..... Rather than cutting prices.  
A. Pricing power  
C. Image pricing
- B. Value added strategies  
D. Fixed costs
- 80) For which reason, marketers are certain about costs than demand.  
A. Penetration pricing  
C. Markup pricing
- B. Variable pricing  
D. Fixed pricing
- 81) Nature of market, demand and competitors prices are the ..... factors that influence pricing decisions.  
A. External  
C. Internal
- B. Domestic  
D. Target
- 82) Competition in which many buyers and sellers trade in uniform commodity  
A. Monopolistic  
C. Oligopolistic
- B. Pure  
D. Pure monopoly
- 83) Marketer must establish perceived ..... to support the price differences during pricing decisions.  
A. Images  
C. Quality differences
- B. strategies  
D. Quantity levels
- 84) Movie theaters charge admission plus fees for food and other attractions by following ..... pricing strategy.  
A. Skimming  
C. By-product
- B. Optional-product  
D. Captive-product
- 85) Which statement would not support a market skimming policy for new product?  
A. Product's quality and image support its higher price  
C. Buyers want the products at that price
- B. Competitors are not able to undercut the high price  
D. Competitors cannot enter the market easily
- 86) An approach in which low initial price is set in order to attract many buyers quickly is called .....  
A. Market penetration pricing  
C. Market skimming pricing
- B. Leader pricing  
D. Value based pricing
- 87) An approach in which employees are involved in constantly improving the products, services and business processes is .....  
A. Positioning  
C. Product quality
- B. Specialty product marketing  
D. Total quality management
- 88) What are the two dimensions of product quality?  
A. Performance and resistance  
C. Design and innovation
- B. Consistency and level  
D. Feature and design
- 89) Nowadays, many companies use a combination of internet, technologies and phone to provide .....  
A. Labelling information  
C. Support services
- B. Brand equity  
D. Packaging advantages
- 90) Public health campaigns to reduce drug abuse, smoking and obesity are all example of .....  
A. Social marketing  
C. Internal marketing
- B. Line marketing  
D. Interactive marketing
- 91) A process by which companies create value for customers and build strong customer relationships to capture value from customers in return is called

- A. Marketing  
C. Value creation
- B. Value creation for customers  
D. Advertising
- 92) State of felt deprivation in marketing is called  
A. Need  
C. Demand
- B. Want  
D. Preference
- 93) Need shaped by culture and individual personality backed by buying power would be classified as  
A. Need  
C. Demand
- B. Want  
D. Preference
- 94) Focusing only on existing wants and losing sight of underlying consumer needs leads to  
A. Marketing research  
C. Market offering
- B. Marketing analysis  
D. Marketing Myopia
- 95) Set of benefits or values a company promises to deliver to customers to satisfy their needs is called  
A. Marketing research  
C. Value proposition
- B. Marketing analysis  
D. Market offering
- 96) Which of the following is the idea that consumers will favor products that are available or highly affordable.  
A. Production Concept  
C. Selling concept
- B. Product Concept  
D. Marketing concept
- 97) The set of actual and potential buyers of a product is  
A. Market  
C. Targeting
- B. Product  
D. Segment
- 98) The set of tools (four Ps) the firm uses to implement its marketing strategy. It includes product, price, promotion, and place.  
A. Marketing Buzz  
C. Marketing offer
- B. Marketing mix  
D. Marketing program
- 99) The act of obtaining a desired object from someone by offering something in return is  
A. Exchange  
C. Sale
- B. Transfer  
D. Swapping
- 100) Which of the following refers to dividing the markets into segments of customers  
A. Target marketing  
C. Market offering
- B. Value proposition  
D. Segmentation
- 101) Which of the following refers to which segments to go after  
A. Target marketing  
C. Market segmentation
- B. Value proposition  
D. Market offering
- 102) Which one is the idea that consumers will favor products that offer the most quality, performance, and features and organizations should therefore devote its energy to making continuous product improvements.  
A. Production concept  
C. Selling concept
- B. Product Concept  
D. Marketing concept
- 103) Comprehensive plan that communicates and delivers the intended value to chosen customers.  
A. Marketing plan  
C. Marketing integration
- B. Integrated marketing program  
D. Marketing buzz
- 104) Which is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction  
A. Customer loyalty  
C. Customer relationship management
- B. Customer engagement  
D. Customer promise
- 105) Which one of the following is a secondary activity in a Value Chain  
A. Marketing  
C. Operations
- B. Human resource management  
D. Service
- 106) Following are the characteristics of core competence except  
A. Useful in a wide variety of markets  
C. Difficult to imitate
- B. Contributes to perceived customer benefits  
D. Available to every manufacturer
- 107) How the firm identifies new value opportunities is called  
A. Value Exploration  
C. Value Delivery
- B. Value Creation  
D. Value
- 108) Following is used to direct and coordinate the marketing effort and is created at the strategic and tactical level  
A. Planning  
C. Marketing Plan
- B. Strategic Plan  
D. Tactical plan

- 109) Which of the following is not true regarding a Mission
- A. Focus on a limited goals
  - B. Short, memorable, meaningful
  - C. Take a short term view
  - D. Defines major competitive spheres
- 110) Product-Matrix expansion grid highlights following strategies except
- A. Market Development
  - B. Resource Allocation
  - C. Market Penetration
  - D. Diversification
- 111) Which one of the following is not included in Porter's generic strategies
- A. Focal
  - B. Cost leadership
  - C. Focus
  - D. Differentiation
- 112) Identify the correct sequence of activities in a marketing information system
- A. Gather→sort→analyze→evaluate→Disseminate
  - B. Gather→sort→evaluate →analyze→Disseminate
  - C. Sort→Gather→evaluate →analyze →Disseminate
  - D. Gather→sort→ Disseminate→evaluate →analyze →Disseminate
- 113) Which one of the following is unpredictable, short-lived, and without social, economic, and political significance
- A. Trends
  - B. Super Trend
  - C. Megatrend
  - D. FAD
- 114) The amount of goods/services one unit of currency will purchase in Marketing terms is called
- A. Currency Power
  - B. Purchasing Power
  - C. Value of money
  - D. Value for money
- 115) The systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company
- A. Marketing Research
  - B. Design research
  - C. Relevant research
  - D. Applied research
- 116) Already collected data can be used for a research which is called
- A. Secondary Data
  - B. Primary data
  - C. Available data
  - D. Data entry
- 117) The foremost characteristic of marketing research is
- A. Research creativity
  - B. Scientific method
  - C. Interdependence of model and data
  - D. Healthy skepticism
- 118) Holistic marketing is all of the following except
- A. Inform
  - B. Engage
  - C. Exaggerate
  - D. Energize
- 119) The difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives is called
- A. Customer perceived value
  - B. Customer Lifetime Value
  - C. Customer Determining Value
  - D. Customer base
- 120) The perceived monetary value of the bundle of economic, functional, and psychological benefits customers expect from a given market offering because of the product, service, people, and image
- A. Total Customer Cost
  - B. Total Customer Benefit
  - C. Total Customer Value
  - D. Customer Equity
- 121) A deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior is
- A. Customer Satisfaction
  - B. Customer Equity
  - C. Patronize
  - D. Customer Loyalty
- 122) A person's feelings of pleasure or disappointment that result from comparing a product's perceived performance to (or outcome) to expectations.
- A. Satisfaction
  - B. Expectation
  - C. Pleasure
  - D. Disappointment
- 123) Customer satisfaction for successful businesses is a
- A. Goal
  - B. Tool
  - C. Both A & B
  - D. None of the above
- 124) The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs is
- A. Quality
  - B. Standard
  - C. Need
  - D. Performance

- 125) A person, household, or company that over time yields a revenue stream exceeding by an acceptable amount the company's cost stream for attracting, selling, and serving that customer.
- A. Bad customer  
B. Profitable customer  
C. Average customer  
D. Life time customer
- 126) The process of carefully managing detailed information about individual customers and all customer "touch points" to maximize loyalty
- A. Partner management  
B. Customer Relationship management  
C. Fulfillment management  
D. Touchpoint Enhancement
- 127) Brand Evangelists are used for
- A. Customer Empowerment  
B. Customer knowledge  
C. Customer service  
D. Customer beliefs
- 128) The study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs or wants.
- A. Consumer Behavior  
B. Marketing  
C. Marketing mix  
D. Customer study
- 129) Cultural Factors of consumers can be divided into following except
- A. Culture  
B. Subculture  
C. Social Class  
D. Role and Status
- 130) Social factors can be bifurcated into following except
- A. Reference Groups  
B. Family  
C. Personality  
D. Role and status
- 131) Personal Factors can be explained in the following headings except
- A. Age  
B. Role  
C. Personality  
D. Self-concept
- 132) Psychological factors are as follows except
- A. Learning  
B. Motivation  
C. Perception  
D. Dedication
- 133) Buying Decision Process generally starts with
- A. Information Search  
B. Evaluation of alternatives  
C. Problem recognition  
D. Purchase
- 134) In which process of perception people tend to remember (forget) information that supports (differs) their attitudes and beliefs
- A. Selective Attention  
B. Selective Retention  
C. Selective Distortion  
D. Subliminal Perception
- 135) A purchase decision that requires thorough research such as a new product in business buying is known as
- A. Straight Rebuy  
B. Modified rebuy  
C. New Task  
D. New buy

136. Industrial marketing deals with

- a. Government Undertakings
- b. Educational Institutes
- c. Hospitals
- d. All of above

137. The most crucial point in industrial marketing for buyers to create:

- a. Product
- b. Services
- c. Value
- d. Policies

138. Which one of the following is the market characteristic of industrial marketing:

- a. Geographically Disbursed
- b. Mass Markets
- c. Standardized
- d. None of them



139. Product characteristics in industrial marketing are:
- Technical Complexity
  - Customized
  - Both a & b
  - None of them
140. What is the buying behavior in industrial marketing?
- Satisfying Social Needs
  - Non-personal Relationship
  - Technical Expertise
  - Satisfying Physiological Needs
141. In industrial marketing, preferable way of promotion is:
- Personal Selling
  - Advertisement by Print Media
  - Social Media
  - All of them
142. Channel characteristics in industrial marketing are:
- Indirect
  - More Direct
  - Multiple Layers of Intermediaries.
  - None of them
143. For industrial buyer, price is set on the basis of:
- Price Negotiation
  - Maximum Retail Price
  - Market Price
  - All of them
144. Industrial consumers are generally classified as:
- Commercial Enterprises
  - Government Customers
  - Cooperative Societies
  - All of them
145. Which one is the commercial enterprise:
- School
  - Prisons
  - Original Equipment Manufacturers
  - Defense Units
146. A car manufacturer buys a drilling machine to support the manufacturing operation and also buys batteries which is incorporated in cars; he will be considered as:
- User
  - OEM
  - Both a & b
  - None of them
147. Industrial product and services are classified as:
- Materials and Parts
  - Capital Items
  - Supplies and Services
  - All of them
148. Which part is considered as OEM:
- Acids
  - Fuel oils

- c. Steel
- d. Electric Motors
- 149. Capital items in industrial marketing are classified as:
  - a. Heavy Equipment
  - b. Light Equipment
  - c. Plant and Building
  - d. All of them
- 150. Accessories equipment has characteristics of:
  - a. Long-term Investment
  - b. Real Estate Property
  - c. Lower Purchase Prices
  - d. Fixed Assets
- 151. Supplies in industrial markets are usually:
  - a. Dynamic
  - b. Standardized
  - c. Customized
  - d. None of them
- 152. In case of OEMs and users, smaller volume is sold by using strategy of:
  - a. Cost Effective
  - b. Superior Services
  - c. Superior Quality
  - d. Ensure Availability
- 153. Marketing strategy for capital items is:
  - a. Direct Selling
  - b. Indirect Selling
  - c. Advertisement
  - d. All of above
- 154. Purchasing orientations of industrial customers are:
  - a. Buying Orientation
  - b. Procurement Orientation
  - c. Supply Chain Management
  - d. All of above
- 155. The buying orientation follow the practice of:
  - a. Fastest Delivery
  - b. Higher Price
  - c. Lowest Price
  - d. More Risky
- 156. The buyer of procurement orientation seeks for:
  - a. Quality Improvements
  - b. Cost reduction
  - c. Both a & b
  - d. None of them
- 157. Supply chain management orientation is comprised of:
  - a. Deliver Value to End Users
  - b. Outsource Non-Core Activities
  - c. Support Collaborative Relationships
  - d. All of above
- 158. Usually government firms has purchasing orientations of:
  - a. Procurement Orientation

- b. Risk Taking Orientation
  - c. Supply Chain Management Orientation
  - d. Buying Orientation
159. The major task of purchasing in commercial enterprises is:
- a. Lowest Cost
  - b. No Risk
  - c. Long term business relationship with suppliers
  - d. No Bargaining
160. In replacement market, industrial dealers has goal of:
- a. Maximum Profit
  - b. CSR
  - c. Donations
  - d. Efficient Delivery
161. In cooperative societies, purchase decisions are taken on the basis of:
- a. Quality
  - b. Delivery
  - c. Payment Terms
  - d. All of above
162. Typical purchasing process in commercial enterprises is based on:
- a. Integration of all departments
  - b. Decision by CEO only
  - c. R&D takes decisions
  - d. Finance department takes decisions
163. Commercial enterprises use technique of:
- a. Economic Order Quantity
  - b. Lowest Bidding
  - c. Lowest Landed Costs
  - d. All of them
164. Personal objective of industrial buyer is:
- a. Higher Status
  - b. Lowest Price
  - c. Product Quality
  - d. Availability
165. Organization purchase objective includes:
- a. Job Security
  - b. Product Quality
  - c. Salary Increments
  - d. Promotions
166. There are \_\_\_\_\_ phases in the industrial buying decision process:
- a. Six
  - b. Seven
  - c. Eight
  - d. Nine
167. Contribution of EPI (Early Purchasing Involvement Program) includes:
- a. Selecting right suppliers as partners
  - b. recommending alternatives on sourcing
  - c. Identifying core competencies of company
  - d. All of above
168. The search for potential buyers can be sourced through:

- a. Sales calls
  - b. Trade shows
  - c. Both a & b
  - d. None of them
169. Qualification of acceptable supplies will depend on:
- a. Buying Situation
  - b. Catalogues
  - c. Industrial Directories
  - d. Trade Journals
170. A supplier's proposal should include:
- a. Product Specification
  - b. Delivery Period
  - c. Taxes and Duties Applicable
  - d. All of them
171. Suppliers' proposal can be evaluated by the technique of:
- a. Matrix Technique
  - b. Multiplier Effect Technique
  - c. Balanced Scorecards Technique
  - d. None of them
172. Balanced Scorecard framework has \_\_\_\_ parts.
- a. One
  - b. Two
  - c. Three
  - d. Four
173. Balanced Scorecard framework is comprised of:
- a. Finance and Customers
  - b. Internal Business Process
  - c. Learning and Growth
  - d. All of above
174. Which one is relevant to balanced scorecard framework for evaluating supplier's performance?
- a. Financial
  - b. Internal Business Process
  - c. Learning and Growth
  - d. Customers
175. The key internal business processes of the company are:
- a. Deliver superior customer value
  - b. Satisfy shareholders with financial performance
  - c. Ensure survival of business
  - d. All of above
176. Innovation processes of internal business processes include:
- a. Buy Products
  - b. Buy Services
  - c. Market Products
  - d. Design and develop product/services
177. The marketing strategy in industrial marketing depend on the:
- a. Learning and Growth
  - b. Identify Customers' Needs
  - c. Purchasing Situations
  - d. Satisfaction of Customer Needs

178. Common types buying situations are:
- New
  - Modified Re-buy
  - Straight Re-buy
  - All of above
179. There are \_\_\_\_\_ roles of buying center members.
- Three
  - Four
  - Five
  - Six
180. Responsibilities of buyers are:
- Recognition of problem
  - Define Specification of Products
  - Supplier evaluation and Selection
  - Control the flow of information
181. Decision of Diversification of new products taken by:
- Top Management persons
  - Accounts Persons
  - Technical Persons
  - Machinery Function
182. The models of organizational buying behavior are:
- The Webster and Wind Model
  - The Sheth Model
  - Both a and b
  - None
183. Environmental variables in Webster and wind models are
- Labor Unions
  - Goals
  - Organization Structure
  - Reward System
184. According to Sheth Model, large the size of organization and higher degree od diversification, increase the possibilities of
- Individual Decision Making
  - Joint Decision Making
  - No Decision Making
  - None of them
185. Materials arrive at the buyer's factory exactly when needed by the buyer
- Outsourcing
  - Buying Committee
  - Just-in-Time Delivery
  - Single Sourcing
186. Stereotypical description of sales representatives include:
- Talkative
  - Manipulative
  - Competitive
  - All of above
187. The buyer reduces risk of buying from new supplier by:
- Presentations by Sales Representatives
  - Place larger orders

- c. Placing order for only small percentage
  - d. Contract with only one supplier
188. Effectiveness of sales representative depends upon:
- a. Ability to sense how a buyer is reacting
  - b. Buyer's intentions
  - c. Environmental factors
  - d. Product quality
189. The content of information in buyer-seller relationship includes:
- a. Product features
  - b. Mannerisms
  - c. Talking style
  - d. Interaction with buyer
190. Styles of interaction in buyer-seller relationship are
- a. Task Oriented
  - b. Interaction Oriented
  - c. Self-Oriented
  - d. All of Above
191. Self-Oriented interaction style means
- a. Focus on tasks
  - b. Focus on social and personal interactions
  - c. Per-occupied with one's own interest
  - d. Focus on organizational goals
192. To develop long term relationship with the buyer, the seller's relationship with buyer will be:
- a. Transactional Exchanges
  - b. Collaborative Exchanges
  - c. Value-added Exchanges
  - d. Differentiated Relationship
193. Customers prefer transactional relationship when:
- a. Purchase decision is not complex
  - b. Purchase decision is complex
  - c. Few number of suppliers
  - d. Supply market is unstable
194. Precision tube manufacturing company develops superior quality tubes of different sizes and for that it needs flexibility. Need of flexibility can be met by:
- a. Transactional Exchange
  - b. Technological Exchange
  - c. Collaborative Exchange
  - d. Value-added Exchange
195. The marketing strategies to market the product in industrial marketing are:
- a. Differentiated marketing
  - b. Concentrated marketing
  - c. Undifferentiated marketing
  - d. All of them
196. Technological contributions in business marketing help in:
- a. Provide mutual dependence
  - b. For business potential
  - c. Possible technology sharing
  - d. For purchasing orientations
197. Customer relationship management is working on:

