

Unit 01

1. Business means **Industry and commerce**
2. globalization refers to **a more integrated and independent world**
3. which of the following is not facilitate globalization **barriers to trade and investment**
which of the following is a driver of globalization **technological advance**
4. which among these can be condition for the success privatization **barriers to enter the market**
5. globalization is beneficial for forms because **it opens up new market opportunities**
6. the internet facilitates its globalization by **cutting the cost of forms by communicating across borders**
7. globalization can create problems for business sector **it can result in more competition**
8. the past two decades of globalization has seen Rapid movements in **goods services and investment between countries**
9.refers to relaxation of produce government restriction usually in areas of social and economic policies **liberalization**
10. Industrial Revolution change the the **agricultural practices**
11. liberalization means **liberating the industry trade and economy from unwanted restrictions**
12. relaxing the restrictions and control imposed on business and industry means **liberalisation**
13. which among these is not a method of privatisation **sale of business concept**
14.is involved in commerce **trade supporting services**
15. industrial revolution started from **England**
16. the trade between two countries is known as **International**
17. trade means products are been **purchase sold**
18. MNC stands for **multinational corporation**
19. new economic policy in India was started in the year **1991**
20.is accepted as one Nation one tax in India **GST**
21. trade between two countries is known as **international trade**
22. the concept of industry include **economic**
23. trade involves **purchase sale**
24. Industrial Revolution took place in the period of **1750 to 1850**
25. new economic policy in India was implemented in the year **1991**
26. concept of Commerce includes **trade and trade support services**
27. international trade can be classified into **import and export trade**
28. to implement equal taxation system all over **India goods and service tax**
29. the business concept includesactivity is **economic and social**
30. industrial revolution started from **England**
31. goods are **sales and purchase**
32. GST is accepted as **one Nation one tax in India**
33. Industrial Revolution period is **1750 to 1850**

Unit 02

1. the dimension of e-commerce that enables commerce across National boundaries is called **Global reach**
2. Which of the following describe E-Commerce **doing business electronically**
3. which one of the following is not one of the major types of e-commerce **c2b**
4. which of the following is part of the main types of e-commerce **B2B b2c c2b**
5. which of the following is not considered to be one of the three phases of e-commerce **preservation**
6. which segment do eBay Amazon belongs **b2c**
7. which type of e-commerce focuses on consumer dealings with each other **C2C**
8. which type deals with auction **C2C**
9. the best products to sell in b2c e-commerce are **digital products**
10. which of the following is used in B2B to pay for purchases **financial electronic data interchange**
11. some management who are very much intimidated by Consulting firms what they are likely to lose **confidence**
12. vendors are included in in **organised and unorganised** form of trade
13. a partnership form have maximum **20 members**
14. Hindu undivided family Act was passed in the year **1956**
15. e commerce was started in the year **1960**
16. Ethernet retailers comes under an **organised sector**
17. working of a cooperative society is run by **democracy**
18. A joint stock company is an **law based organisation**
19. in India joint stock company act started from **1956**
20. in a partnership form the number of members is limited **minimum 02 maximum 20**
21. a joint stock company is a **legal and optional organisation**
22. cooperative societies working is done through **democracy**
23. the term B2B means **business to business**
24. in the concept of e-commerce B2B means **business to business**
25. e commerce started in the year **1960**
26. companies have **limited and unlimited liabilities**
27. Hindu legal Harry's act came into existence in **1956**
28. working of a cooperative society is run by **democratic**
29. meaning of b2c in e commerce **business to customer**
30. joint stock company is **optional and legal**

Unit 03

1. an **acquisition** is the same thing as it take over
2. the ways in which mergers and acquisition occure do not include **diversification**
3. the good reason for merger and acquisition as do not include **increasing earnings per share**
4. justification for merger and acquisition do not include **to increase risk**
5. financial motives for merger and acquisition do not related to to **value added tax**
managerial motives for merger and acquisition do not relate to the **Dividends**
6. the three broad approaches to company valuation do not include **inventory valuation**
7. asset based company valuation do not include the **marginal cost method**
8. earnings based company valuations do not include DCF method
9. other reasons for company valuation do not include **tax evasion**
10. financing method for merger and acquisition exclude **overdrafts**
11. the earn-out takeover method does not relate to **large corporations**
12. takeover pre bid defenses do not include **revised profit forecast**
13. take over postpaid defenses do not include **poison pill**
14. which of the following is unlikely to gain from the takeover **manager of target company**
acquisition can also be term as takeover
15. networking in business means **to connect**
16. franchise means **agreement**
17. in Outsourcing services are taken from **third parties**
18. A distributor is generally appointed on the basis of **commission**
19. register brand means **trademark**
20. business sale Centre sale the goods to **consumers**
21. rights obtained from the new inventions are known as **patents**
22. **franchise** means agreement
23. **registered brand** means trademark
24. take over means **acquisition**
25. KPO is an abbreviation of **knowledge process outsourcing**
26. usually **dealers** are appointed on commission basis
27. business networking is a a **marketing method**
28. sales transactions occurring through business Cell Centre are **large in size**
29. franchise means **agreement**
30. register brand means **trademark**
31. new amendment Indian Trademark law passed in the year **1999**

