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OPERATION MANAGEMENT

MCQ - PAST PAPERS

MODULE - 1 OPERATION MANAGEMENT INTRODUCTION

1. Out of the following trends in production/operations management, which one is sometimes called as agile manufacturing?

(A) Re-engineering
(B) Supply-Chain Management
(C) Lean Production
(D) Flexibility

Ans. (D) Flexibility

2. Which one of the following recent trends in Production/Operations management involves drastic measures or breakthrough improvements to improve the performance of a firm?

(A) Corporate Downsizing
(B) Re-Engineering
(C) Technology
(D) TQM

Ans. (B) Re-Engineering

3. The recent trend in the Production/Operations management which suggests the use of minimal amount of resources to produce a high volume of high-quality goods with some variety is referred to as:

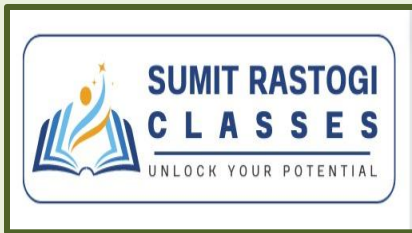
(A) SCM
(B) TQM
(C) Lean Production
(D) Just-In-Time

Ans. (C) Lean Production

4. Conversion of inputs into outputs is known as:

(A) Application of technology
(B) Manufacturing products
(C) Product
(D) Operation management

Ans. (D) Operation Management



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5. While referring to the customer service objective of operation management primary consideration "Movements of a given requested or acceptable specification" can be associated with which one of the following principal function?

(A) Manufacture
(B) Supply
(C) Transport
(D) Service

Ans. (D) Service

6. While referring to customer objective of operation management, primary consideration "Treatment of a given requested or acceptable specification" can be associated with which one of the following principal function?

(A) Service
(B) Supply
(C) Transport
(D) Manufacture

Ans. (D) Manufacture

7. With reference to the operations of a manufacturing company, one of the important decisions "How to reach the products to the customers?" Is related to which one?

(A) Quality Management
(B) Inventory Management
(C) Maintenance Management
(D) Distribution

Ans. (C) Maintenance Management

8. Most important benefit to the consumer from efficient production system is:

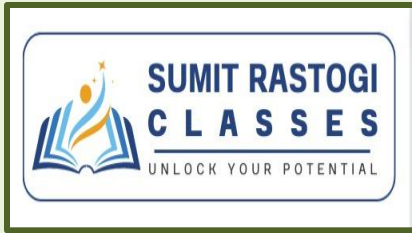
(A) He can get the product on credit
(B) He can save money
(C) He will have product of his choice easily available
(D) He gets increased use value in the product

Ans. (D) He gets increased use value in the product.

9. To provide the 'right thing at the right price at the right time' can be closely associated with which object of Operations Management?

(A) Customer Service
(B) Cost Minimization
(C) Capacity Planning
(D) Process Design

Ans. (A) Customer Service



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10. With reference to the aspects of customer service under Operations Management, if Primary consideration focuses on "Movement of a given, requested or acceptable specification", it's corresponding Principal function will be:

- (A) Manufacture
- (B) Transport
- (C) Supply
- (D) Services

Ans. (B) Transport

11. Operations Management is concerned essentially with the utilization of _____.

- (A) Capital
- (B) Resources
- (C) Technology
- (D) Labour

Ans. (B) Resources

12. Application of technology or process to the raw material to add use value is known as:

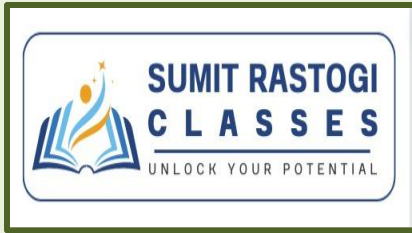
- (A) Product
- (B) Production
- (C) Application of Technology
- (D) Combination of Technology and Process

Ans. (B) Production

13. With reference to the operations of RN Ltd. a manufacturing company, one of the important decisions is "How to reach the products to the Customers"? Which one of the following is related to this?

- (A) Delivery planning
- (B) MRP
- (C) Process Section & Layout
- (D) Aggregate Planning

Ans. (A) Delivery Planning



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MODULE - 2 OPERATION PLANNING

14. A method in which a trend line is drawn in such a way that the sum of the squares of deviations of the actual points above and below the trend line is at the minimum is known as:
- (A) Squared trend method.
 - (B) Equal square method.
 - (C) Adjusted square method.
 - (D) Least square method.

Ans. (D) Least square method

15. For a marketing manager, the sales forecast is:
- (A) Estimate of the amount of unit sales for a specified future period.
 - (B) Arranging the salesmen to different segments of the market.
 - (C) To distribute the goods through transport to satisfy the market demand.
 - (D) To plan the sales methods.

Ans. (A) Estimate of the amount of unit sales for a specified future period

16. Let's consider an example of a product manufacturing company, who is aware that it needs to produce the products. One of the important aspects involved in the operational planning which is related to the question "How much to produce?" is known as:
- (A) Process Selection & Layout
 - (B) Aggregate Planning
 - (C) Demand Forecasting
 - (D) Quality Management

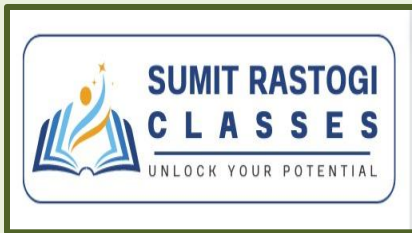
Ans. (C) Demand Forecasting

17. Out of the following factors that are affecting Capacity Planning, which one is Less Controllable one?
- (A) Machine breakdowns
 - (B) Amount of labour employed
 - (C) Facilities installed
 - (D) Shifts of work per day

Ans. (A) Machine breakdowns

18. The effective capacity is NOT influenced by which of the following factors:
- (A) Forecasts of demand
 - (B) Plant and labour efficiency
 - (C) Subcontracting
 - (D) None of the above

Ans. (D) None of the above



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19. Effective capacity can NOT be determined by which of the following factors?

- (A) Product design and product-mix
- (B) Quantity and quality capabilities
- (C) Facilities
- (D) None of the above

Ans. (D) None of the above

20. ABS Ltd., a manufacturing company has a production line consisting of five Work Centre in series with individual capacity in units per shift as are given. The actual output of the line is 270 units per shift.

Work Centre	P	Q	R	S	T
Capacity/Shift	350	320	360	325	300

Identify the bottle centre

- (A) Work Centre P
- (B) Work Centre R
- (C) Work Centre T
- (D) Work Centre S

Ans. (C) Work Centre T

21. _____ of a plant is the maximum rate of output (goods or services) the plant can produce.

- (A) Production
- (B) Potential
- (C) Demand
- (D) Capacity

Ans. (D) Capacity

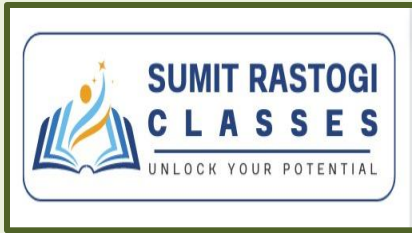
22. RON Ltd., a manufacturer of ball bearings provides the following items that is being managed using a fixed order Quantity Model with Safety Stock:

Annual Demand (D) : 24000 Units
Order Quantity (OQ) : 3600 Units
Safety Stock (S) : 400 Units

What is the average Inventory Level?

- (A) 2500 units
- (B) 2400 Units
- (C) 2200 Units
- (D) None of (A), (B) and (C)

Ans. (C) 2200 Units



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23. MBT LTD. is the manufacturer of bearing. The inventory holding cost per bearing per month is 20 paisa. If its Economic Batch Quantity (EBQ) is 4000 units (bearings) then the minimum inventory holding cost at optimum run size will be:

- (A) ₹4320
- (B) ₹4510
- (C) ₹4800
- (D) None of these

Ans. (C) ₹4800

24. The type of plant layout which involve a grouping together of similar machines in one department is called as:

- (A) Product layout
- (B) Group technology
- (C) Process Layout
- (D) Hybrid Layout

Ans. (C) Process Layout

25. Most suitable layout for Job Production is:

- (A) Line layout
- (B) Matrix layout
- (C) Process layout
- (D) Product layout

Ans. (C) Process layout

26. Most suitable layout for continuous production is:

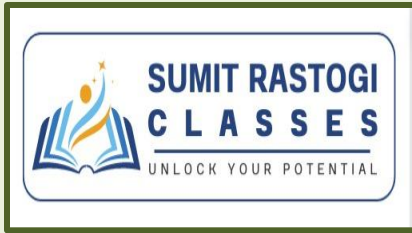
- (A) Line layout
- (B) Process layout
- (C) Group technology
- (D) Matrix layout.

Ans. (A) Line layout

27. To determine where the plant should be located for maximum operating economy and effectiveness, refers to which one of the following?

- (A) Plant layout
- (B) Facility location
- (C) Capacity planning
- (D) Capacity requirement

Ans. (B) Facility location



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28. Arrangement of machines depending on sequence of operations happens in

- (A) Process Layout
- (B) Product Layout
- (C) Hybrid Layout
- (D) Group Technology Layout

Ans. (B) Product layout

29. Which of the following is associated with the question "How much space and capacity does each economic activity centre need"?

- (A) Facility location
- (B) Facility layout
- (C) Capacity Planning
- (D) MRP

Ans. (B) Facility layout

30. State Suitable Material Handling Equipment by choosing one out of (A) to (D), that should be used in each of the following four operations (i) to (iv):

[(A) EOT Crane; (B) Gravity chute; (C) Belt Conveyor; (D) Roller Table,]

- (A) Transferring heavy materials from one department to another;
- (B) Feeding coal and iron in steel plant;
- (C) Transporting fertilizer packet bags to a truck on the ground below;
- (D) Moving heavy load above the machine on the shop floor.

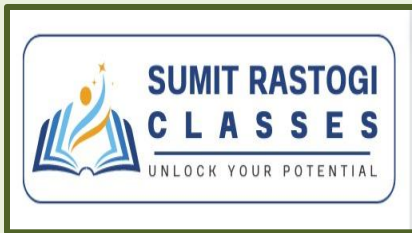
Ans.

- (A) (D) Roller Table
- (B) (C) Belt Conveyor
- (C) (B) Gravity chute
- (D) (A) EOT Crane

31. The activity of specifying when to start the job and when to end the job is known as:

- (A) Planning
- (B) Scheduling
- (C) Timing
- (D) Follow-up

Ans. (B) Scheduling



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32. The lead time is _____.

- (A) Time for placeholders for materials
- (B) Time of receiving materials
- (C) Time between receipt of material and using materials
- (D) Time between placing the order and receiving the materials

Ans. (D) Time between placing the order and receiving the materials

33. Production planning in the intermediate range of time is termed as _____.

- (A) Production planning.
- (B) Long range production planning.
- (C) Scheduling.
- (D) Aggregate planning.

Ans. (D) Aggregate planning.

34. Which one of the following establishes time sequence of operations?

- (A) Routing
- (B) Sequencing
- (C) Scheduling
- (D) Dispatching

Ans. (C) Scheduling

35. With reference to Aggregate Planning, identify which of the following statements is NOT correct?

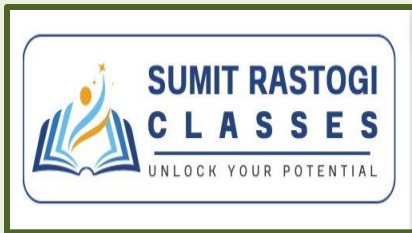
- (A) It is an Intermediate-term planning.
- (B) It is made operational through a master schedule that gives the manufacturing schedule.
- (C) Facility planning and scheduling are closely related with the aggregate planning.
- (D) It deals with the strategic decisions, such as purchase of facilities, introduction of new products, processes, etc.

Ans. (D) It deals with the strategic decisions, such as purchase of facilities, introduction of new products, processes, etc.