- a. Mutual long term relationship with customers
  - b. Product quality
  - c. Lean thinking
  - d. Improved technology
198. Relationship marketing is strengthened by providing:
- a. Financial benefits
  - b. Technical support
  - c. Process related benefits
  - d. Technological support
199. Sales presentation needs to:
- a. Find out potential customer firms
  - b. Get information about buying center members
  - c. Both a & b
  - d. None of them
200. Buying decisions in industrial marketing are usually:
- a. Fully subjective
  - b. Fully objective
  - c. Partly subjective
  - d. Partly subjective and partly objective
201. Which one is the unskilled style of negotiation:
- a. I win, You lose
  - b. Both of us win
  - c. You win. I lose
  - d. Both of us lose
202. The opening of negotiation should be:
- a. Non-friendly
  - b. Warm and positive
  - c. Indirect
  - d. Non-interactive
203. Special dealing between buyer and seller is:
- a. Transactional Exchange
  - b. Dependence
  - c. Reciprocity
  - d. CRM
204. In case of mature markets, the major part of customer service is:
- a. Timely delivery
  - b. Efficient production
  - c. Attractive packaging
  - d. Advertisement
205. Customer service helps in creating \_\_\_\_\_
- a. Total value for a product
  - b. Total value for a customer
  - c. Total value for assets
  - d. Total value for liabilities
206. Marketing research is meant as:
- a. Subjective and systematic process
  - b. Subjective and irrational process
  - c. Objective and irrational process
  - d. Objective and systematic process

207. Marketing intelligence provide \_\_\_\_\_ for decision making.
- Continuous information
  - Discontinuous information
  - Interruptive information
  - Disruptive information
208. Industrial marketing research differentiate with consumer marketing research as:
- Less reliance on secondary data
  - More reliance on secondary data
  - No understanding of technical factors
  - All of above
209. In industrial marketing, more emphasis for primary data is on:
- Survey method
  - Experimental method
  - Observational method
  - Questionnaire
210. Sample size for industrial research as compared to consumer research is:
- Large
  - Huge
  - Small
  - Moderate
211. Industrial marketing research is conducted on areas of:
- Market Share Analysis
  - Forecasting
  - Benchmarking
  - All of above
212. The process of benchmarking includes:
- Identifying critical performance factors for measurements
  - Customer's perception regarding price
  - Sales
  - Short term forecasting
213. How many steps in marketing research process are:
- Four
  - Five
  - Six
  - Seven
214. In research, the first and most important step is to :
- Identification of research problem
  - Research design
  - Sampling
  - Analysis
215. Primary data is the information termed as:
- Existing information
  - Original information
  - Online information
  - Raw information
216. Computerized data sources are used for the purpose of:
- Low cost and relevancy
  - Higher cost
  - Higher cost and irrelevancy



- d. Low cost and irrelevancy
- 217. Syndicated research is marketing research offered by:
  - a. Government Publications
  - b. Trade Journals
  - c. Marketing Research Organizations
  - d. Trade Shows
- 218. Exploratory research method includes the \_\_\_\_\_
  - a. Experimental
  - b. Observational
  - c. Survey
  - d. Focus group interviews
- 219. The purpose of experimental research is to check:
  - a. Reasoning
  - b. Cause and effect relationship
  - c. Logic
  - d. Symmetric relationship
- 220. To get the research information from experts, within or outside the company, which way is used:
  - a. Structured Interviews
  - b. Direct Interviews
  - c. Delphi Technique
  - d. Indirect Interviews
- 221. Focus group technique is used for:
  - a. Generating hypothesis
  - b. Examining new product concepts
  - c. Generating ideas for improving existing products
  - d. All of above
- 222. Probability sampling includes the technique of:
  - a. Cluster sampling
  - b. Convenience sampling
  - c. Judgment sampling
  - d. Quota sampling
- 223. The most effective method of collecting the data is:
  - a. Mail surveys
  - b. Telephone interviews
  - c. Questionnaire
  - d. Personal interviews
- 224. The problem in survey method of research is:
  - a. Non-availability of respondents
  - b. Cooperation
  - c. Honest replies
  - d. None of them
- 225. Component of Decision Support System is:
  - a. Editing
  - b. Database
  - c. Tabulation
  - d. Regression Analysis
- 226. Market segmentation is the process used to:
  - a. Divide market into several segments
  - b. Targeting the segments

- c. Positioning the segments
  - d. Expansion of segments
227. Positioning of product is meant for:
- a. Identification
  - b. Preparing profiles
  - c. Differentiation
  - d. Analysis
228. Procedure for market segmentation is comprised of:
- a. Marketing research
  - b. Analysis
  - c. Profiles
  - d. All of above
229. Criteria used for selection of segmentation variables are:
- a. Substantial
  - b. Can't measurable
  - c. Similar
  - d. Hypothetical
230. Micro-variables for segmenting industrial markets are:
- a. Company size
  - b. Customer location
  - c. End use of products
  - d. Organizational capabilities
231. The size and growth of form can be forecasted by using:
- a. Delphi technique
  - b. Profitability analysis
  - c. Time-series analysis
  - d. Descriptive analysis
232. Competitive analysis is used to determine the:
- a. Strengths and weaknesses of own company
  - b. Strengths and weaknesses of competitors
  - c. Strengths and weaknesses of market
  - d. Strengths and weaknesses of product
233. The decision on targeting the market segments is taken through:
- a. Decision Support System
  - b. Simple Matrix System
  - c. Both a & b
  - d. None of above
234. When the focus is on single or relatively few market segments, then \_\_\_\_\_ marketing is used.
- a. Concentrated marketing
  - b. Differentiated marketing
  - c. Undifferentiated marketing
  - d. Technological Change
235. Differentiated marketing leads to
- a. Higher sales and lower costs
  - b. Lower sales higher costs
  - c. Lower sales lower costs
  - d. Higher sales higher costs
236. Industrial marketing deals with
- a. Government Undertakings

- b. Educational Institutes
  - c. Hospitals
  - d. All of above
237. The most crucial point in industrial marketing for buyers to create:
- a. Product
  - b. Services
  - c. Value
  - d. Policies
238. Which one of the following is the market characteristic of industrial marketing:
- a. Geographically Disbursed
  - b. Mass Markets
  - c. Standardized
  - d. None of them
239. Product characteristics in industrial marketing are:
- a. Technical Complexity
  - b. Customized
  - c. Both a & b
  - d. None of them
240. What is the buying behavior in industrial marketing?
- a. Satisfying Social Needs
  - b. Non-personal Relationship
  - c. Technical Expertise
  - d. Satisfying Physiological Needs

### Answer Key

| Question | Answer | Question | Answer | Question | Answer | Question | Answer | Question | Answer |
|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| 1        | A      | 44       | A      | 87       | D      | 130      | C      | 173      | D      |
| 2        | C      | 45       | B      | 88       | B      | 131      | B      | 174      | B      |
| 3        | B      | 46       | B      | 89       | C      | 132      | D      | 175      | D      |
| 4        | C      | 47       | A      | 90       | A      | 133      | A      | 176      | D      |
| 5        | D      | 48       | B      | 91       | A      | 134      | B      | 177      | C      |
| 6        | C      | 49       | C      | 92       | A      | 135      | C      | 178      | D      |
| 7        | B      | 50       | D      | 93       | C      | 136      | D      | 179      | D      |
| 8        | A      | 51       | B      | 94       | D      | 137      | C      | 180      | C      |
| 9        | B      | 52       | C      | 95       | C      | 138      | D      | 181      | A      |
| 10       | A      | 53       | D      | 96       | A      | 139      | C      | 182      | C      |
| 11       | A      | 54       | A      | 97       | A      | 140      | C      | 183      | A      |
| 12       | C      | 55       | C      | 98       | B      | 141      | A      | 184      | B      |
| 13       | D      | 56       | D      | 99       | A      | 142      | B      | 185      | C      |
| 14       | B      | 57       | C      | 100      | D      | 143      | A      | 186      | D      |
| 15       | C      | 58       | D      | 101      | A      | 144      | D      | 187      | C      |
| 16       | A      | 59       | A      | 102      | B      | 145      | C      | 188      | A      |
| 17       | C      | 60       | C      | 103      | B      | 146      | C      | 189      | A      |
| 18       | B      | 61       | D      | 104      | C      | 147      | D      | 190      | D      |
| 19       | D      | 62       | D      | 105      | B      | 148      | D      | 191      | C      |
| 20       | A      | 63       | B      | 106      | D      | 149      | D      | 192      | B      |
| 21       | C      | 64       | C      | 107      | A      | 150      | C      | 193      | A      |
| 22       | A      | 65       | D      | 108      | C      | 151      | B      | 194      | D      |
| 23       | B      | 66       | A      | 109      | C      | 152      | A      | 195      | D      |
| 24       | A      | 67       | C      | 110      | B      | 153      | A      | 196      | C      |
| 25       | B      | 68       | B      | 111      | A      | 154      | D      | 197      | A      |
| 26       | C      | 69       | C      | 112      | A      | 155      | C      | 198      | A      |
| 27       | A      | 70       | A      | 113      | D      | 156      | C      | 199      | C      |
| 28       | C      | 71       | B      | 114      | B      | 157      | D      | 200      | D      |
| 29       | D      | 72       | A      | 115      | A      | 158      | D      | 201      | D      |
| 30       | B      | 73       | C      | 116      | A      | 159      | C      | 202      | B      |
| 31       | A      | 74       | D      | 117      | B      | 160      | A      | 203      | C      |
| 32       | A      | 75       | C      | 118      | C      | 161      | D      | 204      | A      |
| 33       | C      | 76       | B      | 119      | A      | 162      | A      | 205      | B      |
| 34       | B      | 77       | B      | 120      | B      | 163      | A      | 206      | D      |
| 35       | A      | 78       | D      | 121      | D      | 164      | A      | 207      | A      |
| 36       | D      | 79       | B      | 122      | A      | 165      | B      | 208      | B      |
| 37       | B      | 80       | C      | 123      | C      | 166      | C      | 209      | A      |
| 38       | C      | 81       | A      | 124      | A      | 167      | D      | 210      | C      |
| 39       | A      | 82       | B      | 125      | B      | 168      | C      | 211      | D      |
| 40       | B      | 83       | C      | 126      | B      | 169      | A      | 212      | A      |
| 41       | C      | 84       | D      | 127      | A      | 170      | D      | 213      | B      |
| 42       | B      | 85       | B      | 128      | A      | 171      | C      | 214      | A      |
| 43       | D      | 86       | A      | 129      | D      | 172      | D      | 215      | B      |



## Finance

1. Gifts and relief are
  - A. Merchandise payments
  - B. Service payment
  - C. Factory income
  - D. Transfer payment
2. The term Euro Currency market refers to
  - A. The countries which have adopted Euro as their currency
  - B. The market in which Euro is exchanged for other currencies
  - C. The market where borrowing and lending of currencies take place outside the country of issue
  - D. The international foreign exchange market.
3. In order to settle on compound growth rate of an investment over period an investor determine the
  - A. Geometric mean
  - B. calculus mean
  - C. arithmetic mean
  - D. Standard deviation
4. Total portfolio hazard is
  - A. Equal to systematic risk plus diversifiable risk
  - B. Equal to systematic risk plus Unavoidable risk
  - C. Equal to avoidable risk plus diversifiable risk
  - D. Equal to systematic risk plus no diversifiable risk
5. Non systematic risk is further more identified as
  - A. no diversifiable risk
  - B. market risk
  - C. random risk
  - D. company specific risk
6. Temporary imbalances between operating receipts and operating expenditures are funded with the help of
  - A. State bond
  - B. Federal bonds
  - C. Municipal bonds
  - D. Reserve bonds
7. Interest rate which is not reinvested but is earned is classified as
  - A. Invested interest
  - B. Simple interest
  - C. Earned interest
  - D. Unstated interest
8. According to loan able funds theory, fall in interest rate result into
  - A. Zero demand of funds
  - B. Equilibrium demands of funds
  - C. Higher demand of funds
  - D. Lower demand of funds
9. Capital gain is subtracted from return to stock holder to calculate
  - A. Periodic dividend payments
  - B. Constant spot rate payment
  - C. Constant forward rate payment
  - D. Constant future rate payment
10. Consider call option writing, probably that a buyer would have positive payoff increase with the
  - A. Increase in stock price
  - B. Decrease in stock price
  - C. Increase in maturity duration
  - D. Decrease in maturity duration
11. Who propounded the opportunity cost theory of international trade
  - A. Recordo
  - B. Marshal
  - C. Hecksher and Ohlin
  - D. Heberler
12. If the demand of good is inelastic an increase in its price will cause the total expenditure of the consumer of the goods to
  - A. Increase
  - B. Decrease
  - C. Remain The same
  - D. Become Zero
13. The traditional role of finance manager is responsible for

- A. Popular utilization of funds  
B. Arrangement of financial resources  
C. Acquiring capital assets of the organization  
D. Efficient management of capital
14. The value of EBIT at which EPS is equal to zero is known as  
A. Break Even Point  
B. Financial breakeven Point  
C. Operating breakeven Point  
D. Operating breakeven Point
15. Range of Probability Distribution with 99.74 lies within  
A.  $(+3\sigma$  and  $-3\sigma)$   
B.  $(+4\sigma$  and  $-4\sigma)$   
C.  $(+2\sigma$  and  $-2\sigma)$   
D.  $(+1\sigma$  and  $-1\sigma)$
16. All institutions and procedure for bringing buyers and sellers of financial instruments together.  
A. Commodity Markets  
B. Foreign Markets  
C. Financial Markets  
D. Emerging Markets
17. Gross Profit is equal to  
A. Net Sales – Operating cost  
B. Net Sales – Cost of Goods Sold  
C. Net Sales – Fixed Cost  
D. Net Sales – Variable Cost
18. Derivative Market includes the trading of  
A. Options  
B. Forward  
C. Future  
D. All of Above
19. The quantity of an inventory item to order so that total inventory costs are minimized over the firm's planning period is known as.  
A. Average inventory  
B. EOQ  
C. Annual Usage  
D. Carrying cost
20. An approach to inventory management and control in which inventories are acquired and inserted in production at the exact times they are needed.  
A. ABC system  
B. Supply Chain Management  
C. Just-in-time System  
D. B2B
21. Asset Pricing Model are used to Price the  
A. Equity Shares  
B. Commodity  
C. Forex  
D. Interest
22. Modaraba is mode of  
A. Conventional Financing  
B. Islamic Financing  
C. Strategic Financing  
D. Mortgage Financing
23. International finance is an area of  
A. Marketing  
B. Finance







55. In interest rate swap transaction, party who plays floating payments of interest is considered as
- A. Notion buyer  
B. Notion seller  
C. Swap buyer  
D. Swap seller
56. Types of contract which involves future exchange at a specified price is classified as
- A. Future contracts.  
B. Present contract  
C. Spot contract  
D. Forward contract
57. When price of underlying asset is increases then good option is
- A. Buy call option  
B. Sell call option  
C. Buy put option  
D. Sell put option
58. The capital that is consumed by an economy or a firm in the production process in known as
- A. Capital loss  
B. Production Cost  
C. Dead weight Loss  
D. Depreciation
59. Who propounded the opportunity cost theory of international trade
- A. Recordo  
B. Marshal  
C. Hecksher and Ohlin  
D. Heberler
60. A price for equity is called
- A. Interest rate  
B. Cost of equity  
C. Debt rate  
D. Investment return
61. Is the most important investment decision because it determines the risk return characteristics of the portfolio
- A. Hedging  
B. Market timing  
C. Performance measurement  
D. Asset allocation
62. The major problem with the Markowitz model is its
- A. Lack of accuracy  
B. Predictability flaws  
C. Complexity  
D. Inability to handle large no of inputs
63. Growth in EPS is primarily resultant of growth in
- A. Dividends  
B. Assets value  
C. Fundamental value  
D. Yearly value
64. A summary / Statement of a firm's cash receipts and Cash payment during a period is known as
- A. Balance Sheet  
B. Income Statement  
C. Statement of changes in Equity  
D. Cash Flow Statement
65. Boom, Recession, Recovery and Depression are the stages of
- A. Cash cycle  
B. Economic cycle  
C. Operating Cycle  
D. None of Above
66. The point at which there is no loss and no profit is known as
- A. Break Even Point  
B. Fixed Cost  
C. Variable Cost  
D. Marginal Revenue
67. The rate today for exchanging one currency for another for immediate delivery on the spot.
- A. Forward Exchange Rate  
B. Future Exchange Rate  
C. Spot Exchange Rate  
D. None of Above
68. The combination of two or more companies in which one firm survives as a legal entity.
- A. Merger  
B. Partnership

- C. Synergy  
D. None of Above
69. The quantity of an inventory item to order so that total inventory costs are minimized over the firm's planning period is known as.
- A. Average inventory  
B. EOQ  
C. Annual Usage  
D. Carrying cost
70. Net Present Value techniques is used to evaluate the
- A. Capital Budgeting  
B. Financial Statements  
C. Working Capital  
D. Short term Financing
71. Islamic Financing principles are based on
- A. Capitalism  
B. Socialism  
C. Islamic Sharia  
D. Communism
72. Portfolio Management is the domain of
- A. International Business Management  
B. Insurance Management  
C. Banking  
D. Investment Management
73. Finance is the sum study of
- A. Accounting + Banking  
B. Accounting + Economics  
C. Banking + Economics  
D. Financial Accounting + Cost Accounting
74. Working Capital Management does not include
- A. Capital Structure  
B. Liquidity Management  
C. Current Asset  
D. Current Liabilities.
75. A process is a \_\_\_\_\_.
- A. single thread of execution  
B. program in the execution  
C. program in the memory  
D. task
76. The word processing feature that catches most random typographical errors and misspellings is known as \_\_\_\_\_.
- A. Grammar checker  
B. Spell checker  
C. Word checker  
D. None of the these
77. What is smallest unit of the information?
- A. A bit  
B. A byte  
C. A block  
D. A nibble
78. How is the data stored on the diskette?
- A. Ink  
B. Laser bubbles  
C. Magnetism  
D. Circuits
79. Which of the following is the smallest visual element on a video monitor?
- A. Character  
B. Pixel  
C. Byte  
D. Bit
80. Which of the following is a structured programming technique that graphically represents the detailed steps required to solve a program?
- A. Object-oriented programming  
B. Pseudocode  
C. Flowchart  
D. Top-down design
81. Which of the following is an input device?
- A. Plotter  
B. Printer

