## **Pool of Questions**

| 1.  | The study of management of money is called                   |    |   |
|-----|--|----|---|
| 1.  | A. Management  | в  | Finance                                     |
|     | C. Marketing   |    | HRM   |
| 2.  | Currency of Pakistan is                                      | D. | IIIXW                                       |
| 2.  | A. Rupee   | R  | Dollars                                     |
|     | C. Yuan  |    | None of these                               |
| 3.  | Islamic Financing principles are based on                    | D. | None of these                               |
| 5.  | A. Business  | P  | Markating                                   |
|     | C. Islamic Sharia  |    | Marketing<br>Management                     |
| 4.  | In approach, the capital structure decision                  |    |   |
| 4.  | A. Net income  |    | Fixed cost                                  |
|     | C. Traditional   |    | Variable cost                               |
| 5   |  | D. | variable cost                               |
| 5.  | Central Bank of Pakistan is                                  | п  | Carries hash                                |
|     | A. Commercial bank   |    | Saving bank                                 |
| 6   | C. State bank of Pakistan                                    | D. | All of these                                |
| 6.  | To earn profit, we do  | п  | Carial comises                              |
|     | A. Study   |    | Social services                             |
| 7   | C. To help people  | D. | Business                                    |
| 7.  | Short term finance is required for                           | п  |   |
|     | A. Current assets.   |    | Fixed assets.                               |
| 0   | C. Intangible assets.  | D. | None of these.                              |
| 8.  | Profit generally is computed                                 | Б  | XX7   |
|     | A. Revenue – expenses  |    | Wages                                       |
| 0   | C. Rent  | D. | None of these                               |
| 9.  | The main function of a bank                                  |    | •   |
|     | A. Cash deposit  |    | Loans                                       |
| 10  | C. A & B   |    | None of these                               |
| 10. | How many rupees need to get one dollar is called             |    |   |
|     | A. Cost  |    | Profit                                      |
|     | C. Loss  | D. | Exchange rate                               |
| 11. | The extra amount of principal amount is                      | Б  | <b>T</b>                                    |
|     | A. Profit  |    | Interest rate                               |
| 10  | C. Loss  | D. | Cost  |
| 12. | A person who manages the firm/company, is called             |    | ·   |
|     | A. Manager   |    | Partner                                     |
| 10  | C. Shareholder   | D. | Worker                                      |
| 13. | Financial decisions are about                                |    |   |
|     | A. Investment  |    | Finance                                     |
|     | C. Dividend  | D. | All of these                                |
| 14. | International finance is an area of                          | -  |   |
|     | A. Marketing   |    | Finance                                     |
|     | C. Human Resource Management                                 | D. | Operations Management                       |
| 15. | Share means  | P  | XX7 1                                       |
|     | A. Partial ownership   |    | Worker                                      |
| 10  | C. Bonus   | D. | Profit                                      |
| 16. | The scope of the HRM start from the                          | P  |   |
|     | A. Manpower needs  | _  | Industry welfare                            |
|     | C. Social needs  | D. |   |
| 17. | Which of the following influence the financial wealth of the | -  |   |
|     | A. Technological conditions                                  | B. |   |
| 10  | C. Political conditions                                      | D. | Economic conditions                         |
| 18. | Human Resource Management is the process of                  | P  |   |
|     | A. Recruitment and selection                                 |    | Product development                         |
| 10  | C. Service offering  | D. | None of these                               |
| 19. | Management in HRM refers to                                  | Р  | Design of design of the state of the        |
|     | A. Product development                                       | в. | Proper and maximum utilization of resources |

C. Service development D. None of these 20. Which of the following is not a function normally performed by the HR department? A Employee relation B. Training and development C Accounting D. Recruitment and selection 21. The role of HR director is A Product development B. Service development C Decision Making and Better Administration D. None of these 22. The perspective for the need of HR is A. Product development B. Service development C. Test marketing D. To right person for the right job 23. Human Resource Management is A. Interrelated B. Interdependent C. Interacting D. All of the these 24. Which of the following is the big problem for every organization of HR? B. Attracting and retaining A. Product development C. Service development D. None of these 25. Which of the following can be promoted for the top level job? A. Potential employees B. Legal employees D. None of them C. Skilled employees 26. The study of management of employees is called A Management B. Marketing C Human Resource Management D. None of these 27. International human resource management is the domain A Public policy B. International HR C Operations management D. None of the above 28. SHRM stands for A. Strategic human resource management B. Superior human management C. Sustainable human management D. None of the above 29. In the domain of HR, the T and D stands for Training and development B. Testing C. Both a and b options D. None of the above 30. Exit interview is conducted when employee A. Leave the organization B. Inducted in an organization C. Promote in the organization D. None of these 31. HRM is the function of A. Management B. Finance C. Marketing D. None of these 32. The brain of any computer is.... A. CPU B. Mouse C. Printer D. Floppy Disk 33. Screen that recognizes touch input is called.... A. Touch screen B. Point screen C. LCD screen D. Color screen 34. The devices through which data is entered to a computer are..... A. CPU B. Output devices C. Input devices D. None of these 35. The output shown on the computer monitor is called.... A. Softcopy B. Hardcopy C. Print copy D. None of these 36. If a computer has more than one processor it is called? B. Single-processor A. Multi-processor C. Multi-tasking D. None of them 37. A device that provides hardcopy output is called..... A. Scanner B. Printer D. None of these C. Keyboard 38. The software that is used to operate the computer system. A. Operating System B. Application software C. MS Word D. MS Excel 39. DVD stands for....

A. Compact Disk B. Digital Video Disk C. Direct versatile D. None of these 40. The software that helps in work processing task is .... A. MS Excel B. MS Power Point C. MS Word D. None of these 41. ..... Is an output device attached to a computer. A. Keyboard B. Mouse C. Printer D. None of these 42. Software required to run a specific device is..... A. Device driver B. Scanner C. Taskbar D. Joystick 43. Which of the following is not a component of a computer? A. Computer table B. Mouse C. Keyboard D. None of these 44. Which of the following is a valid measurement unit of computer memory A. GB B. MB C. KB D. All of these 45. Two or more computers are connected through ...... A. Computer network B. Printer C. MS Windows D. MS Word 46. The output device that is used to get audio output is..... A. Mouse B. Keyboard D. Printer C. Speaker 47. SMEDA stands for A. Small and Medium Entrepreneurship Development B. Small and Medium Enterprises Development Agency Authority C. Small and Medium Environment Development D. None of the above Authority 48. B2B ventures are A. Buyer-to-Consumer B. Consumer-to-Business C. Consumer-to-Buyer D. Business-to-Business 49. Which of the following develops or create something new in the first time for welfare of society? A. Business man B. Inventor C. Social Worker Worker D. Starting an entrepreneurial firms require 50. A. New business idea **Business** Plan R C. Financial Resources and Legal Formalities D. All of the above 51. B2C ventures are A. Buyer-to-business B. Consumer-to-Corporate C. Business-to-Consumer D. Consumer-to-Community 52. Who creates something for the first time? Business man A. Inventor B. C. Job holder D. None of these Management comes under the umbrella of 53. A. Science B. Arts C. Both Science and Arts D. None of the above 54. MBA stands for A. Master in business activity B. Master of business administration C. Master of business academia D. None of these 55. Following distribution strategy extremely limits the number of intermediaries? A. Industry Business B. C. Service Exclusive distribution D. 56. A normally consumer purchases product from A. Processor Β. Retailer None of these C. Producer D. 57. The fastest growing segment of retailing during covid 19 is A. Kiryana store Β. Warehouse stores C. General store D. Online retailing Most important marketing decision that a retailer must make is 58. A. Identification of target market B. Promotion

