



Padalsalai's Telegram Groups!

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TIME MATRIC. HR. SEC. SCHOOL

Instructions

Test Booklet Code

CE

Booklet No:

Do not open this Test Booklet until you are asked to do so.

Important Instructions:

1. The Answer Sheet is inside this Test Booklet. When you are directed to open the Test Booklet, take out the Answer Sheet and fill in the particulars carefully with **blue / black ball point** pen only.
2. The test is of 3 hours duration and Test Booklet contains **200** questions. Each question carries **1** marks. For each correct response, the candidate will get 1 mark. For each incorrect response **no mark** will be **deducted** from the total scores. The maximum marks are **200**.
3. Use **Blue/Black Ball Point Pen** only for writing particulars on this page / marking responses.
4. Rough work is to be done on the extra paper which will be given to you during examination time.
5. **On completion of the test, the candidate must hand over the Answer Sheet to the Invigilator before leaving the Room / Hall. The candidate are allowed to take away this Test Booklet with them. If Booklet Code is changed inform to the Hall Invigilator immediately.**
6. The CODE for this Booklet is **CE**.
7. The candidates should ensure that the Answer Sheet is not folded. Do not make any stray marks on the Answer Sheet.
8. No candidate, without special permission of the Superintendent or Invigilator, would leave his/her seat.
9. The candidates should not leave the Examination Hall without handing over their Answer Sheet to the Invigilator on duty.
10. **Use of Electronic / Manual Calculator is prohibited inside the Exam hall.**
11. The candidate are governed by all Rules and Regulations of the examination with regard to their conduct in the Examination Hall. All cases of unfair means will be dealt with as per Rules and Regulations of this examination.
12. No part of the Test Booklet and Answer Sheet shall be detached under any circumstances.
13. The candidate will write the Correct Test Booklet Code as given in the Answer Sheet.

Commerce (1 – 200)**01 Management is an**

- (a) art
- (b) science
- (c) arts & science
- (d) arts or science

02 Management knowledge is the best _____ to enter the world of employment.

- (a) work (b) passport
- (b) route (d) none of these

03 Dividing the work into small tasks is known as

- (a) discipline (b) unity
- (c) division of work (d) equity

04 Out of the following, which is not a Management Tool ?

- (a) accounting (b) vehicle
- (c) psychology (d) statistics

05 With wider span, there will be _____ hierarchy level.

- (a) more (b) less
- (c) multiple (d) additional

06 In management, the role is executive. In administration the role is _____.

- (a) selling (b) exporting
- (c) purchasing (d) decisive

07 F W Taylor brought about a _____ approach to managing the workforce.

- (a) dynamic (b) new
- (c) scientific (d) co-operative

08 If an employee receives orders from more than one supervisor it is likely to create confusion and _____.

- (a) concept (b) conflict
- (c) co-operation (d) co-ordination

09 Which of the following is not a main function ?

- (a) decision making (b) planning
- (c) organising (d) staffing

10 Management functions can be classified into two major categories. One is Main function, The other is

- (a) co-operation
- (b) co-ordination
- (c) subsidiary (d) planning

11 Distribution of work group wise or section wise is called

- (a) co-ordinating (b) staffing
- (b) controlling (d) organising

12 “Look before you leap” is a traditional proverb. Identify the management function for which this proverb matches

- (a) directing (b) planning
- (c) staffing (d) marketing

13 Which of the following is verification function ?

- (a) planning (b) controlling
- (c) organising (d) staffing

14 Transmission of human thoughts means

- (a) talking (b) following up
- (c) communicating (d) obeying

15 Which is the primary function of management ?

- (a) innovating (b) controlling
- (c) planning (d) decision-making

16 Preparation of the personnel of the organisation to face the changes

- (a) training (b) directing
- (c) ordering (d) innovation

17 _____ system gives full scope of the individual strength and responsibilities

- (a) MBO (b) MBD
- (c) MBE (d) MBA

18 Which one is not an example of KRA ?

- (a) profitability (b) staffing
- (c) market standing (d) innovation

19 Delegation of Authority is easily done with the help of

- (a) MBM (b) MBE
- (c) MBO (d) MBA

20 The responsibility of a worker is fixed through

- (a) MBO (b) MBE
- (c) MBD (d) MOR

21 _____ keeps management alert to opportunities and threats by identifying critical problems.

