



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

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TYBMS SEMESTER VI

Sample Questions

(COMPULSORY SUBJECTS)

OPERATIONS RESEARCH

- 1) What is the objective function in linear programming problems?
 - A. A constraint for available resource
 - B. An objective for research and development of a company
 - C. **A linear function in an optimization problem**
 - D. A set of non-negativity conditions

- 2) Which statement characterizes standard form of a linear programming problem?
 - A. **Constraints are given by inequalities of any type**
 - B. Constraints are given by a set of linear equations
 - C. Constraints are given only by inequalities of \geq type
 - D. Constraints are given only by inequalities of \leq type

- 3) In graphical representation the bounded region is known as region.
 - A. Solution
 - B. Basic solution
 - C. **Feasible solution**
 - D. Optimal

- 4) Identify the type of the feasible region given by the set of inequalities $x - y \leq 1$ $x - y \geq 2$ where both x and y are positive.
 - A. A triangle
 - B. A rectangle
 - C. An unbounded region
 - D. **An empty region**

- 5) The solution to a transportation problem with m -rows and n -columns is feasible if number of positive allocations are
 - A) $m + n$
 - B) $m * n$
 - C) **$m+n-1$**
 - D) $m+n+1$



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FOR FINANCE ELECTIVES

INNOVATIVE FINANCIAL SERVICES

1) NBFC stands for?

a) Non Banking Financial Corporations	b) Non Banking Federal Companies
c) Non- bank Financial Companies	d) Non- banking financial Companies

2) Converting illiquid assets into liquid instruments is called as _____.

a) Factoring	b) Forfeiting
c) Securitisation	d) Discounting

3) ___ is a market for financial assets which have a short or definite maturity.

a) Money market	b) Capital Market
c) Financial	d) Financial System

4) _____ is a regulatory body for capital market.

a) RBI	b) BSE
c) SEBI	d) Stock Market

5) _____ is referred as both fund based and fee based financial services.

a) Factoring	b) Hire Purchase
c) Leasing	d) Underwriting



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STRATEGIC FINANCIAL MANAGEMENT

- 1) Relationship between dividend per share & earning per share is _____

a) Dividend payout ratio	b) Dividend yield ratio
c) Price Earning ratio	d) Book value per share

- 2) Calculate the Market price of a share of Altra Ltd under Walter's formula

Earning Per Share Rs 5

Dividend Per Share Rs 3

Cost Of Capital 16%

Internal Rate of Return on Investment 20%

Retention Ratio 50%

a) Rs.34.37	b) Rs.43.57
c) Rs.68.37	d) Rs.86.22

- 3) A Project costing Rs 1,00,000 has the following estimated cash flows and certainty equivalent coefficient as follows:

Year 1 :-Cash Inflow Rs 70,000 and CE Coefficient 0.8;

Year 2 :- Cash Inflow Rs 80,000 and CE Coefficient 0.6;

Year 3 :- Cash Inflow Rs 50,000 and CE coefficient 0.7;

Year 4 :- Cash Inflow Rs 60,000 and CE coefficient 0.67. If the risk free discount rate is 10%

Calculate NPV

a) Rs.44294	b) Rs.48500
c) Rs.75698	d) Rs.1500000

- 4) If PVCIF is 450,000 and PVCOF is 239000 then Profitability Index is _____

a) 1.5:1	b) 1.88:1
c) 2.67:1	d) 2.88:1

- 5) Market price per share of A Ltd. is Rs.18 and B Ltd. is Rs.15 than the exchange ratio will be _____ in case A Ltd. is studying the possible acquisition of B Ltd.

a) 0.077	b) 0.54
c) 0.833	d) 0.84



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PROJECT MANAGEMENT

- 1) If total assets is Rs. 2, 70,000, Total external liabilities is Rs. 48,000 Share Capital (Rs.10) 75,000, then Net Asset value per share is _____
 - a) Rs.31.5
 - b) Rs.26.9
 - c) Rs.29.6**
 - d) Rs.13.5

- 2) Rate of return at which NPV from the above investment & cash flows will become zero is known as _____
 - a) Payback Period
 - b) Profitability Index
 - c) IRR**
 - d) ARR

- 3) If DFL is 3:1 and Interest is Rs 200 the EBIT is Rs _____
 - a) Rs 100
 - b) Rs 300**
 - c) Rs 500
 - d) Rs 600

