

**TOPIC: FULL BUSINESS AND COMMERCIAL KNOWLEDGE**

1. Trading implies buying for the purposes of selling. Applying this criterion, tell which of the following activities would not qualify as trading ?
  - (a) Purchase of goods in bulk quantity from the manufacturer and sale in smaller quantities to the retailers
  - (b) Buying from the wholesaler and selling it to the consumers
  - (c) Buying from the retailer for self – consumption
  - (d) Purchase of raw materials from the suppliers for further processing in the factory
2. Which of the following is not a factor of Demographic Environment ?
  - (a) Ethnic Mix
  - (b) Legal
  - (c) Population size
  - (d) Geographic Distribution
3. The RBI has been vested with extensive power to control and supervise commercial banking system under which Act ?
  - (a) The Reserve Bank of India Act, 1933
  - (b) The Reserve Bank of India Act, 1934
  - (c) The Reserve Bank of India Act, 1935
  - (d) The Reserve Bank of India Act, 1936
4. When was Reliance Industries Ltd. incorporated ?
  - (a) 1965
  - (b) 1966
  - (c) 1978
  - (d) 1959
5. Identify the one which may be considered as a public policy :
  - (a) A decision by a central government to purchase a fleet of cars
  - (b) An old building to be demolished by a municipal corporation
  - (c) All citizens are to be provided with biometric aadhar card
  - (d) Government passes a special resolution to change the name of a park
6. The following statement relates to which strategic response approach to the environment :

They seek to monitor the changes in that environment, analyse their impact on their own goals and activities and translate their assessment in terms of specific strategies for survival, stability and strength.

  - (a) Proceed with caution
  - (b) Least resistance
  - (c) Dynamic response
  - (d) Static Response
7. What is price sensitivity ?
  - (a) the effect a change in price will have on customers.
  - (b) charging a relatively high price for a short time where a new, innovative, or much – improved product is launched onto a market .
  - (c) a strategy involves setting low prices in order to discourage or deter potential new entrants to the suppliers market.
  - (d) It measures the responsiveness of a change in demand for a product following a change in its own price.
8. The occupation in which people work for others and get remunerated in return is known as :
  - (a) Business
  - (b) Employment
  - (c) Profession
  - (d) None of these

9. What is the constitution of Competition Commission of India ?  
(a) A chairperson and 6 members appointed by the Central Government  
(b) A chairperson and 5 members appointed by the Central Government  
(c) A chairperson and 5 members appointed by the RBI  
(d) A chairperson and 6 members appointed by the RBI
10. Which of the following is not a characteristic least resistance strategic response :  
(a) Simple goal maintaining (b) Passive approach  
(c) Dynamic (d) All of the above
11. Carrying forward of transaction from one settlement period to the next without effecting delivery or payment is called \_\_\_\_\_.  
(a) Badla (b) Beta (c) Blue chips (d) Basket trading
12. Power System Operation Corporation Limited (POSOCO) is a subsidiary of :  
(a) IOCL (b) NTPC (c) ONGC (d) PGCIL
13. A \_\_\_\_\_ emanates from decision and decision is taken in line with \_\_\_\_\_. Identify the right expression to fill in the blanks :  
(a) Policy; Goal (b) Budget; Plan  
(c) Plan; Budget (d) Goal; Plan
14. The values, beliefs and tradition share by the members of a company is called ?  
(a) Corporate culture (b) Consortium  
(c) Cross selling (d) None of the Above
15. Which company is ranked 1<sup>st</sup> on Fortune 500 Companies List 2018?  
(a) Nestle (b) Walmart (c) IBM Corporation (d) RIL
16. SEBI has several functions rolled into one body. Which one of the following is not the function of SEBI?  
(a) Quasi-legislative (b) Quasi-judicial  
(c) Quasi-professional (d) Quasi-executive
17. Merger of associate bank of SBI into SBI is an example of changes in ?  
(a) Economic Environment (b) Technological Environment  
(c) Social Environment (d) Demographic Environment
18. Who is the current CEO of ICICI Bank's ?  
(a) Sandeep Bakshi (b) Chanda Kochhar  
(c) Vijay Channdok (d) Shewta Bansal
19. Blackrock invested 30 million USDs as a portfolio investor in Indian stock market. This may be a case of :  
(a) FDI (b) FII investment  
(c) Indirect investment (d) NRI investment
20. NABARD refinances the financial institutions which finances the \_\_\_\_\_.  
(a) Urban sector (b) Rural sector  
(c) Secondary sector (d) Service sector
21. What is a financial instrument ?  
(a) anything that ranges from cash, deed, negotiable instrument, or for that matter any written and authenticated evidence that shows the existence of a transaction or agreement.  
(b) is basically any security that is held with the government and has the highest possible rate of interest.  
(c) is a contract where the borrower, who is also the purchaser, pays a series of instalments that includes the interest of the principal amount  
(d) none of the above