- (a) MBA (b) MBE
- (c) MBM (d) MBO

22 MBE saves the time of managers because they deal only with _____ matters.

- (a) regular (b) exceptional
(c) routine (d) none of the above

23 Financial market facilitates business firms

- (a) to raise funds
(b) to recruit workers
(c) to make more sales
(d) to minimize funds

24 Business firms need large funds to ----- a desired project

- (a) run (b) repair
(c) undertake (d) dismantling

25 Capital market is a market for

- (a) short term finance
(b) medium term funds
(c) long term funds
(d) none of the above

26 In new issue market, buying of securities is

- (a) direct (b) indirect
(c) both (d) none of the above

27 Primary market is also called

- (a) secondary market
(b) money market
(c) new market
(d) indirect market

28 Providing liquidity for securities in the market is

- (a) general function
(b) financial function
(c) intermediary function
(d) all of these

29 How many times a security can be sold in secondary market

- (a) only one time (b) two times
(c) three times (d) multiple times

30 Equity market is the financial market for trading

- (a) debentures
(b) bills
(c) equity shares
(d) commercial paper

31 Capital market does not provide

- (a) short term funds
(b) debenture funds
(c) equity shares
(d) long term funds

32 There are ----- number of ways by which a company can raise capital in a primary market

- (a) five (b) three (c) four (d) six

33 When NSEI was established ?

- (a) 1990 (b) 1992
(c) 1998 (d) 1997

34 Selling securities privately to a small group of investors is known as

- (a) fresh issue
(b) public issue
(c) rights issue
(d) private placement

35 Primary market is a market where securities are traded in the

- (a) first time (b) second time
(c) three times (d) several times

36 Raw materials are considered as

- (a) basic commodities
(b) hard commodities
(c) soft commodities
(d) intermediary products

37 Participants in the capital market includes

- (a) individuals
(b) corporate
(c) financial institutions
(d) all of the above

38 Venture capital is a form of ----- ---financing designed for new and innovative projects.

- (a) debenture (b) loan
(c) advance (d) equity

39 A major player in the money market is the

- (a) commercial bank (b) RBI
(c) SBI (d) central bank

40 Money market is a market for purely ----- funds

- (a) short term (b) long term
(c) medium term (d) fixed term

41 Money invested in the call money market provides high liquidity with

- (a) low profitability
(b) high profitability
(c) limited profitability
(d) medium profitability

42 The most popular stock exchange in the world is

- (a) Mumbai stock exchange
(b) Amsterdam stock exchange
(c) London stock exchange
(d) Tokyo stock exchange