- 4) _____ is the Analysis of engineering aspects of Project is being examine & formulated
 - a) Marketing feasibility
 - b) Finance feasibility
 - c) Economic feasibility
 - d) Technical feasibility**

- 5) _____ is the risk mainly arises from outsourcing & Personal Related issues.
 - a) Technology Risk
 - b) Scope Risk
 - c) Resource Risk**
 - d) Schedule Risk



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INTERNATIONAL FINANCE

- 1) When the value of one currency falls relative to another currency, the exchange rate for the first currency has
 - a) revalued
 - b) **depreciated**
 - c) appreciated
 - d) demanded

- 2) Calculate Inverse quote 1 GBP = INR 99.1100 , 1 INR =
 - a) **0.0101**
 - b) 0.0001
 - c) 99.0101
 - d) 99.0001

- 3) USD / SGD 1.5423 – 33. What is the Bid & Ask Rate.
 - a) 1.5423 & 0.33
 - b) **1.5423 & 1.5433**
 - c) 1.5433 & 1.5423
 - d) 0.33 & 1.5423

- 4) _____ Deals with global rules of trade between nations
 - a) **WTO**
 - b) IFC
 - c) IBRD
 - d) World Bank

- 5) Difference between value of Merchandise Exports and Imports is
 - a) BOP
 - b) **BOT**
 - c) World Bank
 - d) IBRD



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MARKETING ELECTIVES

INTERNATIONAL MARKETING

- 1) _____ is selling export at price that is less than the normal value of exports .
 - a) Aggressive exporting.
 - b) monopolistic competition
 - c) Free trade
 - d) **Dumping**

- 2) Which one is the phase of international market.
 - a) **Temporary foreign market**
 - b) Trading blocs
 - c) Tax burden
 - d) Economic union

- 3) IFC is one _____ of World Bank.
 - a) Sister institution
 - b) **Affiliate**
 - c)) Financial agency
 - d) Advisory

- 4) One objectives of IMF is _____
 - a) **Exchange rate stability**
 - b) Industrial growth
 - c) Infrastructure
 - d) stable interest rates

- 5) _____ is not method of entry in international markets.
 - a) Licensing
 - b) Franchising
 - c) Joint venture
 - d) **Brexit**



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BRAND MANAGEMENT

1) A _____ is a group or set of things that have similar characteristics..

a) Brand	b) Category
c) Product	d) Social

2) Logos and symbols give a _____ identity to the brand name.

a) Slogan	b) Jingle
c) Visual	d) Recall

3) _____ branding is a type of co-branding.

a) Ingredient	b) Fixed
c) Service	d) Product

4) Quantitative research methods are ideal for measuring brand _____.

a) Association	b) Awareness
c) Recognition	d) Market

5) An existing brand that gives birth to a brand extension is the _____ brand.

a) Extension	b) Line
c) Parent	d) Variety



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RETAIL MANAGEMENT

1) Retail is the _____ stage of any economic activity.

a) First	b) Second
c) Mid	d) Last

2) A _____ store stocks a particular type of merchandise.

a) Convenience	b) Speciality
c) Retail	d) Department

3) A _____ is the smallest unit available for inventory control.

a) Stock Keeping unit	b) Assortment
c) Category	d) General

4) _____ has identified various elements that go into the composition of a value chain.

a) P. Kotler	b) M. Porter
c) Darwin	d) Karwin

5) Shopping mall is an example of _____ location

a) Free standing	b) Destination
c) Merchandise Kiosks	d) Traditional



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MEDIA PLANNING & MANAGEMENT

Q.1. ABC was established in which country?

- A. **U.S.**
- B. China
- C. U.K.
- D. India

Q.2. GRP =

- A. **R×F**
- B. F×T
- C. R×D
- D. P×Q

Q.3. Budget also known as.....

- A. PPC
- B. **TPC**
- C. TCP
- D. CPC

Q.4. What does SEO stand for?

- A. Site Engine Optimization
- B. **Search Engine Optimization**
- C. Site Efficiency Optimization
- D. Search Efficiency Optimization

Q.5. People buy crackers in Diwali, colors in holi etc. These types of products are advertising in media. Which type of advertisement is this?

- A. Ambient Advertising
- B. Print Advertising
- C. **Seasonal Advertising**
- D. Radio Advertising