|            |   | -  |                                   |
|------------|---|----|-----------------------------------|
| 50         | C. Production   | D. | None of these                     |
| 59.        | Following is the example of wholesaling                                     | Р  |                                   |
|            | A. Manufacturers.   | B. | Distributors                      |
| 60         | C. Farmers.   | D. |                                   |
| 60.        | Marketing communications link brand to which of the follow                  | _  |                                   |
|            | A. People   | B. |                                   |
|            | C. Feelings   | D. | All given options                 |
| 61.        | 0   |    |                                   |
|            | A Price   | В  | Product                           |
|            | C Promotion   | D  | Economics                         |
| 62.        | 8 1 8   |    |                                   |
|            | A Business man  | В  | Inventor                          |
| 60         | C Social Worker   | D  | Worker                            |
| 63.        |   | P  | <b></b>                           |
|            | A. Marketing  | B. |                                   |
| <i>с</i> 1 | C. Human Resource Management  | D. | Operations Management             |
| 64.        |   | D  |                                   |
|            | A. Strength, Weakness, Opportunity and Threat                               | B. | 11 2                              |
| <i></i>    | C. Small, weak  | D. | None of the above                 |
| 65.        | The data collected from the published reports is called                     | р  | Casan dama data                   |
|            | A. Business data  | B. | ·····                             |
|            | C. Services data  | D. | None of these                     |
| 00.        | Finance means   | D  | Management of monay               |
|            | <ul><li>A. Management of products</li><li>C. Management of sports</li></ul> |    | Management of morkets             |
| 67.        |   | D. | Management of markets             |
| 07.        | A. Rupees   | P  | Dollars                           |
|            | C. Yuan   |    | None of these                     |
| 68.        |   | D. | None of these                     |
| 08.        | A. Business   | R  | Marketing                         |
|            | C. Islamic Sharia   |    | Management                        |
| 69.        |   | D. | Wanagement                        |
| 07.        | A. Accounting + Agriculture   | R  | Accounting + Economics            |
|            | C. Banking + Agriculture  |    | Agriculture + Botany              |
| 70         | Islamic Finance is strongly oriented.                                       | υ. | righteuture + Dotaily             |
| 70.        | A. Agriculture  | B. | Botany                            |
|            | C. Equity   |    | Zoology                           |
| 71.        |   | υ. | 20010659                          |
| , 11       | A. To earn profit   | B. | To provide social services        |
|            | C. To help people   |    | None of these                     |
| 72.        | Long term finance is required for   |    |                                   |
|            | A. Current assets.  | B. | Fixed assets.                     |
|            | C. Intangible assets.   | D. | None of these.                    |
| 73.        | •   |    |                                   |
|            | A. Revenue – expenses   | B. | Wages                             |
|            | C. Rent   |    | None of these                     |
| 74.        | MBA stands for  |    |                                   |
|            | A. Master in business activity  | B. | Master of business administration |
|            | C. Master of business academia  | D. | None of these                     |
| 75.        | Currency of United States of America is                                     |    |                                   |
|            | A. Rupees   | B. | Dollars                           |
|            | C. Yuan   | D. | None of these                     |
| 76.        | Haraam means:   |    |                                   |
|            | A. Permissible  | В. | Forbidden                         |
|            | C. Encouraged   | D. | Compulsory                        |
| 77.        |   |    |                                   |
|            | A. all indirect costs.  | B. | Revenue                           |
|            | C. profit   | D. | all specific costs.               |
| 78.        | 1   |    |                                   |
|            | A. Net Sales – cost of sales  | В. | Total Cost                        |
|            |   |    |                                   |

|             | C. Fixed Cost   | D  | Variable Cost                             |
|-------------|---|----|---|
| 70          | C. Fixed Cost   | D. | Variable Cost                             |
| 79.         | International finance is an area of   | D  | Finance                                   |
|             | A. Marketing  |    | Finance                                   |
| 20          | C. Human Resource Management  |    | Operations Management                     |
| 80.         | When is greater than zero the project should be a   |    |   |
|             | A. Cost   |    | Fixed cost                                |
| 0.1         | C. Net present value  | D. | Variable cost                             |
| 81.         | In the world of human resource, the term HRM stands for   | Б  |   |
|             | A. Human Resource Management  | B. | 1 0                                       |
| 00          | C. Both a and b options   | D. |   |
| 82.         | Which one of the following is the starting point for good H   | _  |   |
|             | A. Job analysis   | B. | 8   |
| 02          | C. Marketing  |    | None of the above                         |
| 83.         | Which of the following process may be used to eliminate of  |    |   |
|             | A. Hiring   |    | Firing                                    |
| 0.4         | C. Offering job   | D. | None of these                             |
| 84.         | Human resource management emphases  | Б  |   |
|             | A. Development of people  |    | Cost                                      |
| 05          | C. Profit   | D. | None of these                             |
| 85.         | Which of the following statement is correct?  | р  |   |
|             | A HRM deals with products   |    | HRM deals with employee                   |
| 96          | C HRM deals with machines   | D. | None of these                             |
| 86.         | On job training includes  | р  | Conference                                |
|             | A Coaching  |    | Conference                                |
| 07          | C Counseling<br>OJT stands for  | D. | All of these                              |
| 87.         |   | D  | On ich work                               |
|             | A. On job training  |    | On job work<br>None of these              |
| 00          | C. On job business  |    |   |
| 88.         | Process of studying, analyzing and collecting information ab<br>A. Work                                 |    |   |
|             | C. Service  |    | Job analysis<br>None of these             |
| 89.         |   | D. | None of these                             |
| 69.         | Job description is a statement containing items like<br>A. Job title and duties assigned on daily basis | D  | Information related to machines and tools |
|             | C. Information related to technology  |    | None of these                             |
| 00          | Which of the following is the systematic, periodic and rating   |    |   |
| 90.         | A. Performance appraisal  |    | product                                   |
|             |   |    | None of these                             |
| 91.         | C. Marketing<br>HRM is concerned with the in the organizat  |    |   |
| 91.         | A Service   |    | People                                    |
|             | C Product   |    | None of these                             |
| 92.         | Human Resource Management can be understood as a proce  |    |   |
| 92.         | A Product development   |    | Product designing                         |
|             | C Managing people   |    | None of these                             |
| 93.         | Human Resource Management is an art of  | D. | None of these                             |
| <i>))</i> . | A. Developing business  | R  | Running business                          |
|             | C. Developing product   |    | Managing people                           |
| 94.         | Human Resource policy makes employees   | D. | Managing people                           |
| 74.         | A. Train for future positions   | B  | Making employees a knowledgeable          |
|             | C. Try to retain the employees  |    | All of the these                          |
| 95.         | Which of the following is the art and science of managing pe  |    |   |
| <i>))</i> . | A. Product development  | -  | Human resource management                 |
|             | C. Product designing  |    | None of these                             |
| 96.         | IT stands for   | υ. |   |
| 20.         | A. Theory   | B  | Information Technology                    |
|             | C. System   |    | Internet                                  |
| 97.         | A Computer is   | υ. | momot                                     |
| ).          | A. An electronic device   | R  | Calculator                                |
|             | C. Vehicle  |    | None of these                             |
| 98.         | is a valid storage device   | υ. |   |
| 20.         | A. CPU  | в  | Mouse                                     |
|             |   | 2. |   |

C. Pen drive D. None of these The operations performed by a computer are..... 99. A. Arithmetic operations B. Logical operations C. Storage D. All of these 100. If a computer has more than one processor it is called? A. Uni-processor B. Multi-programming C. One processor D. Multi-processor 101. A device that converts drawings and images into digital form is called..... B. Mouse A. Scanner C. Keyboard D. None of these 102. WWW stands for.... B. World Wide Web A. World World World C. Web World D. Web Web Web 103. CD stands for.... A. Compact Disk B. Computer C. Clean Disk D. Desk 104. The software that helps in mathematical calculations is... A. MS Excel B. MS Power Point C. MS Word D. None of these 105. ..... Is an input device attached to a computer. A. Keyboard B. Monitor C. Printer D. None of these 106. Information in computer's read only memory is stored by ..... A. Printer B. Manufacturer C. Mouse D. Scanner 107. Internet is short form of .... A. International network B. news C. networking D. None of these 108. .... is used to play video games. A. Joystick B. Printer C. Scanner D. CD 109. The software that is used to make presentations is... A. MS Excel B. MS Power Point D. None of these C. MS Word 110. ..... Is a storage device attached to a computer. A. Keyboard B. Hard Disk C. Printer D. None of these 111. The set of actual and potential buyers of a product is A. Market B. Product C. Service D. Segment 112. The set of tools (four Ps) the firm uses to implement its marketing strategy. It includes product, price, promotion, and place. A. Marketing Buzz B. Marketing mix C. Marketing offer D. Marketing program 113. Which of the following refers to divide the markets into customer groups A. Target marketing B. Value proposition D. Segmentation C. Market offering 114. Concept of new product development always starts with ..... A. Idea generation B. Product development C. Service development D. Test marketing 115. The way which enables consumers to perceive a potential product is ..... B. Test marketing A. Service D. None of these C. Product image 116. When business analysis test passes the product or service, it moves into what stage? A. Concept development B. Product development C. Service D. None of these 117. BBA stands for A Master in activity **B** Bachelor of Business Administration C Bachelor of Commerce D None of these