43 Stock exchanges deal in

- (a) goods

- (b) services
(c) financial securities
(d) country's currency
- 44 The Government of India enacted Depositories Act in the year**
(a) 1948 (b) 1996
(c) 2013 (d) 1956
- 45 Stock exchanges allow trading in**
(a) all types of shares
(b) bonds issued by the Govt.
(c) listed Securities
(d) unlisted securities
- 46 Stag is otherwise known as**
(a) broker
(b) tejiwala
(c) premium hunter
(d) optimistic dealer
- 47 Jobbers transact in a stock exchange**
(a) for their client
(b) for their own transactions
(c) for other brokers
(d) for other members
- 48 A pessimistic speculator is**
(a) stag (b) bear
(c) bull (d) lame duck
- 49 Find the odd one out**
(a) bull (b) jobber
(c) bear (d) stag
- 50 An optimistic speculator is**
(a) bull (b) bear
(c) stag (d) lame duck
- 51 A bull operator believes in**
(a) increase in prices
(b) decrease in prices
(c) stability in prices
(d) no change in price
- 52 Which is not a feature of Joint Stock company ?**
(a) limited Liability
(b) no separate entity
(c) common seal
(d) perpetual succession
- 53 How does a person who envisages the idea to form a company called ?**
(a) director
(b) company secretary
(c) registrar
(d) promotor
- 54 Number of chapters in present Companies Act**
(a) 49 (b) 51 (c) 28 (d) 29
- 55 For which type of capital a company pays the prescribed fees at the time of registration ?**
(a) subscribed capital
(b) authorised Capital
(c) paid-capital (d) issued capital
- 56 Within how many days a company should file a notice with Registrar regarding redemption of edeemable preference shares**
(a) 45 days (b) 60 days
(c) 15 days (d) 90 days
- 57 Who can issue stock ?**
(a) Public Co. (b) Private Co.
(c) One person Co. (d) Small company
- 58 Identify Maharatna company**
(a) SPIC (b) India Cements
(c) NTPC (d) Bajaj
- 59 The present Companies Act prohibits the issue of shares at**
(a) Premium
(b) Par
(c) Discount
(d) both at par and premium
- 60 Sweat shares are issued to**
(a) suppliers (b) employees
(c) auditors (d) public
- 61 Which _____ director is appointed by financial institution?**
(a) Nominee (b) Additional
(c) Women (d) Shadow
- 62 What is maximum number of directors a public company can have ?**
(a) 20 (b) 3 (c) 15 (d) 12
- 63 The Board of Directors can exercise the power to appoint directors in the case of**
(a) Additional Directors
(b) Filling up the casual vacancy
(c) Alternate
(d) All the above
- 64 Out of the following, who do not have power to remove a director from the office before expiry of term ?**
(a) Shareholders
(b) Lenders
(c) Central Govt.
(d) Company Law Board
- 65 What is the status of directors who regulate money of the company ?**
(a) Banker (b) Holder
(c) Agent (d) Trustee

- 66 **When there is no profit in a company, what is the limit of remuneration payable to the managerial personnel in case of a company having effective capital of more than 5 crs. And less than 100 crs ?**
 (a) Rs. 1.00 crore (b) Rs. 75 lakhs
 (c) Rs. 60 lakhs (d) Rs. 50 lakhs
- 67 **Year of enactment of present Companies Act ?**
 (a) 1955 (b) 1948
 (c) 2013 (d) 2008
- 68 **Mention the status of a company secretary in a company**
 (a) Member
 (b) director
 (c) an independent
 (d) an employee contractor
- 69 **Meaning of the Latin Word "Secretarius" is**
 (a) manager (b) secretary
 (c) secret (d) none of the above
- 70 **Who can become a secretary for a company ?**
 (a) Individual person (b) partnership
 (c) co-operatives (d) Trade Unions
- 71 **Who appoints the first secretary of the company ?**
 (a) Manager (b) MD
 (c) CEO (d) Promoters
- 72 **Which meeting will be held once in the lifetime of the company?**
 (a) statutory
 (b) annual general
 (c) extraordinary General
 (d) class general
- 73 **Under Companies Act, meetings are classified into ----- number of categories**
 (a) 6 (b) 3 (c) 4 (d) 5
- 74 **Board meeting has to be conducted minimum ----- times in a year.**
 (a) 2 (b) 3 (c) 4 (d) 5
- 75 **Within how many days of incorporation first board meeting should be held ?**
 (a) 15 days (b) 30 days
 (c) 60 days (d) 90 days
- 76 **Who is not entitled to speak at the AGM of a company ?**
 (a) auditor (b) shareholder
 (c) proxy (d) directors
- 77 **Find the odd one out.**
 (a) meeting (b) notice
 (c) prospectus (d) proxy
- 78 **Mention the company which need not convene the statutory meeting**
 (a) widely held co.
 (b) private co.
 (c) public Ltd. co.
 (d) guarantee with share capital
- 79 **Offering or tendering of vote by ballot is called**
 (a) poll (b) selection
 (c) election (d) decision
- 80 **What percentage of shareholders is needed to pass special resolution ?**
 (a) it must be unanimous
 (b) not less than 90 %
 (c) not less than 75%
 (d) more than 50%
- 81 **Requisite number of members at a meeting is called**
 (a) shareholders (b) proxy
 (c) quorum (d) all the above
- 82 **A special resolution is required to**
 (a) redeem the debentures
 (b) declare dividend
 (c) appoint directors
 (d) appoint auditors
- 83 **Find the odd one out**
 (a) RBI (b) IRDAI
 (c) SEBI (d) ONGC
- 84 **The Headquarters of SEBI is**
 (a) Calcutta (b) Mumbai
 (c) Chennai (d) Delhi
- 85 **Human resource is a ----- asset.**
 (a) tangible (b) intangible
 (c) fixed (d) current
- 86 **The recruitment and selection process aimed at right kind people**
 (a) at right people
 (b) at right time
 (c) to do right thing
 (d) all of the above
- 87 **The process of eliminating unsuitable candidate is called**
 (a) selection (b) recruitment
 (c) interview (d) retrenchment
- 88 **"Job First man next" is one of the principles of -----**
 (a) test (b) interview
 (c) training (d) placement
- 89 **Off the job training is given**
 (a) in the class room
 (b) on off days
 (c) outside the factory
 (d) in the playground
- 90 **The word "Negotiable" means**
 (a) document (b) payment
 (c) transferable (d) promise

