1.	The Chairman of the Planning Commission is:							
	A)	Dr. Manmohan Singh	B)	P. Chidambaram				
	C)	Dr. Montek Singh Ahluwa	lia D)	Pranab Mukherjee				
2.	The	The market is controlled by a centralized authority in a						
	A)	Capitalist economy	B)	Socialistic economy				
	C)	Mixed economy	D)	All the above				
3.	CSR is							
	A)	Corporate Security Ratio						
	B)	Corporate Statutory Record						
	C)	Corporate Social Responsi	-					
	D)	Corporate Statutory Respon	nsibility					
4.		period of the Tenth Five Year						
	A)		B)	1992-1997				
	C)	1985-1990	D)	1980-1985				
5.		Which one of the following is a prominent variable for fixing Human Development Index?						
	A)	Net National Product	B)	Gross Domestic Product				
	C)	Gross National Product	D)	Per Capita Income				
6.	Cash A) B) C) D)	Reserve Ratio (CRR) is The cash reserve maintained by commercial banks with the RBI The cash maintained by the RBI with commercial banks The cash maintained as reserve by the commercial banks in their lockers None of the above						
7.	The buying and selling of short-term commercial bills and securities to control the volume of credit by the RBI is termed							
	A)	Credit control	B)	Selective credit control				
	C)	Open market operation	Ď)					
8.	_	As per the Income Tax Act the financial year immediately preceding the assessment year is known as:						
	A)	Current year	B)	Previous year				
	C)	Financial year	D)	None of the above				
9.	The of:	The increase in national income at current prices reflects the combined influence of:						
	A)							
	B)	The rise in prices		-				
	C)	Both the above						
	D)	None of the above						

1	10.	The combination of Gross Domestic Savings (GDS) and net Capital Inflow (CI) is known as: A) Gross Domestic Capital Formation (GDCF) B) Gross Domestic Product (GDP) C) Net Domestic Product (NDP) D) Net Domestic Capital (NDC)			
1	1.	GATT A) B) C) D)	Stands for: Government Aided Tariff Tro General Agreement on Trade Generally Accepted Trade Ta Government Agreed Tariff or	and Ta	
1	2.		n that individualizes the go guishes them from its competit Copyright Registered mark		r services of a given enterprise and alled Patent Trademark
1	13.	Who wintrods A)	uced? Anand Sharma	ommer B) D)	ce when the Industrial Policy 1991 was K. Karunakaran Yaswanth Sinha
1	4.	 Which of the following is not included under the balance payment on current account? A) Visible trade relating to imports and exports B) Invisible items like receipts and payments for services C) Unilateral transfers like donations D) Inter Governmental transfer of funds 			
1	15.	Perma A) B) C) D)	nent Account Number (PAN) Income Tax Department The Election Commission of The Registration Department Scheduled Commercial Bank	India of the	
1	6.	The Committee appointed by SEBI in the year 2003 for suggesting how best to further improve the Corporate Governance (CG) practices was: A) National Committee on Corporate Governance B) The Kumarmangalam Birla Committee C) The Ambani Committee D) The Narayana Murthy Committee			
1	17.	-	oppular name of International O) established in 1945 is: EXIM Bank ADB	Bank B) D)	for Reconstruction and Development World Bank IMF

18.	India r A) C)	ratified the WTO agreement in 1994 2004	n the yea B) D)	ar: 2001 2009
19.		nation systems that monitor the zations are:	he elem	entary activities and transactions of the
	A) C)	Management-level systems Knowledge-level systems	B) D)	Operational-level systems Strategic-level systems
20.		of the following individual degrees and tend to produce Knowledge workers		vpically have less formal, advanced ner than create information? Executives
	C)	Systems analysts	D)	Data workers
21.	 Management Information Systems usually: A) Serve managers interested in weekly, monthly, and yearly results; not day-to-day activities B) Help managers make decisions that are unique, rapidly changing, and not easily specified in advance 			
	C) D)	capacity that can be applied	to a cha	red computing and telecommunications inging array of problems in transactions necessary to the conduct
22.	Pick of A) B) C) D)	ut a feature from the followin Work and work place at one Longer and rigid business pr Flat organization structure Low and selective use of tec	location rocess cy	n ycles
23.	Identifying customers and markets using data on demographics, markets, consumer behavior, and trends is an example of a/an: A) Operational-level sales and marketing information system B) Knowledge-level sales and marketing information system C) Management-level sales and marketing information system D) Strategic-level sales and marketing information system			
24.	transfo	_	interr	of facilities for procuring materials, mediate and finished products, and ers? Primary chain Distribution chain
25.		ly that aims at identifying the is termed: Diagnostic study Descriptive research	B) D)	of a problem and the possible solution Evaluation study Case analysis