| 118. The fastest growing segment of retailing is                        |   |
|---|---|
| A. Metro store  | B. Warehouse stores                                   |
|   |   |
| C. Business development<br>119. Following is the example of wholesaling | D. Online retailing                                   |
| A. Manufacturers.   | B. Distributors                                       |
|   | D. Retailers  |
| C. Farmers.   | D. Ketaners   |
| 120. Following is the example of retailing                              |   |
| A. Manufacturers.   | B. Distributors                                       |
| C. Farmers.   | D. Utility store                                      |
| 121. CSR stands for   |   |
| A. Corporate social responsibility                                      | B. Car service rent                                   |
| C. Computer service   | D. None of these                                      |
| 122. Need shaped by culture and individual personality backed           |   |
| A. Service<br>C. Demand   | <ul><li>B. Product</li><li>D. None of these</li></ul> |
| 123. Partnership business is registered under                           | D. None of these                                      |
| A. Partnership act  | B. Company ordinance                                  |
| C. Taxation ordinance   | D. None of these                                      |
| 124. Following distribution strategy extremely limits the numb          |   |
| A. Industry   | B. Business   |
| C. Service  | D. Exclusive distribution                             |
| 125. The act of obtaining a desired object from someone by off          |   |
| A. Exchange   | B. Product  |
| C. Service  | D. None of these                                      |
| 126. Following is used to direct and coordinate the marketing           |   |
| A. Product testing  | B. Service testing                                    |
| C. Marketing Plan   | D. None of these                                      |
| 127. Already collected data can be used for a research which is         | s called  |
| A. Secondary Data   | B. Interview  |
| C. Questionnaire  | D. None of these                                      |
| 128. Customer satisfaction for successful businesses is a               |   |
| A. Goal   | B. Management   |
| C. Both A & B   | D. Placement  |
| 129. The marketing mix does not include                                 |   |
| A Price   | B Product   |
| C Promotion   | D Economics   |
| 130. The data collected from the published reports is called            |   |
| A. Business data  | A. Secondary data                                     |
| C. Services data  | C. None of these                                      |
| 131. The study of management of money is called                         | D. E'man  |
| A. Management   | B. Finance  |
| C. Marketing  | D. HRM  |
| 132. Currency of Pakistan is<br>A. Pound                                | B. Dollars  |
| C. Yuan   | D. Rupee  |
| 133. Islamic Financing principles are based on                          | D. Kupee  |
| A. Business   | B. Marketing  |
| C. Islamic Sharia   | D. Management   |
| 134. A person having bank account is called                             | D. Management   |
| A. Account holder   | B. Banker   |
| C. Shareholder  | D. None of these                                      |
| 135. Central Bank of Pakistan is  |   |
| A. Commercial bank  | B. Saving bank  |
| C. State bank of Pakistan   | D. All of these                                       |
| 136. Two persons are doing business together, is called                 |   |
| A. Sole proprietor  | B. Partnership  |
| C. Worker   | D. None of these                                      |
| 137 is a place where shares are traded                                  |   |
| A. Worker   | B. Partnership  |
|   |   |

|      | C. Joint stock company  | D. | None of these                    |
|------|---|----|----------------------------------|
| 138. | Profit generally is computed                                  |    |                                  |
|      | A. Revenue – expenses   | Β. | Wages                            |
|      | C. Rent   |    | None of these                    |
| 139  | The main function of a bank                                   |    |                                  |
| 107. | A. Cash deposit   | P  | Loans                            |
|      | C. A & B  |    | None of these                    |
| 140  |   |    | None of these                    |
| 140. | How many rupees need to get one dollar is called              |    |                                  |
|      | A. Cost   |    | Profit                           |
|      | C. Return   | D. | Exchange rate                    |
| 141. | The extra amount of principal amount is                       |    |                                  |
|      | A. Profit   | В. | Interest rate                    |
|      | C. Return   | D. | Cost                             |
| 142. | A person who manages the firm/company, is called              |    |                                  |
|      | A. Manager  | Β. | Partner                          |
|      | C. Shareholder  | D. | worker                           |
| 143. | Financial decisions are about                                 |    |                                  |
|      | A. Investment   | B. | Finance                          |
|      | C. Dividend   |    | All of these                     |
| 144  | International finance is an area of                           | υ. |                                  |
| 1    | A. Marketing  | R  | Finance                          |
|      | C. Human Resource Management                                  |    | Operations Management            |
| 145  |   | υ. | Operations Management            |
| 143. | Share means   | Б  | ,                                |
|      | A. Partial ownership  |    | worker                           |
|      | C. Bonus  | D. | Profit                           |
| 146. | Which of the following is the art and science of people?      |    |                                  |
|      | A. Market legislation   | В. | Human resource management        |
|      | C. Product legislation  | D. | None of these                    |
| 147. | Human Resource policy makes employees                         |    |                                  |
|      | A. Train for future positions                                 | Β. | Making employees a knowledgeable |
|      | C. Try to retain the employees                                |    | All of the these                 |
| 148. | Human Resource Management is an art of                        |    |                                  |
|      | A. Preparation of a task                                      | B. | Coordinating middle management   |
|      | C. Helping top management                                     |    | Managing people                  |
| 149  | Human Resource Management can be understood as a proc         |    |                                  |
| 117. | A Processing  |    | Developing                       |
|      | C Maintaining people  |    | None of these                    |
| 150  | HRM is concerned with the in the organizat                    |    |                                  |
| 150. |   |    |                                  |
|      | A Product   |    | People                           |
|      | C Service   |    | None of them                     |
| 151. | Which of the following is the systematic, periodic and rating |    |                                  |
|      | A. Performance appraisal                                      |    | Hiring                           |
|      | C. Firing   | D. | None of these                    |
| 152. | Job description is a statement containing items like          |    |                                  |
|      | A. Job title and duties assigned on daily basis               | В. | Product information              |
|      | C. Service information  | D. | None of these                    |
| 153. | HRM is the function of  |    |                                  |
|      | A. Management   | Β. | Finance                          |
|      | C. Marketing  | D. | None of these                    |
| 154. | Exit interview is conducted when employee                     |    |                                  |
|      | A. Leave the organization                                     | в  | Inducted in an organization      |
|      | C. Promote in the organization                                |    | None of these                    |
| 155  | In the domain of HR, the T and D stands for                   | υ. |                                  |
| 155. |   | P  | Product testing                  |
|      | A Training and development                                    |    | Product testing                  |
| 150  | C. Both a and b options                                       | υ. | None of the above                |
| 156. | SHRM stands for   | P  | <b>a</b>                         |
|      | A. Strategic human resource management                        |    | Superior resource management     |
|      | C. Sustainable resource management                            | D. | None of the above                |
| 157. | International human resource management is the domain         | -  |                                  |
|      | A Public policy   | В. | International HR                 |
|      |   |    |                                  |

| C Operations management  |  |
|--|--|
|  | D. None of the above   |
| 158. The study of management of employees is called  |  |
| A Management   | B. Marketing   |
| C Human Resource Management  | D. None of these   |
| 159. Which of the following can be promoted for the top level  |  |
|  |  |
| A. Potential employees   | B. Bad worker  |
| C. Partner   | D. None of these   |
| 160. Human Resource Management is  |  |
| A. Interrelated  | B. Interdependent  |
| C. Interacting   | D. All of the these  |
| 161. Full form of CPU?   |  |
| A. Computer Unit   | B. Central Processing Unit   |
| 1  | D. None of these   |
| C. Computer processing   |  |
| 162. Which of the following are physical devices of a compute  |  |
| A. Hardware  | B. Software  |
| C. Package   | D. Application Software  |
| 163. Which of the following devices provide the communication  | on between computer and the outside world?   |
| A. Storage   | B. Utilities   |
| C. I/O (Input/Output)  | D. None of these   |
| 164. The reason for the modern cheaper computers:  | D. None of these   |
|  |  |
| A. Microprocessors   | B. Main frame  |
| C. PDAs  | D. None of these   |
| 165. If a computer has more than one processor it is called?   |  |
| A. Single-processor  | B. Multi-programming   |
| C. Multi-tasking   | D. Multi-processor   |
| 166. A device that provides hardcopy output is called  |  |
| A. Scanner   | B. Mouse   |
|  |  |
| C. Printer   | D. None of these   |
| 167. The program that disturbs the normal operation of a comp  | uter 15  |
| A. Virus   | B. Operating system  |
| C. MS Word   | D. MS Excel  |
|  | D. MB Excel  |
| 168. Google is a   |  |
| A. Search Engine   | B. Hardware  |
| C. Direct versatile disk   | D. All of these  |
| 169. Two or more computers connected within the same buildi  | ng:  |
| A. Wide area network   | B. Local area network  |
| C. Internet  | D. None of these   |
| 170. Junk e-mail is also called:   |  |
| A. Spoof   | B. Spoon   |
|  | D. Spool   |
|  | -  |
| C. Spam  | D. None of them  |
| 171. RAM stands for:   | D. None of them  |
|  | -  |
| 171. RAM stands for:   | D. None of them  |
| <ul><li>171. RAM stands for:</li><li>A. Real Access</li><li>C. Read Access</li></ul>   | <ul><li>D. None of them</li><li>B. Random Access Memory</li><li>D. All of these</li></ul>  |
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A. Master in activity B. Master of business administration C. Master of academia D. None of these 178. Following distribution strategy extremely limits the number of intermediaries? A. Industry B. Business C. Service D. Exclusive distribution 179. A normally consumer purchases product from A. Farmer B. Retailer C. Processor D. None of these 180. The fastest growing segment of retailing during covid 19 is A. Kiryana store B. Warehouse stores D. Online retailing C. General store 181. Most important marketing decision that a retailer must make is A. Identification of target market B. Promotion C. Production D. None of these 182. Following is the example of wholesaling B. Distributors A. Manufacturers. C. Farmers. D. Retailers 183. Marketing communications link brand to which of the following A. People B. Places C. Feelings D. All given options 184. Following option does not depict as a function in communication process A. Noise B. Encoding C. Decoding D. Feedback 185. In order to develop effective marketing communication first step is A. Message B. Budget C. Target audience identification D. Channel 186. 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 187. Newspapers, magazines, and direct mail are all examples of which of the following types of media? A. Computer B. Printer C. Print media D. None of these 188. The marketing mix does not include A Price В Product C Promotion D Economics 189. Customer satisfaction for successful businesses is a A Goal Management В C Both A & B D Placement 190. SMEDA stands for A. Small and Medium Entrepreneurship B. Small and Medium Enterprises Development Authority C. Small and Medium Environment D. None of the above 191. B2B ventures are A. Buyer-to-Consumer B. Consumer-to-Business C. Consumer-to-Buyer D. **Business-to-Business** 192. Which of the following develops or create something new in the first time for welfare of society? A. Business man Inventor B. C. Social Worker D. Worker 193. Starting an entrepreneurial firms require **Business** Plan A. New business idea B. C. Financial Resources and Legal Formalities D. All of the above 194. B2C ventures are A. Buyer-to-business B. Consumer-to-Corporate C. Business-to-Consumer D. Consumer-to-Community 195. SWOT analysis stands for A. Strength, Weakness, Opportunity and Threat B. **Opportunity and Threat** C. Small, weak D. None of the above 196. IT stands for..... A. Information Theory **B.** Information Technology