- C. VDU
82. Which of the following is the extension of Notepad?  
 A. .txt  
 C. .ppt
83. BIOS is used?  
 A. By operating system  
 C. By interpreter
84. What is the mean of the Booting in the system?  
 A. Restarting computer  
 C. To scan
85. The central processing unit is located in the \_\_\_\_\_.  
 A. Hard disk  
 C. Memory unit
86. What kind of language can computer understand?  
 A. Machine Language  
 C. Assembly language
87. What is the speed of computer measured in?  
 A. Nanoseconds  
 C. Gigahertz
88. What is the full form of DRAM?  
 A. Dynamic Remote Access Memory  
 C. Dependent Remote Access Memory
89. Which one of the following software applications would be the most appropriate for performing numerical and statistical calculations?  
 A. Database  
 C. Graphics package
90. What is the full form of USB?  
 A. Unshielded System Board  
 C. Unidentified System Bus
91. "Shareholder wealth" in a firm is represented by:  
 A. the number of people employed in the firm.  
 C. the amount of salary paid to its employees.
92. The long-run objective of financial management is to:  
 A. maximize earnings per share.  
 C. maximize return on investment.
93. A \_\_\_\_\_, would be an example of a *principal*, while a \_\_\_\_\_ would be an example of an *agent*.  
 A. shareholder; manager  
 C. accountant; bondholder
94. The market price of a share of common stock is determined by  
 A. the board of directors of the firm.  
 C. the president of the company.
95. The focal point of financial management in a firm is:  
 A. the number and types of products or services provided by the firm.  
 C. the creation of value for shareholders.
96. \_\_\_\_\_ of a firm refers to the composition of its long-term funds and its capital structure.  
 A. Capitalization  
 C. Under-capitalization
- D. Mouse  
 B. .xls  
 D. .bmp  
 B. By compiler  
 D. By application software  
 B. Install the program  
 D. To turn off  
 B. System unit  
 D. Monitor  
 B. Computer language  
 D. High-level language  
 B. Kilo-seconds  
 D. Megabytes  
 B. Dynamic Random-Access Memory  
 D. Dependent Random-Access Memory  
 B. Document processor  
 D. Spreadsheet  
 B. Universal System Board  
 D. Universal System Bus  
 B. the book value of the firm's assets less the book value of its liabilities  
 D. the market price per share of the firm's common stock.  
 B. maximize the value of the firm's common stock.  
 D. maximize market share  
 B. manager; owner  
 D. shareholder; bondholder  
 B. the stock exchange on which the stock is listed.  
 D. individuals buying and selling the stock.  
 B. the minimization of the amount of taxes paid by the firm.  
 D. the dollars profits earned by the firm.  
 B. Over-capitalization  
 D. Market capitalization

97. In the \_\_\_\_\_, the future value of all cash inflow at the end of time horizon at a particular rate of interest is calculated.
- A. Risk-free rate  
B. Compounding technique  
C. Discounting technique  
D. Risk Premium
98. \_\_\_\_\_ is the price at which the bond is traded in the stock exchange.
- A. Redemption value  
B. Face value  
C. Market value  
D. Maturity value
99. \_\_\_\_\_ enhance the market value of shares and therefore equity capital is not free of cost.
- A. Face value  
B. Dividends  
C. Redemption value  
D. Book value
100. In \_\_\_\_\_ approach, the capital structure decision is relevant to the valuation of the firm.
- A. Net income  
B. Net operating income  
C. Traditional  
D. Miller and Modigliani
101. When \_\_\_\_\_ is greater than zero the project should be accepted.
- A. Internal rate of return  
B. Profitability index  
C. Net present value  
D. Modified internal rate of return
102. \_\_\_\_\_ is defined as the length of time required to recover the initial cash outlay.
- A. Payback-period  
B. Inventory conversion period  
C. Discounted payback-period  
D. Budget period
103. \_\_\_\_\_ refers to the amount invested in various components of current assets.
- A. Temporary working capital  
B. Net working capital  
C. Gross working capital  
D. Permanent working capital
104. \_\_\_\_\_ is the length of time between the firm's actual cash expenditure and its own cash receipt.
- A. Net operating cycle  
B. Cash conversion cycle  
C. Working capital cycle  
D. Gross capital cycle
105. \_\_\_\_\_ refers to the length of time allowed by a firm for its customers to make payment for their purchases.
- A. Holding period  
B. Pay-back period  
C. Average collection period  
D. Credit period
106. Amounts due from customers when goods are sold on credit are called \_\_\_\_\_.
- A. Trade balance  
B. Trade debits  
C. Trade discount  
D. Trade off
107. \_\_\_\_\_ and \_\_\_\_\_ are the two versions of goals of the financial management of the firm.
- A. Profit maximization, Wealth maximization  
B. Production maximization, Sales maximization  
C. Sales maximization, Profit maximization  
D. Value maximization, Wealth maximization
108. Consider the below mentioned statements: 1. A company is considered to be over-capitalised when its actual capitalisation is lower than the proper capitalisation as warranted by the earning capacity 2. Both over-capitalisation and under-capitalisation are detrimental to the interests of the society. State True or False:
- A. 1-True, 2-True  
B. 1-False, 2-True  
C. 1-False, 2-False  
D. 1-True, 2-False
109. Consider the below mentioned statements: 1. The dividends are not cumulative for equity shareholders, that is, they cannot be accumulated and distributed in the later years. 2. Dividends are taxable. State True or False:
- A. 1-True, 2-True  
B. 1-False, 2-True  
C. 1-False, 2-False  
D. 1-True, 2-False
110. \_\_\_\_\_ and \_\_\_\_\_ carry a fixed rate of interest and are to be paid off irrespective of the firm's revenues.
- A. Debentures, Dividends  
B. Debentures, Bonds  
C. Dividends, Bonds  
D. Dividends, Treasury notes
111. Consider the below mentioned statements: 1. A debt-equity ratio of 2:1 indicates that for every 1 unit of equity, the company can raise 2 units of debt. 2. The cost of floating a debt is greater than the cost of floating an equity issue. State True or False:
- A. 1-True, 2-True  
B. 1-False, 2-True

- C. 1-False, 2-False  
D. 1-True, 2-False
112. Credit policy of every company is largely influenced by \_\_\_\_\_ and \_\_\_\_\_.  
A. Liquidity, accountability  
B. Liquidity, profitability  
C. Liability, profitability  
D. Liability, liquidity
113. XYZ is an oil based business company, which does not have adequate working capital. It fails to meet its current obligation, which leads to bankruptcy. Identify the type of decision involved to prevent risk of bankruptcy.  
A. Investment decision  
B. Dividend decision  
C. Liquidity decision  
D. Finance decision
114. The rate of interest offered by the fixed deposit scheme of a bank for 365 days and above is 12%. What will be the status of Rs. 20000, after two years if it is invested at this point of time?  
A. Rs. 28032  
B. Rs. 24048  
C. Rs. 22056  
D. Rs. 25088
115. How are earnings per share calculated?  
A. Use the income statement to determine earnings after taxes (net income) and divide by the previous period's earnings after taxes. Then subtract 1 from the previously calculated value.  
B. Use the income statement to determine earnings after taxes (net income) and divide by the number of common shares outstanding.  
C. Use the income statement to determine earnings after taxes (net income) and divide by the number of common and preferred shares outstanding.  
D. Use the income statement to determine earnings after taxes (net income) and divide by the forecasted period's earnings after taxes. Then subtract 1 from the previously calculated value
116. Palo Alto Industries has a debt-to-equity ratio of 1.6 compared with the industry average of 1.4. This means that the company  
A. will not experience any difficulty with its creditors.  
B. has less liquidity than other firms in the industry.  
C. will be viewed as having high creditworthiness.  
D. has greater than average financial risk when compared to other firms in its industry.
117. Kanji Company had sales last year of Rs. 265 million, including cash sales of Rs. 25 million. If its average collection period was 36 days, its ending accounts receivable balance is closest to . (Assume a 365-day year.)  
A. Rs. 26.1 million  
B. Rs. 23.7 million  
C. Rs. 7.4 million  
D. Rs. 18.7 million
118. A company can improve (lower) its debt-to-total assets ratio by doing which of the following?  
A. Borrow more.  
B. Shift short-term to long-term debt.  
C. Shift long-term to short-term debt.  
D. Sell common stock.
119. Which of the following statements (in general) is correct?  
A. A low receivables turnover is desirable.  
B. The lower the total debt-to-equity ratio, the lower the financial risk for a firm.  
C. An increase in net profit margin with no change in sales or assets means a poor ROI.  
D. The higher the tax rate for a firm, the lower the interest coverage ratio.
120. Debt-to-total assets (D/TA) ratio is .4. What is its debt-to-equity (D/E) ratio?  
A. 0.2  
B. 0.6  
C. 0.667  
D. 0.333
121. A firm's operating cycle is equal to its inventory turnover in days (ITD)  
A. plus its receivable turnover in days (RTD).  
B. minus its RTD.  
C. plus its RTD minus its payable turnover in days (PTD).  
D. minus its RTD minus its PTD.
122. If the following are balance sheet changes: Rs. 5,005 decrease in accounts receivable Rs. 7,000 decrease in cash Rs. 12,012 decrease in notes payable Rs. 10,001 increase in accounts payable a "use" of funds would be the:  
A. Rs. 7,000 decrease in cash.  
B. Rs. 5,005 decrease in accounts receivable.  
C. Rs. 10,001 increase in accounts payable  
D. Rs. 12,012 decrease in notes payable.
123. Uses of funds include a (an):



139. What is the use of the computer port?  
 A. Download the file via the internet  
 B. To connect with other devices  
 C. To reduce the internet speed  
 D. None of the these
140. Which of the following device is used for gaming?  
 A. Speaker  
 B. Mouse  
 C. Joystick  
 D. None of the these
141. Which of the following memory cannot be directly accessed?  
 A. Primary memory  
 B. Secondary memory  
 C. RAM  
 D. DRAM
142. The speed of a modern printer is generally measured in \_\_\_\_\_.  
 A. LPS  
 B. PPM  
 C. PPS  
 D. DPI
143. Which of the following statement is correct about the virus?  
 A. The virus is a small program that infects a large program in the user system.  
 B. The virus is a file of the hacker.  
 C. The virus is an operating system that controls the entire OS.  
 D. None of the these
144. The four bits are called \_\_\_\_\_.  
 A. Byte  
 B. b. Nibble  
 C. Octet  
 D. d. Bit
145. What is the full form of VDU?  
 A. Virtual Development User  
 B. Virtual Detection Unit  
 C. Visual Detection Unit  
 D. Visual Display Unit
146. What is the full form of the EEPROM?  
 A. Electrically Erasable Process Read-Only Memory  
 B. Electrically Erasable Programmable Read-Only Memory  
 C. Electrical Erase Program Read-Only Memory  
 D. Electron Erase Program Read-Only Memory
147. In which of the following computer-generation vacuum tubes were used?  
 A. First-generation  
 B. Second-generation  
 C. Third-generation  
 D. Fourth-generation
148. Which one of the following parts is called the brain of the computer?  
 A. ALU  
 B. Monitor  
 C. UPS  
 D. CPU
149. The cache memory works between \_\_\_\_\_.  
 A. ROM and CPU  
 B. RAM and ROM  
 C. CPU and RAM  
 D. Random and secondary memory
150. Which device contains a cathode ray tube?  
 A. Speaker  
 B. Mouse  
 C. Monitor  
 D. Keyboard
151. Which of the following type of devices is a computer microphone?  
 A. Output device  
 B. Speaker device  
 C. Input device  
 D. Keyboard device
152. Which of the following would be considered an application of funds?  
 A. a decrease in accounts receivable.  
 B. a decrease in cash. option  
 C. an increase in account payable.  
 D. an increase in cash.
153. All of the following influence capital budgeting cash flows **EXCEPT**:  
 A. accelerated depreciation.  
 B. salvage value.  
 C. tax rate changes.  
 D. method of project financing used.
154. A capital investment is one that  
 A. has the prospect of long-term benefits.  
 B. has the prospect of short-term benefits.  
 C. is only undertaken by large corporations  
 D. applies only to investment in fixed assets.
155. A profitability index of .85 for a project means that:  
 A. the present value of benefits is 85% greater than the project's costs.  
 B. the project's NPV is greater than zero.



- C. the project returns 85 cents in present value for each current dollar invested.
- D. the payback period is less than one year.
156. Which of the following statements is correct?
- A. If the NPV of a project is greater than 0, its PI will equal 0
- B. If the IRR of a project is 0%, its NPV, using a discount rate,  $k$ , greater than 0, will be 0.
- C. If the PI of a project is less than 1, its NPV should be less than 0.
- D. If the IRR of a project is greater than the discount rate,  $k$ , its PI will be less than 1 and its NPV will be greater than 0
157. Basic objective of Financial Management is \_\_\_\_\_.
- A. Maximization of profit.
- B. Maximization of shareholder's wealth
- C. Ensuring Financial discipline in the firm.
- D. All of these.
158. What is the value of the firm usually based on?
- A. The value of debt and equity.
- B. The value of equity.
- C. The value of debt.
- D. The value of assets plus liabilities
159. If a company has a share price of \$100 and its earnings per share averaged \$2, what is its P/E ratio?
- A. 20
- B. 50
- C. 80
- D. 70
160. Financial structure refers to \_\_\_\_\_.
- A. Short-term resources.
- B. All the financial resources.
- C. Long-term resources.
- D. All of these.
161. Long term finance is required for \_\_\_\_\_.
- A. Current assets.
- B. Fixed assets.
- C. Intangible assets.
- D. None of these.
162. If a company issues bonus shares the debt equity ratio \_\_\_\_\_
- A. Remain unaffected.
- B. Will be affected.
- C. Will improve.
- D. None of the above.
163. Which of the following is the first step in capital budgeting process?
- A. Final approval.
- B. Screening the proposal.
- C. Implementing proposal.
- D. Identification of investment proposal.
164. A project costs Rs. 1,00,000 annual cash flow of Rs. 20,000 for 8 years. Its payback period is \_\_\_\_\_
- A. 1 year.
- B. 2 years.
- C. 3 years
- D. 5 years.
165. \_\_\_\_\_ is a payment of additional shares to shareholders in lieu of cash.
- A. Stock split.
- B. Stock dividend.
- C. Extra dividend.
- D. Regular dividend.
166. Land at prime locations, modern buildings, machinery in good condition, etc are accepted as \_\_\_\_\_.
- A. Funds.
- B. Security.
- C. Liquid cash.
- D. Debt.
167. The risk averse prefers debt instruments, while the risk seekers go for \_\_\_\_\_.
- A. Equity investments.
- B. Preference investments.
- C. Debt investments.
- D. None of these.
168. Permanent working capital \_\_\_\_\_.
- A. Varies with seasonal needs.
- B. Includes fixed assets.
- C. Is the amount of current assets required to meet a firm's long-term minimum needs.
- D. Includes accounts payable.
169. What are the earnings per share (EPS) for a company that earned Rs. 100,000 last year in after-tax profits, has 200,000 common shares outstanding and Rs. 1.2 million in retained earning at the year end?
- A. Rs. 100,000
- B. Rs. 6.00
- C. Rs. 0.50
- D. Rs. 6.50
170. \_\_\_\_\_ refers to a firm holding some cash to meet its routine expenses that are incurred in the ordinary course of business.
- A. Speculative motive
- B. Transaction motive
- C. Precautionary motive
- D. Compensating motive

171. Which of the following would **NOT** improve the current ratio?
- A. Borrow short term to finance additional fixed assets      B. Issue long-term debt to buy inventory.  
 C. Sell common stock to reduce current liabilities.      D. Sell fixed assets to reduce accounts payable.
172. To increase a given present value, the discount rate should be adjusted
- A. upward.      B. downward.  
 C. No change.      D. constant
173. What are the different options other than cash used for distributing profits to shareholders?
- A. Bonus shares      B. Stock split  
 C. Stock purchase      D. All of these
174. Which of the following is not the responsibility of financial management?
- A. allocation of funds to current and capital assets      B. obtaining the best mix of financing alternatives  
 C. preparation of the firm's accounting statements      D. development of an appropriate dividend policy
175. Current ratio is 2:5. Current liability is Rs.30,000. The Net working capital is
- A. Rs.18,000      B. Rs.45,000  
 C. Rs. (45,000)      D. Rs. (18000)
176. Which of the following explains Ijmah:
- A. word of Quran      B. application of recognize rule of shariah  
 C. Consensus of scholars      D. Hadith
177. Takaful” is basically a Shariah-compliant
- A. loan      B. insurance  
 C. investment      D. ownership
178. The term Riba literally means
- A. Any speculation      B. Any excess  
 C. Any profit      D. Any wealth
179. Haraam means:
- A. permissible      B. forbidden  
 C. not encouraged      D. compulsory
180. Overhead cost is the total of \_\_\_\_\_.
- A. all indirect costs.      B. all direct costs.  
 C. indirect and direct costs.      D. all specific costs.
181. If net present value is positive then profitability index will be
- A. greater than two      B. equal to  
 C. less than one      D. greater than one
182. Determine stock turnover ratio if, Opening stock is Rs 31,000, Closing stock is Rs 29,000, Sales is Rs 3,20,000 and Gross profit ratio is 25% on sales.
- A. 31 times      B. 11 times  
 C. 8 times      D. 32 times
183. A technique uses in comparative analysis of financial statement is
- A. graphical analysis      B. preference analysis  
 C. common size analysis      D. returning analysis
184. Current Assets Rs.500,000; Current Liabilities Rs.100,000; Revenue from Operations Rs.2,800,000. Working Capital turnover Ratio will be:
- A. 7 times      B. 5.6 times  
 C. 8 times      D. 10 times
185. If the cost of goods sold is \$8000, the gross margin is \$5000 then the revenue will be
- A. Rs.13,000      B. Rs. (13,000)  
 C. Rs. 3,000      D. Rs. (3000)
186. Gross Profit ratio should be adequate to cover
- A. Selling expenses      B. Administrative expenses  
 C. Dividends      D. All of the above
187. Collection of debtors
- A. Decreases current ratio      B. Increases current ratio  
 C. Has no effect on current ratio      D. None of the above
188. EOQ stands for \_\_\_\_\_.



