JIGDAN COLLEGE
Department of Management
Model Exam for Exit Exam

General Instructions:

- ✓ There are 100 questions in this exam.
- ✓ Each question is worth the same marks.
- ✓ The examination will be corrected out of 100%.
- ✓ The duration of this exam is 2 Hour.
- ✓ Attempted all of the questions.

Name_____ ID No. _____ Center _____

MULTIPLE CHOICE ITEMS.

Instruction: Choose the correct answer from the given alternatives and write the letter of your choice on the separate answer sheet provided.

1. What is a SWOT analysis?

A. A talent management technique used to identify employee vulnerabilities
B. A financial analysis technique used to identify break-even points
C. A strategic management tool used to identify strengths, weaknesses, opportunities, and threats
D. A marketing tool used to identify product placement opportunities

2. Why is organizational behavior important in management?

A. To understand employee behavior and motivation
B. To identify customer needs and wants
C. To manage finances effectively
D. None of the above

3. Which is NOT an objective of Operations Research?

A. Analysis
B. Scoping
C. Optimization
D. Data Collection

4. What is the primary objective of Operations Management?

A. Develop new Products
B. Deliver good Service
C. Optimize Material Output
D. Increase Company Profits

5. Which of the following is not a method of market segmentation?

A. Profitability
B. Demographic
C. Psychographic
D. Geographic

6. Which is a step in the hiring process?

A. Payroll Processing
B. On-Boarding
C. Customer Acquisition
D. Marketing Campaign

7. What is leadership?

A. The ability to control people
B. The ability to motivate and inspire people to achieve a common goal

C. The ability to micromanage tasks and employees
D. None of the above

8. Which is the first step in the marketing research process? *

A. Collecting Data
B. Analyzing Data
C. Identifying the Problem
D. Defining Objectives

9. What are the four Ps of marketing?

A. Product, price, promotion and people
B. Product, place, promotion and price
C. Product, position, promotion and price
D. Product, promotion, price and profit

10. What is the difference between a project and program?

A. Projects are larger than programs
B. Programs are part of a project
C. Programs are larger than projects
D. Programs are the same as projects

11. Which is NOT part of strategic management?

A. Developing goals and objectives
B. Formulating corporate-level strategies
C. Implementing corporate-level strategies
D. Preparing Financial Statements

12. Which branch of mathematics helps in decision-making, optimization, and resource allocation?

A. Operations Research
B. Business Research Methods
C. Statistics for Management I
D. Statistics for Management II

13. What is financial management?

A. The process of managing products and services offered by a company
B. The process of managing finances in an organization
C. The process of managing human resources in an organization
D. None of the above

14. Which of the following is not a financial statement?

A. Income statement
B. Sales forecast
C. Balance sheet
D. Cash flow statement

15. What involves the process of identifying and addressing HR-related issues within an organization?

A. Human Resource Management
B. Organizational Behavior
C. Operations Management
D. Strategic Management

16. What is consumer behavior?

A. The study of how consumers make buying decisions
B. The study of how businesses make buying decisions
C. The study of how companies make financial decisions
D. The study of how individuals make financial decisions

17. What is organizational behavior?

A. The study of individual behavior
B. The study of group behavior
C. The study of organizational structure

D. The study of all of the above

18. What is the difference between motivation and engagement?

A. Motivation is internal, while engagement is external
B. Motivation is the desire to do something, while engagement is the level of effort put into doing it
C. Motivation is a short-term effect, while engagement is a long-term effect
D. Motivation is the level of effort put into doing something, while engagement is the desire to do it

19. What is the definition of the term ‘corporate governance'?

A. The process of managing employees effectively
B. The process of managing company assets effectively
C. The process of managing the company's goals effectively
D. The process of managing the company's stakeholders effectively

20. What is a hurdle rate?

A. The amount a business pays its employees
B. The rate at which banks lend money to businesses
C. The minimum acceptable rate of return on an investment
D. The average rate that businesses have historically earned on their investments