26.	_		ments	on a symbolic model representing a
	A)	menon is called: Experimentation	B)	Simulation
	C)	Observation	D)	Field experiment
	C)	Observation	D)	rieid experiment
27.	Item a A) B)			able and placing them together ats are asked to rank their choices with
		respect to the items		
	C)	Evaluation of each item on those persons whose total sco		is of how well it discriminates between igh and low
	D)	None of the above		
28.		of the following is not a sam		
	A)	Validity sampling	B)	Stratified random sampling
	C)	Simple random sampling	D)	Quota sampling
20	T1 . C1	D.G 1 1 11	1 F	O 1 The CD C 1
29.		D Scale was developed by Cha		
	A)	Standard Deviation Scale	B)	Semantic Differential Scale
	C)	Self Description Scale	D)	Simple Definition Scale
30.	Which	of the following is not a Mea	isure of	Central Tendency?
50.	A)	Mode	B)	Mean
	C)	Range	D)	Median
	C)	Range	D)	Median
31.	high d		d can b	can be used in cases where there is a se used for grouping a large number of is:
	A)	Factor Analysis	B)	Discriminant Analysis
	C)	Correlation Analysis	D)	All the above
		•		
32.	Which	of the following is a Non-par	ametric	
	A)	F-test	B)	Chi-square test
	C)	Z-test	D)	T-test
22	A			
33.		e series is:	C	
	A)	points in time in terms of year	ırs, moi	· · · · · · · · · · · · · · · · · · ·
	B)	A set of ordered observation points in time in terms of year		qualitative variable taken in successive nths, weeks, days, etc
	C)	A set of information that s interval	tretches	s over a predetermined period of time
	D)	None of the above		
	,			
34.	-	_	r Analy	vsis, Multivariate Analysis of Variance,
		e examples of:	D)	B
	A)	Inferential analysis	B)	Descriptive analysis
		BOTH A 9HO B		NORE OF TRESE

35.	Sample A) B) C) D)	e size mainly depends on: Skill of the investigator The availability of time for define availability of the finance Size and nature of the popula	e with the		ollector
36.		rithmetic mean of a set of 10 etic mean of the 11 values is: 102 105	values B) D)	is 100. 101 110	If a value 155 is added, the
37.	Effectiveness is often discussed in management theory. Select the option which best defines effectiveness in relation to management. A) Effectiveness is concerned with 'doing things right' B) Effectiveness is primarily a question of 'doing the right things' C) Effectiveness is the ratio of input and output D) Effectiveness is doing things in an efficient manner				
38.		stems approach to organisatio ion that lists them Targets, outputs and feedback Inputs, throughputs and output Effectiveness, efficiency and None of the above	c uts		ree major elements – select
39.		lists fourteen so-called 'princ to the right to give orders – wh Discipline Unity of command			
40.	Which A) B) C) D)	item best describes what Tayl Business strategy The role of the external envir The motivation of workers The efficiency of working me	onment	•	
41.	princip		nsible 1	for more t	ation
42.	A fami A) C)	iliar name for T-group training Vestibule training Role playing	g is: B) D)		ity training ment game
43.	An ind A) C)	licator for the extent of decents Level of accountability Degree of power	ralizatio B) D)	Level of	responsibility delegation of authority

