Q.1	Franchising is a business model where franchisor or first party	Marks: 2

Question ID: 6314873

No	Options Details	Select Option
1	Invests in operations of another party	
2	Grants licenses for some rights and authorities to another party	
3	Jointly undertake the product development with another party	
4	Execute reciprocal marketing with business partner	

Q.2	Which is not a feature of franchising?	Marks: 2

Question ID: 6314874

No	Options Details	Select Option
1	Agreement and terms	
2	Undertaking	
3	Long term procurement	
4	Assistance	

Q.3   Select the correct statement.

Marks: 2

Question ID: 6314876

No	Options Details	Select Option
1	Aggregators operate on non-contractual business model.	
2	Aggregators being a brand are required to provide services with uniformity in price and quality.	
3	Business partners are the regular employees of aggregator.	
4	Aggregator only market their unique products.	

Q.4   Ula cab is a

Marks: 2

Question ID: 6314877

No	Options Details	Select Option
1	Service aggregator	
2	Social media aggregator	
3	News aggregator	
4	Shopping aggregator	

Q.5	Identify the correct alternative	Marks: 2
		Question ID: 6314878

No	Options Details	Select Option
1	Tweet Deck is a news aggregator	
2	Netvibes is a service aggregation platform	
3	Hootsuite is a social media aggregator	
4	All given alternatives are true	

Q.6	The dimension of e-commerce that enables commerce across national boundaries is called _____	Marks: 2
		Question ID: 6314879

No	Options Details	Select Option
1	Interactivity	
2	Global reach	
3	Richness	
4	Ubiquity	

Q.7 E-commerce technologies have improved upon traditional commerce technologies in _____

Marks: 2

Question ID: 6314880

No	Options Details	Select Option
1	Richness	
2	Reach	
3	Both reach and richness	
4	Neither reach nor richness	

Q.8 Which one of the following is not one of the major types of e-commerce?

Marks: 2

Question ID: 6314881

No	Options Details	Select Option
1	C2B	
2	B2C	
3	B2B	
4	C2C	

Q.9   All of the following are major B2C business models except _____.

Marks: 2
Question ID: 6314882

No	Options Details	Select Option
1	Content provider	
2	Industry consortium	
3	Transaction broker	
4	Service provider	

Q.10   M-commerce stands for

Marks: 2
Question ID: 6314883

No	Options Details	Select Option
1	Mobile commerce	
2	Mobility commerce	
3	Matured commerce	
4	Mechanized commerce	

Q.11 ._____ involves use of techniques that facilitates locating and extracting best data for accurate decision making.

No	Options Details	Select Option
1	Business intelligence	
2	Marketing intelligence	
3	Innovation intelligence	
4	Process intelligence	

Q.12 Customer acquisition cost is calculated by

No	Options Details	Select Option
1	Dividing the total acquisition costs by number of new customers for a particular period	
2	Dividing the total acquisition costs by number of old and new customers for particular period	
3	Dividing the total acquisition costs by number of old and prospective customers for a particular period	
4	Dividing the total acquisition costs by number of customers who left for a particular period	

Q.13	The term "Digital Economy" was coined by	Marks: 2
		Question ID: 6314886

No	Options Details	Select Option
1	F.W.Taylor	
2	C.K.Prahlad	
3	Don Tapscott	
4	Edd Cristopher	

Q.14	Digital economy' is a comprehensive term that is used to describe the market concentrating on _____ technologies.	Marks: 2
		Question ID: 6314887

No	Options Details	Select Option
1	Virtual	
2	Automation	
3	Digital	
4	Just-in-time	

Q.15	Identify the correct statement with respect of digitization of Indian economy	Marks: 2

Question ID: 6314888

No	Options Details	Select Option
1	Very few have been benefitted by digitization of Indian economy	
2	Digitization of Indian economy has witnessed only in few sectors	
3	Digitization has raised the overall growth of GDP	
4	Because of adoption of digitization use of internet and smart-phones has reduced	

Q.16	Identify the correct statement.	Marks: 2

Question ID: 6314889

No	Options Details	Select Option
1	Trends help to identify business threats only.	
2	Trends make understanding of business environment highly complex.	
3	Trends refer to gradual change in process and conditions over a period of time.	
4	All mentioned alternatives are correct	

Q.17   Identify the tool not related to financial trend analysis.

Marks: 2

Question ID: 6314890

No	Options Details	Select Option
1	Ratio analysis	
2	Cross-sectional analysis	
3	Industry cost drives analysis	
4	Common size analysis	

Q.18   _____ begins with identifying the industry's dominant economic features and determining the future plan of action.