36. The act of possessing the future and make provisions for it is known as _____.

- (A) Planning
- (B) Forecasting
- (C) Assessment
- (D) Scheduling

Ans. (B) Forecasting



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37. Line of Best fit is another name given to _____

- (A) Method of Least Squares
- (B) Moving Average Method
- (C) Semi Average Method
- (D) Trend Line Method

Ans. (A) Method of Least Squares

38. Which of the following is NOT the Plant Layout Principle?

- (A) Principle of sequence
- (B) Principle of usage
- (C) Principle of maximum travel
- (D) Principle of minimum investment

Ans. (C) Principle of maximum

39. Routing and Scheduling becomes relatively complicated in:

- (A) Flow production
- (B) Batch production
- (C) Mass production
- (D) Job production

Ans. (B) Batch production

40. MRP Stands for:

- (A) Material Recording Procedure
- (B) Material Requirement Planning
- (C) Material Requisition Procedure
- (D) Material Reordering Planning

Ans. (B) Material Requirement Planning

41. Number of product varieties that can be manufactured in Mass production is _____.

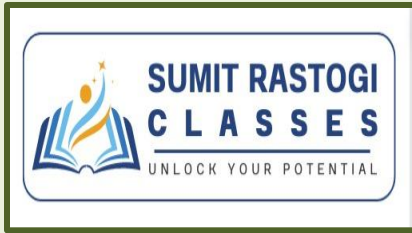
- (A) Few varieties in large volumes
- (B) One only
- (C) Large varieties in small volumes
- (D) Two only

Ans. (A) Few varieties in large volumes

42. The time horizon selected for forecasting depends on:

- (A) Time required for production cycle.
- (B) The salability of the product
- (C) The selling capacity of Salesman
- (D) Purpose for which forecast is made.

Ans. (D) Purpose for which forecast is made



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43. To decide work load for men and machines:

- (A) Medium range forecasting is used
- (B) A combination of long range and medium range forecasting is used
- (C) Short term forecasting is used
- (D) Long range forecasting is used

Ans. (C) Short term forecasting is used

44. The systematic method of probing the future is called _____.

- (A) Planning
- (B) Decision Making
- (C) Scheduling
- (D) Forecasting

Ans. (D) Forecasting

45. Which one of the following is not the factor influencing effective capacity of a plant?

- (A) Forecasts of demand
- (B) Plant and labour efficiency
- (C) Multiple shift operation
- (D) Proper record keeping of maintenance

Ans. (D) Proper record keeping of maintenance

46. The ratio of "Value of output of goods of services" to "Capital assets employed" is:

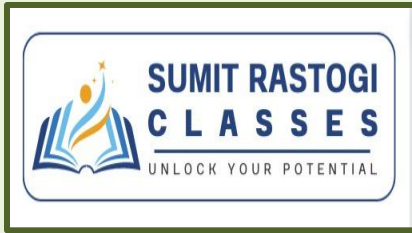
- (A) Manpower Productivity
- (B) Materials Productivity
- (C) Capital Productivity
- (D) Energy Productivity

Ans. (C) Capital Productivity

47. With reference to the operations of a manufacturing company, one of the important decisions "How to reach the products to the customers?" Is related to which one?

- (A) Quality Management
- (B) Inventory Management
- (C) Maintenance Management
- (D) Distribution

Ans. (D) Distribution



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48. The ability to adapt quickly to changes in volume of demand, in the product mix demanded, and in product design or in delivery schedules, is sometimes referred to as:

- (A) Re-Engineering
- (B) Business Process Restructuring
- (C) Agile Manufacturing
- (D) Right Sizing

Ans. (C) Agile Manufacturing

49. Which one of the following is associated with the configuration of departments, work centres and equipment and machinery, with focus on the flow of materials or work through the production system?

- (A) Facility Location
- (B) Facility Layout
- (C) Capacity Planning
- (D) Process Design

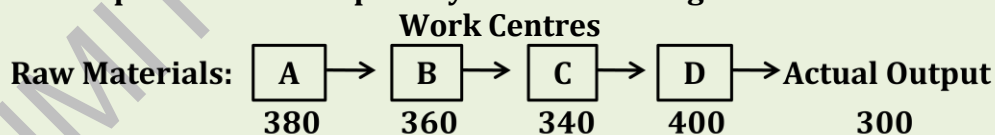
Ans. (B) Facility Layout

50. The Annual Carrying Cost of Material ZB is ₹3.60 per unit and its Total Carrying Cost is ₹9,000 per annum. If there is no Safety Stock of Material ZB, what will be the Economic Order Quantity (EOQ) for Material ZB?

- (A) 5,000 units
- (B) 6,500 units
- (C) 6,000 units
- (D) 4,000 units

Ans. (A) 5,000 units

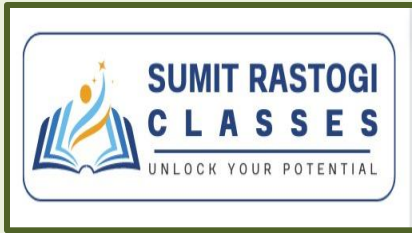
51. ZOOS Ltd., a manufacturing firm, has four Work Centres A, B, C & D in series with individual capacities in units per day shown in the figure below:



What is the System Efficiency?

- (A) 75-25%
- (B) 80-33%
- (C) 99%
- (D) 88-23%

Ans. (D) 88-23%



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52. Which one of the following is associated with the question "Where should each centre be located"?
- (A) Process layout
 - (B) Facility layout
 - (C) Product Layout
 - (D) Plant Layout

Ans. (B) Facility layout

53. The following item is being managed using a fixed time period model with safety stock:

Weekly demand (D) : 50 units
Review Cycle (T) : 3 Weeks
Safety Stock (SS) : 30 units

What is the average inventory turn(s) for the item? (1 year = 52 weeks)

- (A) 84.20 turns per year
- (B) 24.76 turns per year
- (C) 80.50 turns per year
- (D) None of the above

Ans. (B) 24.76turns per year

54. The over capacity is preferred when:

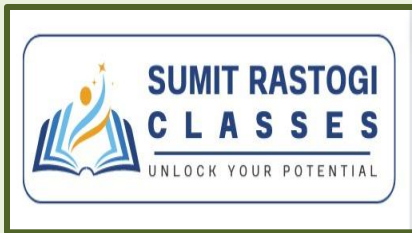
- (A) the cost of creating the capacity is prohibitively high.
- (B) fixed cost of the capacity is not very high.
- (C) shortage of products does not affect the company.
- (D) the technology changes fast.

Ans. (B) fixed cost of the capacity is not very high.

55. Let's consider an example of TASVA Ltd., a product manufacturing company who is aware that it needs to produce the products. One of the important aspects involved in the operational planning which is related to the question, "Are our machines able to provide desired results?" is known as:

- (A) Maintenance Management
- (B) Quality Management
- (C) Inventory Management
- (D) Aggregate Planning

Ans. (D) Aggregate Planning



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MODULE – 3 DESIGNING OF OPERATIONAL SYSTEM AND CONTROL

1. Which of the following stages of Product Life Cycle does attribute beginning of substantial increase in Sales and Profits?
- (A) Introduction
 - (B) Growth
 - (C) Maturity
 - (D) Decline

Ans. (B) Growth

2. Which of the following process types is used when a very highly standardized product is desired in high volumes?
- (A) Repetitive Process
 - (B) Batch Process
 - (C) Project Process
 - (D) Continuous Process

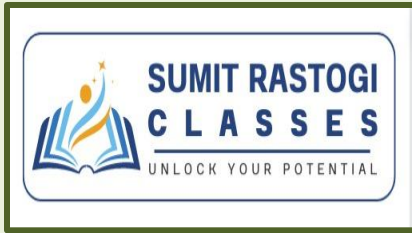
Ans. (D) Continuous Process

3. Which one of the following characteristics of good product design refers to ease of manufacture with minimum cost (economic production)?
- (A) Function or performance
 - (B) Maintainability
 - (C) Productibility
 - (D) Specification

Ans. (C) Productibility

4. The non-linear iterative process that seeks to understand users needs challenge assumptions, redefine problems and create innovative solutions to prototype and test, is called:
- (A) Product design
 - (B) Product Mix
 - (C) Design thinking
 - (D) Product Life Cycle

Ans. (C) Design thinking



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5. Which one of the following basic process types is used when a very highly standardized product is desired in high volumes?

- (A) Batch Process
- (B) Continuous Process
- (C) Job Shop Process
- (D) Project Process

Ans. (B) Continuous Process

6. State which of the following does not affect the Production Design:

- (A) Cost/Price Ratio
- (B) Process Capability
- (C) Reliability
- (D) Product Quality

Ans. (C) Reliability

7. DFM Stands for:

- (A) Design for Maintenance
- (B) Design for Manufacturing
- (C) Design for Management
- (D) Design for Material

Ans. (B) Design for Manufacturing

8. The effective capacity is NOT influenced by which of the following factors:

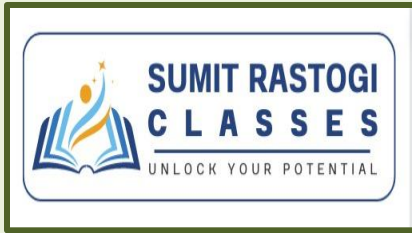
- (A) Forecasts of demand
- (B) Plant and labour efficiency
- (C) Subcontracting
- (D) None of the above

Ans. (D) None of the above

9. Key aspects in process strategy does NOT include which of the following:

- (A) Make or buy decisions
- (B) Capital intensity
- (C) Process flexibility
- (D) Packaging

Ans. (D) Packaging



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10. Outsourcing is the _____.

- (A) spinning off of a value-creating activity to create a new firm.
- (B) selling of a value-creating activity to other firms.
- (C) purchase of a value-creating activity from an external supplier.
- (D) use of computers to obtain value-creating data from the Internet.

Ans. (C) purchase of a value-creating activity from an external supplier.

11. Effective capacity can NOT be determined by which of the following factors?

- (A) Product design and product-mix
- (B) Quantity and quality capabilities
- (C) Facilities
- (D) None of the above

Ans. (D) None of the above

12. To determine where the plant should be located for maximum operating economy and effectiveness, refers to which one of the following?

- (A) Plant layout
- (B) Facility location
- (C) Capacity planning
- (D) Capacity requirement

Ans. (B) Facility location

13. Generally the size of the order for production in Job production is:

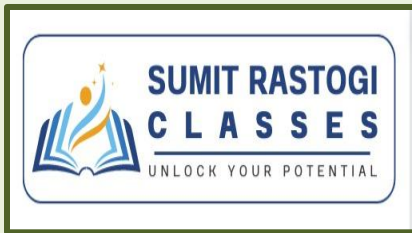
- (A) small
- (B) large
- (C) medium
- (D) very large

Ans. (A) small

14. $(\text{Total station time/cycle time} \times \text{Number of work stations}) \times 100$ is known as:

- (A) Line efficiency
- (B) Line smoothness
- (C) Balance delay of line
- (D) Station efficiency

Ans. (A) Line efficiency



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15. With reference to the characteristics of a good product design, which one of the following is referred to “the case of manufacture with minimum cost”?

- (A) Reliability
- (B) Productibility
- (C) Specification
- (D) Simplification

Ans. (B) Productibility

16. In Production by disintegration the material undergoes:

- (A) Change in economic value only
- (B) Change in physical and chemical characteristics
- (C) Change in technology only
- (D) None of these

Ans. (B) Change in physical and chemical characteristics

17. What is the first and foremost reason the Product design?

- (A) To offer new products to remain competitive in the market
- (B) To reduce production cost
- (C) To simplify the manufacturing process
- (D) To improve operational efficiency

Ans. (A) To offer new products to remain competitive in the market

18. Most suitable layout for Job production is:

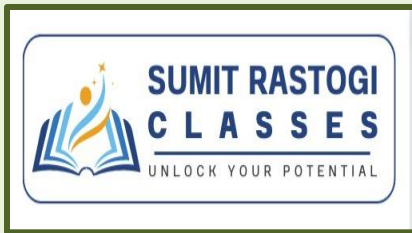
- (A) Process layout
- (B) Line layout
- (C) Matrix layout
- (D) Product layout

Ans. (A) Process layout

19. Which one is the objective of product design?

- (A) Profit reduction in long run
- (B) To increase the development time to maximum
- (C) To increase the cost of the product
- (D) To achieve the desired product quality

Ans. (D) To achieve the desired product quality



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20. The type of basic process types, which is used when a very highly standardized product is desired in high volume is:

- (A) Job shop
- (B) Batch
- (C) Project
- (D) Continuous

Ans. (D) Continuous

21. In which one of the following layouts, similar type of machines and services (i.e. facilities) are located together?

- (A) Product or Line layout
- (B) Process layout
- (C) Group layout
- (D) Fixed layout

Ans. (B) Process layout

22. Which one of the following is associated with the question "How much space and capacity does each economic activity centre need?"