C. Information System **D.** Internet Theory 197. In Computer Science IS stands for ..... A. Information System B. Information Selection C. Internet Sending D. None of these 198. ....is a storage device A. CPU B. Mouse C. DVD D. None of these 199. The operations performed by a ..... are arithmetic and logical B. CD A. Computer C. DVD D. All of these 200. If a computer has more than one ..... it is called multi-processor? B. Hard disk A. Processor C. Keyboard D. Mouse 201. Which of the following stores more data than a DVD? B. Blue Ray Disk A.CD C. Green Ray Disk D. None of these 202. Eight bits make up a ..... A. 10 Bytes B. Kilobyte C. Megabyte D. Byte 203. Which one is the result of the output given by a computer: A.Data B. Command C. Information D. Instruction 204. ..... is the storage area of the email account. A. Mailbox B. Hyperlink C. Internet D. All of these 205. A feature of MS Office that enable it to save a document automatically after an interval is called...... A. Auto Save B. Save As D. None of these C. Save 206. Which feature is used to change all selected text to Capital or Small letters? A. Change Letter B. Change Case C. Change Capital D. Change Word 207. Which application program is used to create audio/visual presentations? A. MS PowerPoint B. MS Word C. MS Excel D. MS Access 208. Which application program is used to deal with numeric data? A. MS PowerPoint **B.** MS PowerPoint C. MS Excel D. MS Excel 209. Which application program is used to create deal with text data? A.MS PowerPoint B. MS Word C. MS Excel D. MS Access 210. Which application program is used to create and handle databases? A.MS PowerPoint B. MS Word C. MS Excel D. MS Access 211. By default Footers are printed on ..... A. First page B. Last Page C. All Pages D. None of these 212. Which shortcut key is used to Paste some text already copied? A. Ctrl + VB. Ctrl + XC. Ctrl + CD. Ctrl + A213. Which shortcut key is used to Copy some text? A.Ctrl + VB. Ctrl + XC. Ctrl + CD. Ctrl + A214. Which shortcut key is used to Cut some text? B. Ctrl + XA.Ctrl + V

C.Ctrl + CD. Ctrl + A215. Which shortcut key is used to Copy all the text from a document? A.Ctrl + VB. Ctrl + XC.Ctrl + CD. Ctrl + A216. A device that acts as pointing input device is: B. Track ball A.Scanner C. Printer D. None of these 217. The program that disturbs the normal operation of a computer is ..... A. Virus B. Operating system C. MS Word D. MS Excel 218. Google is a..... B. Software A. Hardware D. All of these C. Data sorter 219. Two or more computers connected within the same room: A. Wide area network B. Local area network C. Internet D. None of these 220. Junk e-mail : A. Saved forever B. Automatically deleted after some time C. Can never be read D. None of these 221. ROM stands for: A. Real Only Memory B. Random Only Memory C. Read Only Memory D. All of these 222. Which of the following is a software name? B. MS Power Point A. MS Word C. MS Access D. All of these 223. Which of the following is not a valid measurement unit of computer memory B. MB A.GB D. SB C.KB 224. The input device that is used to convert images from paper to digital form: A.Scanner B. Printer C. MS Windows D. Mouse 225. A computer consists of ... A. System Unit B. RAM D. All of these C. Motherboard 226. The basic operations performed by a computer are.... A. Logical Operations B. Arithmetic Operations D. All of these C. Storage 227. Touch screen A. Recognizes touch input B. Provides Hardcopy C. Scans Images D. None of these 228. The devices through which information is presented to users after processing in a computer are..... A. CPU B. Output devices C. Input devices D. None of these 229. The output generated by a printer is called.... A. Softcopy B. Hardcopy C. Original copy D. All of these 230. Data is stored in a computer in ...... form. B. Hexa-decimal A. Decimal C. Binary D. Octal 231. What is Microsoft Windows? A. Operating System B. Device driver C. Application Software D. None of these 232. In order to use Internet on our computer we need ..... A.Modem **B.** Printer

| C. Scanner   | D. MS Excel   |
|--|---|
| 233. CDR stands for  | D. MO LACCI   |
| A. Clear Disk Readable   | B. Digital Video Disk Readable  |
| C. Direct versatile disk   | D. Compact Disk Recordable  |
| 234is a search engine.   | I   |
| A.MS Excel   | B. Windows  |
| C. Google  | D. None of these  |
| 235 is an input device attached to a computer.   |   |
| A. Keyboard  | B. Speaker  |
| C. Printer   | D. None of these  |
| 236. Software required to make presentations is  |   |
| A. Device driver   | B. MS PowerPoint  |
| C. Taskbar   | D. Joystick   |
| 237. Which of the following is a component of a compu  | iter?   |
| A. Water motor   | B. Hand blender   |
| C. Keyboard  | D. None of these  |
| 238. Which of the following is a valid measurement uni   | t of computer memory  |
| A. GG  | B. BM   |
| C. KB  | D. None of these  |
| 239. A computer network that covers a limited area usu   | ally a building is called   |
| A. Local Area Network  | B. Wide Area Network  |
| C. Internet  | D. All of these   |
| 240. The input device that is used to enter text data in a   | computer is   |
| A. Mouse   | B. Keyboard   |
| C. Speaker   | D. Printer  |
| 241. To bold the text in MS Word:  |   |
| A. $Ctrl + B$  | B. $Alt + B$  |
| C. Shift + A   | D. $Alt + A$  |
| 242. Binary codes used in computer science are made u  |   |
| A. 0 and 1   | B. 3 and 5  |
| C. 2 and 3   | D. None of these  |
| 243. To make your text <i>Italic</i> in MS Word is use   |   |
| A. Shift + B   | B. $Ctrl + I$   |
| C. Alt $+$ B   | D. None of these  |
| 244. Which of the following is a unit to measure compu   |   |
| A. Memory  | B. Kg   |
| C. Byte 245. Internet is a network that  | D. Bus  |
|  | P Connects computers around the globa   |
| <ul><li>A. Covers computers within a city</li><li>C. Connects devices only within a building</li></ul> | <ul><li>B. Connects computers around the globe</li><li>D. None of these</li></ul> |
| 246. In the world of human resource, the term HRM sta  |   |
| A. Human Resource Management   | B. Human Relationship Management  |
| C. Both a and b options  | D. None of the above  |
| 247. Which one of the following is the starting point fo   |   |
| A. Job analysis  | B. Job description  |
| C. Job specification   | D. None of the above  |
| 248. Which of the following process may be used to eli   |   |
| period of falling businesses?  |   |
| A. Recruitment   | B. Downsizing   |
| C. Rightsizing   | D. All of the above   |
| 249. Human resource management emphasis  |   |
| A. Development of people   | B. Punishment of people   |
| C. Adoption of people  | D. None of these  |
| 250. Which of the following statement is correct?  |   |
| -  |   |