Marks: 2

Question ID: 6314891

No	Options Details	Select Option
1	organizational analysis	
2	industry analysis	
3	environmental analysis	
4	technical analysis	

Q.19 Identify best suited statement applicable to Business Process Outsourcing (BPO):

Marks: 2

Question ID: 6314892

No	Options Details	Select Option
1	Refers to outsourcing of information-related business activities	
2	Is buying and selling of goods, products or services through the Internet.	
3	Is essentially a way of carrying e-commerce transactions using a mobile phone	
4	Is one of the popular trends adopted by organizations is to procure goods and services from outside suppliers and service providers.	

Q.20 E-retailing is _____

Marks: 2

Question ID: 6314893

No	Options Details	Select Option
1	sale of goods to consumers on-line	
2	sale of goods to producers online	
3	purchase of goods by manufacturers through internet	
4	a B2B model of e-commerce	

Q.21	Which is not one of the main objectives of Business Process Outsourcing:	Marks: 2
		Question ID: 6314894

No	Options Details	Select Option
1	To improve the profitability of the organisation.	
2	To enhance Knowledge, skill and attitudes of employees	
3	To achieve competitive advantage by focusing on core competencies of the organisation.	
4	To improve demand management with the resources needed for the new information systems efficiently	

Q.22	Identify the correct statement	Marks: 2
		Question ID: 6314895

No	Options Details	Select Option
1	Business Process Outsourcing (BPO) is the delegation of one or more IT-intensive business processes to an external provider	
2	BPO includes only back-end operations	
3	BPO does not included knowledge related servicesBPO does not included knowledge related services	
4	India seeks more BPO service from USA than USA seeks from India	

Q.23	Outsourcing decisions by customers are influenced by whether to go on-shore, near-shore or offshore. Which ONE of the following dimensions is true about this statement?	**Marks:** 2

Question ID: 6314896

No	Options Details	Select Option
1	Offshore > Low Cost but High Control	
2	Nearshore > Low Cost but High Control	
3	Onshore > High Cost but High Control	
4	Homeshore > Low Cost but Low Control	

Q.24	What is knowledge process outsourcing?	**Marks:** 2

Question ID: 6314897

No	Options Details	Select Option
1	Outsourcing an information-producing function	
2	Outsourcing an operational functionOutsourcing an operational function	
3	Outsourcing a call center	
4	Outsourcing the manufacturing department	

Q.25 Which skill is the most necessary for success in Network Marketing?

No	Options Details	Select Option
1	Ability to meet new people	
2	Ability to sell	
3	Ability to analyze a person	
4	Ability to analyze a product	

Q.26 Which of the following statement about Network Marketing is true?

No	Options Details	Select Option
1	Offers an unlimited income potential	
2	Normally require reasonable monetary investment	
3	95% of those work part time	
4	All mentioned statements are true	

Q.27	Network marketing involves the movement of prococts from manufacturer to consumer directly through distributors utilizing _____ marketing.	Marks: 2
		Question ID: 6314900

No	Options Details	Select Option
1	Persuasive	
2	Consumer oriented	
3	Word-of-mouth	
4	Production oriented	

Q.28	The network marketing was first implemented successfully by _____ in 1920.	Marks: 2
		Question ID: 6314901

No	Options Details	Select Option
1	Nichols and Mark	
2	Philip Kottler	
3	Carl Rehnborg	
4	John Kotter	

Q.29 Identify the correct statement

Marks: 2

Question ID: 6314902

No	Options Details	Select Option
1	Direct marketing and network marketing are exactly same	
2	Direct marketing can be regarded as sub-set of network marketing	
3	Use of social media is not recommended for network marketing	
4	Due to use of information technology role of sales people is insignificant in network marketing	

Q.30 Industry 4.0 focus on adopting _____ achieve operational efficiency of modern businesses organisations.

Marks: 2

Question ID: 6314903

No	Options Details	Select Option
1	Automation	
2	Mass customization	
3	Differentiation	
4	Standardization	

Q.31 Starting period of Industry 2.0 is

Marks: 2
Question ID: 6314904

No	Options Details	Select Option
1	Later period of 19th century	
2	Early period of 18th centuryEarly period of 18 th century	
3	Early 20th century	
4	Late 20th century	

Q.32 Identify incorrect statement related to simulation

Marks: 2
Question ID: 6314905

No	Options Details	Select Option
1	Simulation tools help in the production-related activities as they promote sustainable manufacturing environment.	
2	They are used in simple situations only	
3	These are digital tools	
4	They are capable of self-configuration and help in effective shop floor management.	