- (A) Facility location
- (B) Facility layout
- (C) Capacity Planning
- (D) MRP

Ans. (B) Facility layout

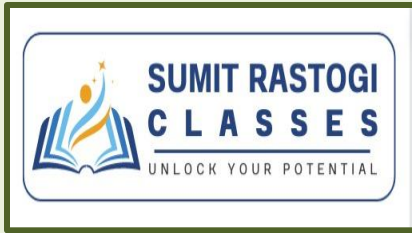
23. ABS Ltd., a manufacturing Company has a production line consisting of five work centers in series with individual capacity in units per shift as are given. The actual output of line is 270 units per shift.

Work Centre	P	Q	R	S	T
Capacity/Shift	350	320	360	325	300

Identify the bottle neck centre.

- (A) Work Centre P
- (B) Work Centre R
- (C) Work Centre T
- (D) Work Centre S

Ans. (C) Work Centre T



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24. In which one of the following stages of Design Thinking, the aim is "to identify the best possible solution for each problem found"?

- (A) Prototype
- (B) Define
- (C) Test
- (D) Ideate

Ans. (A) Prototype

25. In which phase of the product life cycle the objective is to hold the existing customers and create new customers?

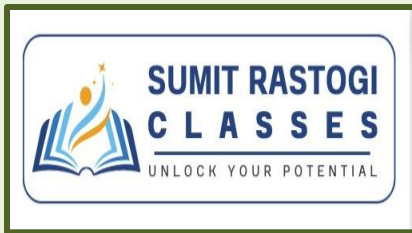
- (A) Maturity phase
- (B) Introduction phase
- (C) Growth phase
- (D) Decline phase

Ans. (C) Growth Phase

26. At which stage of the product life cycle, organisations get engaged in aggressive promotional and pricing programs?

- (A) Introduction Phase
- (B) Growth Phase
- (C) Maturity Phase
- (D) Decline Phase

Ans. (B) Growth Phase



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MODULE – 4 APPLICATION OF OPERATION RESEARCH- PRODUCTION PLANNING AND CONTROL

1. This aims at finding the best and most efficient way of using the available resources - men, materials, money and machinery:

(A) Time Study
(B) Work Study
(C) Method Study
(D) Job Evaluation

Ans. (B) Work Study

2. Which of the following aims at finding the best and most efficient way of using the available resources - men, materials, money and machinery?

(A) Method Study
(B) Work Study
(C) Time Study
(D) Motion Study

Ans. (B) Work Study

3. In which stage the product life cycle, profit starts declining even though sales volume tends to increase

(A) Introduction
(B) Growth
(C) Maturity
(D) Declining

Ans. (C) Maturity

4. Key aspects in process strategy does NOT include which of the following:

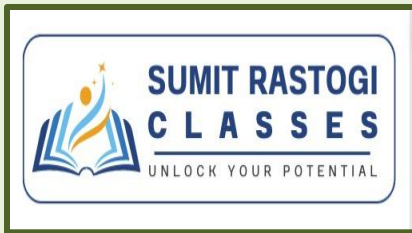
(A) Make or buy decisions
(B) Capital intensity
(C) Process flexibility
(D) Packaging

Ans. (D) Packaging

5. In an organization, the Production Planning and Control department comes under

(A) Planning department
(B) Manufacturing department
(C) Personnel department
(D) R & D department

Ans. (B) Manufacturing department



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6. Which one of the following refers to the job-specific goals of each individual employee?
- (A) Performance Objectives
 - (B) Personal Objectives
 - (C) Professional Objectives
 - (D) Organization Genomics

Ans. (A) Performance Objectives

7. Which one of the following production controls is found whenever a particular bottleneck machine exists in the process of Manufacturing?
- (A) Load Control
 - (B) Batch Control
 - (C) Block Control
 - (D) Flow Control

Ans. (A) Load Control

8. A principal tools which is used in scheduling and also in some method of loading is:
- (A) Route Chart
 - (B) Material chart
 - (C) Inspection chart
 - (D) Gantt chart

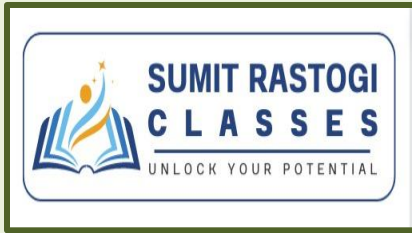
Ans. (D) Gantt chart

9. Which one of the following Scheduling systems is used when large number of items on similar type are produced
- (A) Unit Scheduling System
 - (B) Batch Scheduling System
 - (C) Project Scheduling System
 - (D) Mass Scheduling

Ans. (B) Batch Scheduling System

10. _____ is the science of using mathematical calculations and logic to generate time effective sequence of task considering any resource and cost constraints.
- (A) Scheduling
 - (B) Plan
 - (C) Milestone
 - (D) Work-in-Progress

Ans. (A) Scheduling



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11. Any solution that also satisfies the non-negative restrictions of the general linear programming problem is called a:

- (A) Basic Solution
- (B) Feasible Solution
- (C) Basic Feasible Solution
- (D) Optimal Feasible Solution

Ans. (D) Optimal Feasible Solution

12. The technique which involves developing a model of real phenomenon and then performing experiments on the model evolved, is referred to as:

- (A) Transportation
- (B) Assignment
- (C) Simulation
- (D) Queuing

Ans. (C) Simulation

13. A department store has one cashier. The average number of customers handled by the cashier is 30 per hours. If customer arrive at store at mean rate of 25 per hr. What will be the average number of customers in system?

- (A) 2 customers
- (B) 3 customers
- (C) 5 customers
- (D) None of these

Ans. (C) 5 customers

14. Being part of operations function_____ involves the shipping of goods to warehouses, retail outlets or final customers.

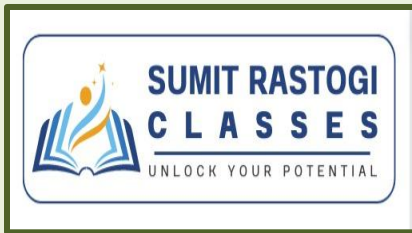
- (A) Distribution
- (B) Transportation
- (C) Warehousing
- (D) Logistics

Ans. (A) Distribution.

15. In applications of queuing theory in maintenance, the machine breakdowns are the _____ in the queue and they may have their own _____ distribution.

- (A) Customers, TIME
- (B) jobs, probability
- (C) arrivals, frequency
- (D) failures, service

Ans. (C) arrivals, frequency



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16. JIT Stands for:

- (A) Just in time order the material
- (B) Just in time purchase
- (C) Just in time use of materials
- (D) Just in time production

Ans. (D) Just in time production

17. VAM stands for:

- (A) Vogel's Approximation Method
- (B) Variable Allocation Model
- (C) Value Analysis Method
- (D) Volume Adjustment Mechanism

Ans. (A) Vogel's Approximation Method

18. Which of the following models deals with the physical movement of goods from different supply origins to a number of different demand destinations?

- (A) Simulation
- (B) Transportation
- (C) Lean operations
- (D) Line balancing

Ans. (B) Transportation

19. Inventory cost per product in intermittent production is

- (A) Higher
- (B) Lowest
- (C) Medium
- (D) Abnormal

Ans. (A) Higher

20. Linear Programming is a technique used for determining

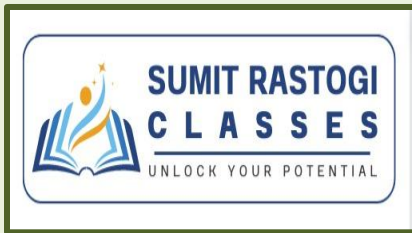
- (A) Production Programme
- (B) Plant Layout
- (C) Product Mix
- (D) Manufacturing Sequence

Ans. (C) Product Mix

21. In route sheet or operation layout, one has to show

- (A) A list of materials to be used.
- (B) A list of machine tools to be used.
- (C) Every work center and the operation to be done at that work center.
- (D) The cost of product.

Ans. (C) Every work center and the operation to be done at that work center.



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22. Computers are used in Production control in this area

- (A) follow-up activity
- (B) to control labour
- (C) to disseminate information
- (D) Loading, Scheduling and Assignment works

Ans. (D) Loading, Scheduling and Assignment works

23. Scheduling shows

- (A) which resource should do which job and when
- (B) total cost of production
- (C) total material cost
- (D) the flow line of materials

Ans. (A) which resource should do which job and when.

24. The act of going round the production shop to note down the progress of work and feedback the information is known as:

- (A) Dispatching
- (B) Routing
- (C) Follow up
- (D) Trip card

Ans. (C) Follow up

25. Production control concerned with:

- (A) Good materials management
- (B) Good product design
- (C) Strict control on labours
- (D) Passive assessment of plant performance

Ans. (D) Passive assessment of plant performance

26. The starting point of Production cycle is

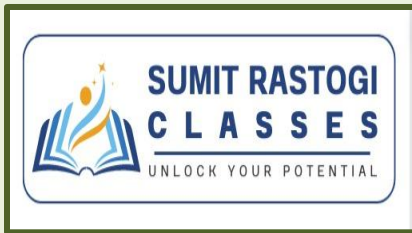
- (A) Market research
- (B) Routing
- (C) Product design
- (D) Production Planning

Ans. (A) Market research

27. In general number of product varieties that can be manufactured in Flow production is:

- (A) Five only
- (B) Ten to twenty varieties
- (C) One only
- (D) Large varieties

Ans. (C) One only



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28. Production planning deals with:

- (A) What should be the demand for the product in future?
- (B) What production facilities are required and how these facilities should be laid out in space available?
- (C) What to produce and when to produce and where to sell?
- (D) What is the life of the product?

Ans. (B) What production facilities are required and how these facilities should be laid out in space available?

29. What is the term "Aesthetics"?

- (A) This includes style, colour, look and feel, which appeals to the human sense and adds value to the product.
- (B) It refers to the durability and life of a product
- (C) It deals with the cost reduction and value analysis of a product.
- (D) It relates to the technical performance and efficiency of a product.

Ans. (A) This includes style, colour, look and feel, which appeals to the human sense and adds value to the product.

30. The first stage in production planning is:

- (A) Process Planning
- (B) Layout planning
- (C) Operation Planning
- (D) Factory Planning

Ans. (D) Factory Planning

31. For production planning:

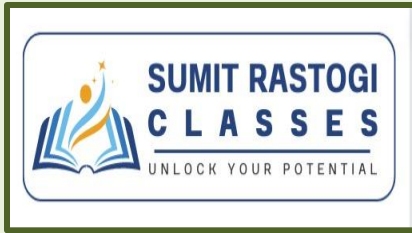
- (A) Short term forecasting is useful
- (B) Medium term forecasting is useful
- (C) Forecasting is not useful
- (D) Long term forecasting is useful

Ans. (A) Short term forecasting is useful

32. Scheduling deals with:

- (A) Number of machine tools used to do a job
- (B) Fixing up starting and finishing times of each operation in doing a job
- (C) Number of jobs to be done on a machine
- (D) Different materials used in the product

Ans. (B) Fixing up starting and finishing times of each operation in doing a job



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33. Which of the following is not the method used for Operations Research problems?

- (A) Analytical method
- (B) Simulation method
- (C) Trail and error method
- (D) None of the above

Ans. (D) None of the above

34. Point-rating method is closely associated with:

- (A) Transportation
- (B) Simulation
- (C) Queuing system
- (D) Job Evaluation

Ans. (D) Job Evaluation

35. Which one of the following forecasting is more useful in production planning?

- (A) Short-term
- (B) Medium-term
- (C) Long-term
- (D) None of the above

Ans. (A) Short-term

36. Which type of Production Control is most prominently applied in the industries like textiles, and book & magazine printing industries?

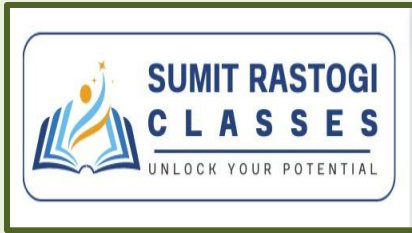
- (A) Batch Control
- (B) Load Control
- (C) Order Control
- (D) Block Control

Ans. (D) Block Control

37. In the scheduling function, if the Critical Ratio for a job is greater than 1, it implies that

- (A) the job is behind the schedule.
- (B) the job is ahead of schedule.
- (C) the job is not started yet.
- (D) the job is exactly on schedule.

Ans. (B) the job is ahead of schedule



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MODULE – 5 PRODUCTIVITY MANAGEMENT AND QUALITY MANAGEMENT

1. Which one of the following ISO standards evaluates the management of the entire manufacturing process, from purchasing to design to training
- (A) ISO 9000
 - (B) ISO 9001
 - (C) ISO 9003
 - (D) ISO 14000

Ans. (B) ISO 9001

2. ISO Standards are reviewed every:

- (A) Year
- (B) 2 Year
- (C) 5 Years
- (D) 10 Years

Ans. (C) 5 Years

3. Which one of the following ISO Standards evaluates the Management of the entire manufacturing process, from purchasing to design, to training?