| A HRM is a function to deal products                       | B. Under HRM employee is treated as                               |
|--|---|
| C HRM is the management of machines                        | resource<br>D. HRM lacks the organization to achieve its<br>goals |
| 251. On the job training includes                          | gouis   |
| A Coaching   | B. Conference   |
| C Counseling   | D. All of these   |
| 252. OJT stands for  |   |
| A.On the job training                                      | B. On the job technique   |
| C. On the job technology                                   | D. None of these  |
| 253. Process of studying, analyzing and collecting inform  |   |
| A. Job design  | B. Job analysis   |
| C. Job creation  | D. None of these  |
| 254. Job description is a statement containing items like  |   |
| A. Job title and duties assigned on daily basis            | B. Information related to machines and tools                      |
| C. Information related to materials and working            | D. None of these  |
| conditions   |   |
| 255. Which of the following is the systematic, periodic a  | and rating of an employee performance?                            |
| A. Performance appraisal                                   | B. Compensation and motivation                                    |
| C. Training and Development                                | D. None of these  |
| 256. HRM is concerned with the in the or                   |   |
| A Company  | B. People   |
| C Industry   | D. Society  |
| 257. Human Resource Management can be understood as        | •   |
| A Processing   | B. Developing   |
| C Maintaining people                                       | D. None of these  |
| 258. Human Resource Management is an art of                | D. None of these  |
|  | P. Coordinating middle management                                 |
| A. Preparation of a task                                   | B. Coordinating middle management                                 |
| C. Helping top management                                  | D. Managing people  |
| 259. Human Resource policy makes employees                 | D. Maling anglesses a lugardadashla                               |
| A. Train for future positions                              | B. Making employees a knowledgeable                               |
| C. Try to retain the employees                             | D. All of the these   |
| 260. Which of the following is the art and science?        | D. Human management   |
| A. Labor legislation                                       | B. Human resource management                                      |
| C. Allotment of right job to right one                     | D. None of these  |
| 261. The study of management of employee is called         |   |
| A. Management  | B. Finance  |
| C. Marketing   | D. HRM  |
| 262. The scope of the HRM start from the                   |   |
| A. Manpower needs  | B. Industry welfare   |
| C. Social needs  | D. None of these  |
| 263. Which of the following influence the intellectual cap | ÷   |
| A. Technological conditions                                | B. Social conditions  |
| C. Political conditions                                    | D. Employees conditions   |
| 264. Human Resource Management is the process of           |   |
| A. Recruitment and selection                               | B. Analyzing the skills   |
| C. Workforce utilization                                   | D. None of these  |
| 265. Management in HRM refers to                           |   |
| A. Labor unions  | B. Proper and maximum utilization of                              |
|  | resources   |
| C. Top management  | D. None of these  |
| 266. Which of the following is not a function normally per |   |
| A Employee relation  | B. Training and development                                       |
| C Accounting   | D. Recruitment and selection                                      |
|  |   |

| 267. The role of HR director is                                |   |
|--|---|
| A Solving the disputes   | B. Managing employees                                 |
| C Decision Making and Better Administration                    | D. Training and development                           |
| 268. The perspective for the need of HR is                     | D. Training and development                           |
| A. Select the legal employee                                   | B. Promote the skill employee                         |
| C. Distinguishing the features of employees                    | D. To right person for the right job                  |
| 269. Human Resource Management is                              | D. To fight person for the fight job                  |
| A. Interrelated  | B. Interdependent                                     |
| C. Interacting   | D. All of the these                                   |
| 270. Which of the following is the big problem for every       |   |
| A. Recruiting and selecting                                    | B. Attracting and retaining                           |
| C. Performance appraisal                                       | D. Promotion and transfer                             |
| 271. Which of the following can be promoted for the top        |   |
| A. Potential employees   | B. Legal employees                                    |
| C. Skilled employees   | D. Trained employees                                  |
| 272. The study of management of employees is called            |   |
| A Management   | B. Marketing  |
| C Human Resource Management                                    | D. None of these                                      |
| 273. International human resource management is the dou        | main  |
| A Public policy  | B. International HR                                   |
| C Operations management  | D. None of the above                                  |
| 274. SHRM stands for   |   |
| A. Strategic human resource management                         | B. Superior human resource management                 |
| C. Sustainable human resource management                       | D. None of the above                                  |
| 275. In the domain of HR, the T and D stands for               |   |
| Training and development                                       | B. Testing and Development                            |
| C. Both a and b options  | D. None of the above                                  |
| 276. Exit interview is conducted when employee                 |   |
| A. Leave the organization                                      | B. Inducted in an organization                        |
| C. Promote in the organization                                 | D. None of these                                      |
| 277. HRM is the function of                                    | D   |
| A. Management  | <ul><li>B. Finance</li><li>D. None of these</li></ul> |
| C. Marketing 278. In HRM, the abbreviated form of H and R mean | D. None of these                                      |
| A. Human Resource  | B. Human Reserve                                      |
| C. Both A and B options  | D. None of these                                      |
| 279. Recruitment and Selection is an important element         |   |
| A. Management  | B. Finance  |
| C. Marketing   | D. Human Resource Management                          |
| 280. Which of the following is not monetary benefit?           | D. Human Resource Management                          |
| A Pension  | B. Bonus  |
| C Salary   | D. Certificates                                       |
| 281. The rate today for exchanging one currency for anoth      |   |
| A. Forward Exchange Rate                                       | B. Future Exchange Rate                               |
| C. Spot Exchange Rate  | D. None of Above                                      |
| 282. 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                                      |
| 283. Islamic Financing principles are based on                 |   |
| A. Capitalism  | B. Socialism  |
| C. Islamic Sharia  | D. Communism  |
| 284. Portfolio Management is the domain of                     |   |
| A. International Business Management                           | B. Insurance Management                               |
| C. Banking   | D. Investment Management                              |
|  |   |

| 285. Finance is the sum study of  |   |
|---|---|
| A. Accounting + Banking   | B. Accounting + Economics                                     |
| C. Banking + Economics  | D. Financial Accounting + Cost Accounting                     |
| 286. Working Capital Management does not include  | D. Financial Accounting + Cost Accounting                     |
| A. Capital Structure  | B. Liquidity Management                                       |
| C. Current Asset  | D. Current Liabilities.                                       |
| 287. In approach, the capital structure   |   |
| A.Net income  | B. Net operating income                                       |
| C. Traditional  | D. Miller and Modigliani                                      |
| 288. When is greater than zero the project s  |   |
| A. Internal rate of return  | B. Profitability index  |
| C. Net present value  | D. Modified internal rate of return                           |
| 289 is defined as the length of time req  |   |
| A. Payback-period   | B. Inventory conversion period                                |
| C. Discounted payback-period  | D. Budget period  |
| 290. Which of the following is NOT a cash outflow for th  |   |
| A. depreciation.  | B. dividends.   |
| C. interest payments.   | D. taxes.   |
| 291. Islamic Finance is strongly oriented.  | D. 10x63.   |
|   | P monov   |
| A. profit   | B. money<br>D. interest                                       |
| C. equity   |   |
| 292. Long term finance is required for  | <br>B. Fixed assets.  |
|   | D. None of these.   |
| C. Intangible assets.   |   |
| 293. Which of the following is the first step in capital b  |   |
| A. Final approval.  | B. Screening the proposal.                                    |
| C. Implementing proposal.   | D. Identification of investment proposal.                     |
| 294. The risk averse prefers debt instruments, while the r  |   |
| A. Equity investments.  | B. Preference investments.                                    |
| C. Debt investments.  | D. None of these.   |
| 295. Which of the following explains Ijmah:   | Departies of recognize well of showing                        |
| A. word of Quran  | B. application of recognize rule of shariah                   |
| C. Consensus of scholars  | D. Hadith   |
| 296. Takaful" is basically a Shariah-compliant  | Diamana   |
| A. loan   | B. insurance  |
| C. investment   | D. ownership  |
| 297. The term Riba literally means  |   |
| A. Any speculation  | B. Any excess   |
| C. Any profit   | D. Any wealth   |
| 298. Haraam means:  |   |
| A. permissible  | B. forbidden  |
| C. not encouraged   | D. compulsory   |
| 299. Overhead cost is the total of  | D all dimentary   |
| A. all indirect costs.  | B. all direct costs.  |
| C. indirect and direct costs.   | D. all specific costs.  |
| 300. 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                                  |
| 301. International finance is an area of  |   |
|   |   |
| A. Marketing  | B. Finance  |
| A. Marketing<br>C. Human Resource Management  | <ul><li>B. Finance</li><li>D. Operations Management</li></ul> |
| <ul> <li>A. Marketing</li> <li>C. Human Resource Management</li> <li>302. Short term finance is required for</li> </ul> | D. Operations Management                                      |
| A. Marketing<br>C. Human Resource Management  |   |

