

SN	CRSCODE	QUESTION
1	HCM237	Next year's marketing plan begins
2	HCM237	An ideal business is one with
3	HCM237	A major business is one with
4	HCM237	CRS as used in HCM 237 is an acronym for
5	HCM237	Recurrent marketing problems includes the following except
6	HCM237	Which is odd amongst the list
7	HCM237	Which of these would eat-out more frequently
8	HCM237	Which of these is more likely to increase spending on restaurants when they receive a salary increase
9	HCM237	Singles spend heavily on
10	HCM237	Which of these is the odd among the list for SBU

OPTIONA	OPTIONB	OPTIONC
The day this year's plan is approved	After the first quarter of this years	6-months into this year's
Major opportunities and low threats	High in opportunities and threats	Low in opportunities and threats
Major opportunities and low in threats	High in opportunities and threats	Low in opportunities and threats
Christian Religion Studies	Corrosion Resistant Steel	Catering and Resort Services
Setting monthly target	Monitoring actual promotion expenditure against budget	Whether to launch a new food and beverage format
Monovariate	Bivariate	Univariate
Single-parent families	Father, mother and two children (nuclear family)	Extended family
Married couples	Single males	Single women
Fashion	Food	Entertainment
Product	Planning	Place

OPTIOND	ANS	TMA3
Last quarter of this year	A	TMA3
Low in opportunities and high in threats	A	TMA3
Low in opportunities and high in threats	C	TMA3
Computer Reservation System	D	TMA3
Tracking of seasonal pattern in sales	C	TMA3
Multivariate	A	TMA3
Newly weds	C	TMA3
None of the above	C	TMA3
Health	C	TMA3
Price	B	TMA3