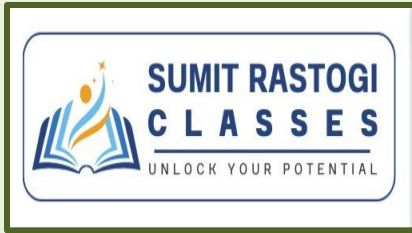
- (A) ISO 9004
- (B) ISO 9003
- (C) ISO 9000
- (D) ISO 9001

Ans. (D) ISO 9001

4. A Zinc of ZOS Ltd. manufactures product Z of 30 units per shift of 8 hours. If the Standard time per unit is 12 minutes, what is the productivity per shift of 8 hours?

- (A) 60 %
- (B) 75 %
- (C) 80%
- (D) 90 %

Ans. (B) 75 %



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5. The time study of a machinery operation recorded cycle times of 7.0, 9.0, 10.0 and 10.0 minutes. The analyst rated the observed worker as 90%. The firm uses a 0.15 allowance fraction. What is the standard time?

(A) 8.1
(B) 10.35
(C) 9.53
(D) 9.0

Ans. (C) 9.53

6. If a firm sells 7,000 units, its loss is ₹40,000. But if it sells 10,000 units, its profit is ₹20,000. Calculate Fixed Cost:

(A) 2,00,000
(B) 1,80,000
(C) 1,60,000
(D) 1,75,000

Ans. (B) 1,80,000

7. The _____ is the sum of the setup time and run time for a batch of parts that are run on a machine.

(A) Operation Time
(B) Cycle Time
(C) Lead Time
(D) Processing Time

Ans. (A) Operation Time

8. Efficiency is a ratio of the actual output of a process relative to some _____.

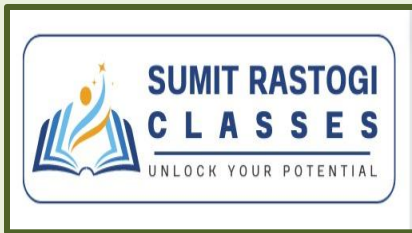
(A) Input
(B) Standard
(C) Capacity
(D) Target

Ans. (B) Standard.

9. Following are included in the concept of the TQM philosophy except

(A) Customer focus
(B) Static improvement
(C) Employee empowerment
(D) Use of quality tools

Ans. (B) Static improvement



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10. TQC Stands for:

- (A) Total Quality Control
- (B) Total Quantity Control
- (C) Technical Quality Check
- (D) Time Quality Cost

Ans. (A) Total Quality Control

11. Which one is NOT an index of Productivity?

- (A) Man-hour output
- (B) Productivity ratio
- (C) TQM
- (D) Use of Financial Ratios

Ans. (C) TQM

12. The example of worker involvement, as a recent trend in production/operations management is:

- (A) SCM
- (B) Just-in-Time
- (C) Quality Circle
- (D) MRP

Ans. (C) Quality Circle

13. The recent trend in Production/Operations management which suggests the use of minimal amount of resources to produce a high volume of high quality goods with some variety is referred to as:

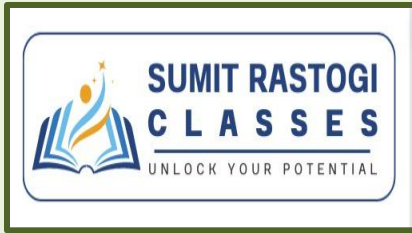
- (A) SCM
- (B) TQM
- (C) Lean Production
- (D) Just-In-Time

Ans. (C) Lean Production

14. Conducting occasional check-ups of the products manufactured or assembled to ensure high quality of the production is known as:

- (A) Planning
- (B) Scheduling
- (C) Inspection
- (D) Routing

Ans. (C) Inspection



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15. Which one of the following standards is associated with the "Quality Assurance in Final Inspection Test"?

- (A) ISO 9001
- (B) ISO 9002
- (C) ISO 9003
- (D) ISO 9004

Ans. (C) ISO 9003

16. Which of the following aims at finding the best and most efficient way of using the available resources-men, materials, money and machinery?

- (A) Method Study
- (B) Work Study
- (C) Time Study
- (D) Motion Study

Ans. (B) Work Study

17. Cost reduction can be achieved through

- (A) Work sampling
- (B) Value analysis
- (C) Quality assurance
- (D) Supply chain management

Ans. (B) Value analysis

18. Benchmarking is:

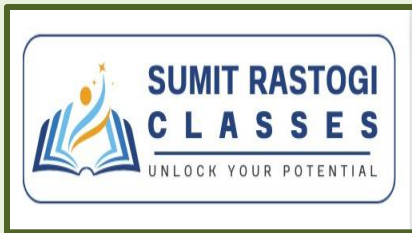
- (A) the analytical tool to identify high cost activities based on the 'Pareto Analysis'.
- (B) the search for industries best practices that lead to superior performance.
- (C) the simulation of cost reduction schemes that help to build commitment and improvement of actions.
- (D) the process of marketing and redesigning the way a typical company works.

Ans. (B) the search for industries best practices that lead to superior performance.

19. Which one of the following standards is associated with the "Quality Management and Quality System Elements-Guidelines"?

- (A) ISO 9001
- (B) ISO 9002
- (C) ISO 9003
- (D) ISO 9004

Ans. (D) ISO 9004



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20. The best way of improving the productivity of capital is:

- (A) Purchase automatic machines
- (B) Effective Labour control
- (C) Productivity of capital is to be increased through effective materials management
- (D) To use good financial management.

Ans. (C) Productivity of capital is to be increased through effective materials management

21. ZAB Ltd. a large scale industry manufactures product-M of 24 units per shift of 8 hours. The standard time per unit is 15 minutes. What is the productivity of per shift of 8 hours?

- (A) 50%
- (B) 60%
- (C) 75%
- (D) 80%

Ans. (C) 75%

22. Which one of the following ISO standards concerns minimization of harmful effects to the environment caused by the operations of an organization?

- (A) ISO 9001
- (B) ISO 14000
- (C) IS 9002
- (D) ISO 9004

Ans. (B) ISO 14000

23. The ratio of Actual Production to the Standard Production is referred to as:

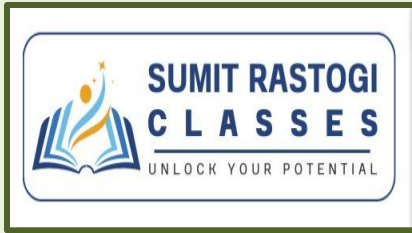
- (A) Standardization
- (B) Simplification
- (C) Productivity
- (D) Actual Yield

Ans. (C) Productivity

24. For Quality Assurance in Design, Production, Installation and Servicing the _____ Model is used.

- (A) ISO 9002
- (B) ISO 9001
- (C) ISO 9003
- (D) None of the above options

Ans. (B) ISO 9001



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25. A cement factory of SITON (C) Ltd., in Madhya Pradesh works 7 days a week in 3 shifts per day having maintenance in the first shift of around 2 hours. It has roughly 100 workers which produce only pozzolanic properties cement better known as PPC. The output per month is around 2500 tonnes of PPC. What will be productivity per worker?
- (A) 20 tonnes
 - (B) 30 tonnes
 - (C) 25 tonnes
 - (D) 15 tonnes

Ans. (C) 25 tonnes

26. With reference to the operations of a manufacturing company, one of the important decisions is "Are we producing right things"? Which one of the following is related to this?
- (A) Quality Management
 - (B) Inventory Management
 - (C) Maintenance Management
 - (D) Delivery Planning

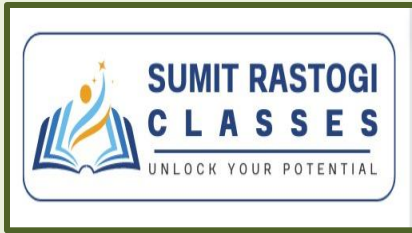
Ans. (A) Quality Management

27. A steel plant has a design capacity of 50,000 tons of steel per day, effective capacity of 40,000 tons of steel per day and actual output of 36,000 tons of steel per day. Compute the efficiency of the plant.
- (A) 90%
 - (B) 72%
 - (C) 80%
 - (D) 110%

Ans. (A) 90%

28. The Quality Circles and use of work teams or quality improvement teams are the examples of
- (A) Time Reduction
 - (B) Lean Production
 - (C) Worker Involvement
 - (D) Re-Engineering

Ans. (C) Worker Involvement



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29. The ISO Standard associated with the "Quality Assurance in Production and Installation" is
- (A) ISO 9001
 - (B) ISO 9002
 - (C) ISO 9003
 - (D) ISO 9004

Ans. (B) ISO 9002

30. The ISO standard associated with "Quality Management and Quality System Elements - Guidelines" is
- (A) ISO 9001
 - (B) ISO 9002
 - (C) ISO 9003
 - (D) ISO 9004

Ans. (D) ISO 9004

31. In a particular plant there are 15 workers manufacturing a single product and the output per month consisting of 25 days of that particular product is 450 units. How much is the monthly productivity?
- (A) 30 units
 - (B) 18 units
 - (C) 15 units
 - (D) 25 units

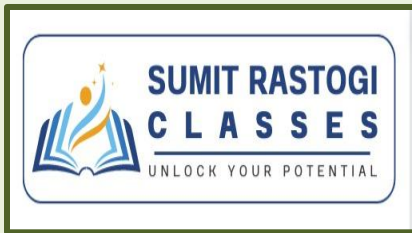
Ans. (A) 30 units

32. The ISO Model associated with the "Quality Assurance in Final Inspection Test" is ____.
- (A) ISO 9001 Model
 - (B) ISO 9003 Model
 - (C) ISO 9004 Model
 - (D) ISO 9002 Model

Ans. (B) ISO 9002 Model

33. There are two industries, A and B, manufacturing hose couplings. The standard time per piece is 15 minutes. The output of two small scale industries is 30 and 20 respectively per shift of 8 hours. Find the productivity of each per shift of 8 hours.
- (A) 92.50%, 60.25%
 - (B) 93.75%, 62.50%
 - (C) 94.25%, 65.25%
 - (D) None of the above

Ans. (B) 93.75%, 62.50%



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MODULE – 6 PROJECT MANAGEMENT

1. There expected time for an activity of project B is 7 days. If the optimistic and pessimistic time are 3 days and 15 days respectively, what will be the most likely time of the activity?
- (A) 10 days
(B) 6 days
(C) 12 days
(D) None of these

Ans. (B) 6 days

2. The Slack Time of the Tail event and Slack time of Head event of an activity M are 15 days and 2 days respectively. If the total Float of Activity M is 16 days, Free Float will be:
- (A) 13 days
(B) 14 days
(C) 15 days
(D) 18 days

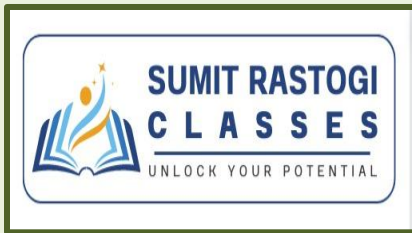
Ans. (B) 14 days

3. _____ is another name for Human Factor Engineering.
- (A) Ergonomics
(B) Work Study
(C) Industrial Psychology
(D) Motion Study

Ans. (A) Ergonomics

4. The time by which an activity can be rescheduled without affecting the other activities-preceding or succeeding is called as
- (A) Slack
(B) Independent Float
(C) Free Float
(D) Total Float

Ans. (B) Independent Float



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5. With reference to project management, identify which of the following statement is NOT correct?

- (A) Gantt chart is a principal tool used in scheduling and also in some methods of loading.
- (B) Routing is the first step in production planning.
- (C) The cost of any activity is proportional to its time of completion.
- (D) The free float can be calculated by subtracting EFT from EST.

Ans. (D) The free float can be calculated by subtracting EFT from EST.

6. Which one of the following statements is NOT correct?

- (A) LFT is calculated from the LFT of the head event.
- (B) Slack can be calculated by adding EFT and LFT of any job.
- (C) EFT is the sum of the EST and the time of duration for any event.
- (D) The Total Project time is the shortest possible time required in completing the project.

Ans. (B) Slack can be calculated by adding EFT and LFT of any job.