| 303. Profit generally is computed                            |  |
|--|--|
| A. Revenue – expenses  | B. Wages                                   |
| C. Rent  | D. None of these                           |
| 304. An investment is said to be "risky" because             |  |
| A.It is dangerous  | B. It has low returns                      |
| C. Its return are uncertain                                  | D. Its raw material is unavailable         |
| 305. Which from the following is NOT an example of int       |  |
| A. Trade marks   | B. Patents                                 |
| C. Buildings   | D. Technical expertise                     |
| 306. The sale of financial assets is also referred to as the | _ · · · · · · · · · · · · · · · · · · ·    |
| A. Capital decision  | B. CFO decision                            |
| C. Financing decision  | D. Investment decision                     |
| 307. The construction of new manufacturing plant is also re  |  |
| A. Capital decision  | B. CFO decision                            |
| C. Financing decision  | D. Investment decision                     |
| 308is concerned with the duties of the financial             |  |
| A. Financial Management                                      | B. Accounting Management                   |
| C. Personnel Management                                      | D. Merger                                  |
| 309. The financial management function has become            |  |
| A.Less demanding   | B. More demanding                          |
| C. Less important  | D. Outdated                                |
| 310. The approach of financial management prov               | ides analytical framework for financial    |
| problems.  |  |
| A. Classical   | B. Traditional                             |
| C. Modern  | D. Empirical                               |
| 311. Theapproach of financial management fully               | ignores the internal decision-making.      |
| A. Classical   | B. Traditional                             |
| C. Modern  | D. Empirical                               |
| 312. The full form of GST is                                 | -  |
| A. Good & Simple Tax   | B. Goods & Sales Tax                       |
| C. Goods & Services Tax                                      | D. Goods & Salary Tax                      |
| 313. For maximizing the profit, production is to be          |  |
| A. Minimized   | B. Ignore                                  |
| C. Maximized   | D. Downsized                               |
| 314. The concept of Financial management is mainly rela      |  |
| A. arrangement of funds for the company                      | B. procurement & utilization of funds for  |
|  | company operations                         |
| C. profit maximization for the organization                  | D. accounting of profit and loss on yearly |
|  | basis                                      |
| 315. Bank of Banks is called                                 |  |
| A. Commercial bank   | B. Saving bank                             |
| C. State bank of Pakistan                                    | D. All of these                            |
| 316. Factors of production                                   |  |
| A.Land   | B. Labor                                   |
| C. Capital   | D. All of these                            |
| 317. Companies gave to shareholder after fiscal year         |  |
| A. Installment   | B. Income statement                        |
| C. Dividend  | D. All of these                            |
| 318. The study of management of money is called              |  |
| A. Management  | B. Finance                                 |
| C. Marketing   | D. HRM                                     |
| 319. Share means   |  |
| A. Partial ownership   | B. ownership                               |
| C. Bonus   | D. Profit                                  |
|  |  |

| 220 is a place where shares are traded  |        |  |
|---|--------|--|
| 320 is a place where shares are traded<br>A. Sole proprietor                                  | D      | Dorthorship  |
| C. Joint stock company  |        | Partnership<br>Business                            |
| 321. The main function of a bank  | D.     | Dusiness   |
| A. Cash deposit   | R      | Loans  |
| C. A & B  |        | None of these                                      |
| 322. A person having bank account is called   | D.     | None of these                                      |
| A. Account holder   | D      | Banker   |
| C. Shareholder  |        | None of these                                      |
|   |        |  |
| 323. How many rupees need to get one dollar is called<br>A. Interest rate                     |        | Profit   |
| C. Return   |        | Exchange rate                                      |
| 324. Financial decisions are about  | D.     | Exchange rate                                      |
| A. Investment   | D      | Finance  |
| C. Dividend   |        | All of these                                       |
|   | D.     | All of these                                       |
| 325. Long term finance is required for<br>A. Current assets.                                  | D      | Fixed assets.                                      |
|   |        | None of these.                                     |
| <ul><li>C. Intangible assets.</li><li>326. Overhead cost is the total of</li></ul>            | D.     | None of these.                                     |
|   | B.     | all dimost agests                                  |
| A. all indirect costs.  |        |  |
| C. indirect and direct costs.   | D.     | L  |
| 327. Having some overall goal in mind, financial manager                                      |        |  |
| A. Acquisition of assets  |        | Financing of assets                                |
| C. Management of assets   |        | All of these                                       |
| 328. Annual cash dividends divided by annual earnings; or                                     | r alto | ernatively, dividends per share divided by         |
| earning per share is termed as:   | Б      |  |
| A. Earning per share ratio  |        | Proposed dividend ratio                            |
| C. Dividend payout ratio  |        | Expected dividend ratio                            |
| 329. An individual authorized by another person, called th                                    | le pr  | inciple, to act on the latter's on behalf is       |
| known as an/a:  | р      | <b>S</b>   |
| A. Agent  | B.     |  |
| C. Subordinate  |        | Assistant  |
| 330. Corporate governance encompasses the relationship a                                      |        |  |
| A. Shareholders and board of director   |        | Board of directors and senior management           |
| C. Shareholders and senior management   | D.     | Shareholders, board of directors and               |
|   |        | senior management                                  |
| 331. The sets of mutually dependent organizations involve                                     | ed in  | the process of making a product available          |
| for consumption is called   | P      |  |
| A. Marketing channels   |        | Retailer   |
| C. Wholesalers  |        | Distributors                                       |
| 332. Which of the following is not true for marketing chann                                   |        |  |
| A. Establishes over time  |        | Cannot be altered easily                           |
| C. Functions can be changed easily  | D.     | Those show organizational commitment               |
| 333. Zero-level channel depicts   | D      | Direct montrating shared                           |
| A. Backward channel   |        | Direct marketing channel<br>Selective distribution |
| C. One intermediary between producer and consumer   | D.     | Selective distribution                             |
| 334. The channel that delas with product return is called<br>A. Zero-level channel            | D      | One-level channel                                  |
| C. Reverse-flow channel   |        | Two-level channel                                  |
|   |        |  |
| 335. Following distribution strategy extremely limits the number<br>A. Selective distribution |        | Mass distribution                                  |
| C. Intensive distribution   |        | Exclusive distribution                             |
| 336. The distribution strategy uses few the number of intermediate                            |        |  |
| A. Exclusive distribution   |        | Intensive distribution                             |
| C. Selective distribution   |        | Fragmented distribution                            |
| - Selective distribution  | 2.     | raginonica andribution                             |

| 337. The channel conflict between wholesalers and produ                                      |  |
|--|--|
| A. Horizontal conflict   | B. Vertical conflict   |
| C. single channel conflict   | D. Direct channel conflict   |
| 338. The channel conflict between two retailor is called                                     |  |
| A. Horizontal conflict   | B. Vertical conflict   |
| C. Multichannel conflict   | D. Single channel conflict   |
| 339. Following is not a way to manage channel conflicts                                      | -  |
| A. Cooptation  | B. Mediation   |
| C. Arbitration   | D. Diplomacy   |
| 340. The retailing concept explains the emergence of ne                                      | · ·  |
| A. Wheel of retailing  | B. Product life cycle  |
| C. Service assortment  | D. Service recovery  |
| 341. The retailers carrying more shopping goods of which                                     |  |
|  |  |
| A. Limited service   | B. Self-selection  |
| C. Automated service   | D. Full service  |
| 342. The salespeople in retailing ready to assist customers in lo                            |  |
| A. Self-service  | B. Automated service   |
| C. Full service  | D. Limited service   |
| 343. The fastest growing segment of retailing is   |  |
| A. Chain store retailing   | B. Warehouse stores  |
| C. Hypermarkets  | D. Online retailing  |
| 344. Buying the right from an established organization to                                    |  |
| A. Wholesaling   | B. Frenching   |
| C. Corporate chains store  | D. Retailing   |
| 345. Wholesaler sponsored retailers who are engaged in bulk b                                | -  |
| A. Consumer cooperative  | B. Retailing franchise   |
| A  |  |
| C. Voluntary chain   | D. Retailer cooperative  |
| 346. A strategy in which marketer use successful brand name                                  |  |
| A. Product line  | B. Brand symbol  |
| C. Line extension  | D. Brand extension   |
| 347. In competition between national and private brands, retain                              | B. What price will be charged  |
| <ul><li>A. What products will be stocked</li><li>C. Where products will be stocked</li></ul> | D. All of them   |
| 348. Which one is not the desired quality of brand name?                                     | D. All of them   |
| A. It should be distinctive  | <b>R</b> It should be long word to get attention   |
|  | <ul><li>B. It should be long word to get attention</li><li>D. It should be easy to recognize</li></ul> |
| C. It should be easy to pronounce<br>349. Total financial value of a brand is calculated by  |  |
| A. differentiation   | B. Equity  |
| C. Valuation   | D. Image   |
| 350. Which one is the major enduring asset of a company?                                     | D. Inage   |
| A. Specialty products  | B. Staples   |
| C. Convenience products  | D. Brands  |
| 351. Concept of new product development always starts with                                   |  |
| A. Idea generation   | B. Idea development  |
| C. Idea screening  | D. Test marketing  |
| 352. The way which enables consumers to perceive a potentia                                  |  |
| A. Product idea  | B. Product test  |
| C. Product image   | D. Product concept   |
| 353. When business analysis test passes the product or service                               |  |
| A. Concept development   | B. Product development   |
| C. Product proposal  | D. Strategy development  |
| 354. Test marketing costs are always high, but sometimes small                               |  |
| A. Management's acceptance   | B. Research and development costs  |
| C. Costs of major mistake  | D. Stockholder;s confidence  |
| 355. Which stage focuses on finding new ways to solve custor                                 |  |
| A. Customer centered new product development   | B. New product development   |
| C. Team based new product development  | D. Sequential product development  |
| 1 1  |  |