- 91 Banks do not accept cheque written in pencil because**
 (a) it is the practice
 (b) risk of correction
 (c) it may not be clear
 (d) of audit objection
- 92 In case of cheque, the person entitled to receive money is called**
 (a) customer (b) drawee
 (c) payee (d) drawer
- 93 A promissory note originally made payable to bearer is**
 (a) valid (b) illegal
 (c) in order (d) enforceable
- 94 In case of Bill of exchange, generally there are ----- number of parties**
 (a) 2 (b) 4 (c) 3 (d) 7
- 95 Bill of Exchange to which no document of title is attached is known as**
 (a) qualified bill (b) clean bill
 (c) open bill (d) payable bill
- 96 Transfer of a title of a property is called**
 (a) buying
 (b) passing the possession
 (c) passing of property
 (d) passing of obligation
- 97 A stipulation essential to the main purpose of a contract of sale is called _____.**
 (a) a term (b) a clause
 (c) a warranty (d) condition
- 98 The person who pioneered the fight against monopoly was**
 (a) Adam Smith (b) Ralph Nader
 (c) F W Taylor (d) Mahatma Gandhi
- 99 Mixing or substituting undesirable material is called _____.**
 (a) mixture
 (b) compounded production
 (c) adulteration
 (d) none of these
- 100 Find the odd one out**
 (a) Bill of Exchange (b) Bill of Entry
 (c) Bill of Lading (d) Cheque
- 101 Vestibule training is provided**
 (a) on the job
 (b) in the class room
 (c) In a situation similar to actual working environment
 (d) by the committee

- 102 One who promotes or exchange of goods for money is called as**
 (a) seller (b) marketer
 (c) customer (d) manager
- 103 The spot market is classified on the basis of**
 (a) commodity (b) transaction
 (c) regulation (d) time
- 104 The initial stage of marketing system is**
 (a) Monopoly system
 (b) Exchange of money
 (c) Barter system
 (d) Self producing
- 105 Who is supreme in the market ?**
 (a) customer (b) seller
 (c) wholesaler (d) retailer
- 106 Pure play retailers are called _____.**
 (a) market creators
 (b) transaction brokers
 (c) merchants
 (d) agents
- 107 Green shelter concept was introduced by group**
 (a) ACME (b) Tata
 (c) Reliance (d) ICI
- 108 Which is the gateway of internet**
 (a) Portal (b) CPU
 (c) Modem (d) Webnaire
- 109 Social Marketing deals with**
 (a) society (b) social class
 (c) social change (d) social evil
- 110 Scientific management was developed by**
 (a) Foyal (b) Talyor
 (c) Mayo (d) Jacob
- 111 Selling at a higher price at the time of short supply of a product is known as**
 (a) over pricing
 (b) exploitation
 (c) super normal price
 (d) black market
- 112 The term consumerism came into existence in the early**
 (a) 1980s (b) 1990s
 (c) 1960s (d) 1950s
- 113 Other name for Green Marketing is**
 (a) Selling Agri. Products
 (b) Selling Vegetables
 (c) Environmental Marketing
 (d) Village marketing