44.	•	ppiied to the vertic	at extension of job responsibilities?			
	A) Job enrichment	B)	Job simplification			
	C) Job Enlargemen	,	Job satisfaction			
	c) soo Emargemen	. D)	500 Satisfaction			
4.5	T	1				
45.	Learning organizations					
	A) Taylor	B)	Mayo			
	C) Mc Greggor	D)	Senge			
	, 25	,	C			
46.	Who was the proponent	of Management R	y Objectives (MBO)?			
то.		_				
	,	,	Elton Mayo			
	C) Henry Fayol	D)	Harold Koontz.			
47.	The duty to act according	g to the authority	that has been given to an individual at			
	work is:		-			
	A) Responsibility	B)	Delegation			
	C) Professionalism		Probity			
	C) Floressionalism	D)	Fibblity			
40	5 1 1:11:	0 4 0				
48.	-	•	I in which type of organisation?			
	A) Decentralised	B)	Modular			
	C) Multidivisional	D)	Matrix			
	,	,				
49.	PERT is used in:					
17.		amming B)	Critical path method			
	A) Computer progra		*			
	C) Repetitive project	ets D)	Non repetitive projects			
50.	In an assignment proble	m				
	A) One agent can d	o parts of several ta	asks			
	B) One task can be	done by several ag	ents			
		signed to its own b				
	· ·		est tusk			
	D) None of the above	VE				
51.	The point $(x, 3)$ satisfies the inequality, $-5x - 2y \le 13$. In that case the smallest					
	possible value of <i>x</i> is:					
	A) -3.8	B)	3.8			
	C) 0	D)	-1.4			
	-, -	- /				
52.	A hag contains 5 white	a halla and 2 blace	le halla Two halls are taken at random			
32.			k balls. Two balls are taken at random			
	*	*	ity that both balls drawn are black?			
	A) 3/28	B)	9/64			
	C) 6/8	D)	6/64			
53.	In the context of testing	hypotheses Type	II error occurs when			
00.	A) H0 is rejected w		ir offor occurs when			
	,					
	B) H0 is rejected w					
	C) H0 is accepted v	when H1 is true				
	D) H1 is accepted v	when H0 is true				
	_					
54.	A correlation coefficien	t between two inde	pendent variables is:			
	A) 0	B)	+1			
	*	· ·				
	C) 0.5	D)	-1			

55.	Metho A) C)	od of least squares is used for: Multivariate analysis ANOVA	B) D)	Correlation Regression
56.	,			tives, the transportation model method
30.		process of evaluating location sizes the	antenna	tives, the transportation model method
	A)	Total demand	B)	Total supply
	C)	Total shipping cost	D)	Number of destinations
57.	The w	ord strategy has its origin fron	1:	
	A)	Commerce	B)	Business
	C)	Military	D)	Government
58.			may be	e suitable for which of the following
		Γ output situation?		
	A)	High opportunities and high	_	
	B)	High opportunities and low s	_	
	C)	High threats and high strengt		
	D)	High threats and low strength	1	
59.	Busine	ess strategy provides which of	the foll	owing
	A)	Crisis management	B)	Competitive advantage
	C)	Solving day to day problems	D)	None of the above
60.	Which	of the following uses a vertice	al indus	strial network?
	A)	Coca-Cola	B)	Ford
	C)	General Motors	D)	OASIS
61.	-			ample of a finance and accounting
		nation system operating at the:		
	A)	Operational level	B)	Management level
	C)	Knowledge level	D)	Strategic level
62.		stands for		
		Total Productivity Managem		
	B)	Total Productive Maintenance	e	
	C)	Total Process Management		
	D)	Total Produce Management		
63.		gma level of quality is	D)	(00.1.6.) 1000
	A)	6 defects per 100	B)	600 defects per 1000
	C)	3.4 defects per 1000000	D)	0.6 defects per 100
64.		method of quality improvement		
	A)	Ishkaur	B)	Garvin
	C)	Deming	D)	Crosby