21. What is a Gantt chart used for?

A. Scheduling
B. Operations Management
C. Accounting
D. Business Research

22. What is the formula for net present value (NPV)?

A. Current Asset Value –Current Liability Value
B. Total Revenue – Total Expenses
C. Revenue x Gross Margin
D. PV of Future Cash Flows – Initial Investment

23. What is HR planning?

A. The process of identifying and addressing
B. The process of identifying customer needs
C. The process of identifying marketing needs
D. The process of developing company goals

24. What is the purpose of a Gantt chart?

A. To show the dependencies between tasks
B. To track the progress of a project over time
C. To show the amount of time each task will take to complete
D. All of the above

25. Which of the following is not a component of the marketing mix?

A. Price
B. Promotion
C. Procurement
D. Product

26. What is the difference between a project and a program?

A. A program is a temporary endeavor, while a project is a collection of related programs
B. A project is ongoing, while a program has a specific end date

C. A program is ongoing, while a project has a specific end date
D. A project is a temporary endeavor, while a program is a collection of related projects

27. What is the definition of management?

A. The act of overseeing and directing tasks and people to achieve specific goals
B. The act of doing tasks and following instructions given by superiors
C. The act of delegating tasks to others
D. All of the above

28. What is the purpose of a balanced scorecard?

A. To track progress towards strategic goals
B. To measure employee satisfaction
C. To identify areas of waste in the value chain
D. To evaluate financial performance

29. Which is NOT a measure of dispersion?

A. Range B. Standard Deviation C. Variance D. Mode

30. What involves the use of information technology to manage and analyze data for decision-making purposes?

A. Management Information Systems
B. Strategic Management
C. Entrepreneurship
D. Operations Research

31. What is the difference between a vision statement and a mission statement?

A. The vision statement is about the future while the mission statement is about the present
B. The vision statement is short while the mission statement is long
C. The vision statement is concise while the mission statement is verbose
D. The vision statement is about the company's character while the mission statement is about the vision

32. In which area of management does a manager have to create the foundation on which the business is built?

A. International Marketing
B. Project Management
C. Entrepreneurship
D. Principles of Marketing

33. What is project portfolio management?

A. A management technique designed to make cost-savings
B. A management technique for allocating resources across multiple projects
C. A project management methodology for reducing costs
D. A strategic management methodology for competitive advantage

34. What is a target market?

A. A group of potential customers that a business is targeting
B. A market that only contains potential customers
C. A group of customers who have already bought a product
D. A fluctuating customer base

35. What is competitive advantage?

A. An advantage over competitors gained by offering consumers greater value, either through lower prices or by providing greater benefits and service that justifies higher prices
B. A skill that is unique to a company
C. A type of intellectual property
D. A business' brand personality

36. What is a cash budget?

A. A budget that forecasts cash inflows and outflows
B. A budget for purchasing fixed assets
C. A budget for developing a marketing campaign
D. A budget for planning corporate-level strategies

37. What is the formula for calculating net present value (NPV)?

A. (Cash inflows + Cash outflows)/(1 + r)n
B. (Cash inflows - Cash outflows)/(1 + r)n
C. Cash inflows / Cash outflows
D. (Cash inflows - Cash outflows) / Cash inflows

38. Which is NOT a trait of successful leaders?

A. Empathy B. Initiative C. Arrogance D. Integrity

39. What is human resource management?

A. The process of managing finances
B. The management of people in an organization
C. The process of managing the production of products and services
D. None of the above

40. Which of the following is not a type of product offering?

A. Shopping product
B. Specialty product
C. Limited product
D. Convenience product

41. What is a performance appraisal?

A. A report of employee performance
B. A type of psychological test
C. A summary of company performance
D. A customer satisfaction survey

42. Which of the following is not a method of communication during a crisis situation?

A. Personal visits to affected parties
B. Business as usual
C. Social media updates
D. Media releases

43. Which is NOT a step in the Business Research Methods Process?

A. Developing Research Designs
B. Formulating Problem Statements
C. Conducting Secondary Research
D. Creating Advertising Campaigns