- 114 Out of the following, which type of marketing in Unconventional" ?**
 (a) Ambush (b) Guerrilla
 (c) Referral (d) Niche
- 115 Find the odd one**
 (a) Niche (b) Viral
 (c) Staffing (d) Green
- 116 The year of enactment of Consumer Protection Act is**
 (a) 1948 (b) 1956
 (c) 1986 (d) 2013
- 117 Out of these which is not an Economic Index**
 (a) GDP (b) GNP (c) MIS (d) NI
- 118 The constitution of the nation is**
 (a) Economic Environment
 (b) Social Environment
 (c) Legal Environment
 (d) Cultural environment
- 119 Set of rules and policies which governs a company is called**
 (a) MOA
 (b) AOA
 (c) Bye-laws
 (d) Corporate Governance
- 120 Which of the below is a factor of production ?**
 (a) Land
 (b) Labour
 (c) Entrepreneurship
 (d) All of the above
- 121 Which of the following is the activity of a business entrepreneur ?**
 (a) Production (b) Marketing
 (c) Operation (d) All of the above
- 122 The ----- initiative was launched to modernize the Indian economy to make all government services available electronically.**
 (a) Stand up (b) Startup India
 (c) Digital India (d) Make in India
- 123 Specify the document which comes under the Negotiable Instrument Act**
 (a) Share certificate (b) Share
 (c) Share warrant (d) Stock
- 124 The company will have to issue the notice of situation of Registered Office to the Registrar of Companies within ----- days from the date of incorporation.**
 (a) 14 (b) 21 (c) 30 (d) 60
- 125 The shares which are offered to the existing shareholders at free of cost is known as**
 (a) Bonus share (b) Equity share

- (c) Right Issue (d) Preference share
- 126 A public company should have minimum of ----- directors**
 (a) twelve (b) seven
 (c) three (d) two
- 127 A person shall hold office as director in ----- companies as per the Companies Act, 2013**
 (a) 5 companies (b) 10 companies
 (c) 20 companies (d) 15 companies
- 128 Which is the first step in the process of MBO ?**
 (a) fixing KRA
 (b) appraisal of activities
 (c) matching resources and activities
 (d) defining organisational objectives
- 129 Money market institutions are --**

 (a) Investment Houses
 (b) Mortgage banks
 (c) RBI
 (d) Commercial banks and discount houses
- 130 Risk in money market is**
 (a) High (b) Market risk
 (c) Low credit and market risk
 (d) medium risk
- 131 Spot market is a market where the delivery of the financial instrument and payment of cash occur**
 (a) Immediately (b) in the future
 (c) Uncertain (d) after one month
- 132 How many times a security can be sold in secondary market ?**
 (a) only one time (b) two times
 (c) three times (d) multiple time
- 133 Debt instruments issued by Corporate Houses for raising short term financial resources from the money market are called**
 (a) Treasury bills
 (b) Commercial paper
 (c) Certificate of deposit
 (d) Government securities
- 134 The market for buying and selling of commercial bills of exchange is known as a -----**
 (a) commercial paper market
 (b) treasury bill market
 (c) commercial bill market
 (d) capital market
- 135 ----- means the price at which securities are bought and sold are recorded and more public**
 (a) market quotations
 (b) trade quotations

- (c) business quotations
(d) buyers quotations
- 136 Securities Exchange Board of India was first established in the year**
(a) 1988 (b) 1992
(c) 1995 (d) 1998
- 137 SEBI is empowered by the Finance ministry to nominate ----- members on the Governing body of every stock exchange.**
(a) 5 (b) 3 (c) 6 (d) 7
- 138 The process of converting physical shares into electronic form is called**
(a) Dematerialisation (b) Delisting
(c) Materialisation (d) Debarring.
- 139 ----- was the first company to trade its shares in Demat form.**
(a) Tata Industries
(b) Reliance Industries
(c) Infosys
(d) Birla Industries
- 140 ----- enables small investors to participate in the investment on share capital of large companies.**
(a) mutual funds (b) shares
(c) debentures (d) fixed deposits
- 141 PAN stands for**
(a) Permanent Amount Number
(b) Primary Account Number
(c) Permanent Account Number
(d) Permanent Account Nominee
- 142 Human Resources Management is both ----- and -----**
(a) Science and Art
(b) Theory and practice
(c) History and Geography
(d) None of the above
- 143 Find the odd one**
(a) Planning (b) Organising
(c) Innovation (d) Co-ordination
- 144 Planning is a ----- function**
(a) selective
(b) pervasive
(c) both a and b
(d) none of the above
- 145 Human resource management determines the ----- relationship,**
(a) internal, external
(b) employer, employee
(c) owner, servant
(d) principal and agent