65.	which one of the following is a mis-match?						
	A)	I Generation—Product bench	nmarkin	ng			
	B)	II Generation—Global bench		-			
	C)	III Generation—Process bene					
	D)	IV Generation—Strategic be					
	D)	TV Generation—Strategie be	iiciiiiai	King			
66.	Enter	prise systems support:					
	A)	Manufacturing processes					
	B)	Financial and accounting pro	cesses				
	C)	Human resource processes					
	Ď)	All of the above					
67.	Whic	h of the following is not a fixed	l asset?				
07.	A)	Building	B)	Patents			
		•	/				
	C)	Goodwill	D)	Bank balance			
68.	Whic	h of the following are not a rev	enue re	serve?			
	A)	General reserve and Investme	ent allo	wance reserve			
	B)	Capital reserve and Revaluat	ion rese	erve			
	C)	Both A and B above					
	D)	None of the above					
	D)	None of the doove					
69.	Gross profit is the difference between						
	A)	Net sales and cost of goods s	old				
	B)	PAT and dividends					
	Ć)	Net sales and cost of product	ion				
	Ď)	Net sales and net purchases					
70.	Recording of capital contributed by the owner as liability ensures the adherence of						
	princi	iple of:					
	A)	Single entry	B)	Double entry			
	C)	Separate entry	D)	Materiality			
71.	The basic concept(s) related to balance sheet is/are						
	A)	Cost concept	B)	Business entity concept			
	C)	Both the above	D)	None of the above			
	- /		,				
72.		pasic concept related to P&L A					
	A)	Realization Concept	B)	Cost concept			
	C)	Profit concept	D)	Differentiation concept			
73.	As pe	er the double entry concept					
	A)	Capital = Assets + Liabilities	s B)	Capital = Assets - Liabilities			
	C)	Capital – Liabilities = Assets	D)	Capital + Assets = Liabilities			
74.	Onlv	the significant events which a	ffect th	e business must be recorded as per the			
	-	iple of:		in the second was per the			
	A)	Separate entity	B)	Accrual			
	C)	Materiality	D)	Going concern			
	,	<i>.,</i>	,	_			

75.	P&L	account is prepared	for a period	l of one	e year by following		
	A)	Time period conc	ept	B)	Consistency concept		
	C)	Cost concept	1	D)	Conservatism concept		
	-)			-,	-		
76.	Pick (out the one which is	not a featur	e of io	int venture:		
70.	Pick out the one which is not a feature of joint venture: A) Relation between the parties is that of principal and the agent						
	B)				s venture is over		
	C)	Profit belongs to					
	D)	Account sale is no	ot sent by or	ne co-v	enturer to another		
77.	Whic	h of the following w	zill regult in	a decr	ease in the net profit?		
//.			viii iesuit iii	a ucci	ease in the net profit:		
	A)	Payment of loan					
	B)	Payment to credit					
	C)	Commission paid	to sales per	son			
	D)	Purchase on land					
78.	Ном	is discount received	chown in fi	inal ac	counts?		
76.					counts:		
	A)	As an expense in					
	B)	As an expense in	-				
	C)	As an income in I					
	D)	As an income in t	rading accor	unt			
79.	Which one of the following costs is not considered while valuing the consignment						
	stock		8		2 4 5 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7		
	A)	Packaging and for	rwarding ch	arges			
	B)	Freight	waranig cii	arges			
		_	mission				
	C)	Consignee's com	IIIISSIOII				
	D)	Insurance					
80.	If a discount allowed Rs.50 was wrongly recorded as discount received, what is the						
	effect	on net profit?					
	A)	Net profit oversta	ted by Rs 10	00			
	B)	Net profit under s	-				
	C)	Net profit oversta	•				
	D)	Net profit under s	-				
	D)	rect profit under s	tated by its	30			
81.	The e	entry to record the pr	urchase of g	oods v	where the supplier grants the purchases		
	in cre	edit terms:					
	A)	Debit purchases	Credit cas	h			
	B)	Credit purchases	Debit a/c		e		
	C)	Debit purchases	Credit a/c				
		Debit purchases	Credit a/c				
	D)	Deon purchases	Credit not	es paya	able		
82.	Deter	mine a firm's total a	sset turnove	er (TA	Γ) if its net profit margin (NPM) is 5		
	perce	nt, total assets are R	s.8 million,	and R	OI is 8 percent.		
	A)	1.60		B)	2.05		
	C)	2.50		D)	4.00		
	,			,			