44. What is a product life cycle?

A. The length of time a product is in the market
B. The time it takes to develop a product

C. The length of time a production line operates
D. The time it takes to start a company

45. What is a marketing plan?

A. A plan for managing a company's assets
B. A plan for developing a business' finance structure
C. A plan for coordinating a company's events
D. A plan for executing a business' marketing strategy

46. Which of the following is the process of planning and executing a project from start to finish?

A. Operations Research
B. Project Management
C. Strategic Management
D. Entrepreneurship

47. What is marketing?

A. The process of advertising products and services to customers
B. The act of selling products and services to customers
C. The process of identifying customer needs and wants and delivering products and services to satisfy them
D. None of the above

48. How is the cost of debt calculated?

A. By adding the risk-free rate to the market rate of the bond
B. By dividing the equity amount by the total investment
C. By using a preferred rate
D. By using a free cash flow formula

49. What is operations research?

A. The process of optimizing the use of resources
B. The process of managing human resources
C. The process of managing production processes
D. None of the above

50. What is market segmentation?

A. The process of dividing a market into smaller groups with different needs or behaviors
B. The process of merging different markets into larger ones
C. The process of creating new market groups
D. The process of analyzing the competition in a market

51. What is the meaning of the acronym PERT?

A. Program Evaluation Review Technique
B. Program Entry and Review Technique
C. Project Estimates, Reviews, and Timelines
D. Project Estimates, Results, and Timelines

52. Which of the following is not an element of SWOT analysis?

A. Accomplishments C. Threats B. Strengths D. Opportunities

53. What is international marketing?

A. The process of advertising products and services within a single country
B. The act of selling products and services to customers from other countries
C. The process of identifying customer needs and wants in different countries and delivering products and services to satisfy them
D. None of the above

54. Which is NOT a measure of central tendency?

A. Mean B. Median C. Mode D. Range

55. What are the four functions of management?

A. Planning, Analyzing, Coordinating, Developing
B. Planning, Organizing, Leading, Controlling
C. Organizing, Developing, Leading, Controlling
D. Planning, Organizing, Coordinating, Developing

56. Which of the following is not a type of forecasting method?

A. Expert opinion
B. Time series analysis
C. Delphi method
D. Pareto analysis

57. What is the difference between a mentor and a coach?

A. A mentor works with individuals, while a coach works with teams
B. A mentor provides training and skill development, while a coach provides advice and guidance
C. A mentor focuses on short-term goals, while a coach focuses on long-term goals
D. A mentor provides advice and guidance, while a coach provides training and skill development

58. What is a budget?

A. A financial statement
B. A plan for financial goals
C. A summary of financial records
D. A balance sheet

59. What are business research methods?

A. The process of optimizing the use of resources
B. The process of conducting research to inform business decisions
C. The process of managing the production of products and services
D. None of the above

60. What is working capital?

A. Fixed assets available to a business
B. Money raised by issuing stocks
C. Long-term investments by shareholders
D. Funds available for a company’s day-to-day operations

61. What is the critical path method (CPM)?

A. A scheduling technique
B. Theory of motivation
C. A talent management methodology
D. A method of financial analysis

62. What is a fixed budget?

A. A budget that remains the same regardless of changes in sales volume
B. A budget that can be changed depending on sales volume

C. A budget that has a maximum amount
D. A budget that is flexible

63. What is Maslow's Hierarchy of Needs?

A. A theory of motivation
B. The plan of human needs
C. The analysis of human emotions
D. The exploration of human desires

64. What is a brand?

A. A product made by a company
B. A name, term, design, or symbol
C. A type of advertising
D. A type of financial investment

65. What is a flexible budget?

A. A budget that can be changed depending on sales volume
B. A budget that remains the same regardless of changes in sales volume
C. A budget that has a maximum amount
D. A budget that is flexible

66. What is the difference between advertising and promotion?

A. Advertising is focused only on print media, and promotion is focused on new technologies and the Internet.
B. Advertising is focused only on product or service image; promotion is focused on creating demand for a particular product or service.
C. Advertising is focused on creating demand for particular products or services, and promotion is focused on creating demand through mass communication.
D. Advertising is focused only on online marketing, and promotion is focused only on offline marketing.