7. In a network diagram, the activity that must be completed prior to the start of an activity is called as

- (A) Successor activity
- (B) Predecessor activity
- (C) Concurrent activity
- (D) Dummy activity

Ans. (B) Predecessor activity

8. One of the important charts used in Programme control is:

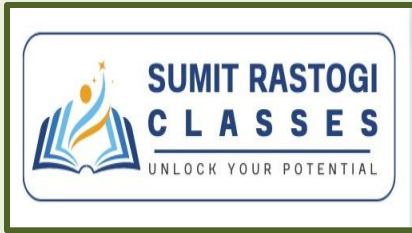
- (A) Material chart
- (B) Route chart
- (C) Gantt chart
- (D) Inspection chart

Ans. (C) Gantt chart

9. With reference to project planning, which one of the following signifies the "freedom for rescheduling or to start the job"?

- (A) Slack
- (B) Float
- (C) Free Float
- (D) Total Float

Ans. (A) Slack



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10. Which one of the following is the project management software program?

- (A) MS Power Point
- (B) MS Excel
- (C) MS Project
- (D) MS Access

Ans. (C) MS Project

11. A _____ can be considered as a means of graphically depicting all the operations involved in a Project.

- (A) Network
- (B) Flow Chart
- (C) Gantt Chart
- (D) Process Layout

Ans. (A) Network

12. The Work Breakdown Structure is typically developed in which one of the following phases of the project management life cycle?

- (A) Project Initiation Phase
- (B) Project Planning Phase
- (C) Project Quality Management Phase
- (D) Execution Phase

Ans. (B) Project Planning Phase

13. Gantt Chart is a principal tool used in -

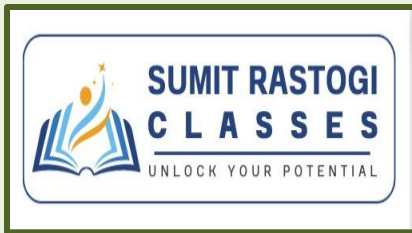
- (A) Scheduling
- (B) Loading
- (C) Planning
- (D) Routing

Ans. (B) Loading

14. Which one of the following processes of Project Quality Management assures the existence and effectiveness of process and procedures tools?

- (A) Quality definition
- (B) Quality Assurance
- (C) Quality Control
- (D) Quality Improvement

Ans. (B) Quality Assurance



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15. The Slack Time of Tail Event of Activity - D of a Project is 1 day. If the total Float and Free Float of the activity D are 8 days and 6 days respectively, the Independent Float of D will be:

- (A) 3 Days
- (B) 4 Days
- (C) 5 Days
- (D) None of the above

Ans. (C) 5 Days

16. Which one of the following is not the primary constraint of a project?

- (A) Time
- (B) Cost
- (C) Machine
- (D) Quality

Ans. (C) Machine

17. A temporary and one-time endeavor undertaken to create a unique product or service, which brings about beneficial change or added value is defined as

- (A) Product
- (B) Process
- (C) Procedure
- (D) Project

Ans.(D) Project

18. Which one of the following phases of Project Management Life Cycle is where the bulk of the project happens?

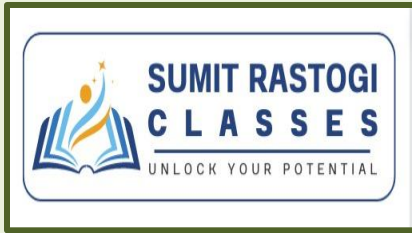
- (A) Project Quality Management
- (B) Planning Phase
- (C) Execution Phase
- (D) Project Closure

Ans.(C) Execution Phase

19. Which one of the following is not the limitation of Gantt Charts?

- (A) The Scheduler can't easily incorporate changes in timing, machine loads and current status.
- (B) This chart is static and has to be updated periodically.
- (C) This does not give a clear indication of the inter-relationship between separate activities.
- (D) This does not clearly indicate the details regarding progress of activities

Ans.(A)The Scheduler can't easily incorporate changes in timing, machine loads and current status



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20. The Slack times of Tail and Head events of activity Z of a Project ZB are 10 days and 4 days respectively. If the Free float of the activity Z is 12 days then total float would be_____.

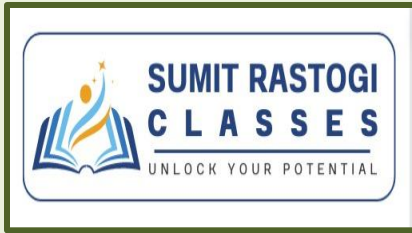
- (A) 8 days
- (B) 16 days
- (C) 20 days
- (D) None of the above

Ans. (B) 16 days

Working Note:

Free Float = Total Float - Head Black

$12TF - 4TF = 16$



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MODULE – 7 ECONOMICS OF MAINTENANCE AND SPARES MANAGEMENT

1. The spare parts which is characterized by their lower reliability as well as their lower per unit cost are classified as:

(A) Regular spares
(B) Insurance spares
(C) Capital spares
(D) Ratable spares

Ans. (A) Regular spares

2. Under Maintenance management, two types of costs and need to be balanced-one is cost of premature replacement, other is cost of:

(A) Purchase of Raw Materials
(B) Breakdown
(C) Purchase of finished goods
(D) None of the above

Ans. (B) Breakdown

3. The term 'Poka Yoka' is related to _____.

(A) Material Requirement Planning
(B) Scheduling
(C) PDCA cycle
(D) Fool-proofing

Ans. (D) Fool-proofing

4. TPM stands for:

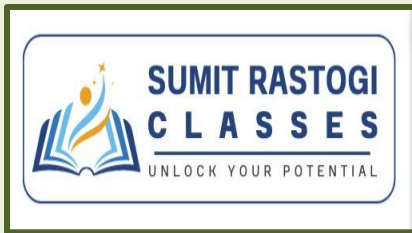
(A) Total Productive Maintenance
(B) Total Performance Management
(C) Technical Process Method
(D) Total Production Mechanism

Ans. (A) Total Productive Maintenance

5. Reliability and per unit cost of which of the following spares are less?

(A) Regular spares
(B) Insurance spares
(C) Capital spares
(D) Rotable spares

Ans. (A) Regular spares



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6. Preventive maintenance is useful in reducing

- (A) Inspection Cost
- (B) Cost of premature replacement
- (C) Shutdown Cost
- (D) Set-up Cost of machine

Ans. (C) Shutdown Cost

7. Identify which one of the following statement is NOT correct?

- (A) Preventing maintenance includes lubrication, cleaning, periodic overhaul, etc.
- (B) The two types of cost-cost of premature replacement and cost of breakdown-need to be balanced.
- (C) Wear and obsolescence are the two main causes of replacement of machinery in every aspect of life.
- (D) A machine is technically obsolete when another machine can do the same job more efficiently with reduced time and also at a lower cost.

Ans. (A) Preventing maintenance includes lubrication, cleaning, periodic overhaul, etc.

8. One of the objectives of maintenance is:

- (A) to prevent obsolescence.
- (B) to ensure spare parts management
- (C) to satisfy customers.
- (D) to extend the useful life of Plant & Machinery without sacrificing the level of performance.

Ans. (D) to extend the useful life of Plant & Machinery without sacrificing the level of performance.

9. Which one of the following is NOT the advantage of Preventive Maintenance?

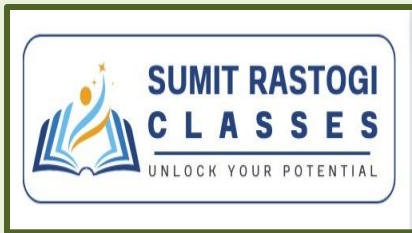
- (A) Better product quality
- (B) Greater safety to workers
- (C) Increased breakdowns and downtime
- (D) Fewer large-scale repairs

Ans. (C) Increased breakdowns and downtime

10. What is the underlying principle of preventive maintenance?

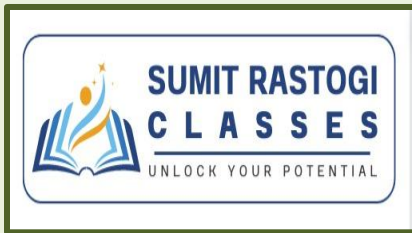
- (A) Prevention is better than cure
- (B) Repair after breakdown
- (C) Maximum use of spare parts
- (D) Increase production speed only

Ans. (A) Prevention is better than cure



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11. Identify which one of the following is NOT the objective of the maintenance:
- (A) To keep all production facilities and allied facilities in an optimum working condition.
 - (B) To ensure specified accuracy to products and time schedule of delivery to customers.
 - (C) To keep the down time of the machine at the maximum.
 - (D) To keep the production cycle within the stipulated range.
- Ans. (C) To keep the down time of the machine at the maximum.**
12. Which one of the following is the benefit of preventive maintenance?
- (A) Increased breakdowns
 - (B) Increased downtime
 - (C) Higher large-scale repairs
 - (D) Less stand by or reserve equipment or spares required
- Ans. (D) Less stand by or reserve equipment or spares required**
13. The type of spare parts which although acknowledged to have a long life or a small chance of failure, would cause a long shut down of equipment because it would take a long time to get a replacement for them, are known as:
- (A) Insurance spares
 - (B) Rotable spares
 - (C) Regular spares
 - (D) Capital spares
- Ans. (D) Capital spares**
14. The two types of maintenance costs need to be balanced: Cost of premature replacement and Cost of _____.
- (A) Repair
 - (B) Inspection
 - (C) Lead Time
 - (D) Breakdown
- Ans. (D) Breakdown**
15. Preventive Maintenance is useful in reducing
- (A) Inspection Cost
 - (B) Shutdown Cost
 - (C) Cost of premature replacement
 - (D) Set-up Cost of Machine
- Ans. (B) Shutdown Cost**



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16. A workshop of Gear Tech (1) Ltd. has 20 nos. of identical machines. From the failure pattern of the machines, it is calculated that the expected time before failure is 4 months. It costs ₹500 to attend a failure machines and rectify the same. What will be the yearly cost of servicing the broken down machines?

(A) ₹50,000
(B) ₹30,000
(C) ₹32,000
(D) ₹10,000

Ans. (B) ₹30,000

17. The main Shaft of an equipment of GEAR TECH (I) Ltd., has a very high reliability of 0.90. The equipment comes from Russia and has a high down-time cost associated with the failure of this Shaft. This is estimated at ₹2.00 crore as the Costs of Sales lost and other relevant costs. What would be the expected cost of down time?

(A) ₹20 lakh
(B) ₹25 lakh
(C) ₹10 lakh
(D) None of the above

Ans.(A) ₹20 lakh

Expected cost of downtime = $2,00,00,000 \times 0.1 = 2,000,000$

18. AUTOBIOLD Ltd., a large computer installation contains 2650 components of identical nature which are subject to failure as per probability distribution that follows:

Month End	1	2	3	4
% Failure to date	15%	25%	40%	20%

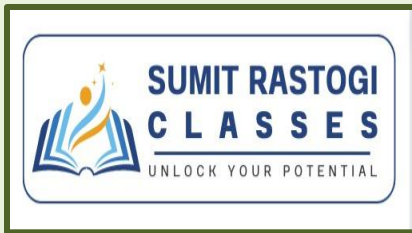
The components which fail have to be replaced for efficient functioning of the system. What would be the average number of replacements per month?

(A) 1000
(B) 800
(C) 1200
(D) 900

Ans. (A) 1000

Expected time = $1 \times 0.15 + 2 \times 0.25 + 3 \times 0.4 + 4 \times 0.20 = 2.65$

Average No. of replacement/Month = $2650 \div 2.65 = 1000$



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STRATEGIC MANAGEMENT

MODULE – 8 STRATEGIC MANAGEMENT - INTRODUCTION

1. Vision is a statement of the:

- (A) Past
- (B) Present
- (C) Future
- (D) Achieve Target

Ans. (C) Future

2. For an entrepreneur:

- (A) Mission is before the vision
- (B) Vision is before the vision
- (C) Both developed simultaneously
- (D) Profitability is more crucial

Ans. (D) Profitability is more crucial

3. Which of the following statements can be closely related with the Mission?

- (A) It includes definition of products & services the organization provides.
- (B) It specifies management policies towards customers and societies.
- (C) It provides a roadmap to company's future.
- (D) It indicates the kind that company management is trying to create for future.

Ans. (A) It includes definition of products & services the organization provides.