83.	As per the judgement in Garner Vs Murray, in the absence of any agreement to the contrary, the deficiency of the insolvent partner's capital a/c must be borne by other solvent partners: A) In proportion to their capital a/c after dissolution of the firm				
	B) In proportion to their capital a/c before dissolution of the firm				
	C) According to profit sharing ratio				
	D) According to gaining ratio				
84.	If a share of Rs 10 on which Rs.6 has been paid is forfeited, it can be reissued at				
	the minimum price of:				
	A) Rs.6 per share B) Rs.10 per share				
	C) Rs.4 per share D) Rs.2 per share				
85.	Debt equity ratio is calculated to determine:				
	A) The long term financial solvency of a business concern				
	B) The short term financial solvency of a business concern				
	C) Both the above				
	D) None of the above				
86.	For a particular concern the total fixed assets amounts to Rs.2,25,000/- and the				
	long term funds is Rs.3,00,000/ In such a situation the fixed assets ratio is:				
	A) 0.25 B) 0.50				
	C) 0.75 D) 0.85				
87.	EPS stands for:				
	A) Equity Per Share B) Earning Per Share				
	C) Equity Price of Share D) Earning Price of Share				
88.	Turnover ratios are:				
00.	A) Concerned with measuring the efficiency in asset management				
	B) Concerned with the turnover of personnel per annum				
	C) Concerned with measuring the efficiency in liabilities management				
	D) All the above				
89.	ROI is calculated using which of the following formula?				
	A) Sales/Working capital				
	B) Cost of Goods sold/ Capital employed				
	C) Profit before taxes and interest/Capital employed				
	D) Profit before taxes and interest/ Working capital				
90.	According to the International Accounting Standard No.7, the term 'fund' refers to				
	A) Cash or Cash at Bank				
	B) Cash or Cash Equivalent or Working Capital				
	C) Working Capital				
	D) None of the above				
91.	A statement in summary form indicating changes in items of financial position				
	between two balance sheet dates and showing sources and applications of funds is:				
	A) Funds Flow Statement B) Working Capital Statement				
	C) Cash Statement D) Capital Flow Statement				

92. 1. Cash flow statement shows the cause for the change in cash				_	
			sh flow analysis is a tool for sl		
		A)	Statement 1 is true	B)	Statement 2 is true
		C)	Statements 1 and 2 are true	D)	Both statements are false
	93.	Issue o	of shares, debentures and plou	ghing b	eack of profits are:
		A)	Long term source of funds	B)	Medium term source of funds
		C)	Short term source of funds	D)	None of the above
	94.	Modia	gliani – Millar approach is a:		
		A)	Working Capital Theory	B)	Capital Structure Theory
		C)	Depreciation approach	D)	Balancing Theory
	95.	Cost	of equity capital is:		
	93.			which t	he firm must earn on the equity conital
		A)			he firm must earn on the equity capital
		B)	The minimum cost to be paid		
		C)		i to the	bankers for inducing bankers to
		D)	subscribe to capital All the above		
		D)	An the above		
	96.	Capita	al rationing is applied in a situa	ation w	here
		A)	It is difficult to bring in requ	ired am	ount of capital
		B)	Financial institutions are dou	ıbtful o	r not sure of the viability of the project
		C)	A large number of investmen	nt propo	osals compete for limited funds
		D)	The dividend is converted in	to capit	al for completion of a new project
	97.	If prin	ne cost works out to Rs 1 04 0	00 and	factory overhead is 20 % on works cost,
	<i>,</i> , .	-	will be the works cost?	00 4114	2000019 0 (2111 2000 10 20) 0 011 (01110 2000,
		A)	1, 24,000	B)	1,28,000
		C)	1,30,000	D)	1,40,000
	00	3371 . 1	C (1 C 11 :	CC .	
	98.		•		d by changes in volume of output or or output for a given budget period?
		A)	Fixed cost	B)	Variable cost
		C)	Mixed cost	D)	None of the above
		C)	white cost	D)	None of the above
	99.	The q	quantity of inventory at which	ch the	total cost of inventory comprising of
		acquis	sition / ordering/ set-up costs a	nd carr	ying cost is the minimum is called:
		A) .	EOQ	B) .	ECQ
		C)	TOQ	D)	All the above
	100	TO .1			
	100.				t and the annual consumption is 4,000
					s are 20% of the value and the cost of
				e goods	s is Rs.60, how much material should be
			ed at one time?	D)	200 units
		A)	250 units	B)	300 units
		C)	400 units	D)	500 units