- C. Retail strategy  
D. All of the above
205. Which of the following programs enables you to calculate numbers related to rows and columns?  
A. Window program  
B. Spreadsheet program  
C. Graphics program  
D. Word program
206. Which of the following is an output device?  
A. Keyboard  
B. Mouse  
C. Light pen  
D. VDU
207. Which of the following is equal to a gigabyte?  
A. 1024 bytes  
B. 512 GB  
C. 1024 megabytes  
D. 1024 bits
208. Which of the following is not considered hardware?  
A. Operating system  
B. CPU  
C. Keyboard  
D. Hard disk
209. Management comes under the umbrella of  
A. Science  
B. Arts  
C. Both Science and Arts  
D. None of the above
210. In which of the following, the second-generation computer was based?  
A. Transistor  
B. Electron tube  
C. Electron ray  
D. Vacuum tube
211. What is a single dot on a computer screen called?  
A. Desktop  
B. Color dot  
C. Pixel  
D. Screen dot
212. Which of the following statement is correct about the URL?  
A. URL is a software that connects to the internet  
B. URL is the address of the web page  
C. URL is the domain name  
D. All of the these

213. If we deduct direct tax from personal income, we get:

- a. Net national income
- b. Personal saving
- c. Disposable income
- d. Per capita income

214. The largest part of national income is

- a. Consumption
- b. Investment
- c. Transfer payments
- d. Saving

215. The most important source of a government is:

- a. Foreign loans
- b. Taxes
- c. Printing of new money
- d. Sale of government property

216. In Pakistan, taxes are levied by:

- a. Prime minister of Pakistan
- b. President of Pakistan
- c. Federal Cabinet of ministers
- d. National Assembly

217. Government finance is called

- a. National Finance
- b. Public finance
- c. Private finance
- d. Both a and b

218. In Pakistan government budget is prepared by:

- a. National Assembly
- b. President of Pakistan
- c. Ministry of Finance
- d. State Bank of Pakistan

219. Govt. prepares its budget:

- a) Weekly
- b) Monthly
- c) Annually
- d) Quarterly

220. DU PONT Analysis deals with:

- (a) Analysis of Current Assets
- (b) Analysis of Profit
- (c) Capital Budgeting
- (d) Analysis of Fixed Assets.

221. XYZ Ltd. has a Debt Equity Ratio of 1.5 as compared to 1.3 Industry average. It means that the firm has:

- (a) Higher Liquidity
- (b) Higher Financial Risk
- (c) Higher Profitability
- (d) Higher Capital Employed.

222. Ratio Analysis can be used to study liquidity, turnover, profitability, etc. of a firm. What does Debt-Equity Ratio help to study?

- (a) Solvency
- (b) Liquidity
- (c) Profitability
- (d) Turnover

223. In Inventory Turnover calculation, what is taken in the numerator?

- (a) Sales
- (b) Cost of Goods Sold

(c) Opening Stock

(d) Closing Stock.

224. A firm has Capital of Rs. 10,00,000; Sales of Rs. 5,00,000; Gross Profit of Rs. 2,00,000 and Expenses of Rs. 1,00,000. What is the Net Profit Ratio?

(a) 20%

(b) 50%

(c) 10%

(d) 40%

225. XYZ Ltd. has earned 8% Return on Total Assets of Rs. 50,00,000 and has a Net Profit Ratio of 5%. Find out the Sales of the firm.

(a) Rs. 4,00,000,

(b) Rs. 2,50,000

(c) Rs. 80,00,000

(d) Rs. 83,33,333.

226. Suppliers and Creditors of a firm are interested in

(a) Profitability Position

(b) Liquidity Position

(c) Market Share Position

(d) Debt Position

227. Financial Planning deals with:

(a) Preparation of Financial Statements

(b) Planning for a Capital Issue

(c) Preparing Budgets

(d) All of the above.

228. Which of the following is not shown in Cash Budget?

(a) Proposed Issue of Capital

(b) Loan Repayment

(c) Interest on loan

(d) Depreciation.

229. Which of the following may not be apart of projected Financial Statements?

(a) Projected Income Statement

(b) Projected Trial Balance

(c) Projected Cash Flow Statement

(d) Projected Balance Sheet.

230. Process of Financial Planning ends with:

(a) Preparation of Projected Statements

(b) Preparation of Actual Statements

(c) Comparison of Actual with Projected

(d) Ordering the employees that projected figures come true.

231. Which of the following is not true for cash Budget?

(a) That shortage or excess of cash would appear in a particular period

(b) All inflows would arise before outflows for those periods

(c) Only revenue nature cash flows are shown

(d) Proposed issue of share capital is shown as an inflow

232. Capital Budgeting is a part of:

(a) Investment Decision

(b) Working Capital Management

(c) Marketing Management

(d) Capital Structure.

233. Capital Budgeting deals with:

(a) Long-term Decisions

(b) Short-term Decisions

(c) Both (a) and (b)

(d) Neither (a) nor (b).

234. Which of the following is not used in Capital Budgeting?

(a) Time Value of Money

(b) Sensitivity Analysis

(c) Net Assets Method

(d) Cash Flows.

235. Which of the following is not a motive to hold cash?

(a) Transactionary Motive

(b) Precautionary Motive

(c)Capital Investment

(d)None of the above

236. Cheques deposited in bank may not be available for immediate use due to

(a) Payment Float

(b)Receipt Float

(c) Net Float,

(d)Playing the Float.

237. Difference between the bank balance as per Cash Book and Pass Book may be due to:

(a) Overdraft

(b) Float

(c) Factoring

(d)None of the above.

238. Concentration Banking helps in

(a) Reducing Idle Bank Balance

(b)Increasing Collection

(c)Increasing Creditors

(d)Reducing Bank Transactions.

239. Deep Discount Bonds are issued at

(a)Face Value

(b)Maturity Value

(c)Premium to Face Value

(d)Discount to Face Value.

240. Principal value of a bond is called the

(a)Maturity Value

(b)Issue Price

(c)Par Value

(d)Market Price.

241. If the required rate of return of a particular bond is less than coupon rate, it is known as

(a)Discount Bond

(b)Premium Bond

(c)Par Bond



(d)Junk Bond.

242. Market interest rate and bond price have

(a)Positive relationship

(b)Inverse relation

(c)No relationship

(d)Same relationship

243. In the formula  $k_e = (D1/P0) + g$ ,  $D1/P0$  refers to

(a)Capital gain yield

(b)Dividend yield

(c)Interest yield

(d)None of the above

244. The rate of interest payable on a bond is also called

(a)Effective Rate of Interest

(b)Yield to Maturity

(c)Coupon Rate

(d)Internal Rate of Return.

245. A long-term bond issued with collateral is called

(a)Junk Bond

(b)Treasury Bills

(c)Debenture

(d)Preference Share.

246. Net Profit Ratio Signifies:

(a) Operational Profitability

(b) Liquidity Position

(c) Big-term Solvency

(d)Profit for Lenders.

247. In Ratio Analysis, the term Capital Employed refers to:

(a)Equity Share Capital

(b)Net worth

(c)Shareholders' Funds

(d)None of the above

248. In Net Profit Ratio, the denominator is

(a)Net Purchases

(b)Net Sales

(c) Credit Sales

(d) Cost of goods sold.

249. The correct form of accounting equation is

a. Assets + Liabilities = Equity

b. Assets – Liabilities = Equity

c. Assets – Receivable = Equity

d. Assets + Receivable = Equity

250. A systematic way to maintain the books of accounts is called\_\_\_\_\_?

a. Accountancy

b. Book Keeping

c. Economics

d. Auditing

251. Modern system of book keeping is called\_\_\_\_\_?

a. Double entry system

b. American system

c. Single entry system

d. Italic system

252. Discount received is an:

a. Asset

b. Expense

c. Liability

d. Revenue

253. Obligations of the Business are known as\_\_\_\_\_?

a. Liabilities

b. Revenues

c. Expenses

d. Asset

254. The amount invested by the proprietor to start the business is called:

a. Drawings

b. Capital

c. Financing

d. All of them

255. When goods, in which business deals, are sold, it is called\_\_\_\_\_?

a. Purchases

b. Return inward

c. Sales

d. Return outwards

256. Sales return is also known as \_\_\_\_\_?
- Return outward
  - Return inward
  - Return received
  - Return Payed
257. The concession received on the price of defective goods is called:
- Discount
  - Cash discount
  - Allowance
  - Trading discount
258. Building and furniture using in a business are called \_\_\_\_\_?
- Current asset
  - Fictitious asset
  - Tangible asset
  - Fixed assets
259. Assets having physical existence are called \_\_\_\_\_?
- Current asset
  - Intangible asset
  - Tangible asset
  - Liquid asset
260. The assets which have some market value are called \_\_\_\_\_?
- Fixed asset
  - Quick asset
  - Fictitious assets
  - Real assets
261. Debts which are payable within a year are called \_\_\_\_\_?
- External liabilities
  - Fixed liabilities
  - Current liabilities
  - Liquid Liabilities
262. The unsold goods are \_\_\_\_\_?
- Equity
  - Sale return
  - Inventory
  - Purchases
263. Cash sale to Mr. A will credited to
- Mr. A's account
  - Cash account
  - Sales account
  - Goods account
264. Carriage inward is
- Indirect expense
  - Direct expense
  - Selling expense
  - Operating expense
265. Debtors are also known as
- Owners
  - Accounts receivable
  - Bill payable
  - Accounts payable
266. Net sales are equal to sales minus

- a. Return inward                      b. Return outward                      c. Cost of goods sold                      d. Carriage on sale
267. Transaction which is an accountant forget to record is known as
- a. Errors of omission                      b. Errors of commission                      c. Errors of equipments                      d. None of these
268. Bad debt arises from
- a. Sale on account                      b. Cash sales                      c. Account receivable                      d. Account payable
269. Shares of listed companies are traded in the
- a. stock exchange                      b. option market                      c. future exchange                      d. All of them
270. What from the following is an integral part of business?
- a. Profit                      b. Risk                      c. Certainty                      d. Both a & b
271. What standards are used to prepare financial statements by most of the countries and companies?
- a. International Financial Reporting Standards                      b. International Financial Accounting Standards                      c. International Accounting & Auditing Standards                      d. International Risk Management Standards
272. The accounting process of allocation cost of intangible assets is called
- a. Amortization                      b. Depletion                      c. Going Concern                      d. Residual Value
273. Depreciation is normally charged as
- a. payable                      b. Receivable                      c. Expenses                      d. Advances
274. Returns of goods by the customer should be debited to:
- a. Sales return A/c                      b. Customer A/c                      c. Purchases return A/c                      d. Cash A/c
275. All those accounts which keeps the records of expenses, income, profit & loss are called
- a. Personal A/c                      b. Real A/c                      c. Nominal A/c                      d. None of them
276. Categories of accounts under American approach are
- a. 3                      b. 4                      c. 5                      d. 6
277. Goods lost by fire should be credited to
- a. Goods account                      b. Purchase account                      c. Drawings account                      d. None of these
278. An entry in which more than one account is debited and more than one account is credited is called
- a. Single entry                      b. Double entry                      c. Compound entry                      d. Simple entry
279. The cheque which is returned by the bank unpaid is called
- a. Cross cheque                      b. Bearer cheque                      c. Order cheque                      d. Dishonour cheque
280. The act of signing at the back of the cheque in order to transfer it to somebody else is called

- a. Endorsement                      b. Drafting                      c. Closing                      d. None of these
281. Bank reconciliation statement is usually prepared
- a. Any time                      b. Weekly                      c. Monthly                      d. Yearly
282. Cheque deposited into bank but not collected are called
- a. Unpresented cheque                      b. Uncredited cheque                      c. Dishonour cheque                      d. None of these
283. Regularity bodies working in Pakistan are?
- a. SBP                      b. SECP                      c. NBFIs                      d. a & b
284. Which bank focus on promoting economic growth rather than earning profit?
- a. Microfinance                      b. Islamic                      c. Central                      d. Commercial
285. A cheque is paid on?
- a. Demand                      b. Promise                      c. Maturity                      d. None of these
286. Which of the followings called Banker's Cheque?
- a. Pay Order                      b. Demand Draft                      c. Treasury Bills                      d. Bill of Exchange
287. When a customer "Pledges" his goods or documents with bank the relationship is known as?
- a. Mortgagor                      b. Bailor                      c. Pawner                      d. Lessor  
Mortgagee                      Bailee                      Pawnee                      Lessee
288. Grace Days are allowed on the maturity of?
- a. Promissory Note                      b. Cheque                      c. Treasury Bills                      d. Bill of Exchange
289. Which one is the not a reason of dishonoring of a cheque?
- a. Solvency                      b. Figure Alteration                      c. Frozen Account                      d. Inadequate Funds
290. \_\_\_\_\_ Account is also known is "Demand Deposit A/c"?
- a. Saving A/c                      b. home Saving A/c                      c. Fixed A/c                      d. Current A/c
291. Bank provide overdraft facilities to its customers under \_\_\_\_\_ Account
- a. Saving A/c                      b. Current A/c                      c. home Saving A/c                      d. Fixed A/c  
A/c
292. CAPM stands for
- a. Current Asset Pricing Model                      b. . Current Asset Predictor Model                      c. Capital Asset Predictor Model                      d. None of these
293. Par value can also be named as....
- a. Redemption value                      b. Market valued                      c. Facevalue                      d. All of these
294. Which of the following enjoys limited liability?
- a. A sole proprietorship                      b. A general partnership                      c. A corporation                      d. All of these

295. The purpose of financial markets is to:
- a. increase the price of common stocks      b. Allocate savings efficiently      c. control inflation      d. Lower the yield on bonds
296. Financial markets (year or less) that deals with short term securities called
- a. Capital Market      b. Secondary Market      c. Stock Market      d. Money Market
297. Agency problems are least likely to arise in which organizational form?
- a. Sole proprietorship      b. partnership      c. Private firm      d. Public firm
298. \_\_\_\_\_ measures the firm's ability to meet its short term obligations
- a. Liquidity Ratio      b. Profitability Ratio      c. Leverage Ratio      d. Current Ratio
299. Which one is a not current asset?
- a. Trade debtors      b. Bank overdraft      c. Marketable securities      d. Cash in hand
300. Liquid Ratio is also known as \_\_\_\_\_
- a. Quick Ratio      b. Acid Test Ratio      c. Both a&b      d. None of these
301. Net profit ratio is also called \_\_\_\_\_
- a. Net profit Margin      b. Profit after taxes      c. Operating profit margin      d. None of these
302. \_\_\_\_\_ is the total of direct materials cost, direct labour cost and chargeable expenses
- a. Factory cost      b. Prime cost      c. direct cost      d. Total cost
303. Which of the following will NOT equate the future value of cash inflows to the present value of cash outflows?
- a. Internal rate of return      b. Discount rate      c. Multiple Internal rate of return      d. Profitability index
304. 84. When FOH is under applied and charged to Net Profit, the treatment would be:
- a. Under applied Add net profit      b. Under applied Less net profit      c. Under applied Less operating expense      d. None of these
305. Factory overhead cost is the total of?
- a. All indirect costs      b. All direct costs      c. indirect and direct costs      d. All specific costs
306. Fixed cost per unit decreases when:
- a. Production volume increases      b. Production volume decrease      c. Variable cost per unit decreases      d. Variable cost per unit increases
307. Prime cost + Factory overhead cost is:

- a. Conversion cost      b. Production cost      c. Total cost      d. None of these
308. The cost expended in the past that cannot be retrieved on product or service
- a. Product Cost      b. Relevant Cost      c. Irrelevant Cost      d. Sunk Cost
309. Islamic banking structure is based on
- a. Premium sharing      b. Interest sharing      c. Risk sharing      d. None of these
310. A general rise in the prices of goods and services over time?
- a. Inflation      b. Deflation      c. Re-inflation      d. Stagflation
311. What does GDP stand for?
- a. Good Distribution Practice      b. Gross Domestic Product      c. Global Detection Probability      d. Global Data Pool
312. Which of the following business type, has to pay double taxes to the government?
- a. Sole proprietorship      b. Partnership      c. Joint stock company      d. None of these

### Answer Key

| Question | Answer | Question | Answer | Question | Answer | Question | Answer | Question | Answer |
|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| 1        | D      | 42       | B      | 83       | A      | 124      | B      | 165      | B      |
| 2        | C      | 43       | B      | 84       | A      | 125      | A      | 166      | B      |
| 3        | A      | 44       | D      | 85       | B      | 126      | C      | 167      | A      |
| 4        | A      | 45       | B      | 86       | A      | 127      | A      | 168      | C      |
| 5        | D      | 46       | A      | 87       | C      | 128      | D      | 169      | C      |
| 6        | C      | 47       | B      | 88       | B      | 129      | D      | 170      | B      |
| 7        | B      | 48       | B      | 89       | D      | 130      | C      | 171      | A      |
| 8        | C      | 49       | D      | 90       | D      | 131      | D      | 172      | B      |
| 9        | A      | 50       | A      | 91       | D      | 132      | B      | 173      | D      |
| 10       | B      | 51       | C      | 92       | B      | 133      | B      | 174      | C      |
| 11       | D      | 52       | A      | 93       | A      | 134      | B      | 175      | D      |
| 12       | A      | 53       | D      | 94       | D      | 135      | A      | 176      | C      |
| 13       | B      | 54       | D      | 95       | C      | 136      | C      | 177      | B      |
| 14       | B      | 55       | D      | 96       | A      | 137      | C      | 178      | B      |
| 15       | A      | 56       | D      | 97       | C      | 138      | D      | 179      | B      |
| 16       | C      | 57       | A      | 98       | C      | 139      | B      | 180      | A      |
| 17       | B      | 58       | D      | 99       | B      | 140      | C      | 181      | D      |
| 18       | D      | 59       | D      | 100      | A      | 141      | B      | 182      | C      |
| 19       | B      | 60       | B      | 101      | C      | 142      | B      | 183      | C      |
| 20       | C      | 61       | D      | 102      | A      | 143      | A      | 184      | A      |
| 21       | A      | 62       | C      | 103      | C      | 144      | B      | 185      | A      |
| 22       | B      | 63       | C      | 104      | A      | 145      | D      | 186      | D      |
| 23       | B      | 64       | A      | 105      | D      | 146      | B      | 187      | B      |
| 24       | D      | 65       | B      | 106      | B      | 147      | A      | 188      | A      |
| 25       | A      | 66       | A      | 107      | A      | 148      | D      | 189      | A      |
| 26       | A      | 67       | C      | 108      | B      | 149      | C      | 190      | B      |
| 27       | D      | 68       | A      | 109      | D      | 150      | C      | 191      | D      |
| 28       | C      | 69       | B      | 110      | B      | 151      | C      | 192      | C      |
| 29       | A      | 70       | A      | 111      | D      | 152      | D      | 193      | D      |
| 30       | C      | 71       | C      | 112      | B      | 153      | D      | 194      | D      |
| 31       | A      | 72       | D      | 113      | C      | 154      | A      | 195      | A      |
| 32       | B      | 73       | B      | 114      | D      | 155      | C      | 196      | D      |
| 33       | A      | 74       | A      | 115      | B      | 156      | C      | 197      | B      |
| 34       | B      | 75       | A      | 116      | D      | 157      | B      | 198      | B      |
| 35       | B      | 76       | B      | 117      | B      | 158      | B      | 199      | A      |
| 36       | D      | 77       | A      | 118      | D      | 159      | B      | 200      | C      |
| 37       | B      | 78       | C      | 119      | B      | 160      | B      | 201      | D      |
| 38       | D      | 79       | B      | 120      | C      | 161      | B      | 202      | B      |
| 39       | C      | 80       | C      | 121      | A      | 162      | C      | 203      | B      |
| 40       | B      | 81       | D      | 122      | D      | 163      | D      | 204      | C      |
| 41       | B      | 82       | A      | 123      | C      | 164      | D      | 205      | B      |