- 146 Labour turnover is the rate at which employees ----- the organisation.**
(a) enter (b) leave
(c) salary (d) none of the above
- 147 Recruitment is the process of identifying**
(a) right man for the right job
(b) goods performer
(c) right job
(d) all of the above
- 148 Recruitment bridges the gap between ----- and -----**
(a) Job seeker and job provider
(b) Job seeker and agent
(c) Job provider and owner
(d) Owner and servant
- 149 Advertisement is a ----- source of recruitment**
(a) internal (b) external
(c) agent (d) outsourcing
- 150 Transfer is an ----- source of recruitment**
(a) internal (b) external
(c) outsourcing (d) none of the above
- 151 The marketer initially wants to know in the marketing is**
(a) Qualification of the customer
(b) Quality of the product
(c) Background of the customer
(d) Needs of the customers
- 152 Which one of the market deals in the purchase and sale of shares and debentures ?**
(a) Stock exchange market
(b) Manufactured goods market
(c) Local market
(d) Family market
- 153 Stock exchange market is also called**
(a) Spot market
(b) Local market
(c) Security market
(d) National market
- 154 Find the odd one**
(a) Instigator (b) Innovator
(c) Inspector (d) Integrator
- 155 Who is supreme in the market?**
(a) Customer (b) seller
(c) wholesaler (d) retailer
- 156 Marketing mix means a marketing program that is offered by a firm to its target ----- to earn profits through satisfaction of their wants**
(a) Wholesaler (b) retailer

- (c) consumer (d) seller
- 157 Which one of the example of intangible product ?**
 (a) Education (b) mobiles
 (c) garments (d) vehicles
- 158 Selling good & services through internet is**
 (a) Green marketing
 (b) e-business
 (c) social marketing
 (d) meta marketing
- 159 Which one represents a cluster of manufacturers, content providers, and online retailers organised around an activity ?**
 (a) Virtual mall (b) association
 (c) Metomediary (d) Portal
- 160 Effective use of social media marketing increases the conversion rates of**
 (a) Customers to buyers
 (b) retailer to customer
 (c) one buyer to another
 (d) direct contact of marketer
- 161 A company's products and prices are visually represented by**
 (a) shopping cart
 (b) web portal
 (c) electronic catalogue
 (d) revenue model
- 162 The term "consumerism" came into existence in the year ----**
 (a) 1960 (b) 1957
 (c) 1954 (d) 1958
- 163 A special resolution must be filed with the registrar within**
 (a) 7 days (b) 14 days
 (c) 30 days (d) 60 days
- 164 Find the odd one**
 (a) Director (b) company secretary
 (c) auditor (d) managing director
- 165 Which of the following type of shares are issued by a company to raise capital from the existing shareholders?**
 (a) Equity shares
 (b) Rights shares
 (c) Preference shares
 (d) Bonus shares
- 166 ----- should cover aspects like sources of finance, technical know-how, source of labour and raw materials, market potential and profitability**
 (a) technical report (b) finance report
 (c) project report (d) progress report