| 356. The search for new product ideas should be                                |   |
|--|---|
| A. Haphazard   | B. systematic   |
| C. segmented   | D. Strategically planned  |
| 357. Rapid market acceptance and increasing sales character                    |   |
| A. Growth  | B. Maturity   |
| C. Decline   | D. Development  |
| 358. Promotional expenses will be high in the stage                            | -   |
| A. Maturity  | B. Decline  |
| C. Growth  | D. Adoption   |
| 359. Which law explains that a company can not make its pr                     | oduct illegally similar to competitor's product?                    |
| A. Anti-monopoly laws  | B. Product warranties   |
| C. Product Safety Act  | D. Patent law   |
| 360. Most products are in the stage of product life cycle                      |   |
| A. Introduction  | B. Development  |
| C. Maturity  | D. Growth   |
| 361. A deeply held commitment to rebuy or repatronize a pre                    |   |
| influences and marketing efforts having the potential to                       |   |
| A. Customer Satisfaction   | B. Customer Equity  |
| C. Patronize<br>362. A person's feelings of pleasure or disappointment that re | D. Customer Loyalty   |
| to (or outcome) to expectations.   | esuit nom comparing a product s perceived performance               |
| A. Satisfaction  | B. Expectation  |
| C. Pleasure  | D. Disappointment   |
| 363. Customer satisfaction for successful businesses is a                      | D. Disuppontinent   |
| A. Goal  | B. Tool   |
| C. Both A & B  | D. None of the above  |
| 364. The totality of features and characteristics of a product of              | or service that bear on its ability to satisfy stated or            |
| implied needs is   |   |
| A. Quality   | B. Standard   |
| C. Need  | D. Performance  |
| 365. A person, household, or company that over time yields                     |   |
| the company's cost stream for attracting, selling, and se                      | -   |
| A. Bad customer  | B. Profitable customer  |
| C. Average customer  | D. Life time customer   |
| 366. The process of carefully managing detailed information                    | n about individual customers and all customer "touch                |
| points" to maximize loyalty  |   |
| A. Partner management  | B. Customer Relationship management                                 |
| C. Fulfillment management  | D. Touchpoint Enhancement   |
| 367. Brand Evangelists are used for<br>A. Customer Empowerment                 | P. Customer knowledge   |
| C. Customer service  | <ul><li>B. Customer knowledge</li><li>D. Customer beliefs</li></ul> |
| 368. The study of how individuals, groups, and organization                    |   |
| or experiences to satisfy their needs or wants.                                | is select, buy, use, and dispose of goods, services, ideas,         |
| A. Consumer Behavior   | B. Marketing  |
| C. Marketing mix   | D. Customer study   |
| 369. Cultural Factors of consumers can be divided into follo                   | •   |
| A. Culture   | B. Subculture   |
| C. Social Class  | D. Role and Status  |
| 370. Social factors can be bifurcated into following except                    |   |
| A. Reference Groups  | B. Family   |
| C. Personality   | D. Role and status  |
| 371. Personal Factors can be explained in the following head                   | dings except  |
| A. Age   | B. Role   |
| C. Personality   | D. Self-concept   |
| 372. Psychological factors are as follows except                               |   |
| A. Learning  | B. Motivation   |
| C. Perception  | D. Dedication   |
| 373. Buying Decision Process generally starts with                             |   |
| A. Information Search  | B. Evaluation of alternatives                                       |
| C. Problem recognition   | D. Purchase   |
|  |   |

| 374. | In which process of perception people tend to remember (for      | rget | ) information that supports (differs) their        |
|------|--|------|--|
|      | attitudes and beliefs  | 0 /  |  |
|      | A. Selective Attention   | B.   | Selective Retention                                |
|      | C. Selective Distortion  |      | Subliminal Perception                              |
| 375. | A purchase decision that requires thorough research such as      |      |  |
|      | A. Straight Rebuy  |      | Modified rebuy                                     |
|      | C. New Task  |      | New buy  |
| 376. | The following variables except are used to segment market        |      |  |
|      | A. Purchasing approaches   |      | Brand personalities                                |
|      | C. Personal characteristics                                      | D.   |  |
| 377  | An approach in which target stores ignore market segment         | ~.   |  |
| 577. | offer is called.   | GIII | bronees and target the whole market with one       |
|      | A. Undifferentiated marketing                                    | в    | Target marketing                                   |
|      | C. Concentrated marketing  |      | micromarketing                                     |
| 378  | Firm's greater knowledge of customer's needs and special         |      |  |
| 270. | A. Telemarketing   |      | Niche marketing                                    |
|      | C. Online marketing  |      | Direct marketing                                   |
| 379  | The following is the best example of narrowest marketing s       |      |  |
| 517. | A. Undifferentiated marketing                                    |      | Mass marketing                                     |
|      | C. Local marketing   |      | Differentiated marketing                           |
| 380  | It is not socially acceptable that marketing of adult products   |      |  |
| 500. | A. Animal  |      | Minority   |
|      | C. Senior  |      | Child  |
| 381  | Which of the following monitor compensation, benefits, sta       |      |  |
| 561. | and safety, and training/development functions in the compar     |      | ig, aritimative action, employee relations, health |
|      | A. HR assistant  |      | HR staff   |
|      | C. Admin officer   |      | HR Director  |
| 382  | Which of the following process may be used to eliminate u        |      |  |
| 562. | businesses?  | mpro | Suddive workers during period of ranning           |
|      | A. Recruitment   | R    | Downsizing   |
|      | C. Rightsizing   |      | All of the above                                   |
| 383  | The person who brings resources for new business is called       |      | An of the above                                    |
| 565. | A. Inventor  |      | Entrepreneur                                       |
|      | C. Moderator   |      | None of the above                                  |
| 38/  | The ability of an organization to consistently meet its promi    |      |  |
| 504. | called   | 1505 | to customer in derivering error nee products is    |
|      | A. Customer satisfaction   | R    | Quality  |
|      | C. Flexibility   |      | Order fulfillment                                  |
| 385  | An overall plan for guiding a retail firm is called              | D.   | order rummient                                     |
| 565. | A. Strategic management  | P    | Business strategy                                  |
|      | C. Retail strategy   |      | All of the above                                   |
| 386  | The process of initiating a business ventures along associate    |      |  |
| 580. | A. Mentorship  | B.   | Incorporation of business                          |
|      | C. Innovation  | D.   |  |
| 387  | Which of the following monitor compensation, benefits, sta       |      |  |
| 567. | and safety, and training/development functions in the comparison |      | ig, arminative action, employee relations, health  |
|      | A. HR assistant  | -    | HR staff   |
|      |  |      | HR Director  |
| 200  | C. Admin officer   |      |  |
| 388. |  | npro | buchve workers during period of failing            |
|      | businesses?  | р    | Dennei-in-   |
|      | A. Recruitment   |      | Downsizing   |
| 200  | C. Rightsizing   |      | All of the above                                   |
| 389. | The person who brings resources for new business is called       |      |  |
|      | A. Inventor  |      | Entrepreneur                                       |
| 200  | C. Moderator   |      | None of the above                                  |
| 390. | The ability of an organization to consistently meet its promi    | ises | to customer in delivering error free products is   |
|      | called   | 5    |  |
|      | A. Customer satisfaction   |      | Quality  |
| 201  | C. Flexibility   | D.   | Order fulfillment                                  |
| 391. | An overall plan for guiding a retail firm is called              |      |  |
|      |  |      |  |

- A. Strategic management
- C. Retail strategy

- B. Business strategy
- D. All of the above
- 392. The process of initiating a business ventures along associated risks is called
  - A. Mentorship
  - C. Innovation

- B. Incorporation of business
- D. Entrepreneurship
- 393. 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
- 394. 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.