| Question | Answer | Question | Answer | Question | Answer |  |  |  |  |
|----------|--------|----------|--------|----------|--------|--|--|--|--|
| 206      | D      | 249      | B      | 292      | D      |  |  |  |  |
| 207      | C      | 250      | B      | 293      | C      |  |  |  |  |
| 208      | A      | 251      | A      | 294      | C      |  |  |  |  |
| 209      | C      | 252      | D      | 295      | B      |  |  |  |  |
| 210      | A      | 253      | A      | 296      | D      |  |  |  |  |
| 211      | C      | 254      | B      | 297      | A      |  |  |  |  |
| 212      | B      | 255      | C      | 298      | D      |  |  |  |  |
| 213      | C      | 256      | B      | 299      | B      |  |  |  |  |
| 214      | A      | 257      | C      | 300      | C      |  |  |  |  |
| 215      | B      | 258      | D      | 301      | A      |  |  |  |  |
| 216      | D      | 259      | C      | 302      | B      |  |  |  |  |
| 217      | B      | 260      | D      | 303      | D      |  |  |  |  |
| 218      | C      | 261      | C      | 304      | A      |  |  |  |  |
| 219      | C      | 262      | C      | 305      | A      |  |  |  |  |
| 220      | B      | 263      | C      | 306      | A      |  |  |  |  |
| 221      | B      | 264      | B      | 307      | B      |  |  |  |  |
| 222      | A      | 265      | B      | 308      | D      |  |  |  |  |
| 223      | B      | 266      | A      | 309      | C      |  |  |  |  |
| 224      | A      | 267      | A      | 310      | A      |  |  |  |  |
| 225      | C      | 268      | C      | 311      | B      |  |  |  |  |
| 226      | B      | 269      | A      | 312      | C      |  |  |  |  |
| 227      | C      | 270      | D      |          |        |  |  |  |  |
| 228      | D      | 271      | A      |          |        |  |  |  |  |
| 229      | B      | 272      | A      |          |        |  |  |  |  |
| 230      | C      | 273      | C      |          |        |  |  |  |  |
| 231      | C      | 274      | A      |          |        |  |  |  |  |
| 232      | A      | 275      | A      |          |        |  |  |  |  |
| 233      | A      | 276      | C      |          |        |  |  |  |  |
| 234      | C      | 277      | B      |          |        |  |  |  |  |
| 235      | C      | 278      | C      |          |        |  |  |  |  |
| 236      | B      | 279      | D      |          |        |  |  |  |  |
| 237      | B      | 280      | A      |          |        |  |  |  |  |
| 238      | B      | 281      | A      |          |        |  |  |  |  |
| 239      | D      | 282      | B      |          |        |  |  |  |  |
| 240      | C      | 283      | D      |          |        |  |  |  |  |
| 241      | C      | 284      | C      |          |        |  |  |  |  |
| 242      | B      | 285      | A      |          |        |  |  |  |  |
| 243      | B      | 286      | B      |          |        |  |  |  |  |
| 244      | C      | 287      | C      |          |        |  |  |  |  |
| 245      | C      | 288      | D      |          |        |  |  |  |  |
| 246      | B      | 289      | A      |          |        |  |  |  |  |
| 247      | D      | 290      | D      |          |        |  |  |  |  |
| 248      | B      | 291      | B      |          |        |  |  |  |  |

## Agribusiness

- Primary Markets are the markets at primary level such as a village market, roadside market and small-town market. The major reason for farmers to sell in these markets is
  - urgent cash requirements of the farmers
  - lack of transportation facilities
  - lack of storage
  - all these
- \_\_\_\_\_ maximization is the central objective of an agribusiness
  - sales
  - production
  - profit
  - exports
- The axle on which the entire wheel of management revolves is called .....
  - motivation
  - communication
  - planning
  - controlling
- \_\_\_\_\_ are usually set for shorter time periods than strategic goals and usually are defined by measurable results
  - vision statement
  - performance objectives
  - aims
  - goals
- In wholesale markets of Pakistan, produce is generally sold through \_\_\_\_\_ to wholesalers and retailers for transmission to the ultimate consumers
  - attention
  - focus
  - auction
  - transaction
- In perfectly competitive markets, producers are \_\_\_\_\_
  - price takers
  - price makers
  - both A & B
  - none of these
- The starting point for any marketing program must be the identification of customer \_\_\_\_\_
  - requirements
  - wants
  - needs
  - all these
- \_\_\_\_\_ help management to establish results to be achieved and delegating of authority
  - planning
  - organizing
  - directing
  - controlling
- Public bodies or institutions constituted through government action and are granted legal powers to achieve their objectives are called \_\_\_\_\_
  - marketing pools
  - marketing boards
  - cooperatives
  - farmers' association
- The multinational corporations have following advantages except the following \_\_\_\_\_
  - require relatively high profit margins to obtain a fast pay-out period.
  - the ability to obtain financing from several sources
  - a background of technical knowledge and experience
  - the ability to evaluate and obtain markets
- Quality standards are subdivided into several classes. Each class is called a grade and is usually given a \_\_\_\_\_
  - number
  - letter
  - word
  - all these
- A market committee with an annual income of more than eight lac rupees but less than sixteen lac rupees is categorized as
  - class A
  - class B
  - class C
  - class D
- According to Pakistan Economic Survey 2020-21, the contribution of agriculture sector in GDP is \_\_\_\_\_
  - 19.2 %
  - 19.5 %
  - 18.9 %
  - 18.4 %
- Agricultural value chains operating in developing countries are typically \_\_\_\_\_
  - long
  - unorganized
  - low value
  - all these
- Currently, the dominant sector of Pakistan's economy in terms of contribution to GDP is \_\_\_\_\_
  - services
  - agriculture

- C. manufacturing  
D. all these
16. A farmer decides to stop growing crop A and instead use the land to grow crop B. The amount of potential profit lost by not growing crop A represents the farmer's \_\_\_\_\_  
A. opportunity costs  
B. fixed costs  
C. marginal costs  
D. variable costs
17. These organizations are autonomous in day-to-day operations but are guided by government instructions  
A. parastatals  
B. cooperatives  
C. transnationals  
D. all of these
18. Support price in Pakistan is announced and implemented for \_\_\_\_\_ crop  
A. rice  
B. sunflower  
C. wheat  
D. cotton
19. Marketing mix includes the following except \_\_\_\_\_  
A. price  
B. place  
C. promotion  
D. purchase
20. In which sequence managers typically perform the managerial functions?  
A. Planning, Organizing, Leading, Controlling  
B. Organizing, Planning, Controlling, Leading  
C. Organizing, Leading, Planning, Controlling  
D. Planning, Organizing, Controlling, Leading
21. At what level of an organization does a strategic manager operate?  
A. Functional level  
B. Operational level  
C. Middle level  
D. Top level
22. Organizing aims to serve  
A. Common purpose  
B. Corruption  
C. Authority structure  
D. All of the above
23. SWOT analysis stands for  
A. Strength, Weakness, Opportunity and Threat  
B. Strong, Weak, Opportunity and Threat  
C. Both a and b options  
D. None of the above
24. Stephen P. Robbins in his book titled 'Principles of Management' enlisted how many principles of management?  
A. 11  
B. 13  
C. 14  
D. 17
25. HRM stands for  
A. Human Resource Management  
B. Human Relationship Management  
C. Both a and b options  
D. None of the above
26. It involves reorganizing company by rearranging its upper management with right person with right tasks  
A. Downsizing  
B. Rightsizing  
C. Both a and b options  
D. None of the above
27. Which of the following monitor compensation, benefits, staffing, affirmative action, employee relations, health and safety, and training/development functions in the company?  
A. HR assistant  
B. HR staff  
C. Admin officer  
D. HR Director
28. Which one of the following is the starting point for good HRM process?  
A. Job analysis  
B. Job description  
C. Job specification  
D. None of the above
29. Which of the following process may be used to eliminate unproductive workers during period of falling businesses?  
A. Recruitment  
B. Downsizing  
C. Rightsizing  
D. All of the above
30. SMEDA stands for  
A. Small and Medium Entrepreneurship Development Agency  
B. Small and Medium Enterprises Development Authority  
C. Small and Medium Environment Development Authority  
D. None of the above
31. B2B ventures are  
A. Buyer-to-Buyer  
B. Buyer-to-Business  
C. Business-to-Buyer  
D. Business-to-Business

32. Which of the following develops or create something new in the first time for welfare of society?  
 A. Entrepreneur B. Inventor  
 C. Social Worker D. Business Man
33. Starting an entrepreneurial firms require  
 A. New business idea B. Business Plan  
 C. Financial Resources and Legal Formalities D. All of the above
34. B2C ventures are  
 A. Buyer-to-Corporation B. Buyer-to-Corporate  
 C. Business-to-Consumer D. Business-to-Community
35. The ability of an organization to deliver the product within shorter time period is called  
 A. Deliverability B. Rapid delivery  
 C. Dependability D. On time delivery
36. The ability of an organization to consistently meet its promises to customer in delivering error free products is called  
 A. Customer satisfaction B. Quality  
 C. Flexibility D. Order fulfillment
37. Arif stores are also called  
 A. General stores B. Kiryana stores  
 C. Grocery stores D. Boutique stores
38. Is a person who recognizes a viable idea for a business?  
 A. Inventor B. Entrepreneur  
 C. Business man D. Corporate officer
39. The person who is unhappy or frustrated with the existing job may be one day an  
 A. Innovator B. Entrepreneur  
 C. Both a and b options D. None of the above
40. Who creates something for the first time?  
 A. Inventor B. Entrepreneur  
 C. Reformer D. Researcher
41. Mangoes are produced in Multan region and then transported to various cities of Pakistan and also exported to various countries. Mangoes are also processed into juices, jams and other products. Which of the following utilities are generated during these processes  
 A. form utility B. form and place utilities  
 C. form, place and time utilities D. form, place, time and possession utilities
42. \_\_\_\_\_ are usually set for shorter time periods than strategic goals and usually are defined by measurable results  
 A. vision statement B. performance objectives  
 C. aims D. goals
43. \_\_\_\_\_ management involves the set of activities around storing and transporting goods and services  
 A. logistics B. value-chain  
 C. production D. operations
44. Economic profit = Total revenue minus \_\_\_\_\_  
 A. implicit costs B. operational/explicit costs  
 C. both A & B D. none of these
45. Which of the following is the final phase in the product development process?  
 A. building a prototype B. test marketing  
 C. business analysis D. commercialization
46. A market in which the purchase and sale of a commodity takes places at time t but the exchange of commodity takes place on some specified date in future i.e. time t + 1.  
 A. spot market B. cash market  
 C. forward market D. none of these
47. PASSCO stands for \_\_\_\_\_  
 A. Pakistan Agricultural Storage and Services Corporation B. Pakistan Agricultural Services and Storage Corporation  
 C. Punjab Agricultural Storage and Services D. Pakistan Agricultural Storage and Services Company

48. AMIS stands for  
 A. Agricultural Market Information Service  
 B. Agriculture Market Information system  
 C. Agricultural Media Information System  
 D. Agricultural Marketing Information System
49. Quality standards are subdivided into several classes. Each class is called a grade and is usually given a \_\_\_\_\_  
 A. number  
 B. letter  
 C. word  
 D. all these
50. The functions of the PAMRA include(s)  
 A. prescribe grading standards for a specific agri. produce  
 B. provide training for service providers  
 C. control unfair marketing practices  
 D. all these
51. In Pakistan, majority of agribusiness operate under following form of business organization  
 A. sole proprietorship  
 B. partnership  
 C. company  
 D. cooperative
52. According to Pakistan Economic Survey 2020-21, the contribution of agriculture sector in GDP is \_\_\_\_\_  
 A. 19.2 %  
 B. 19.5 %  
 C. 18.9 %  
 D. 18.4 %
53. A dairy farm produces 100 kg milk, domestic consumption, feeding and payment in kind accounts for 10 kg milk, another 10% of total milk is lost during transporting it to the market, so marketed surplus will be  
 A. 70 Kg  
 B. 60 Kg  
 C. 85 Kg  
 D. none of these
54. One acre is equivalent to \_\_\_\_\_  
 A. 8 Kanals  
 B. 80 Kanals  
 C. 9 Kanals  
 D. 90 Kanals
55. The rapid rise of supermarkets in developing countries has induced \_\_\_\_\_ change in agri-food systems  
 A. institutional  
 B. technological  
 C. organizational  
 D. all these
56. Consumer decision making process begins with \_\_\_\_\_  
 A. information search and evaluation  
 B. problem recognition  
 C. purchasing process  
 D. all theses
57. A process is a \_\_\_\_\_.  
 A. single thread of execution  
 B. program in the execution  
 C. program in the memory  
 D. task
58. The word processing feature that catches most random typographical errors and misspellings is known as \_\_\_\_\_.  
 A. Grammar checker  
 B. Spell checker  
 C. Word checker  
 D. None of the these
59. What is smallest unit of the information?  
 A. A bit  
 B. A byte  
 C. A block  
 D. A nibble
60. How is the data stored on the diskette?  
 A. Ink  
 B. Laser bubbles  
 C. Magnetism  
 D. Circuits
61. Which of the following is the smallest visual element on a video monitor?  
 A. Character  
 B. Pixel  
 C. Byte  
 D. Bit
62. Which of the following programs enables you to calculate numbers related to rows and columns?  
 A. Window program  
 B. Spreadsheet program  
 C. Graphics program  
 D. Word program
63. Which of the following is a structured programming technique that graphically represents the detailed steps required to solve a program?  
 A. Object-oriented programming  
 B. Pseudocode  
 C. Flowchart  
 D. Top-down design
64. Which of the following is an output device?  
 A. Keyboard  
 B. Mouse  
 C. Light pen  
 D. VDU

65. Which of the following is an input device?  
 A. Plotter  
 C. VDU  
 B. Printer  
 D. Mouse
66. Which of the following is the extension of Notepad?  
 A. .txt  
 C. .ppt  
 B. .xls  
 D. .bmp
67. BIOS is used?  
 A. By operating system  
 C. By interpreter  
 B. By compiler  
 D. By application software
68. What is the mean of the Booting in the system?  
 A. Restarting computer  
 C. To scan  
 B. Install the program  
 D. To turn off
69. The central processing unit is located in the \_\_\_\_\_.  
 A. Hard disk  
 C. Memory unit  
 B. System unit  
 D. Monitor
70. Which of the following is equal to a gigabyte?  
 A. 1024 bytes  
 C. 1024 megabytes  
 B. 512 GB  
 D. 1024 bits
71. What kind of language can computer understand?  
 A. Machine Language  
 C. Assembly language  
 B. Computer language  
 D. High-level language
72. What is the speed of computer measured in?  
 A. Nanoseconds  
 C. Gigahertz  
 B. Kilo-seconds  
 D. Megabytes
73. What is the full form of DRAM?  
 A. Dynamic Remote Access Memory  
 C. Dependent Remote Access Memory  
 B. Dynamic Random-Access Memory  
 D. Dependent Random-Access Memory
74. Which one of the following software applications would be the most appropriate for performing numerical and statistical calculations?  
 A. Database  
 C. Graphics package  
 B. Document processor  
 D. Spreadsheet
75. Which of the following is not considered hardware?  
 A. Operating system  
 C. Keyboard  
 B. CPU  
 D. Hard disk
76. What is the full form of USB?  
 A. Unshielded System Board  
 C. Unidentified System Bus  
 B. Universal System Board  
 D. Universal System Bus
77. The unique dimensions of the foods and agribusiness markets include(s) \_\_\_\_\_.  
 A. Food as a product  
 C. Rural ties and government involvement  
 B. Biological nature of production  
 D. all these
78. \_\_\_\_\_ arise from the fluctuations of demand and supply of agricultural commodities that can result in the variation in the prices in the markets  
 A. market risks  
 C. risk bearing function  
 B. physical risks  
 D. all these
79. \_\_\_\_\_ are usually set for shorter time periods than strategic goals and usually are defined by measurable results  
 A. vision statement  
 C. aims  
 B. performance objectives  
 D. goals
80. \_\_\_\_\_ normally carries the privilege of voting for the board of directors that oversees the activities of the corporation  
 A. multinational corporation  
 C. preferred stock  
 B. common stock  
 D. joint stock
81. A market in which the purchase and sale of a commodity takes places at time t but the exchange of commodity takes place on some specified date in future i.e. time t + 1.  
 A. spot market  
 C. forward market  
 B. cash market  
 D. none of these

82. Quality standards are subdivided into several classes. Each class is called a grade and is usually given a \_\_\_\_\_
- A. number  
B. letter  
C. word  
D. all these
83. PAMRA Stands for
- A. Pakistan Agricultural Media Regulatory Authority  
B. Pakistan Agricultural Marketing Regulatory Authority  
C. Punjab Agricultural Media Regulatory Authority  
D. Punjab Agricultural Marketing Regulatory Authority
84. Legislation on agricultural marketing issues is a \_\_\_\_\_ subject in Pakistan
- A. federal  
B. provincial  
C. local  
D. district
85. Packaging is carried out to perform following function(s)
- A. educate consumers  
B. comply with government regulations  
C. product and preserve the product  
D. all these
86. In agricultural wholesale markets \_\_\_\_\_
- A. farmers bring their produce for sale  
B. intermediaries hold auctions to sell agricultural produce  
C. buyers buy agricultural produce  
D. all these
87. According to Pakistan Economic Survey 2020-21, the contribution of agriculture sector in GDP is \_\_\_\_\_
- A. 19.2 %  
B. 19.5 %  
C. 18.9 %  
D. 18.4 %
88. According to Pakistan Economic Survey 2020-21, the agriculture sector growth is \_\_\_\_\_
- A. 2.5 %  
B. 2.3 %  
C. 2.7 %  
D. 2.9 %
89. Agro-based industries are mainly established in rural areas because of \_\_\_\_\_
- A. availability of raw material  
B. availability of labor  
C. absence of pollution in environment  
D. low tariff on electricity
90. Standardization and grading of agricultural products help in decision making relating to \_\_\_\_\_
- A. buying  
B. selling  
C. both A & B  
D. none of these
91. Difference between assets and liabilities is known as \_\_\_\_\_
- A. income statement  
B. owner's equity  
C. balance sheet  
D. cash flow statement
92. Which one of the following is not a form of data storage media?
- A. A database  
B. Magnetic tape  
C. Magnetic disc  
D. Optical disc
93. Consider the following path C:\Device\Module\Module 1. What is name of the file in this path?
- A. Device  
B. Module  
C. Module 1  
D. None of above
94. Which one of the following is not input device?
- A. Keyboard  
B. Mouse  
C. Speaker  
D. Scanner
95. Which one of the following is an example of the browser software?
- A. Microsoft Word  
B. Notepad  
C. Internet navigator  
D. Internet explorer
96. What is the use of the computer port?
- A. Download the file via the internet  
B. To connect with other devices  
C. To reduce the internet speed  
D. None of the these
97. Which of the following device is used for gaming?
- A. Speaker  
B. Mouse  
C. Joystick  
D. None of the these
98. Which of the following memory cannot be directly accessed?
- A. Primary memory  
B. Secondary memory