22. Effective use of social media for marketing is \_\_\_\_\_.  
(a) Strength (b) Weakness (c) Opportunity (d) Threat
23. In which year Bharti Airtel was founded?  
(a) 1991 (b) 1992 (c) 1994 (d) 1995
24. Which of the following is an advantage of joint ownership ?  
(a) Quick Decisions (b) Pooling of Capital  
(c) Personal Interest (d) All the Above
25. After independence, India followed a :  
(a) Socialistic Path of Development  
(b) Commonwealth Model of Growth  
(c) Mixed Economic Path  
(d) Capitalistic Model of Development
26. Who of the following is not primarily a profit seeking institution?  
(a) NABARD (b) EXIM Bank (c) SIDBI (d) RBI
27. Simultaneous purchase and sales of the same stock in two different markets is known as ?  
(a) Basket Trading (b) Badla  
(c) Arbitrage (d) Marginal Trading
28. Which of the following statements is true about Competitive Response?  
(a) It seeks to enhance the Entity's performance by establishing a Competitive Advantage over its rivals.  
(b) It aims at defining the Entity's purpose and key tasks in relationship to particular environments  
(c) It helps Entities to manage environmental uncertainty and perform tasks that are too costly and complicated for single Entities to perform  
(d) All of the Above
29. The statistical measure of change in price on a stock exchange is ?  
(a) Dividend (b) Index  
(c) Beta (d) Bid
30. Jayesh Merchant is the CFO of which company?  
(a) Asian Paints Ltd. (b) Ambuja Cements Ltd.  
(c) Bosch Ltd. (d) Ultratech Cement Ltd.
31. Policy is concerned with the \_\_\_\_\_.  
(a) Target of the Government  
(b) General welfare and development of the society  
(c) Choosing one particular course of action, out of many alternatives available  
(d) All of the above
32. The relationship between the price of a share and the sensex is measurably?  
(a) Alfa (b) Beta (c) Book value (d) Annuity
33. Which of the following is not a service of Retail Banking?  
(a) Cheque (b) DD (c) Loans (d) Trustee Services
34. Which one of the following cannot be included under the nature of relationship between business and environment?  
(a) Interdependence (b) Dynamic (c) Social Change (d) Fixed
35. Who was the founder of Walmart?  
(a) Sam Watson (b) Bret Biggs (c) Greg Penner (d) Luca Maestri

36. Public Policies are classified as \_\_\_\_\_.
- (a) Positive, Negative, Neutral  
 (b) Regulatory, Facilitative, Restrictive and Distributive  
 (c) Government driven, business driven and people driven  
 (d) None of the above
37. Production represents the \_\_\_\_\_ side of economics?
- (a) Demand (b) Supply (c) Income (d) Investment
38. Activities involved in physical involvement of goods from the factory to market etc. is called ?
- (a) Logistics (b) Merger (c) Mission (d) None of the Above
39. Which gas company owns India's largest pipeline network?
- (a) GAIL(India) Ltd. (b) Bharat Petroleum Corporation Ltd.  
 (c) Reliance Industries Ltd. (d) ONGC
40. Which of the following is not a method of credit control?
- (a) CRR (b) SLR (c) Moral Suasion (d) RBI
41. External factors affecting a business environment is also referred to as \_\_\_\_\_ factors?
- (a) Controllable (b) Relevant (c) Global (d) Uncontrollable
42. The process by which a legislative proposal is brought before a law making body and then translated into the law of the land is called \_\_\_\_\_.
- (a) Policy Drafting (b) Law Making  
 (c) Presenting the Law (d) None of the Above
43. Which year was Cadburys' incorporated?
- (a) 1824 (b) 1834 (c) 1844 (d) 1854
44. As the percentage of all sales within a market that is held by One brand/product or company is \_\_\_\_\_.
- (a) Market Population (b) Market Potential  
 (c) Market Share (d) None of the Above
45. The maximum number of partners in a partnership firm can be ?
- (a) 10 (b) 20 (c) 50 (d) 100
46. The basic goal of Environmental Analysis include ?
- (a) Knowing and understanding the changes in the environment  
 (b) Collecting relevant information for decision making  
 (c) Facilitating strategic thinking  
 (d) All of the Above
47. Identify which of these is not a function of the Central Bank?
- (a) Clearing arrangements among Banks  
 (b) Implementing Government's monetary policy  
 (c) Specifying Income Tax Rates  
 (d) Custody of Cash Reserves
48. \_\_\_\_\_ is a plan or course of action, of a Government, intended to influence and determine decision, actions, and other matters.
- (a) Public policy (b) Business policy  
 (c) Government policy (d) Trade policy
49. Cipla operates in which industry?
- (a) Food (b) Pharma (c) Hotels (d) All the above
50. \_\_\_\_\_ occupies the Central position in the marketing environment.
- (a) Supplier (b) Customer (c) Retailer (d) Advertiser