	Q.33	Among the following, which is not within the scope of the fourth industrial revolution?	Marks: 2

Question ID: 6314906

No	Options Details	Select Option
1	Smart factories	
2	Cyber physical systems	
3	Digitization of manufacturing	
4	Mechanization of manual processes	

	Q.34	Identify the correct statement	Marks: 2

Question ID: 6314907

No	Options Details	Select Option
1	Cyber physical systems refer to the integration of computation, networking and physical process through data processing services on internet.	
2	Cyber physical systems use stand-alone computers to effectively monitor, coordinate, control and integrate physical processes.	
3	Cyber physical systems are about the union and not intersection of the physical and the cyber.	
4	All mentioned statements are correct	

Q.35   The vision of Industry 4.0 is

No	Options Details	Select Option
1	to decrease the cost of industrial production	
2	more efficient use of natural resources and energy	
3	enabling a custom mass production without significantly increasing overall production costs	
4	All of the above	

Q.36   Which of the following is the way in which an IoT device is associated with data?

No	Options Details	Select Option
1	Internet	
2	Cloud	
3	Network	
4	Optic fibers	

Q.37   An IoT (Internet of Things) network is a collection of _____ devices.

Marks: 2

Question ID:
6314910

No	Options Details	Select Option
1	Signal	
2	Machine to Machine	
3	Interconnected	
4	Network to Network	

Q.38   Which is not one of the design principles of Industry 4.0?

Marks: 2

Question ID:
6314911

No	Options Details	Select Option
1	Real time capability	
2	Service diversion	
3	Virtualization	
4	Interoperability	

Q.39 The principle of _____ is responsible for moving systems to components apart from a central computer that improves scalability and flexibility

Marks: 2

Question ID: 6314912

No	Options Details	Select Option
1	Decentralization	
2	Modularity	
3	Centralization	
4	Interoperability	

Q.40 Industry 4.0 technologies help business enterprises in achieving _____ growth.

Marks: 2

Question ID: 6314913

No	Options Details	Select Option
1	Constant	
2	Sustainable	
3	Exponential	
4	Radical	

Q.41	Supply chain management covers wide-range of functions in _____, starting from procurement to production and warehousing to distribution.	Marks: 2

Question ID: 6314914

No	Options Details	Select Option
1	Development	
2	Inventory	
3	Business	
4	Market	

Q.42	What should organizations follow to improve upon the supply chain efficiency?	Marks: 2

Question ID: 6314915

No	Options Details	Select Option
1	Customer expectations	
2	Innovative processes	
3	Manufacturing of products	
4	Marketing of products	

Q.43 Secondary activity of the value chain of Porter dealing with acquisition of input or resources is said to be

Marks: 2

Question ID: 6314916

No	Options Details	Select Option
1	Procurement	
2	Resource management	
3	Infrastructure development	
4	Technology development	

Q.44 A supply chain is essentially a sequence of linked:

Marks: 2

Question ID: 6314917

No	Options Details	Select Option
1	Customers and prospects	
2	Suppliers and manufacturers	
3	Suppliers and customers	
4	Warehousing and wholesaling units	

Q.45	Typical logistic mission consists of _____ components.	Marks: 2

Question ID: 6314918

No	Options Details	Select Option
1	7	
2	6	
3	5	
4	Answer4	

Q.46	According to which of the following, "Logistics is the process of planning and controlling the efficient flow and storage of goods and services and related information from point of origin to point of consumption for the purpose of conforming to customer expectations."	Marks: 2

Question ID: 6314919

No	Options Details	Select Option
1	Philip Kotler	
2	NCPDM	
3	CLM	
4	Martin Christopher	

Q.47	Logistics activities cover a wide range of tasks. Identify among the following which one is generally not one of them.	Marks: 2
		Question ID: 6314920

No	Options Details	Select Option
1	Analyzing customer feedback	
2	Information processing	
3	Transportation	
4	Inventory management	

Q.48	EDI stands for	Marks: 2
		Question ID: 6314921

No	Options Details	Select Option
1	Electronic Distribution and Integration	
2	Electronic Data Interchange	
3	Electronic Data Input	
4	Electronic Data Initiation	

Q.49	Which of the following uses wireless technology to keep track of inventory?	Marks: 2
		Question ID: 6314922

No	Options Details	Select Option
1	RFID	
2	Satellite Communication	
3	EDI	
4	CNC	

Q.50	_____ is the process of connecting multiple systems like CRM, ERP, accounting and payment systems etc. into one single system for one database to avoid information duplication	Marks: 2
		Question ID: 6314923

No	Options Details	Select Option
1	Supply chain integration	
2	Logistic coordination	
3	Comprehensive information system integration	
4	Communication technology synchronization	