- C. RAM  
D. DRAM
99. The speed of a modern printer is generally measured in \_\_\_\_\_.
- A. LPS  
B. PPM  
C. PPS  
D. DPI
100. Which of the following statement is correct about the virus?
- A. The virus is a small program that infects a large program in the user system.  
B. The virus is a file of the hacker.  
C. The virus is an operating system that controls the entire OS.  
D. None of the these
101. The four bits are called \_\_\_\_\_.
- A. Byte  
B. b. Nibble  
C. Octet  
D. d. Bit
102. What is the full form of VDU?
- A. Virtual Development User  
B. Virtual Detection Unit  
C. Visual Detection Unit  
D. Visual Display Unit
103. What is the full form of the EEPROM?
- A. Electrically Erasable Process Read-Only Memory  
B. Electrically Erasable Programmable Read-Only Memory  
C. Electrical Erase Program Read-Only Memory  
D. Electron Erase Program Read-Only Memory
104. In which of the following, the second-generation computer was based?
- A. Transistor  
B. Electron tube  
C. Electron ray  
D. Vacuum tube
105. In which of the following computer-generation vacuum tubes were used?
- A. First-generation  
B. Second-generation  
C. Third-generation  
D. Fourth-generation
106. Which of the following statement is correct about the URL?
- A. URL is a software that connects to the internet  
B. URL is the address of the web page  
C. URL is the domain name  
D. All of the these
107. Which one of the following parts is called the brain of the computer?
- A. ALU  
B. Monitor  
C. UPS  
D. CPU
108. The cache memory works between \_\_\_\_\_.
- A. ROM and CPU  
B. RAM and ROM  
C. CPU and RAM  
D. Random and secondary memory
109. Which device contains a cathode ray tube?
- A. Speaker  
B. Mouse  
C. Monitor  
D. Keyboard
110. Which of the following type of devices is a computer microphone?
- A. Output device  
B. Speaker device  
C. Input device  
D. Keyboard device
111. \_\_\_\_\_ is a distinct form of organization which is owned, operated, and controlled by its members.
- A. sole proprietorship  
B. cooperative  
C. corporation  
D. partnership
112. Agricultural inputs can be distributed by \_\_\_\_\_.
- A. private firms  
B. farmer association  
C. government enterprises  
D. all of these
113. Which one of the following approaches describes the functions performed by retailers, wholesalers, commission agents, brokers and other stakeholders in the supply chain of the agricultural commodities
- A. functional approach  
B. institutional approach  
C. commodity approach  
D. marketing mapping approach
114. In effective and efficient marketing system, a consumer is not disillusioned by \_\_\_\_\_
- A. multiple grades  
B. adulteration  
C. multiple prices  
D. all these
115. Which of the following is not true about a manager?
- A. Provides the organization with leadership  
B. Responsible for the management of organization  
C. Accept responsibility of change  
D. Watch the things happening



116. \_\_\_\_\_ are usually set for shorter time periods than strategic goals and usually are defined by measurable results
- A. vision statement  
B. performance objectives  
C. aims  
D. goals
117. Those who take title to products with a major purpose of profiting due to difference in prices are known as \_\_\_\_\_
- A. agent middlemen  
B. speculative middlemen  
C. facilitative organization  
D. merchant middlemen
118. \_\_\_\_\_ is the main organization responsible for seed quality control, certification, and law enforcement. The
- A. Federal Seed Certification and Registration Department  
B. Punjab Seed Corporation  
C. Pakistan Standards and Quality and Control Authority  
D. Agricultural Development Authority
119. \_\_\_\_\_ function provides time utility in agricultural marketing system
- A. facilitating  
B. physical  
C. storage  
D. transportation
120. The corporation is taxed on funds it earns as profit; then, after it has paid dividends to its stockholders, the stockholders must again pay income tax on the amount that is received as dividends. This type of tax is called a \_\_\_\_\_
- A. corporate tax  
B. progressive tax  
C. double tax  
D. income tax
121. A curve that shows various combinations of two commodities that give same level of satisfaction to consumers is called \_\_\_\_\_
- A. production possibility curve  
B. isoquant  
C. indifference curve  
D. aggregate demand curve
122. Which of the following is not a part of planning?
- A. gathering information  
B. benefit cost analysis  
C. developing alternatives  
D. none of these
123. A market in which the purchase and sale of a commodity takes place at time  $t$  but the exchange of commodity takes place on some specified date in future i.e. time  $t + 1$ .
- A. spot market  
B. cash market  
C. forward market  
D. none of these
124. Under the WTO agreements, countries cannot normally discriminate between their trading partners. If a country reduces customs duty rate for one of their products for one country, then it has to do the same for all other WTO members. This principle of WTO is called \_\_\_\_\_
- A. most favored nation treatment  
B. national treatment  
C. trade liberalization  
D. non-discrimination
125. The surplus produce which is available for sale by the farmer after meeting consumption requirements
- A. marketable surplus  
B. agricultural produce  
C. marketed surplus  
D. none of these
126. Quality standards are subdivided into several classes. Each class is called a grade and is usually given a \_\_\_\_\_
- A. number  
B. letter  
C. word  
D. all these
127. When output increases one percent by increasing input one percent, is called
- A. increasing return to scale  
B. decreasing return to scale  
C. constant return to scale  
D. none of these
128. A market which mainly involved in export of commodities is known as \_\_\_\_\_ market
- A. primary  
B. retail  
C. secondary  
D. terminal
129. On the recommendation of Royal Commission on Agriculture in India (1928), The agricultural produce Act was enacted in
- A. 1929  
B. 1935  
C. 1939  
D. 1947
130. For training purposes, the Directorate of AEM established PIAM which stands for

- A. Punjab Institute of Agricultural Marketing      B. Punjab Institute of Agriculture Markets  
 C. Pakistan Institute of Agricultural Marketing      D. Pakistan Institute of Agriculture Markets
131. Arhti performs a set of formal and informal functions which includes except the following  
 A. auctioning agricultural produce for a commission      B. retailing services to consumers  
 C. providing credit and selling commodities on credit      D. providing storage services for a fee
132. According to Pakistan Economic Survey 2020-21, the contribution of agriculture sector in GDP is \_\_\_\_\_  
 A. 19.2 %      B. 19.5 %  
 C. 18.9 %      D. 18.4 %
133. Accounting profit = Total revenue minus \_\_\_\_\_  
 A. implicit cost      B. operational/explicit cost  
 C. marginal cost      D. all these
134. Which of the following is a difference between merchant middlemen and agent middlemen?  
 A. agent middlemen acquire ownership of the products they sell, while merchant middlemen do not.      B. agent middlemen sell products directly to the consumer while merchant do not.  
 C. agent middlemen earns from the margin between their purchase and sale price while merchant middlemen do not.      D. merchant middlemen acquire ownership of the products they sell, while agent middlemen do not.
135. Market power in agricultural value chains in developing countries is vested in \_\_\_\_\_  
 A. consumers      B. retailers  
 C. commission agents      D. wholesalers
136. In a planned or command economy, all the economic decisions are taken by the \_\_\_\_\_  
 A. workers      B. voters  
 C. government      D. consumers
137. Pakistan imports major part of its domestic requirement of \_\_\_\_\_  
 A. wheat      B. edible oil  
 C. rice      D. sugar
138. Price differences between two or more locations reflect \_\_\_\_\_ utility  
 A. form      B. place  
 C. time      D. all theses
139. A market in which there are more than two but still a few sellers of a commodity operate is termed \_\_\_\_\_  
 A. perfect market      B. duopoly  
 C. oligopoly      D. monopolistic competition
140. Which of the following process may be used to eliminate unproductive workers during period of falling businesses?  
 A. Recruitment      B. Downsizing  
 C. Rightsizing      D. All of the above
141. The person who brings resources for new business is called  
 A. Inventor      B. Entrepreneur  
 C. Moderator      D. None of the above
142. An overall plan for guiding a retail firm is called  
 A. Strategic management      B. Business strategy  
 C. Retail strategy      D. All of the above
143. The process of initiating a business ventures along associated risks is called  
 A. Mentorship      B. Incorporation of business  
 C. Innovation      D. Entrepreneurship
144. Which of the following is the smallest visual element on a video monitor?  
 A. Character      B. Pixel  
 C. Byte      D. Bit
145. Which of the following programs enables you to calculate numbers related to rows and columns?  
 A. Window program      B. Spreadsheet program  
 C. Graphics program      D. Word program
146. Management comes under the umbrella of  
 A. Science      B. Arts

- C. Both Science and Arts  
D. None of the above
147. Which of the following statement is correct about the virus?  
A. The virus is a small program that infects a large program in the user system.  
B. The virus is a file of the hacker.  
C. The virus is an operating system that controls the entire OS.  
D. None of the these
148. What is a single dot on a computer screen called?  
A. Desktop  
B. Color dot  
C. Pixel  
D. Screen dot
149. What kind of production method will likely be used when labor is inexpensive?  
a) function-intensive  
b) function-extensive  
c) labor-intensive  
d) capital-intensive
150. In marketing, what is the term for the usefulness of a product that is a consequence of its creation from raw material?  
a) place utility  
b) position utility  
c) price utility  
d) form utility
151. Which of the following is not an example of a convenience good?  
a) Milk  
b) Bread  
c) Cigarettes  
d) dishwasher
152. Which phase of the product life cycle is considered to be the most critical?  
a) Maturity  
b) Decline  
c) Introduction  
d) growth
153. What is another name for the practice of introducing a new product at a high price for a brief period, in the hopes of recouping production costs?  
a) market penetration pricing  
b) market-skimming pricing  
c) price lining  
d) quantity discounts
154. Which of the following is a difference between merchant middlemen and agent middlemen?  
a) Agent middlemen acquire ownership of the products they sell, while merchant middlemen do not.  
b) Merchant middlemen sell products directly to the consumer.  
c) Agent middlemen have no control over production processes.  
d) Merchant middlemen acquire ownership of the products they sell, while agent middlemen do not.
155. Transportation services that are operated by shipper are known as \_\_\_\_\_.  
a) private carriers  
b) middle carriers  
c) common carriers  
d) instrumental carriers
156. What type of utility does a bag of rice acquire for the consumer upon purchase?  
a) place  
b) form  
c) position  
d) ownership
157. Which of the following is the final phase in the product development process?  
a) building a prototype  
b) business analysis  
c) test marketing  
d) commercialization
158. Monetary policy attempts to stabilize the economy during the business cycle through:  
a) changes in the quantity of money or the interest rate.  
b) changes in tax policy or government spending.  
c) discretionary regulation of profits and wages.  
d) changes in the inflation rate.
159. Secular long-run growth is the sustained upward trend in:  
a) nominal GDP over time.  
b) aggregate output per person over the business cycle.  
c) aggregate output per person over several decades.  
D) Real GDP over time
160. A nominal measure, as opposed to a real measure, is:  
a) inversely affected by inflation.  
b) a measure that has been adjusted for changes in prices over time.  
c) an accurate indicator of the general cost of living.

- d) a measure that has not been adjusted for changes in prices over time.
161. As opposed to a closed economy, in an open economy:
- trade is only beneficial to the relatively larger economy.
  - the exchange rate is determined by the government.
  - there is trade in goods, services, or assets with other countries.
  - specialization in activities with a comparative advantage is not possible.
162. The exchange rate is:
- the growth rate differential between two countries.
  - the value of one currency in terms of another.
  - the rate at which goods are sold in a country.
  - the interest rate differential between two countries.
163. The reason the dollar value of only final goods and services are counted in GDP is that:
- intermediate goods reduce GDP.
  - we can only measure the value of final goods and services and can not measure the value of inputs.
  - only final goods and services matter for the economy.
  - if we counted the value of all goods we would count inputs, like the value of steel in a new automobile, more than once.
164. In economics the central problem is:
- consumption
  - Money
  - allocation
  - scarcity
165. Indicate below what is NOT a factor of production.
- Labour
  - Land
  - Capital.
  - A bank loan
166. Macroeconomics deals with:
- the behaviour of firms
  - the activities of individual units
  - the behaviour of the electronics industry.
  - economic aggregates
167. Microeconomics is not concerned with the behaviour of:
- consumers
  - Firms
  - industries.
  - aggregate demand
168. The study of inflation is part of.
- microeconomics
  - macroeconomics
  - descriptive economics
  - normative economics
169. Aggregate supply is the total amount:
- of goods and services produced in an economy
  - produced by the government.
  - of products produced by a given industry
  - of labour supplied by all households.
170. The total demand for goods and services in an economy is known as:
- aggregate demand
  - national demand
  - gross national product
  - economy-wide demand
171. Inflation is:
- an increase in the overall level of economic activity
  - a decrease in the overall level of economic activity.
  - a decrease in the overall price level.
  - an increase in the overall price level.
172. A recession is:

- a) a period of declining prices.
- b) a period of very rapidly declining prices. C)a period of declining unemployment.
- d) a period during which aggregate output declines

173. Unemployment means that:

- a) there are some people who will not work at the going wage rate.
- b) at the going wage rate, there are people who want to work but cannot find work.
- c) there is excess demand in the labour market.
- d) people are not willing to work at the going wage rate

174. If marginal benefit is greater than marginal cost, a rational choice involves:

- a) more or less, depending on the benefits of other activities b) no more of activity
- b) less of the activity. D) more of the activity.

175. A student chooses to study because marginal benefit is greater than \_\_\_\_ cost.

- a) expected c) total
- b) Average d) marginal

176. The concept of opportunity cost:

- a) is relevant only for a capitalist economy like the United States.
- b) suggests all our wants can be achieved.
- c) suggests a major increase in public health-care spending means an expansion in other areas will be harder to achieve.
- d) would be irrelevant if we eliminated poverty.

177. Opportunity cost is

- a) the cost incurred in the past before we make a decision about what to do in the future.
- b) a cost that cannot be avoided, regardless of what is done in the future.
- c) that which we forgo, or give up, when we make a choice or a decision.
- d) the additional benefit of buying an additional unit of a product

178. A graph showing all the combinations of goods and services that can be produced if all of society's resources are used efficiently is a:

- a) Lorenz curve c) capital consumption frontier
- b) b) circular-flow diagram d) production possibility curve.

179. Periods of less than full employment correspond to:

- a) either points inside or outside the production possibility curve
- b) points on the production possibility curve.
- c) points outside the production possibility curve
- d) points inside the production possibility curve

180. The circular flow of goods and incomes shows the relationship between:

- a) firms and households. c) wages and salaries.
- b) income and money d)goods and services.

181. In a free market system, the amount of goods and services that any one household gets depends upon its:

- a) wealth c)income
- b) income and wealth d)wage and interest income

182. In a planned or command economy, all the economic decisions are taken by the:

- a) workers. c) voters.
- b) government. d) consumers

183. Which one of the following is a normative statement?

- a) The richest 10 per cent of the population has had a bigger percentage increase in incomes over the past 10 years than the poorest 10 per cent.
- b) Inflation is rising.
- c) Inequality in the distribution of income is a more serious problem than unemployment.
- d) The proportion of people's income paid in taxes is higher under this government than under the previous one.

184. A major specialized activity performed in accomplishing the marketing process is known as :

- a) buying function
- b) market intelligence
- c) marketing function
- d) none of these

185. In effective marketing system, a consumer is not disillusioned by

- a) multiple grades
- b) multiple prices
- c) adulteration
- d) all of these

186. The major hurdles in the development of livestock marketing include

- a) lack of finance
- b) shortage of technical staff
- c) social taboos
- d) all of these

187. DALPMG is an abbreviation of

- a. Dept. of agricultural and livestock processing marketing and grading
- b. Dept. of agricultural and livestock product management and grading
- c. Dept. of agricultural and livestock product marketing and grading
- d. None of these

188. A dairy farm produces 100 kg milk, domestic consumption, feeding and payment in kind accounts for 10 kg milk, another 10% of total milk is lost during transporting it to the market, so marketed surplus will be

- a) 70 kg
- b) 85 kg
- c) 60 kg
- d) none of these

189. A middlemen who sells the services to their principal is known as

- a) commission man
- b) broker
- c) none of these
- d) both of these

190. A market which mainly involved in export of commodities is known as

- a) Primary market
- b) Secondary market
- c) Free market
- d) Terminal market

191. Those who take title to products with a major purpose of profiting due to difference in prices \_\_\_\_\_

- a) Agent middlemen
- b) Facilitative organization
- c) Speculative middlemen
- d) Merchant middlemen

192. The surplus produce which is available for sale by the farmer after meeting consumption requirements

- a) Marketable surplus
- b) Marketed surplus
- c) Agricultural produce
- d) Surplus

193. When a firm gains control over competitors is known as









233. Cotton is \_\_\_\_\_ crop
- a) Rabi b) Kharif c) Zaid Rabi d) Zaid Kharif
234. Multiplier is equal to
- a)  $1/MPC$  b)  $1/MPS$  c)  $1/1-MPS$  d)  $1/1-MPC$
235. Roger's category of users contain how much ratio of late majority
- a) 36% b) 38% c) 35% d) 34%
236. Development stage, introductory stage and declining stage are the stages of
- a) New product adoption c) Categories of new technology adopters  
b) Product life cycle d) All of the above
237. A person who makes money by starting or running business especially when it involves taking financial risks is technically called
- a) Entrepreneur c) Industrialist  
b) Farmer d) Beurocrait
238. GATT stands for
- a) General agreement of tariff and trade c) General agreement of tax and trade  
b) General agreement of trade and tariff d) None of above
239. \_\_\_\_\_ plays a central role in management functions
- a) Directing c) Downsizing  
b) Planning d) Communication
240. PASSCO stands for
- a) Pakistan Agricultural Services and Storage Corporation  
b) Punjab Agricultural Services and Storage Corporation  
c) Pakistan Agricultural Seed and Storage Corporation  
d) Punjab Agricultural Seed and Storage Corporation
241. Government announces wheat price of Rs.950 per maund to protect the farmers is called
- a) Support price b) Floor price c) Ceiling price d) None of them
242. Difference between assets and liabilities is known as
- a) Income statement c) Owner's equity  
b) Balance sheet d) Cash flow statement
243. The amount by which expenditure of federal Govt. exceeds its revenue in a year is called
- a) Budget deficit b) Budget surplus c) Both of them d) None of them
244. A curve that shows various combinations of two commodities that give same level of satisfaction is called
- a) Production possibility curve c) Isoquant  
b) Indifference curve d) Aggregate demand curve
245. Goods that have been produced but remain unsold
- a) Inventory b) Surplus c) Deficit d) None of them
246. When money supply increased then it causes
- a) Inflation b) Deflation c) Boom d) None of them
247. A tax whose average tax rate increases as payer's income increases & vice versa
- a) Progressive tax b) Regressive tax c) Direct tax d) Indirect tax
248. When output increases one percent by increasing input one percent, is called