- 167 ----- has to include the mechanism for managing venture in the project report.**
 (a) banker
 (b) government
 (c) lending institutions
 (d) entrepreneur
- 168 Find odd one out**
 (a) men (b) money
 (c) mass (d) machine
- 169 There are ----- number of parts in Management process.**
 (a) 2 (b) 4 (c) 5 (d) 7
- 170 The value of a complaint of a customer is Rs. 75 lakhs. Which forum he/she should approach for redressal ?**
 (a) National (b) State
 (c) District (d) Collector
- 171 Number of members in the NCDRC is**
 (a) 5 (b) 6 (c) 7 (d) 8
- 172 Under Companies Act 2013, there are ----- types of resolutions.**
 (a) 12 (b) 4 (c) 3 (d) 6
- 173 Find the odd one**
 (a) VOC (b) DCA
 (c) CWF (d) VCO
- 174 A company secretary may be dismissed by**
 (a) Shareholders (b) Manager
 (c) Registrar (d) Board of Directors
- 175 The process of placing the right man for the right job is called**
 (a) selection (b) placement
 (c) interview (d) none of the above
- 176 Selection is usually considered as a ----- process.**
 (a) positive (b) negative
 (c) natural (d) none of these
- 177 Identify the test that acts as an instrument to discover the inherent ability of a candidate**
 (a) Aptitude test (b) Attitude test
 (c) Proficiency Test (d) Physical Test
- 178 Under ----- training method trainees are educated about concepts, theories, principles**
 (a) Lecture (b) Case study
 (c) Role play (d) Field Trip
- 179 Giving a name or symbol to a product in order to differentiate it from competitive products is called**
 (a) packaging (b) marketing

- (c) branding (d) packing
- 180 A strategy of directing all marketing efforts towards one well defined segment of population is known as----- marketing.**
 (a) Niche (b) Viral
 (c) Service (d) Referral
- 181 The year of passing of Public Liability Insurance Act -----**
 (a) 1948 (b) 1991
 (c) 1956 (d) 1992
- 182 Which day is celebrated consumer protection day ?**
 (a) August 15 (b) April 15
 (c) March 15 (d) September 15
- 183 The final aim of modern marketing is -----**
 (a) maximum profit
 (b) minimum profit
 (c) consumer satisfaction
 (d) service to the society
- 184 ----- is the king of modern marketing.**
 (a) consumer (b) wholesaler
 (c) producer (d) retailer
- 185 As the consumer is having the rights, they are also having -----**
 (a) measures (b) promotion
 (c) responsibilities (d) duties
- 186 The first step in filing a consumer complaint is to send a ----- to the seller or company**
 (a) letter (b) fax
 (c) legal notice (d) none of these
- 187 Within how many days, an appeal against the orders of NCDRC should be filed with Supreme Court**
 (a) 15 days (b) 30 days
 (c) 45 Days (d) 60 days
- 188 The chairman of the National Consumer Disputes Redressal Council is -----**
 (a) Serving or retired judge of the SC
 (b) Prime Minister
 (c) President of India
 (d) None of the above
- 189 The District Forum can entertain complaints where the value of goods or services and the compensation, if any claimed is less than**
 (a) Rs, 10,00,000
 (b) Rs, 20,00,000
 (c) Rs, 40,00,000
 (d) Rs. 50,00,000

- 190 The International Organisation of Consumers Unions was first established in**
 (a) 1960 (b) 1965
 (c) 1967 (d) 1987
- 191 Complaints can also be filed by the -----.**
 (a) Central govt. (b) State govt.
 (c) A group of consumers
 (d) All of the above
- 192 A consumer has to be protected against -----.**
 (a) defects of product
 (b) deficiencies of product
 (c) unfair and restrictive trade practices
 (d) all of the above
- 193 New Economic Policy was introduced in the year**
 (a) 1980 (b) 1991
 (c) 2013 (d) 2015
- 194 Prior to Sale of Goods Act, it was governed by ----- of Indian Contract Act**
 (a) Chapter 9 (b) Chapter 11
 (c) Chapter 5 (d) Chapter 7
- 195 The monetary consideration for the goods sold is called -----**
 (a) cheque (b) exchange
 (c) price (d) invoice
- 196 Which of the below constitutes the essential element of contract of sale ?**
 (a) Two parties
 (b) Transfer of property
 (c) Price
 (d) All of the above
- 197 Specific goods denote goods identified upon the time of ----- of sale.**
 (a) agreement (b) contract
 (c) order (d) obligation
- 198 Unpaid seller can exercise his right of lien over the goods, where he is in possession of the goods as**
 (a) owner of goods (b) agent of buyer
 (c) bailee for buyer (d) all of these
- 199 The unpaid seller can exercise his right of stoppage of goods in transit where the buyer**
 (a) becomes insolvent
 (b) refuses to pay price
 (c) payment of price
 (d) both (b) and (c)
- 200 A cheque will become stale after ----- months of its date.**
 (a) 3 (b) 4 (c) 5 (d) 1