4. Which one of the following is NOT the benefit of a Vision?

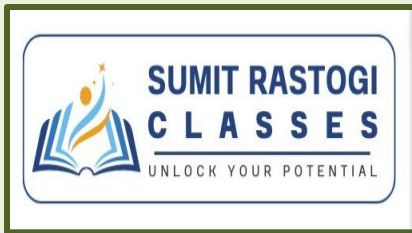
- (A) It helps in the creation of common identity and a shared sense of purpose.
- (B) It fosters risk taking and experimentation.
- (C) It fosters short-term thinking.
- (D) It represents integrity.

Ans. (C) It fosters short-term thinking.

5. For an entrepreneur:

- (A) Vision is before the mission.
- (B) Mission is before the vision.
- (C) Both are developed simultaneously.
- (D) Vision or mission is unimportant issues.

Ans. (A) Vision is before the mission.



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6. Offensive strategy is a strategy:

- (A) For small companies that consider offensive attacks in the market.
- (B) For those companies that search for new inventory opportunities to create competitive advantage.
- (C) For the market leader who should attack the competitor by introducing new products that make existing ones obsolete.
- (D) For those companies who are strong in the market but not leaders and might capture a market share from the leader.

Ans. (D) for those companies who are strong in the market but not leaders and might capture a market share from the leader.

7. Which one of the following does NOT seem to be an advantage of the strategic management?

- (A) Discharges board responsibility.
- (B) Provides a framework for decision-making.
- (C) Forces an objective assessment.
- (D) It can be expensive.

Ans. (D) It can be expensive

8. Which one of the following statement is NOT correct?

- (A) Vision is the statement of the future.
- (B) The corporate mission is the purpose or reason for its existence.
- (C) Targets are formed from vision and mission statement of organizations,
- (D) Goals are objectives that are scheduled for attainment during planned period.

Ans. (C) Targets are formed from vision and mission statement of organizations.

9. Board of directors has certain basic tasks as follows:

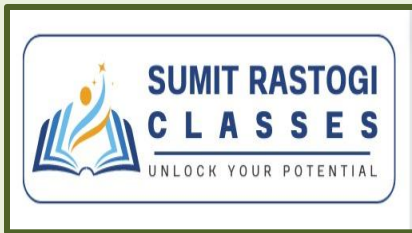
- (A) To monitor plans and programs of production.
- (B) To design the course of strategic options and appointment of top management.
- (C) To control utilization of resources.
- (D) To monitor courses of actions for marketing management.

Ans. (B) To design the course of strategic options and appointment of top management.

10. What are enduring statements of purpose that distinguish one business from other similar Firms?

- (A) Policies
- (B) Mission statements
- (C) Objectives
- (D) Rules

Ans. (B) Mission statements



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11. Which one of the following is related to a situation when consumers have a preference for the products of established companies?

- (A) Economics of Scale.
- (B) Brand Loyalty.
- (C) Customer switching costs.
- (D) Absolute cost advantages.

Ans. (B) Brand Loyalty

12. In SWOTC Analysis, the Letter 'C' denotes:

- (A) Champions.
- (B) Characteristics.
- (C) Challenges.
- (D) Core Values.

Ans. (D) Core Values

13. Which of the following is / are true for a Blue Ocean Strategy?

- (A) Create and capture new demand
- (B) Beat the Competition
- (C) Exploit existing demand
- (D) Compete in existing Markets

Ans. (A) Create and Capture new demand

14. Which one of the following announces what the Company is providing to Society; either a Service or a Product?

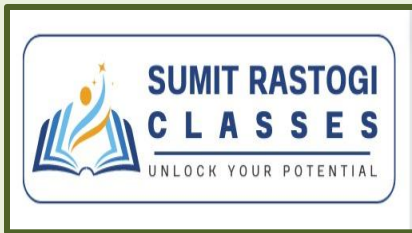
- (A) Mission
- (B) Vision
- (C) Values
- (D) Objectives

Ans. (A) Mission

15. Organisation culture is

- (A) appreciation for the arts in the organisation.
- (B) ability of the organization to act in a responsible manner to its employees.
- (C) combination of (a) and (b) above
- (D) deeper level of basic assumptions and beliefs that are shared by the members of the firm.

Ans. (D) deeper level of basic assumptions and beliefs that are shared by the members of the firm.



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16. Which one of the following does NOT seem to be an advantage of the strategic management?

- (A) Discharges board responsibility
- (B) Provides a framework for decision-making
- (C) Forces an objective assessment
- (D) It can be expensive

Ans. (D) It can be expensive

17. Which one of the following is NOT part of the McKinsey's 7-5 framework?

- (A) Skills
- (B) Staff
- (C) Systems
- (D) Supervision

Ans. (D) Supervision

18. A corporate strategy can be defined as:

- (A) A list of actions about operational planning and statement of organisation structure and control system.
- (B) A statement of how to compete, direction of growth and method of assessing environment.
- (C) Abatement of organisation's activities and allocation of resources.
- (D) A course of action or choice of alternatives, specifying the resources required to achieve certain stated objectives.

Ans. (D) A course of action or choice of alternatives, specifying the resources required to achieve certain stated objectives.

19. Which one of the following is NOT a role of Marketing?

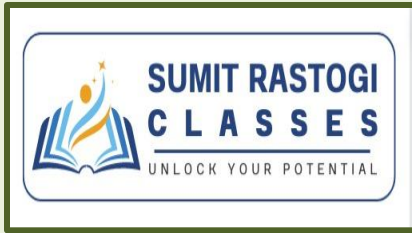
- (A) It helps in sustaining and improving the existing levels of employment.
- (B) It helps in the economic growth of a country.
- (C) It helps in the discovery of entrepreneurial talent.
- (D) It diminishes potential aggregate demand and thus reduces the size of the market.

Ans. (D) It diminishes potential aggregate demand and thus reduces the size of the market.

20. Which one of the following is NOT the benefit of a Vision?

- (A) It helps in the creation of common identity and a shared sense of purpose.
- (B) It fosters risk taking and experimentation.
- (C) It fosters short-term thinking.
- (D) It represents integrity.

Ans. (C) It fosters short-term thinking.



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21. **Strategic Management can be defined as:**

- (A) the direction and scope of an organization over the long run.
- (B) a stream of decisions and actions which leads to the development of an effective strategy or strategies to help achieve objectives.
- (C) the statement of the future.
- (D) a statement of the activities or steps needed to support a strategy.

Ans. (B) a stream of decisions and actions which leads to the development of an effective strategy or strategies to help achieve objectives.

22. **Vision is associated with:**

- (A) Types of markets
- (B) Customer need or requirement
- (C) Road map to Company's future
- (D) Distinctive competencies

Ans. (C) Road map to Company's future

23. **Which one of the following 'S' is not a part of McKinsey's 7s Framework?**

- (A) Skills
- (B) Style
- (C) Synergy
- (D) Structure

Ans. (C) Synergy

24. **Which one of the following provides the standards for performance appraisal?**

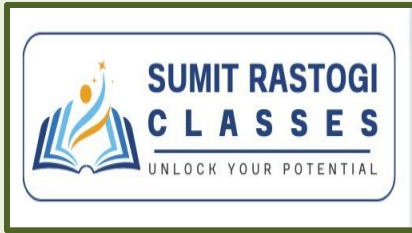
- (A) Mission
- (B) Vision
- (C) Objectives
- (D) Values

Ans. (C) Objectives

25. _____ **is about how people may be motivated to work together in more effective ways.**

- (A) Organisational behavior
- (B) Strategic Leadership
- (C) Emotional Intelligence
- (D) Organisational Change

Ans. (A) Organisational behavior



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26. The _____ refers to a set of managerial decisions and actions that determines the long-term performance of an organization.
- (A) Organisational culture
 - (B) Strategic management
 - (C) Vision
 - (D) Mission

Ans. (B) Strategic management

27. The Strategy which is about how to compete successfully in particular markets is:
- (A) Corporate Strategy
 - (B) Operational Strategy
 - (C) Business Strategy
 - (D) Functional Strategy

Ans. (C) Business Strategy

28. Which among the following provide(s) the standards for performance appraisal?
- (A) Mission
 - (B) Vision
 - (C) Values
 - (D) Objectives

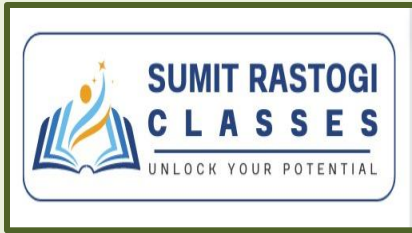
Ans. (D) Objectives

29. In the "SMART goal framework" the letter "S" stands for:
- (A) Specific
 - (B) Strategy
 - (C) Skill
 - (D) Social

Ans. (A) Specific

30. The Blue Ocean Strategy includes:
- (A) Create and Capture new demand
 - (B) Beat the competition
 - (C) Make the value-cost trade-off
 - (D) Exploit existing demand

Ans.(A) Create and Capture new demand



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31. "Specific", "Understandable", "Measurable", "Attainable", "Relevant" and "Time-Bound", are certain desirable characteristics which are possessed by which one of the following?

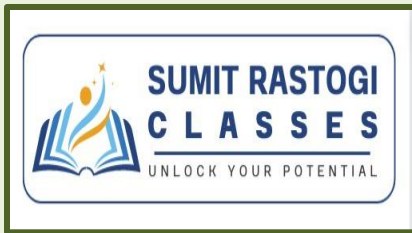
- (A) Goals
- (B) Objective
- (C) Mission
- (D) Vision

Ans. (B) Objective

32. In the "FAST" framework, the letter "S" represents:

- (A) Strategy
- (B) Specific
- (C) Skills
- (D) Structure

Ans. (B) Specific



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MODULE – 9 STRATEGIC ANALYSIS & STRATEGIC PLANNING

1. Which one of the following Models analyses "Product and business by market share and market growth"?
- (A) The Ansoff matrix
 - (B) The BCG matrix
 - (C) Arthur D Little Portfolio Matrix
 - (D) The Pestel framework

Ans. (B) The BCG Matrix

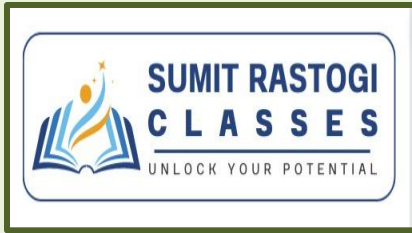
2. The Product: market matrix comprising of strategies of market Penetration, Market Development, Product Development and Diversification was first formulated by:
- (A) Ansoff
 - (B) Andrews
 - (C) Drucker
 - (D) Porter

Ans. (A) Ansoff

3. Portfolio Analysis is a term used:
- (A) To identify what strategy is needed to maintain a strong position or improve a weak one.
 - (B) To find out a best alternative out of various alternatives available.
 - (C) To analyses products and business by market share and market growth.
 - (D) To make managers more adaptable to unforeseen changes.

Ans. (A) To identify what strategy is needed to maintain a strong position or improve a weak one.

4. Which one of the following is NOT a role of Marketing?
- (A) It helps in sustaining and improving the existing levels of employment.
 - (B) It helps in the economic growth of a country.
 - (C) It helps in the discovery of entrepreneurial talent.
 - (D) It diminishes potential aggregate demand and thus reduces the size of the market
- Ans. (D) It diminishes potential aggregate demand and thus reduces the size of the market.**



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5. The BCG growth matrix is based on the two dimensions:

- (A) Market Size and Market Share
- (B) Market Size and Profit Margins
- (C) Market Size and Competitive Intensity
- (D) None of the above

Ans. (D) None of the above

6. Which of the following can NOT be called as strength of an organization?

- (A) Good Industrial relations
- (B) Incentives from State Government
- (C) Financially very sound
- (D) Raw materials source at a distance

Ans. (D) Raw materials source at a distance

7. Organisation culture is

- (A) Appreciation for the arts in the organization.
- (B) Ability of the organization to act in a responsible manner to its employees.
- (C) Combination of (a) and (b) above
- (D) None of the above

Ans. (D) None of the above

8. Which one of the following Sorts of Business defined by the Market growth/market share axes of BCG Matrix, is a business unit with high market share in a matured market?