- a) Increasing return to scale
- b) Constant return to scale
- c) Decreasing return to scale
- d) None of them

### Answer Key

| Question | Answer | Question | Answer | Question | Answer | Question | Answer | Question | Answer |
|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| 1        | D      | 44       | C      | 87       | A      | 130      | A      | 173      | B      |
| 2        | C      | 45       | C      | 88       | C      | 131      | B      | 174      | D      |
| 3        | B      | 46       | C      | 89       | A      | 132      | A      | 175      | D      |
| 4        | B      | 47       | A      | 90       | C      | 133      | B      | 176      | C      |
| 5        | C      | 48       | D      | 91       | B      | 134      | D      | 177      | C      |
| 6        | A      | 49       | D      | 92       | A      | 135      | C      | 178      | D      |
| 7        | C      | 50       | D      | 93       | C      | 136      | C      | 179      | D      |
| 8        | B      | 51       | A      | 94       | C      | 137      | B      | 180      | A      |
| 9        | B      | 52       | A      | 95       | D      | 138      | B      | 181      | B      |
| 10       | A      | 53       | D      | 96       | B      | 139      | C      | 182      | B      |
| 11       | D      | 54       | A      | 97       | C      | 140      | B      | 183      | C      |
| 12       | B      | 55       | D      | 98       | B      | 141      | B      | 184      | C      |
| 13       | A      | 56       | B      | 99       | B      | 142      | C      | 185      | D      |
| 14       | D      | 57       | A      | 100      | A      | 143      | D      | 186      | D      |
| 15       | A      | 58       | B      | 101      | B      | 144      | B      | 187      | C      |
| 16       | A      | 59       | A      | 102      | D      | 145      | B      | 188      | D      |
| 17       | A      | 60       | C      | 103      | B      | 146      | C      | 189      | D      |
| 18       | C      | 61       | B      | 104      | A      | 147      | A      | 190      | D      |
| 19       | D      | 62       | B      | 105      | A      | 148      | C      | 191      | C      |
| 20       | A      | 63       | C      | 106      | B      | 149      | C      | 192      | A      |
| 21       | D      | 64       | D      | 107      | D      | 150      | D      | 193      | C      |
| 22       | C      | 65       | D      | 108      | C      | 151      | D      | 194      | B      |
| 23       | A      | 66       | A      | 109      | C      | 152      | C      | 195      | D      |
| 24       | C      | 67       | A      | 110      | C      | 153      | B      | 196      | C      |
| 25       | A      | 68       | A      | 111      | B      | 154      | D      | 197      | B      |
| 26       | B      | 69       | B      | 112      | D      | 155      | A      | 198      | A      |
| 27       | D      | 70       | C      | 113      | A      | 156      | D      | 199      | B      |
| 28       | A      | 71       | A      | 114      | D      | 157      | D      | 200      | B      |
| 29       | B      | 72       | C      | 115      | D      | 158      | A      | 201      | A      |
| 30       | B      | 73       | B      | 116      | B      | 159      | C      | 202      | B      |
| 31       | D      | 74       | D      | 117      | B      | 160      | D      | 203      | B      |
| 32       | B      | 75       | A      | 118      | A      | 161      | C      | 204      | A      |
| 33       | D      | 76       | D      | 119      | C      | 162      | B      | 205      | A      |
| 34       | C      | 77       | D      | 120      | C      | 163      | D      | 206      | D      |
| 35       | B      | 78       | A      | 121      | C      | 164      | D      | 207      | B      |
| 36       | B      | 79       | B      | 122      | D      | 165      | D      | 208      | D      |
| 37       | B      | 80       | B      | 123      | C      | 166      | D      | 209      | A      |
| 38       | B      | 81       | C      | 124      | A      | 167      | D      | 210      | D      |
| 39       | B      | 82       | D      | 125      | A      | 168      | C      | 211      | C      |
| 40       | A      | 83       | D      | 126      | D      | 169      | A      | 212      | A      |
| 41       | D      | 84       | B      | 127      | C      | 170      | A      | 213      | D      |
| 42       | B      | 85       | D      | 128      | C      | 171      | D      | 214      | B      |
| 43       | A      | 86       | D      | 129      | C      | 172      | D      | 215      | B      |



## Analytics

1. Multan \_\_\_\_\_ a very hot climate.  
A. Has  
B. Have  
C. Have been  
D. With
2. One of the least effective ways of sorting information is learning \_\_\_\_\_ it.  
A. Repeat  
B. Repeating  
C. To repeat  
D. How repeat
3. Hassan finished \_\_\_\_\_ two of his published compositions before his twelfth birthday.  
A. Written  
B. Writing  
C. To write  
D. Wrote
4. Sehrish \_\_\_\_\_ collect stamps, but now she has other interests.  
A. Used to  
B. Was used to  
C. Used to be  
D. Using to
5. After passing through a great trauma of her husband's death, she \_\_\_\_\_ hard to achieve mental relaxation.  
A. Struggled  
B. Struggling  
C. Struggle  
D. To struggle
6. In partnership with Pakistan, South Korea \_\_\_\_\_ on Motor way.  
A. Helped worked  
B. Helping work  
C. Helped working  
D. To help working
7. We will wait if you \_\_\_\_\_ go.  
A. Wanted to  
B. Want  
C. Want to  
D. Wanting to
8. If I had more time I \_\_\_\_\_ checked my paper.  
A. Would have  
B. Would  
C. Would had  
D. Will have
9. I thought that he \_\_\_\_\_ coming today.  
A. Has been  
B. Is  
C. Was  
D. Has
10. That professor enjoys teaching and \_\_\_\_\_.  
A. Writing  
B. Written  
C. To write  
D. Write
11. Just \_\_\_\_\_ the files on my table.  
A. Let  
B. Leaves  
C. Stay  
D. Leave
12. Thank you for \_\_\_\_\_ me your book.  
A. Borrowing  
B. Lending  
C. Borrowed  
D. Had Lent
13. Distribute the handouts \_\_\_\_\_ the candidates.  
A. Between  
B. Among  
C. To  
D. In
14. Only \_\_\_\_\_ were present at the seminar.  
A. a few people  
B. a little people  
C. a few peoples  
D. the little people
15. Masood purchased a plot for Rs. 8,000. He sells the plot to Aftab at a profit of 20%. Aftab in turn sells that plot to Zahid at a loss of 20%. The plot costs Zahid ?  
A. 12000  
B. 10000  
C. 8670  
D. 7680
16. If the average marks of three batches of 55, 60 and 45 students respectively is 50, 55, 60, then the average marks of all the students is:  
A. 53.33  
B. 54.68  
C. 55  
D. None of these
17. The average of first 10 even numbers is \_\_\_\_\_?  
A. 18  
B. 22  
C. 9  
D. 11



- 36 I would like to thank you \_\_\_\_\_ behalf of all of us?  
 A. Of B. On  
 C. About D. In
- 37 Can they go shopping with us? Sorry, they are busy; I wish they \_\_\_\_\_ with you now?  
 A. Can go B. Are going  
 C. Could go D. Would go
- 38 One who looks on the bright side of things is known as \_\_\_\_\_?  
 A. Pessimist B. Novice  
 C. Optimist D. Credulous
- 39 197. A disease spreading from one person or organism to another by contact is known as \_\_\_\_\_?  
 A. Contagious B. Infectious  
 C. Unanimous D. Fatal
- 40 A person fluent in two languages is known as \_\_\_\_\_?  
 A. Bilingual B. Bigot  
 C. Bigamy D. Brittle
- 41 The chairperson is ill and we will have to \_\_\_\_\_ the meeting for a few days.  
 A. Put on B. Put of  
 C. Put away D. Put off
- 42 Half percent i.e.  $\frac{1}{2}\%$ , written as a decimal is  
 A. 0.2 B. 0.02  
 C. 0.005 D. 0.05
- 43 The population of a town increases every year by 4%. If its present population is 50,000, then after two years it will be  
 A. 53,900 B. 54,000  
 C. 54,080 D. 54,900
- 44 The cost of an article was Rs. 75. The cost was first increased by 20% and later on it was reduced by 20%. The present cost of the article is  
 A. 72 B. 60  
 C. 75 D. 76
- 45 The price of a book increases by 10% in June but in July it decreases by 10%. What is its price at the end of July if its original price was 200?  
 A. 198 B. 200  
 C. 190 D. 210
- 46 The population of a town increases at a rate of 15% per year. At present population is 4000. What will it be after 2 years?  
 A. 5290 B. 5200  
 C. 5300 D. 5420
- 47 Arshad's monthly expenditures are 7500. How much he spends in 8 months?  
 A. 60,000 B. 70,000  
 C. 75,000 D. 80,000
- 48 Akbar sold his old bike for Rs.900, which he bought for Rs.2500. His loss is?  
 A. 64% B. 82%  
 C. 94% D. 15%
- 49 The cost of 6 handkerchiefs is Rs.90. Find the cost of 2 dozen handkerchiefs.  
 A. 360 B. 330  
 C. 340 D. 350
- 50 Find the Missing Number in the series 1, 6, 13, 22, 33 ?  
 A. 36 B. 40  
 C. 46 D. 52
- 51 Look at this series: 36, 34, 30, 28, 24, ... What number should come next?  
 A. 24 B. 26  
 C. 22 D. 20
- 52 What is next in this series: 80, 10, 70, 15, 60, ...  
 A. 23 B. 20  
 C. 40 D. 55
- 53 Which word is the odd man out?



- A. liking  
C. hate
- 54 Safe : Secure :: Protect :
- A. Lock  
C. Prison
- 55 An Informal Gathering occurs when a group of people get together in a casual, relaxed manner. Which situation below is the best example of an Informal Gathering?
- A. A debating club meets on the first Saturday morning of every month.  
C. Meena sends out 20 invitations for a bachelorette party she is giving for her elder brother.
- 56 Which word does not belong to others?
- A. Inch  
C. Centimeter
- 57 If you are a fitness walker, you don't need to go to a health gym. You also don't need any fitness equipment for workout. All you need is a pair of comfortable athletic shoes. This paragraph supports which of the following statements:
- A. Fitness walking is better than weight lifting  
C. Fitness walking is an effective and convenient form of exercise
- 58 "Applying for Seasonal Employment" occurs when a person requests to be considered for a job that is dependent on a particular season or time of year. Which situation below is the best example of Applying for Seasonal Employment?
- A. The ski instructors at Top of the Ski School work from November through March.  
C. Aalia makes an appointment with the beach resort restaurant manager to interview for the summer waitressing position that was advertised in the newspaper.
- 59 A lotus flower always has
- A. Petals  
C. Root
- 60 Danger leads to
- A. Feedback  
C. Fear
- 61 Look at this series: 4, 2, 1, (1/2), (1/4), ... What number should come next?
- A. (1/3)  
C. (2/8)
- 62 8 11 21 15 18 21 22.....?
- A. 25 18  
C. 25 29
- 63 42 40 38 35 33 31 28
- A. 25 22  
C. 26 24
- 64 School resembles to
- A. Student  
C. Test
- 65 Violating an Apartment Lease occurs when a tenant does something prohibited by the legally binding document that he or she has signed with a landlord. Which situation below is the best example of Violating an Apartment Lease?
- A. Tanveer has decided to move to another city, so he calls his landlord to tell him that he is not interested in renewing his lease when it expires next month.  
B. Aalia recently lost her job and, for the last three months, has neglected to pay her landlord the monthly rent they agreed upon in writing when she moved into her apartment six months ago.
- B. fondness  
D. love
- B. Guard  
D. Conserve
- B. After finding out about his salary raise, Jamshaid and a few colleagues go out for a quick dinner after office work.  
D. Whenever she eats at a Turkish restaurant, Aalia seems to run into Dibya.
- B. Gram  
D. Meter
- B. Walking outdoors provides more health benefits than walking indoors  
D. Poorly designed shoes can cause foot injuries
- B. Akram prefers jobs that allow him to work outdoors.  
D. Doug's ice cream shop stays open until 10 p.m. during the summer months
- B. Frame  
D. Water
- B. Enemy  
D. Attack
- B. (1/8)  
D. (1/16)
- B. 25 21  
D. 24 21
- B. 26 23  
D. 25 23
- B. Report card  
D. Pool

- C. Malik writes a letter to his landlord that lists numerous complaints about the apartment he has agreed to rent for one years
- 66 A race always has  
A. Prize  
C. Spectators
- 67 You cannot play cricket without  
A. Boys  
C. Gloves
- 68 A jail always has  
A. Cage  
C. Prisoner
- 69 Language  
A. Tongue  
C. Writing
- 70 People "speculate" when they consider a situation and assume something to be true based on inconclusive evidence. Which situation below is the best example of Speculation ?  
A. Farah decides that it would be appropriate to wear jeans to her new office on Thursday after reading about "Casual Thursdays" in her employee handbook.  
C. After consulting several guidebooks and her travel agent, Jennifer feels confident that the hotel she has chosen is first-rate
- 71 A factory always has  
A. Electricity  
C. Chimney
- 72 A shoe always has  
A. leather  
C. Laces
- 73 A fan always has  
A. Regulator  
C. Switch
- 74 A clock always has  
A. Alarm  
C. Numbers
- 75 Pointing to a photograph, a man said, "I have no brother, and that man's father is my father's son." Whose photograph was it?  
A. His father  
C. His son
- 76 What is next in this series: 22, 21, 23, 22, 24, 23, .....?  
A. 22  
C. 25
- 77 8 11 21 15 18 21 22.....?  
A. 25 18  
C. 25 29
- 78 If a car is sold for Rs..50000 the profit is 17 percent, what would be profit percentage if sold for Rs. 47000?  
A. 14.85 %  
C. 16.20 %
- 79 42 40 38 35 33 31 28  
A. 25 22  
C. 26 24
- 80 What is next in this series: 7, 10, 8, 11, 9, 12, ... ?  
A. 7  
C. 12
- 81 A book giving information on all branches of knowledge is known as \_\_\_\_\_?
- D. Mahnoor thinks that her landlord is neglecting the building in which she rents an apartment. She calls her attorney to ask for advice
- B. Rivals  
D. Referee
- B. Bat  
D. Helmet
- B. Jailer  
D. Lock
- B. Words  
D. Series
- B. Mary spends thirty minutes sitting in traffic and wishes that she took the train instead of driving.  
D. When Aalia opens the door in tears, Aamir guesses that she's had a death in her family
- B. Workers  
D. Files
- B. Sole  
D. Heel
- B. Current  
D. Blades
- B. Needles  
D. Frame
- B. His own  
D. His nephew
- B. 24  
D. 26
- B. 25 21  
D. 24 21
- B. 9.98 %  
D. 14.50 %
- B. 26 23  
D. 25 23
- B. 10  
D. 13

- A. Encyclopedia  
C. Desperado
- B. Cynic  
D. Elysium
- 82 Two automobiles are 150 kilometers apart and traveling toward each other. One automobile is moving at 60km/h and the other is moving at 40km/h mph. In how many hours will they meet?  
A. 2.5  
C. 1.75
- B. 2.0  
D. 1.5
- 83 Imran got 20% increase in his salary at the end of 1st year. At the end of 2nd year he got an increase of 10%. If his present income is 19800 what was his income two years ago?  
A. 16000  
C. 15000
- B. 17000  
D. 18000
- 84 A shopkeeper bought bicycle for R.s 600 and sold it for R.s 720.find the gain percent.  
A. 15 %  
C. 20 %
- B. 18 %  
D. 25 %
- 85 Who is known as the Father of Geometry?  
A. Kepler  
C. Pythagoras
- B. Euclid  
D. Newton
- 86 What is  $2+2\div 2\times 2-2$ ?  
A. 0  
C. 2
- B. -2  
D. 1
- 87 What is the average of first 150 natural numbers?  
A. 70  
C. 75
- B. 70.5  
D. 75.5
- 88  $0.003 \times 0.02 = ?$   
A. 0.06  
C. 0.0006
- B. 0.006  
D. 0.00006
- 89 What is the average of the numbers: 0, 0, 4, 10, 5, and 5 ?  
A. 2  
C. 4
- B. 3  
D. 5
- 90 What is the rate of discount if a car which price was \$4,000 was sold for \$3,200 ?  
A. 14%  
C. 18%
- B. 16%  
D. 20%
- 91  $|-4| + |4| - 4 + 4 = ?$   
A. 0  
C. 4
- B. 2  
D. 8
- 92 The number of observations are 30 and the value of arithmetic mean is 15, then sum of all value is  
A. 15  
C. 200
- B. 450  
D. 45
- 93 A Quadrillion has \_\_\_\_\_ zeros?  
A. 15 zeros  
C. 21 zeros
- B. 18 zeros  
D. None of these
- 94 15 cattle can graze a field in 20 days 20 cattle can graze 3 such field in how many days?  
A. 30  
C. 60
- B. 45  
D. 50
- 95 5kg food is consumed by 50 chickens in 2 days. 60 chickens will consume how much food in 6 days.  
A. 2kg  
C. 15kg
- B. 6kg  
D. 18kg
- 96 Find the one which does not belong to that group ?  
A. Pakistan : Rupee  
C. Quwait : Dinar
- B. America : Dollar  
D. Australia : Pound
- 97 What is 1004 divided by 2?  
A. 52  
C. 520
- B. 502  
D. 5002
- 98 Which of the following numbers gives 240 when added to its own square?  
A. 15  
C. 18
- B. 16  
D. 20