C. Admin officer

- B. HR staff D. HR Director
- 395. Which one of the following is the starting point for good HRM process?
  - A. Job analysis

B. Job description

Job specification

D. None of the above

| Ouestion | Answer | Question         | Answer | Question  | Answer | Ouestion | Answer | Ouestion | Answer |
|----------|--------|------------------|--------|-----------|--------|----------|--------|----------|--------|
|          | В      | 47               | В      | 93        | D      | 139      | C      | 185      | C      |
|          | A      | 48               | D      | 94        | D      | 140      | D      | 186      | B      |
| 3        | C      | 49               | B      |           | B      | 141      | B      | 187      | C      |
|          | A      | 49<br>50         | D      |           | B      | 142      | A      | 187      | D      |
| 5        | C      | 50               | C      |           | A      | 142      | D      | 188      | B      |
| 6        | D      | 52               | A      | 97<br>98  | A<br>C | 143      | B      | 189      | B      |
|          | A      |                  | A<br>C |           | D      |          | A      |          | D      |
|          |        | 53               |        | 99<br>100 |        | 145      |        | 191      |        |
|          | A<br>C | 54<br>55         | B      | 100       | D      | 146      | B      | 192      | B      |
| 9        |        | 55<br>5 <i>6</i> | D      |           | A      | 147      | D      | 193      | D      |
| -        | D      | 56               | B      |           | B      | 148      | D      | 194      | C      |
|          | B      | 57               | D      | 103       | A      | 149      | C      | 195      | A      |
|          | A      | 58               | A      | 104       | A      | 150      | B      | 196      | B      |
|          | D      | 59               | B      | 105       | A      | 151      | A      | 197      | A      |
|          | B      | 60               | D      | 106       | В      | 152      | A      | 198      | С      |
|          | A      | 61               | D      | 107       | A      | 153      | A      | 199      | A      |
|          | A      | 62               | В      |           | A      | 154      | A      | 200      | A      |
| 17       | D      | 63               | В      | 109       | В      | 155      | A      | 201      | В      |
|          | A      | 64               | А      |           | В      | 156      | A      | 202      | D      |
|          | В      | 65               | В      | 111       | A      | 157      | В      | 203      | С      |
| 20       | С      | 66               | В      | 112       | В      | 158      | С      | 204      | A      |
| 21       | С      | 67               | A      | 113       | D      | 159      | A      | 205      | A      |
|          | D      | 68               | С      | 114       | A      | 160      | D      | 206      | В      |
| 23       | D      | 69               | В      | 115       | С      | 161      | В      | 207      | A      |
|          | В      | 70               | С      | 116       | В      | 162      | A      | 208      | С      |
| 25       | A      | 71               | А      | 117       | В      | 163      | С      | 209      | В      |
| 26       | С      | 72               | В      | 118       | D      | 164      | A      | 210      | D      |
| 27       | В      | 73               | A      | 119       | В      | 165      | D      | 211      | С      |
| 28       | A      | 74               | В      | 120       | D      | 166      | С      | 212      | A      |
| 29       | А      | 75               | В      | 121       | A      | 167      | A      | 213      | С      |
| 30       | A      | 76               | В      | 122       | С      | 168      | A      | 214      | В      |
| 31       | A      | 77               | А      | 123       | A      | 169      | В      | 215      | D      |
| 32       | A      | 78               | В      | 124       | D      | 170      | С      | 216      | В      |
| 33       | A      | 79               | В      | 125       | А      | 171      | В      | 217      | А      |
| 34       | С      | 80               | С      | 126       | С      | 172      | A      | 218      | В      |
| 35       | А      | 81               | А      | 127       | A      | 173      | D      | 219      | В      |
| 36       | A      | 82               | A      | 128       | В      | 174      | A      | 220      | В      |
| 37       | В      | 83               | В      | 129       | D      | 175      | D      | 221      | С      |
| 38       | А      | 84               | А      | 130       | В      | 176      | А      | 222      | D      |
| 39       | В      | 85               | В      | 131       | В      | 177      | В      | 223      | D      |
| 40       | С      | 86               | D      | 132       | D      | 178      | D      | 224      | A      |
| 41       | С      | 87               | А      | 133       | С      | 179      | В      | 225      | D      |
| 42       | A      | 88               | В      | 134       | A      | 180      | D      | 226      | D      |
| 43       | A      | 89               | A      | 135       | С      | 181      | A      | 227      | A      |
|          | D      | 90               | А      | 136       | A      | 182      | В      | 228      | В      |
|          | A      | 91               | В      | 137       | С      | 183      | D      | 229      | В      |
| 46       | С      | 92               | С      | 138       | A      | 184      | A      | 230      | C      |

| Question | Answer | Question | Answer | Question | Answer | Question | Answer |
|----------|--------|----------|--------|----------|--------|----------|--------|
| 231      | А      | 277      | А      | 323      | D      | 369      | D      |
| 232      | А      | 278      | А      | 324      | D      | 370      | С      |
| 233      | D      | 279      | D      | 325      | В      | 371      | В      |
| 234      | С      | 280      | D      | 326      | А      | 372      | D      |
| 235      | А      | 281      | С      | 327      | D      | 373      | А      |
| 236      | В      | 282      | А      | 328      | С      | 374      | В      |
| 237      | С      | 283      | С      | 329      | А      | 375      | С      |
| 238      | С      | 284      | D      | 330      | D      | 376      | В      |
| 239      | А      | 285      | В      | 331      | А      | 377      | А      |
| 240      | В      | 286      | А      | 332      | С      | 378      | В      |
| 241      | А      | 287      | А      | 333      | В      | 379      | С      |
| 242      | А      | 288      | С      | 334      | С      | 380      | D      |
| 243      | В      | 289      | А      | 335      | D      | 381      | D      |
| 244      | С      | 290      | А      | 336      | С      | 382      | В      |
| 245      | В      | 291      | С      | 337      | В      | 383      | В      |
| 246      | А      | 292      | В      | 338      | А      | 384      | В      |
| 247      | А      | 293      | D      | 339      | В      | 385      | С      |
| 248      | В      | 294      | А      | 340      | А      | 386      | D      |
| 249      | Α      | 295      | С      | 341      | А      | 387      | D      |
| 250      | В      | 296      | В      | 342      | С      | 388      | В      |
| 251      | D      | 297      | В      | 343      | D      | 389      | В      |
| 252      | Α      | 298      | В      | 344      | В      | 390      | В      |
| 253      | В      | 299      | Α      | 345      | С      | 391      | С      |
| 254      | A      | 300      | В      | 346      | D      | 392      | D      |
| 255      | А      | 301      | В      | 347      | D      | 393      | В      |
| 256      | В      | 302      | А      | 348      | В      | 394      | D      |
| 257      | С      | 303      | Α      | 349      | С      | 395      | А      |
| 258      | D      | 304      | С      | 350      | D      |          | I      |
| 259      | D      | 305      | В      | 351      | А      |          |        |
| 260      | B      | 306      | C      | 352      | C      |          |        |
| 261      | D      | 307      | D      | 353      | В      |          |        |
| 262      | A      | 308      | A      | 354      | C      |          |        |
| 263      | D      | 309      | B      | 355      | A      |          |        |
| 264      | A      | 310      | C      | 356      | В      |          |        |
| 265      | B      | 311      | B      | 357      | A      |          |        |
| 266      | C      | 312      | C      | 358      | C      |          |        |
| 267      | C      | 313      | C      | 359      | D      |          |        |
| 268      | D      | 314      | B      | 360      | C      |          |        |
| 269      | D      | 315      | C      | 361      | D      |          |        |
| 270      | B      | 316      | D      | 362      | A      |          |        |
| 270      | A      | 317      | C      | 363      | C      |          |        |
| 272      | C      | 318      | B      | 364      | A      |          |        |
| 272      | B      | 319      | A      | 365      | B      |          |        |
| 273      | A      | 319      | C      | 366      | B      |          |        |
| 274      | A      | 320      | C      | 367      | A      |          |        |
| 275      | A      | 322      | A      | 368      | A      |          |        |
| 210      | п      | 522      | п      | 500      | Л      | I        |        |