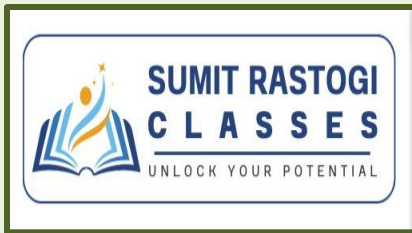
- (A) Cash Cow
- (B) Dog
- (C) Star
- (D) Question Mark (or problem Child)

Ans. (A) Cash Cow

9. CBA stands for:

- (A) Cost-Benefit Analysis
- (B) Corporate Budget Allocation
- (C) Cash Balance Adjustment
- (D) Central Banking Authority

Ans. (A) Cost-Benefit Analysis



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10. The operation of Activity Based Cost Management system involves the use of the following terms, except

- (A) Blanket overhead recovery
- (B) Resources
- (C) Cost pools
- (D) Cost Drivers

Ans. (A) Blanket overhead recovery

11. 'Jio' by Reliance Jio Infocomm Limited (RJIL) provides interesting example to fit in the BCG Matrix as

- (A) Star
- (B) Question Mark
- (C) Cash Cow
- (D) Dog

Ans. (A) Star

12. RA Stands for:

- (A) Relaxation Allowance
- (B) Risk Analysis
- (C) Resource Allocation
- (D) Responsibility Accounting

Ans. (A) Relaxation Allowance

13. Which of the following stages of Product Life Cycle does attribute beginning of substantial increase in Sales and Profits?

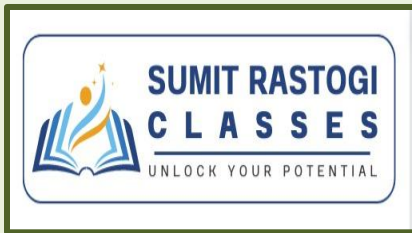
- (A) Introduction
- (B) Growth
- (C) Maturity
- (D) Decline

Ans. (B) Growth

14. Successful differentiation strategy allows the company to

- (A) gain buyer loyalty to its brands.
- (B) charge too high a price premium.
- (C) depend only on intrinsic product attributes.
- (D) have product quality that exceeds buyers' needs.

Ans. (A) gain buyer loyalty to its brands.



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15. Marketing Research Studies are undertaken

- (A) to measure brand loyalty of a class of consumers.
- (B) to predict market potential of a product on a future date.
- (C) to understand product-price relationship.
- (D) all of the above.

Ans. (D) all of the above.

16. McKinsey's 7-s framework consists of:

- (A) Structure, Strategy, Software, Skills, Styles, Staff and Supervision
- (B) Structure, Strategy, Systems, Skills, Styles, Syndication and Shared values
- (C) Structure, Strategy, Systems, Skills, Steering power, Styles and Shared values
- (D) Structure, Strategy, Staff, Skills, Systems, Shared values, Style

Ans. (D) Structure, Strategy, Staff, Skills, Systems, Shared values, Style

17. For an actress in Bollywood, her pretty face would be a/an

- (A) Asset
- (B) Strategic asset
- (C) Core competency
- (D) Capability

Ans. (B) Strategic asset

18. In which of the following stages the management should try to change its approach by changing its strategy from "buy my product" to "try my product"?

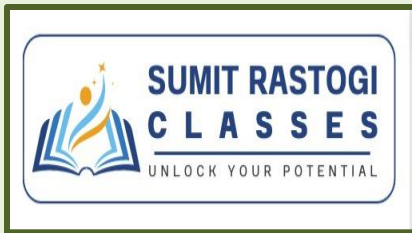
- (A) Introduction
- (B) Growth
- (C) Maturity
- (D) Decline

Ans. (B) Growth

19. Which of the following analyses 'products and businesses by market share and market growth'?

- (A) SWOT Analysis
- (B) BCG Matrix
- (C) PEST Analysis
- (D) Portfolio Analysis

Ans. (B) BCG Matrix



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20. The existence of price-wars in the airline industry in India indicates that
- (A) customers are relatively weak because of the high switching costs created by frequent flyer programmes.
 - (B) the industry is moving towards differentiation of services.
 - (C) the competitive rivalry in the industry is severe.
 - (D) the economic segment of the external environment has shifted, but the airline strategies have not changed.

Ans. (C) the competitive rivalry in the industry is severe.

21. Which one or more of the following are appropriate as a judicious: mix for a Product line, which is a group of products?
- (A) That are closely related.
 - (B) That are marketed through the same channel.
 - (C) That perform a similar function for being sold to the same customers.
 - (D) All of the above.

Ans. (D) All of the above.

22. Strategic analysis is concerned with stating the position of the organisation in terms of
- (A) Mission, choice of market segments, product selection, financial targets and external appraisal.
 - (B) Mission, goals, corporate appraisal, position audit and gap analysis.
 - (C) Mission, goals, identification of key competitors, SWOT and environmental appraisal.
 - (D) Mission, targeted ROI, manpower planning and position audit.

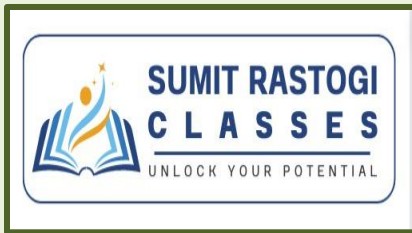
Ans. (B) Mission, goals, corporate appraisal, position audit and gap analysis.

23. Intensity of competition is _____ in low return industries.
- (A) low
 - (B) non-existent
 - (C) high
 - (D) not important

Ans. (C) high

24. PEST analysis refers to the following factors:
- (A) Political, environmental, structural and technical
 - (B) Portfolio, energy, solar and transformation.
 - (C) Purchase, economics, supply and transportation
 - (D) Political, economical, social and technological

Ans. (D) Political, economical, social and technological



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25. While performing SWOT analysis, which one of the following can be treated as a Threat?

- (A) Price cutting war
- (B) Reduction in financing cost
- (C) Lesser competition
- (D) Industrial stability

Ans. (A) Price cutting war

26. _____ exists when consumers have a preference for the products of established companies.

- (A) Brand loyalty
- (B) Product differentiation
- (C) Market segmentation
- (D) Competitive advantage

Ans. (A) Brand loyalty

27. Which one of the following is related to a situation when consumers have a preference for the products of established companies?

- (A) Economics of Scale
- (B) Brand Loyalty
- (C) Customer switching costs
- (D) Absolute cost advantages

Ans. (B) Brand Loyalty

28. In SWOTC Analysis, the Letter 'C' denotes:

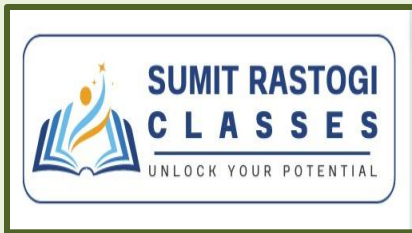
- (A) Champions
- (B) Characteristics
- (C) Challenges
- (D) Core Values

Ans. (C) Challenges

29. Which one of the following Sorts of Business defined by the Market growth/market share axes of BCG Matrix, is a business unit with high market share in a matured market?

- (A) Cash Cow
- (B) Dog
- (C) Star
- (D) Question Mark (or problem Child)

Ans. (A) Cash Cow



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30. In which one of the following phases of the product life cycle, organisations get engaged in aggressive promotional and pricing program?

- (A) Introduction
- (B) Growth
- (C) Maturity
- (D) Decline

Ans. (C) Maturity

31. This _____ provides the broad "DATA", from which to identify key drivers of change.

- (A) SWOT Analysis
- (B) BCG Matrix
- (C) PESTEL Analysis
- (D) Critical Success Factors

Ans. (C) PESTEL Analysis

32. Which one of the following activities involves receiving, storing and distributing inputs to the production process?

- (A) Inbound Logistics
- (B) Operations
- (C) Marketing & Sales
- (D) Outbound Logistics

Ans. (A) Inbound Logistics

33. A _____ is a business unit in a growing market, but not yet with high A market share.

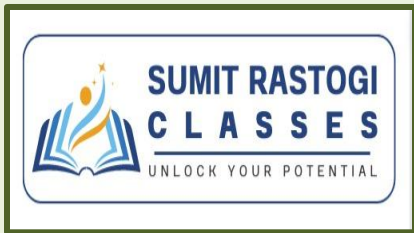
- (A) Cash Cow
- (B) Dog
- (C) Question Mark
- (D) Star

Ans. (C) Question Mark

34. Environment is _____.

- (A) complex
- (B) dynamic
- (C) multi-faceted
- (D) All of the above

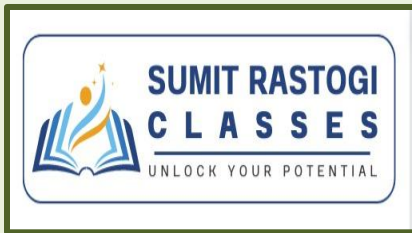
Ans. (D) All of the above



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35. _____ are the growth rate of the economy, interest rates, currency exchange rates, and inflation (or deflation) rates.
- (A) Macro-economic Forces
 - (B) Technological Forces
 - (C) Demographic Forces
 - (D) Political Forces

Ans. (A) Macro-economic Forces



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MODULE – 10 FORMULATION & IMPLEMENTATION OF STRATEGY

1. Out of the following steps, which one is not involved in the formulation of production strategy
- (A) Study the overall corporate plan and define the objectives
 - (B) Analyse the present production operation and the present and future environment
 - (C) Labour resource forecasting and their acquisition
 - (D) Make Strategic decision for production

Ans. (C) Labour resource forecasting and their acquisition

2. The essential ingredient of Business Process Re-engineering (BPR) are:
- (A) Identification and selection of layouts most suited for product and process
 - (B) Continuous improvement of product, processes and technologies
 - (C) Planning for the technologies processes and strategic partnership etc.
 - (D) Fundamental re-thinking and Radical Redesign of business process to achieve dramatic result

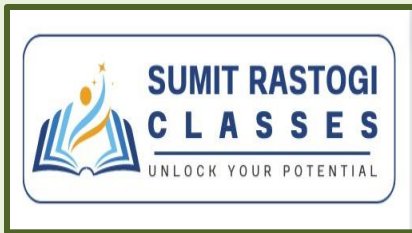
Ans. (D) Fundamental re-thinking and Radical Redesign of business process to achieve dramatic result

3. The best test of a successful Strategy Implementation is
- (A) Whether the strategies and procedures are observed in the strategy supportive fashion.
 - (B) Whether the structure is well-matched to strategy.
 - (C) Whether actual organizational performance matches or exceeds the targets spelt out in the strategic plan.
 - (D) Whether it is made after the strategy is formulated, so that it is supportive to the strategy

Ans. (C) Whether actual organizational performance matches or exceeds the targets spelt out in the strategic plan.

4. The competitive position of a company's SBU or product line can NOT be classified as one of the following:
- (A) Dominant
 - (B) Strong
 - (C) Favourable
 - (D) Volatile

Ans. (D) Volatile



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5. Benchmarking is:

- (A) The analytical tool to identify high cost activities based on the 'Pareto Analysis'.
- (B) The search for industries best practices that lead to superior performance.
- (C) The simulation of cost reduction schemes that help to build commitment and improvement of actions.
- (D) The process of marketing and redesigning the way a typical company works.

Ans. (B) The search for industries best practices that lead to superior performance.

6. A corporate strategy can be defined as

- (A) A list of actions about operational planning and statement of organisation structure and control system.
- (B) A statement of how to compete, direction of growth and method of assessing environment.
- (C) Abatement of organization's activities and allocation of resources.
- (D) A course of action or choice of alternatives, specifying the resources required to achieve certain stated objectives.

Ans. (D) A course of action or choice of alternatives, specifying the resources required to achieve certain stated objectives.

7. Business Process Re-engineering is

- (A) Eliminating loss-making process.
- (B) Redesigning operational processes.
- (C) Redesigning the product and services.
- (D) Recruiting the process engineers

Ans. (B) Redesigning operational processes.

8. Price fixation for the first time takes place when

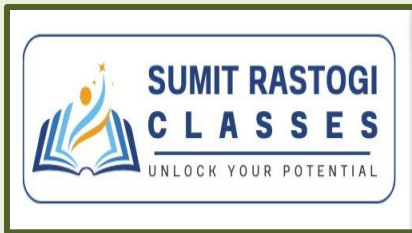
- (A) A company develops or acquires a new product.
- (B) Introducing existing product into a new geographic area or a new distribution channel.
- (C) A service, the company bids for a new contract work.
- (D) All of the above

Ans. (D) All of the above

9. Which one of the following is NOT part of the McKinsey's 7-S framework?

- (A) Skills
- (B) Staff
- (C) Systems
- (D) Supervision

Ans. (D) Supervision



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10. **Strategic Business Unit (SBU) structure does NOT experience one of the following as an advantage:**

- (A) Higher career development opportunities
- (B) Better control of categories of products manufacturing, marketing and distributions
- (C) High-cost approach
- (D) Help in expanding in different related and unrelated businesses

Ans. (C) High cost approach

11. **A Strategic Business Unit (SBU) is defined as a division of an organization:**

- (A) That helps in the marketing operation.
- (B) That helps in the choice of technology.
- (C) That enables managers to have better control over the resources.
- (D) That helps in identifying talents and potentials of people.