67. What is the difference between internal and external customers?

A. Internal customers are those who work for the company while external customers are those who do not
B. External customers are those who work for the company while internal customers are those who do not
C. Internal customers are employees while external customers are clients
D. External customers are employees while internal customers are clients

68. What is self-actualization?

A. The process of realization
B. The highest level in Maslow's Hierarchy of
C. The study of self-awareness
D. The measurement of potential

69. What is international marketing?

A. Marketing products in the international market
B. Marketing products in the national market
C. Marketing products in the local market
D. Marketing products in the regional market

70. What is profitability?

A. The amount a business makes in sales
B. The amount a business makes in profit

C. The growth rate of a company
D. The amount of expenses a business has

71. What is lean production?

A. The use of fewer resources
B. The use of more resources
C. The use of more time
D. The use of more money

72. What is a price skimming strategy?

A. Charging a higher price for a premium version of a product
B. Charging a high price to financially strong customers and a lower price to financially weak customers
C. Charging a low price initially and then gradually raising the price
D. Charging a high price initially and then gradually lowering the price

73. What involves managing the flow of goods and services from the production process to the delivery of the final product to the customer?

A. Operations Management
B. Financial Management
C. Project Management
D. Strategic Management

74. What is the difference between population and sample?

A. Population is a smaller subset of Sample
B. Sample is a smaller subset of the population
C. They have the same definition
D. Both refer to unconventional data sets

75. The steps that projects pass through from inception to implementation is _____

A. Product life cycle
B. Project life cycle
C. Plan life cycle
D. Market life cycle

76. Project idea generation at national, regional and sectorial level is _____

A. Micro level B. Macro level C. Personal level D. All of the above

77. Which one of the following is a micro level project idea generation?

A. Unmated demand B. Unsatisfied needs C. Unutilized resources D. All of the above

78. Scanning the environment to obtain project idea is _____

A. Project preparation B. Project identification C. Project Analysis D. Project Evaluation

79. If project idea is promising the next step in project life cycle will be _____

A. Preliminary screening B. Project implementation C. Project Evaluation D. None of the above

80. What are management information systems used for?

A. Operations Management
B. Human Resource Management
C. Accounting
D. Business Intelligence

81. What is a market research survey?

A. A survey of competitors' prices
B. A survey of industry trends
C. A survey of customer satisfaction
D. A survey of employee attitudes

82. What is the difference between a vision and a mission statement?

A. A vision statement focuses on future goals, while a mission statement focuses on current objectives
B. A vision statement focuses on current objectives, while a mission statement focuses on future goals
C. A vision statement outlines how the organization will reach its goals, while a mission statement describes the organization's purpose
D. A vision statement describes the organization's purpose, while a mission statement outlines how the organization will reach its goals

83. What is the difference between leadership and management?

A. Leadership focuses on planning and organizing, while management focuses on inspiring and influencing people
B. Leadership focuses on inspiring and influencing people, while management focuses on planning and organizing
C. Leadership is focused on short-term results, while management is focused on long-term goals
D. Leadership is focused on individual performance, while management is focused on team performance

84. A firm operating in multiple countries, under one industry, is known as:

A. Pluralistic Multinational
B. Domination Multinational
C. Transnational Corporation
D. Unique Multinational Corporation

85. What is the meaning of the acronym SWOT?

A. Strengths, Weaknesses, Opportunities, and Targets
B. Strengths, Weaknesses, Opportunities, and Threats
C. Strengths, Weaknesses, Options, and Targets
D. Strengths, Weaknesses, Options, and Threats

86. What is the first step in Project Management Planning?

A. Define Project Scope
B. Create Work Breakdown Structure
C. Determine Project Cost
D. Develop Project Schedule

87. What is market research?

A. The process of gathering important information about a company
B. The process of gathering important information about potential customers
C. The process of analyzing a business' competition
D. The process of determining a business' branding strategy

88. What is the purpose of a sales forecast?

A. To track the progress of individual salespeople
B. To estimate future sales revenue
C. To measure the effectiveness of marketing campaigns
D. To identify areas for improvement in the sales process

89. What is a project charter?

A. A formal agreement between a business and a customer
B. A formal agreement between two businesses
C. A document that defines the project scope, objectives, and participants
D. A plan for executing a project

90. What is the process of gathering, analyzing, and interpreting data related to marketing and determining the effectiveness of marketing campaigns and strategies?