- 99 What is the symbol of pi?  
 A. € B.  $\pi$   
 C.  $\Omega$  D.  $\infty$
- 100 What is the greatest two digit number?  
 A. 10 B. 90  
 C. 11 D. 99
- 101) Jacobabad \_\_\_\_\_ a very hot climate.  
 A. Has B. Have  
 C. Have been D. With
- 102) Hassan Ali finished \_\_\_\_\_ two of his published compositions before his twelfth birthday.  
 A. Written B. Writing  
 C. To write D. Wrote
- 103) No man can lose \_\_\_\_\_ he never had.  
 A. Who B. Whom  
 C. As D. What
- 104) His \_\_\_\_\_ sister is a lecturer  
 A. Taller B. Greater  
 C. Eldest D. Elder
- 105) Jahangir succeeded \_\_\_\_\_ throne of his father.  
 A. To B. In  
 C. For D. From
- 106) We could not agree \_\_\_\_\_ ourselves.  
 A. Among B. To  
 C. With D. Off
- 107) The synonym of Native is  
 A. Alien B. Imported  
 C. Inhabitant D. Acquired
- 108) The synonym of Stagnation is  
 A. Slack B. Surging  
 C. Boom D. Moving
- 109) If you had followed the rules, you \_\_\_\_\_ disqualified.  
 A. Will not be B. Would not be  
 C. Will not have been D. Would not have been
- 110) The man \_\_\_\_\_ down the road is my brother  
 A. Hurry B. Hurried  
 C. To Hurried D. Hurrying
- 111) Thank you for \_\_\_\_\_ me your book.  
 A. Borrowing B. Lending  
 C. Borrowed D. Had Lent
- 112) Distribute the handouts \_\_\_\_\_ the candidates.  
 A. Between B. Among  
 C. To D. In
- 113) Only \_\_\_\_\_ were present at the seminar.  
 A. a few people B. a little people  
 C. a few peoples D. the little people
- 114) Rose \_\_\_\_\_ a beautiful flower.  
 A. Is B. An  
 C. The D. A
- 115) He \_\_\_\_\_ does his best, shall be praised.  
 A. That B. Who  
 C. Whom D. Whose
- 116) I have seen the bird \_\_\_\_\_ you describe.  
 A. Which B. Whom  
 C. Who D. Those
- 117) I know the man \_\_\_\_\_ hit the boy  
 A. Which B. Whom

- C. Who  
118) He gave away \_\_\_\_\_ he did not need.  
A. Which  
C. What
- D. That  
B. That  
D. Whose
- 119) Sehrish \_\_\_\_\_ collect stamps, but now she has other interests.  
A. Used to  
C. Used to be
- B. Was used to  
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- B. Would  
D. Will have
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A. Has been  
C. Was
- B. Is  
D. Has
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A. Writing  
C. To write
- B. Written  
D. Write
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D. Whenever she eats at a Turkish restaurant, Aalia seems to run into Dibya.
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- B. Gram  
D. Meter
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C. His son
- B. His own  
D. His nephew
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C. Fitness walking is an effective and convenient form of exercise
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- 131) What is next in this series: 22, 21, 23, 22, 24, 23, .....?  
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C. 25
- B. 24  
D. 26
- 132) "Applying for Seasonal Employment" occurs when a person requests to be considered for a job that is dependent on a particular season or time of year. Which situation below is the best example of Applying for Seasonal Employment?

- A. The ski instructors at Top of the Ski School work from November through March.      B. Akram prefers jobs that allow him to work outdoors.
- C. Aalia makes an appointment with the beach resort restaurant manager to interview for the summer waitressing position that was advertised in the newspaper.      D. Doug's ice cream shop stays open until 10 p.m. during the summer months
- 133) People should be held accountable for their own behavior, and if holding people accountable for their own behavior entails capital punishment, then so be it. However, no person should be held accountable for behavior over which he or she had no control. Which of the following is the most logical conclusion of the argument above?
- A. People should not be held accountable for the behavior of other people.      B. People have control over their own behavior.
- C. People cannot control the behavior of other people.      D. Behavior that cannot be controlled should not be punished.
- 134) Is it wrong for doctors to lie about their patients' illnesses? Aren't doctors just like any other people we hire to do a job for us? Surely, we would not tolerate not being told the truth about the condition of our automobile from the mechanic we hired to fix it, or the condition of our roof from the carpenter we employed to repair it. Just as these workers would be guilty of violating their good faith contracts with us if they were to do this, doctors who lie to their patients about their illnesses violate these contracts as well, and this is clearly wrong. The conclusion of the argument is best expressed by which of the following?
- A. Doctors who lie to their patients about their illnesses violate their good faith contracts with their patients.      B. Doctors often lie to their patients about their illnesses.
- C. Doctors are just hired workers like mechanics and carpenters.      D. It is wrong for doctors to lie about their patients' illnesses.
- 135) Cars are safer than planes. Fifty percent of plane accidents result in death, while only one percent of car accidents result in death. Which of the following statement is true?
- A. Planes are inspected more often than cars.      B. The number of car accidents is several hundred thousand times higher than the number of plane accidents.
- C. Pilots never fly under the influence of alcohol, while car drivers often do.      D. Plane accidents are usually the fault of air traffic controllers, not pilots.
- 136) Pointing a photograph X said to his friend Y, "She is the only daughter of the father of my mother." How X is related to the person of photograph?
- A. Daughter      B. Son
- C. Nephew      D. Cannot be decided
- 137) Introducing a man, a woman said, "He is the only son of the mother of my mother." How is the woman related to the man?
- A. Mother      B. Sister
- C. Niece      D. Cannot be decided
- 138) Cup is to coffee as bowl is to
- A. Dish      B. Soup
- C. Fork      D. Plate
- 139) Optimist is to cheerful as pessimist is to
- A. Gloomy      B. Mean
- C. Petty      D. Helpful
- 140) Play is to actor as concert is to
- A. Symphony      B. Musician
- C. Piano      D. Percussion
- 141) Artist is to painting as senator is to
- A. Attorney      B. Law
- C. Politician      D. Constituents
- 142) Exercise is to gym as eating is to

- A. Food  
C. Fitness
- 143) Careful is to cautious as boastful is to  
A. Arrogant  
C. Joyful
- 144) Pen is to poet as needle is to  
A. Thread  
C. Sewing
- 145) Secretly is to openly as silently is to  
A. Scarcely  
C. Noisily
- 146) Choose the pair that best represents a similar relationship to the one expressed in the original pair of words.  
WAITRESS : RESTAURANT  
A. Doctor : diagnosis  
C. Driver : truck
- 147) Choose the pair that best represents a similar relationship to the one expressed in the original pair of words.  
BINDING : BOOK  
A. Criminal : gang  
C. Artist : carpenter
- 148) Choose the pair that best represents a similar relationship to the one expressed in the original pair of words.  
EXPLORE : DISCOVER  
A. Read : skim  
C. Write : print
- 149) Choose the pair that best represents a similar relationship to the one expressed in the original pair of words.  
PETAL : FLOWER  
A. Salt : pepper  
C. Base : ball
- 150) Choose the pair that best represents a similar relationship to the one expressed in the original pair of words.  
TAILOR : SUIT  
A. Scheme : agent  
C. Revise : writer
- 151) Which of the following monitor compensation, benefits, staffing, affirmative action, employee relations, health and safety, and training/development functions in the company?  
A. HR assistant  
C. Admin officer
- 152) Which of the following process may be used to eliminate unproductive workers during period of falling businesses?  
A. Recruitment  
C. Rightsizing
- 153) The person who brings resources for new business is called  
A. Inventor  
C. Moderator
- 154) The ability of an organization to consistently meet its promises to customer in delivering error free products is called  
A. Customer satisfaction  
C. Flexibility
- 155) An overall plan for guiding a retail firm is called  
A. Strategic management  
C. Retail strategy
- 156) The process of initiating a business ventures along associated risks is called  
A. Mentorship  
C. Innovation
- 157) Which of the following is the smallest visual element on a video monitor?  
A. Character  
C. Byte
- 158) Which of the following programs enables you to calculate numbers related to rows and columns?
- B. Dieting  
D. Restaurant
- B. Humble  
D. Suspicious
- B. Button  
D. Tailor
- B. Impolitely  
D. Quietly
- B. Actor : role  
D. Teacher : school
- B. Display : museum  
D. Frame : picture
- B. Research : learn  
D. Think : relate
- B. Tire : bicycle  
D. Sandals : shoes
- B. Edit : manuscript  
D. Mention : opinion
- B. HR staff  
D. HR Director
- B. Downsizing  
D. All of the above
- B. Entrepreneur  
D. None of the above
- B. Quality  
D. Order fulfillment
- B. Business strategy  
D. All of the above
- B. Incorporation of business  
D. Entrepreneurship
- B. Pixel  
D. Bit

- A. Window program  
C. Graphics program
- 159) Which of the following is an output device?  
A. Keyboard  
C. Light pen
- 160) Which of the following is equal to a gigabyte?  
A. 1024 bytes  
C. 1024 megabytes
- 161) Which of the following is not considered hardware?  
A. Operating system  
C. Keyboard
- 162) What is the full form of USB?  
A. Unshielded System Board  
C. Unidentified System Bus
- 163) Management comes under the umbrella of  
A. Science  
C. Both Science and Arts
- 164) Which of the following memory cannot be directly accessed?  
A. Primary memory  
C. RAM
- 165) Which of the following statement is correct about the virus?  
A. The virus is a small program that infects a large program in the user system.  
C. The virus is an operating system that controls the entire OS.
- 166) In which of the following, the second-generation computer was based?  
A. Transistor  
C. Electron ray
- 167) What is a single dot on a computer screen called?  
A. Desktop  
C. Pixel
- 168) Which of the following statement is correct about the URL?  
A. URL is a software that connects to the internet  
C. URL is the domain name
- 169) Pointing to a photograph, a man said, "I have no brother, and that man's father is my father's son." Whose photograph was it?  
A. His father  
C. His son
- 170) What is next in this series: 22, 21, 23, 22, 24, 23, .....?  
A. 22  
C. 25
- 171) 8 11 21 15 18 21 22.....?  
A. 25 18  
C. 25 29
- 172) If a car is sold for Rs..50000 the profit is 17 percent, what would be profit percentage if sold for Rs. 47000?  
A. 14.85 %  
C. 16.20 %
- 173) 42 40 38 35 33 31 28  
A. 25 22  
C. 26 24
- 174) What is next in this series: 7, 10, 8, 11, 9, 12, ... ?  
A. 7  
C. 12
- 175) A book giving information on all branches of knowledge is known as \_\_\_\_\_?  
A. Encyclopedia  
C. Desperado
- B. Spreadsheet program  
D. Word program
- B. Mouse  
D. VDU
- B. 512 GB  
D. 1024 bits
- B. CPU  
D. Hard disk
- B. Universal System Board  
D. Universal System Bus
- B. Arts  
D. None of the above
- B. Secondary memory  
D. DRAM
- B. The virus is a file of the hacker.  
D. None of the these
- B. Electron tube  
D. Vacuum tube
- B. Color dot  
D. Screen dot
- B. URL is the address of the web page  
D. All of the these
- B. His own  
D. His nephew
- B. 24  
D. 26
- B. 25 21  
D. 24 21
- B. 9.98 %  
D. 14.50 %
- B. 26 23  
D. 25 23
- B. 10  
D. 13
- B. Cynic  
D. Elysium



- 176) Half percent i.e.  $\frac{1}{2}\%$ , written as a decimal is  
 A. 0.2  
 B. 0.02  
 C. 0.005  
 D. 0.05
- 177) Two automobiles are 150 kilometers apart and traveling toward each other. One automobile is moving at 60km/h and the other is moving at 40km/h mph. In how many hours will they meet?  
 A. 2.5  
 B. 2.0  
 C. 1.75  
 D. 1.5
- 178) The population of a town increases every year by 4%. If its present population is 50,000, then after two years it will be  
 A. 53,900  
 B. 54,000  
 C. 54,080  
 D. 54,900
- 179) Imran got 20% increase in his salary at the end of 1st year. At the end of 2nd year he got an increase of 10%. If his present income is 19800 what was his income two years ago?  
 A. 16000  
 B. 17000  
 C. 15000  
 D. 18000
- 180) A shopkeeper bought bicycle for R.s 600 and sold it for R.s 720.find the gain percent.  
 A. 15 %  
 B. 18 %  
 C. 20 %  
 D. 25 %
- 181) The cost of 6 handkerchiefs is Rs.90. Find the cost of 2 dozen handkerchiefs.  
 A. 360  
 B. 330  
 C. 340  
 D. 350
- 182) The average of first 10 odd numbers is \_\_\_\_\_?  
 A. 11  
 B. 10  
 C. 12  
 D. 17
- 183) Zero is a \_\_\_\_\_ number?  
 A. Odd Number  
 B. Even Number  
 C. Whole Number  
 D. None of These
- 184) Who is known as the Father of Geometry?  
 A. Kepler  
 B. Euclid  
 C. Pythagoras  
 D. Newton
- 185) What is  $2+2\div 2\times 2-2$ ?  
 A. 0  
 B. -2  
 C. 2  
 D. 1
- 186) Find the Missing Number in the series 1, 6, 13, 22, 33 ?  
 A. 36  
 B. 40  
 C. 46  
 D. 52
- 187) What is the average of first 150 natural numbers?  
 A. 70  
 B. 70.5  
 C. 75  
 D. 75.5
- 188)  $0.003 \times 0.02 = ?$   
 A. 0.06  
 B. 0.006  
 C. 0.0006  
 D. 0.00006
- 189) What is the average of the numbers: 0, 0, 4, 10, 5, and 5 ?  
 A. 2  
 B. 3  
 C. 4  
 D. 5
- 190) What is the rate of discount if a car which price was \$4,000 was sold for \$3,200 ?  
 A. 14%  
 B. 16%  
 C. 18%  
 D. 20%
- 191)  $|-4| + |4| - 4 + 4 = ?$   
 A. 0  
 B. 2  
 C. 4  
 D. 8
- 192) The number of observations are 30 and the value of arithmetic mean is 15, then sum of all value is  
 A. 15  
 B. 450  
 C. 200  
 D. 45
- 193) A Quadrillion has \_\_\_\_\_ zeros?

- A. 15 zeros  
C. 21 zeros
- B. 18 zeros  
D. None of these
- 194) 15 cattle can graze a field in 20 days 20 cattle can graze 3 such field in how many days?  
A. 30  
C. 60
- B. 45  
D. 50
- 195) 5kg food is consumed by 50 chickens in 2 days. 60 chickens will consume how much food in 6 days.  
A. 2kg  
C. 15kg
- B. 6kg  
D. 18kg
- 196) Find the one which does not belong to that group ?  
A. Pakistan : Rupee  
C. Quwait : Dinar
- B. America : Dollar  
D. Australia : Pound
- 197) What is 1004 divided by 2?  
A. 52  
C. 520
- B. 502  
D. 5002
- 198) Which of the following numbers gives 240 when added to its own square?  
A. 15  
C. 18
- B. 16  
D. 20
- 199) What is the symbol of pi?  
A. €  
C. Ω
- B. π  
D. ∞
- 200) What is the greatest two digit number?  
A. 10  
C. 11
- B. 90  
D. 99

### Answer Key

| Question | Answer | Question | Answer | Question | Answer | Question | Answer | Question | Answer |
|----------|--------|----------|--------|----------|--------|----------|--------|----------|--------|
| 1        | A      | 43       | C      | 85       | B      | 127      | B      | 169      | C      |
| 2        | C      | 44       | A      | 86       | C      | 128      | B      | 170      | C      |
| 3        | B      | 45       | A      | 87       | D      | 129      | C      | 171      | B      |
| 4        | A      | 46       | A      | 88       | D      | 130      | C      | 172      | B      |
| 5        | A      | 47       | A      | 89       | C      | 131      | C      | 173      | C      |
| 6        | C      | 48       | A      | 90       | D      | 132      | C      | 174      | B      |
| 7        | C      | 49       | A      | 91       | D      | 133      | B      | 175      | A      |
| 8        | A      | 50       | C      | 92       | B      | 134      | D      | 176      | C      |
| 9        | C      | 51       | C      | 93       | A      | 135      | B      | 177      | D      |
| 10       | A      | 52       | B      | 94       | B      | 136      | B      | 178      | C      |
| 11       | D      | 53       | C      | 95       | D      | 137      | C      | 179      | C      |
| 12       | B      | 54       | B      | 96       | D      | 138      | B      | 180      | C      |
| 13       | B      | 55       | B      | 97       | B      | 139      | A      | 181      | A      |
| 14       | A      | 56       | B      | 98       | A      | 140      | B      | 182      | B      |
| 15       | D      | 57       | C      | 99       | B      | 141      | B      | 183      | C      |
| 16       | B      | 58       | C      | 100      | D      | 142      | D      | 184      | B      |
| 17       | D      | 59       | A      | 101      | A      | 143      | A      | 185      | C      |
| 18       | B      | 60       | C      | 102      | B      | 144      | D      | 186      | C      |
| 19       | C      | 61       | B      | 103      | D      | 145      | C      | 187      | D      |
| 20       | C      | 62       | B      | 104      | D      | 146      | D      | 188      | D      |
| 21       | B      | 63       | C      | 105      | A      | 147      | D      | 189      | C      |
| 22       | C      | 64       | A      | 106      | C      | 148      | B      | 190      | D      |
| 23       | C      | 65       | B      | 107      | C      | 149      | B      | 191      | D      |
| 24       | B      | 66       | B      | 108      | A      | 150      | B      | 192      | B      |
| 25       | D      | 67       | B      | 109      | D      | 151      | D      | 193      | A      |
| 26       | B      | 68       | D      | 110      | D      | 152      | B      | 194      | B      |
| 27       | C      | 69       | B      | 111      | B      | 153      | B      | 195      | D      |
| 28       | A      | 70       | D      | 112      | B      | 154      | B      | 196      | D      |
| 29       | D      | 71       | B      | 113      | A      | 155      | C      | 197      | B      |
| 30       | B      | 72       | B      | 114      | A      | 156      | D      | 198      | A      |
| 31       | B      | 73       | D      | 115      | B      | 157      | B      | 199      | B      |
| 32       | A      | 74       | C      | 116      | A      | 158      | B      | 200      | D      |
| 33       | A      | 75       | C      | 117      | D      | 159      | D      |          |        |
| 34       | A      | 76       | C      | 118      | C      | 160      | C      |          |        |
| 35       | D      | 77       | B      | 119      | A      | 161      | A      |          |        |
| 36       | B      | 78       | B      | 120      | A      | 162      | D      |          |        |
| 37       | C      | 79       | C      | 121      | C      | 163      | C      |          |        |
| 38       | C      | 80       | B      | 122      | C      | 164      | B      |          |        |
| 39       | A      | 81       | A      | 123      | A      | 165      | A      |          |        |
| 40       | A      | 82       | D      | 124      | C      | 166      | A      |          |        |
| 41       | D      | 83       | C      | 125      | A      | 167      | C      |          |        |
| 42       | C      | 84       | C      | 126      | D      | 168      | B      |          |        |