Unit 04

1. Entrepreneur behaviors includes **solving problems taken initiatives taking responsibilities**
2. entrepreneurship can best be described as a **Process involving innovation new products or services and value creation**
3. entrepreneurs attributes includes **preserve ones hardworking determination**
4. which business function do experts agree you should focus on first when preparing to start a business **marketing vision**
5. entrepreneurs skills includes **creative problem solving persuading negotiation**
6. which of the following is not something that can be invested **expertise**
7. from the following which one is factor affecting entrepreneur growth **social economic and psychological**
8. what is the need of entrepreneurship to feel gap in **growth**
9. the level at which an individual is viewed by society is called **social status**
10. in **proprietorship** the entrepreneur has the right to sell any asset
11. the idea and actions that explain how a firm will make its profit refers to a **strategy**
12. which of the following is not a factor in the final site selection **decision cultural issues**
13. service retail professional location analysis typically has **revenue focus**
14. which of the following shows the process of creating something new **innovation**
15. what is the process by which individuals pursue opportunities without regard to resources they currently control **entrepreneurship**
16. in marketing related decision there is no space for **Non Industrial Products**
17. **brainstorming** is a way of **Idea generation**
18. for evaluation of opportunities the **effectiveness** of opportunity should be known
19. favorable environment for the business is a reason for **growth**
20. success of a business is depend upon **growth**
21. **brainstorming** is a way of new idea generation
22. role of **creativity** means development of new and effective ideas
23. in industry is **economics system** has more importance
24. in marketing related decisions there is no space for **free industrial product**
25. for new industry formation the manufacturer is in search **of opportunities**
26. **industrial pollution** result in the unfavorable condition of the working capacity of workers
27. technical development in machinery have helped in the growth of **production capacity**
28. innovation in an important function of **entrepreneurs**
29. new change is a **economic law** to establish new business
30. entrepreneurs are always in search of **opportunities** to evaluate
31. the opportunity we used to search over each opportunities **effectiveness**
32. **open space** is not required for marketing of industrial goods
33. **Businessman** is always in search of opportunities
34. brainstorming is a way to new **idea generation**
35. in business **economic system** is of utmost importance

Unit 05

1. Main character of industry is **division of labour**
2. person who runs and own shop is known as **independent retailer**
3. provision of after Sales Service is responsibility **of retailer**
4. which statement is not a benefit of formulating a retail strategy **sales maximization**
5. **organizational mission** is stressed a retailers commitment to a type of Business and to a distinctive role in the Marketplace is
6. the word retail has been derived from which word **French**
7. Who is the last link in the chain connecting to the producer and the customer **retailer**
8. no middle man is involved in **direct marketing**
9. shopping malls supermarkets and hypermarkets come under which type of marketing **retail**
10. which of the following statement about retail marketing is true **sales products to final consumers**
11. trade between two countries can be useful if **cost ratios of goods are different**
12. after the industrial revolution there was a **increase in the trade**
13. a wholesale trade means purchasing from manufacturer and selling it to **the retailer**
14. initially the environment in malls **was favorable**
15. in India first trade through Railway was done in the year **1853**
16. first Mall was started in **1956 in the world**
17. **wholesaler** is an important medium to manufacturer for moving the consumers choices
18. **railway transport** is the cheapest mode of transport
19. through waterways is the mode of of **transport water**
20. first compact mall in the world was started in the year **1956**
21. first mall in India was started in **Chennai**
22. railway is the cheapest mode of **transport**
23. first Departmental Store in the world was started in **Paris**
24. before Industrial Revolution production was on **small and domestic scale**
25. **Mall** consists of different shops
26. first step of import producers is **demand letter**
27. Postal Services was used at all the levels after the year **1947**
28. main character of industry is **division of labor**
29. person who runs and own shop is known as **independent retailer**
30. provision of after sale service is responsibility of **retailer**
31. for shipping goods through water transport **marine insurance** is required