A. Introduction to Management B. Principles of Marketing C. International marketingC. Marketing Research

91. What is the difference between advertising and public relations?

A. Advertising is paid media, while public relations is earned media
B. Advertising is earned media, while public relations is paid media
C. Advertising focuses on building relationships with the media, while public relations focuses on building relationships with customers
D. Advertising focuses on creating a positive image for a company, while public relations focuses on promotion of specific products or services

92. What is operations management?

A. The process of managing human resources C. The process of managing finances
A. The process of managing production processes D. None of the above

93. What is positioning?

A. The process of identifying key competitors in a market
B. The process of differentiating a product from its competitors
C. The process of developing a marketing campaign
D. The process of creating new products

94. What is the process of researching, analyzing, and interpreting information to solve business problems?

A. Business Research Methods
B. Statistics for Management I
C. Statistics for Management II
D. Entrepreneurship

95. What is market segmentation?

A. The process of dividing a market into smaller groups with different needs or behaviors
B. The process of merging different markets into larger ones
C. The process of creating new market groups
D. The process of analyzing the competition in a market

96. What is the definition of the break-even point?

A. The point at which a business makes a profit
B. The point at which a business operations begin
C. The point at which a business recovers its costs
D. The point at which a business loses money

97. What is the difference between a push and a pull strategy?

A. A push strategy uses direct sales, while a pull strategy uses advertising
B. A push strategy focuses on fulfilling demand, while a pull strategy focuses on creating demand
C. A push strategy focuses on creating demand, while a pull strategy focuses on fulfilling demand
D. A push strategy uses advertising, while a pull strategy uses personal selling

98. What is a SWOT analysis?

A. A strategic management tool used to identify strengths, weaknesses, opportunities, and threats

B. A talent management technique used to identify employee vulnerabilities
C. A financial analysis technique used to identify break-even points
D. A marketing tool used to identify product placement opportunities

99. What is the basic difference between management and leadership?

A. Management is a position while leadership is a skillset
B. Management involves planning while leadership involves executing
C. Management involves controlling while leadership involves motivating
D. All of the above

100. What is the definition of Entrepreneurship?

A. The art of marketing
B. Managing finances
C. Starting and growing a business
D. Providing customer service

Answer Sheet

Name_____ ID No. _____ Center _____

1	11	21	31	41	51	61	71	81	91
2	12	22	32	42	52	62	72	82	92
3	13	23	33	43	53	63	73	83	93
4	14	24	34	44	54	64	74	84	94
5	15	25	35	45	55	65	75	85	95
6	16	26	36	46	56	66	76	86	96
7	17	27	37	47	57	67	77	87	97
8	18	28	38	48	58	68	78	88	98
9	19	29	39	49	59	69	79	89	99
10	20	30	40	50	60	70	80	90	100

ANSWER KEY

1 C	11 D	21 A	31 A	41 A	51 A	61 A	71 A	81 C	91 A
2 A	12 A	22 D	32 C	42 B	52 A	62 A	72 D	82 D	92 B
3 B	13 B	23 A	33 B	43 D	53 C	63 A	73 A	83 B	93 B
4 C	14 B	24 D	34 A	44 A	54 D	64 B	74 B	84 C	94 A
5 A	15 A	25 C	35 A	45 D	55 B	65 A	75 B	85 B	95 A
6 B	16 A	26 D	36 A	46 B	56 D	66 A	76 B	86 A	96 C
7 B	17 D	27 A	37 B	47 C	57 D	67 C	77 D	87 B	97 C

8 C	18 B	28 A	38 C	48 A	58 B	68 B	78 B	88 B	98 A
9 B	19 D	29 D	39 B	49 A	59 B	69 A	79 A	89 C	99 A
10 C	20 C	30 A	40 C	50 A	60 D	70 B	80 D	90 D	100 C