Ans. (C) That enables managers to have better control over the resources.

12. **Outsourcing is the:**

- (A) Spinning off of a value-creating activity to create a new firm.
- (B) Selling of a value-creating activity to other firms.
- (C) Purchase of a value-creating activity from an external supplier.
- (D) Use of computers to obtain value-creating data from the Internet.

Ans. (C) Purchase of a value-creating activity from an external supplier.

13. **Benchmarking is:**

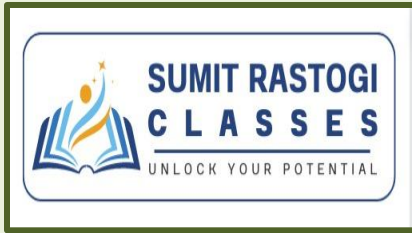
- (A) The analytical tool to identify high cost activities based on the 'Pareto Analysis'.
- (B) The search for industries best practices that lead to superior performance.
- (C) The simulation of cost reduction schemes that helps to build commitment and improvement of actions.
- (D) The process of marketing and redesigning the way a typical company works.

Ans. (B) The search for industries best practices that lead to superior performance.

14. **The essential ingredients of Business Process Re-engineering (BPR) are:**

- (A) Continuous improvements of products, processes and technologies.
- (B) Planning for the technologies, processes and strategic partnerships etc.
- (C) Fundamental re-thinking and radical redesign of business process to achieve dramatic results.
- (D) Generation, comparison and evolution of many ideas to find one worthy of development.

Ans. (C) Fundamental re-thinking and radical redesign of business process to achieve dramatic results.



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15. Innovation strategy is:

- (A) Defensive strategy
- (B) Offensive strategy
- (C) Responding to anticipating customers and market demands
- (D) Guerrilla strategy

Ans. (C) Responding to anticipating customers and market demands

16. The fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical contemporary measures of performance such as cost, quality, service and speed is called:

- (A) Transformation
- (B) Reprocessing
- (C) Total Quality Management
- (D) Business Process Re-engineering (BPR)

Ans. (D) Business Process Re-engineering (BPR)

17. While developing KRAs (Key Result Areas) following can be the hurdle(s):

- (A) Lack of clarity
- (B) Distractions
- (C) Top-Down Imposition Areas
- (D) All of the above

Ans. (D) All of the above

18. Which one of the following design Tests asks whether a proposed Structure will set up links between parts of the organizations that are important but bound to be strained?

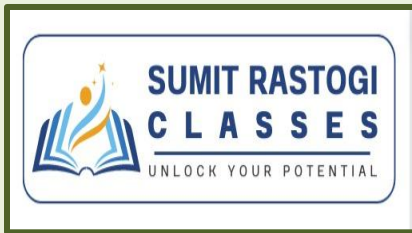
- (A) The People Test
- (B) The Feasibility Test
- (C) The difficult Links Test
- (D) The Flexibility Test

Ans. (C) The difficult Links Test

19. Addition of "Broad Band" to the existing "Telephone Services" facility by BSNL an example of

- (A) Concentratic diversification
- (B) Unrelated diversification
- (C) Merger diversification
- (D) Acquisition diversification

Ans. (A) Concentratic diversification



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20. **Business-level strategies detail commitments and actions taken to provide value to customers and again competitive advantage in specific product markets by exploiting**

- (A) the selection of industries in which the firm will compete.
- (B) the Core Competencies
- (C) the selection of primary value chain activities
- (D) the selection of particular geographic locations.

Ans. (B) the Core Competencies

21. **Which one of the following recent trends in Production/Operations management involves drastic measures or break through improvements to improve the performance of a firm?**

- (A) Corporate Downsizing
- (B) Re-Engineering
- (C) Technology
- (D) TQM

Ans. (B) Re-Engineering

22. **Offensive strategy is a strategy**

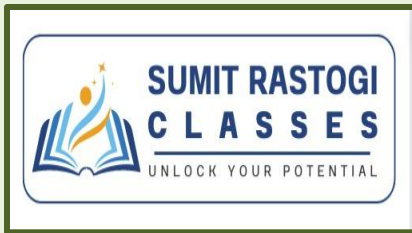
- (A) for small companies that consider offensive attacks in the market.
- (B) for those companies that search for new inventory opportunities to create competitive advantage.
- (C) for the market leader who should attack the competitor by introducing new products that make existing ones obsolete.
- (D) for those companies who are strong in the market but not leaders and might capture a market share from the leader.

Ans. (D) for those companies who are strong in the market but not leaders and might capture a market share from the leader.

23. **Which type of capacity plan takes into account workforce size, overtime budgets, inventories, etc.**

- (A) Short-term Capacity plan
- (B) Long-term capacity plan
- (C) Medium-term capacity plan
- (D) Strategic capacity plan

Ans. (A) Short-term capacity plan



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24. **Business Process Reengineering could be applied to companies that confront problems such as:**

- (A) low operational costs.
- (B) high performance of middle level managers.
- (C) appropriate distribution of resources and jobs in order to achieve maximum performance etc.
- (D) low quality offered to customers.

Ans. (D) low quality offered to customers.

25. **Which one of the following refers to the job-specific goals of each individual employee?**

- (A) Performance Objectives
- (B) Personal Objectives
- (C) Professional Objectives
- (D) Organization Genomics

Ans. (B) Personal Objectives

26. **Strategy Formulation is characterized by-**

- (A) The focus is on effectiveness.
- (B) It requires motivation and leadership skills.
- (C) It involves managing forces during action.
- (D) It is primarily an operational process.

Ans. (A) The focus is on effectiveness.

27. **In context with BPR, which among the following is true?**

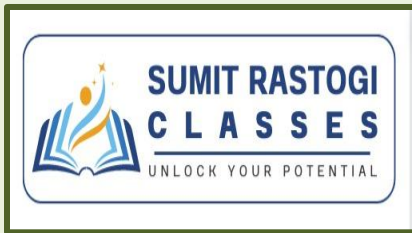
- (A) BPR has resulted in major gains in speed.
- (B) BPR has resulted in major gains in efficiency.
- (C) BPR has resulted in major gains in quality.
- (D) BPR has resulted in major gains in efficiency, quality and speed.

Ans. (D) BPR has resulted in major gains in efficiency, quality and speed.

28. **A _____ is based on the primary activities that have to be undertaken by an organization.**

- (A) Functional Structure
- (B) Matrix Structure
- (C) Project based Structure
- (D) Transnational Structure

Ans.(A) Functional Structure



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MODULE – 11 DIGITAL STRATEGY

1. A collection of data that is huge in volume and is growing exponentially with time is called:

(A) Big data
(B) Huge data
(C) Block Chain
(D) Cloud data

Ans. (A) Big data

2. Which one of the following Digital Marketing Strategies is a form of paid Advertising that allows Marketing Teams to essentially purchase traffic to their website?

(A) Email Marketing
(B) Mobile Marketing
(C) Pay-Per Click (PPC)
(D) Affiliate Marketing

Ans. (C) Pay-Per Click

3. Which one of the following types of Cloud Computing, is a distribution model that delivers software applications over the Internet, these applications are often called web services?

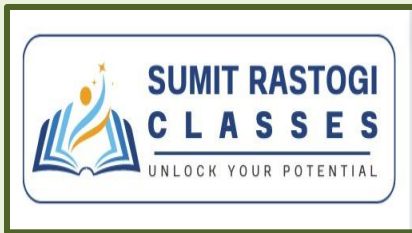
(A) Infrastructure as a Service (IaaS)
(B) Platform as a Service (PaaS)
(C) Software as a Service (SaaS)
(D) Amazon Web Services (AWS)

Ans. (C) Software as a Service (SaaS)

4. Transferring programmes from main memory to disk storage and back is called

(A) Swapping
(B) Paging
(C) Spooling
(D) Buffering

Ans. (A) Swapping



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5. In _____ information system architecture, each workstation has equivalent capabilities and responsibilities.
- (A) Client-Server
 - (B) Peer to Peer
 - (C) Centralised
 - (D) Distributed

Ans. (B) Peer to Peer

6. In a formal relational model a row is called a _____.
- (A) Attribute
 - (B) Relation
 - (C) Domain
 - (D) Tuple

Ans. (D) Tuple

7. A _____ header is called an attribute.
- (A) Column
 - (B) Row
 - (C) Record
 - (D) Tuple

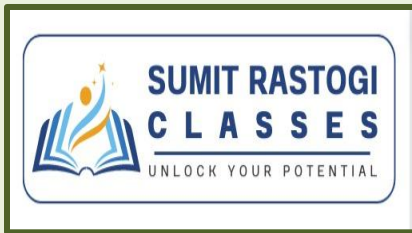
Ans. (A) Column

8. The data type describing the types of values, appearing in each column, is called a _____.
- (A) Attribute
 - (B) Domain
 - (C) Tuple
 - (D) Relation

Ans. (B) Domain

9. RDBMS supports a _____ structure for the data with enforced relationship between the _____.
- (A) Hierarchical Records
 - (B) Network, Nodes
 - (C) Tabular, Tables
 - (D) Object Oriented, Objects

Ans. (C) Tabular, Tables.



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10. Any metric that measures whether an organization is meeting certain objectives and goals that are set to help the organization succeed is called:
- (A) Key Result Areas
 - (B) Key Performance Areas
 - (C) Task Control
 - (D) Key Performance Indicators

Ans. (D) Key Performance Indicators

11. A shared, immutable ledger that facilitates the process of recording transactions and tracking assets in a business network is referred to as:
- (A) Artificial Intelligence
 - (B) Virtual Machine
 - (C) Machine Language
 - (D) Block chain

Ans. (D) Block chain

12. While under Red Ocean Strategy, focus is on current customers, in _____ Strategy, focus is on non-customers.
- (A) Blue Ocean
 - (B) Green Ocean
 - (C) White Ocean
 - (D) Niche Strategy

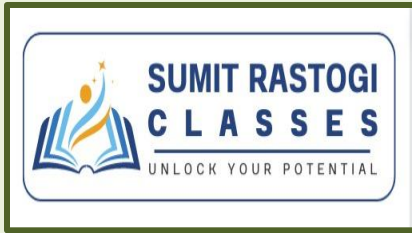
Ans. (A) Blue Ocean

13. _____ is a collection of data that is huge in volume and is growing exponentially with time.
- (A) Data Warehouse
 - (B) Data Mining
 - (C) Big Data
 - (D) Cloud Computing

Ans. (C) Big data

14. While developing KRAs (Key Result Areas) following can be the hurdle(s):
- (A) Lack of clarity
 - (B) Distractions
 - (C) Top-Down Imposition Areas
 - (D) All of the above

Ans. (D) All of the above



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15. Which of the following is/are true for a Blue Ocean Strategy?

- (A) Create and capture new demand
- (B) Beat the Competition
- (C) Exploit existing demand
- (D) Competition in existing Markets

Ans. (A) Create and Capture new demand

16. Which one of the following cannot be closely associated with the "Red Ocean Strategy"?

- (A) Beat the Competition
- (B) Make the Value Cost trade-off
- (C) Make the Competition irrelevant
- (D) Exploit Existing Demand

Ans. (C) Make the Competition irrelevant

17. The process of _____ requires co-ordination across the entire organization and involves business culture changes.

- (A) Digital Strategy
- (B) Digitization
- (C) Digital Transformation
- (D) Data Aggregation

Ans. (C) Digital Transformation

18. Forecasting the weather is an example of _____

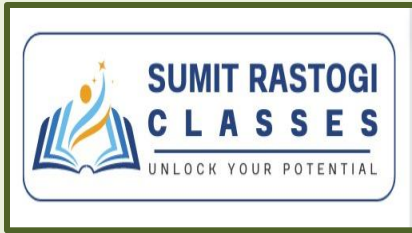
- (A) Narrow AI
- (B) General AI/Human-Level
- (C) Super AI
- (D) Deep-Learning

Ans. (A) Narrow AI

19. _____ is a form of paid advertising that allows marketing teams to essentially purchase traffic to their website

- (A) Influencer Marketing
- (B) Affiliate Marketing
- (C) Pay-per-click
- (D) Content Marketing

Ans. (C) Pay-per-click



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20. Which one of the following cannot be called a valid "Type" of Big Data?

- (A) Structured Data
- (B) Unstructured Data
- (C) Meta Data
- (D) Semi-Structured Data

Ans. (C) Meta Data