101.		Task and Bonus Plan is more		
	A)	A bonus system	B)	A differential piece rate system
	C)	Both the above	D)	None of the above
102.	Differ	ence between time booked and	d time k	ept is known as:
	A)	Overtime	B)	Idle time
	C)	Normal time	D)	Standard time
103.		g inflationary phase, which pri al used?	cing me	ethod would result in the lowest cost of
	A)	FIFO	B)	LIFO
	C)	Weighted average	D)	Base Stock
104.		ated using the equation: (Estimated factory overhead (Estimated factory overhead	costs ÷]	Estimated units of production) x100 Estimated direct materials costs)x100 Estimated indirect materials costs)x100
	D)	(Estimated direct cost ÷ Estin		
105.	Which	_	of ch	arging depreciation is used in cost
	A)	Straight line	B)	Diminishing balance
	C)	Written down balance	D)	Output basis
106.		r the provisions of the Complete done by:	panies A	Act of 1956, cost audit of a company
	A)	Cost Accountant	B)	Chartered Accountant
	C)	Certified Financial Analyst	D)	Certified Chartered Analyst
107.		nt ratio is 2.5: 1 and networking of current assets?	ing capi	ital is Rs. 60,000 then what will be the
	A)	Rs.1, 20,000	B)	Rs.80, 000
	C)	Rs.75, 000	D)	Rs.1, 00,000
108.	centre	s is known as:		ect manufacturing costs to various cost
	A)	Overhead absorption	B)	Cost allocation
	C)	Budgeting	D)	Implicit costing
109.	Job ra	nking method and job grading	method	l are:
	A)	Methods of job evaluation	B)	Methods of job assignment
	C)	Methods of job rating	D)	Methods of merit rating

A) First Schedule B) Second Schedule C) Third Schedule D) Fourth Schedule	110.	When direct materials are issued for production, the journal entry is:				
B) Materials Inventory A/c Dr. To Work-in-progress Inventory A/c C) Materials Inventory A/c Dr. To Direct materials A/c D) None of the above 111. The sale proceeds realized from by-products is: A) Deducted from cost of overhead B) Deducted from working capital C) Deducted from factory cost D) Deducted from expenses 112. ICMA has defined as 'that form of specific order costing where similar articles are manufactured in batches either for sale the company'. A) Job costing C) Order costing D) Batch costing C) Order costing D) Batch costing 113. In Cost Accounting, bad debts are normally A) Treated as overheads C) Treated as inventory D) Excluded 114. If an expense for advertisement of permanent nature such as hoard boards, etc. is incurred, the cost is: A) Capitalized and depreciation is charged to selling overhead B) Allocated directly to the respective departments C) Treated as selling overhead D) Allocated directly to advertisement department 115. Scheduled Banks are those which are entered in which Schedule of A) First Schedule C) Third Schedule D) Fourth Schedule C) Third Schedule D) Fourth Schedule C) Third Schedule C) Third Schedule D) Fourth Schedule C) Dividing the total market into a set of sub-markets on certa B) Dividing the total market according to the profit projection: C) Dividing the total market according to convenience D) None of the above		A)	Work-in-progress Inventory	A/c D	r.	
To Work-in-progress Inventory A/c C) Materials Inventory A/c D) None of the above 111. The sale proceeds realized from by-products is: A) Deducted from cost of overhead B) Deducted from factory cost D) Deducted from expenses 112. ICMA has defined as 'that form of specific order costi where similar articles are manufactured in batches either for sale the company'. A) Job costing B) Contract batch costing C) Order costing D) Batch costing C) Order costing D) Batch costing 113. In Cost Accounting, bad debts are normally A) Treated as overheads B) Treated as expenses C) Treated as inventory D) Excluded 114. If an expense for advertisement of permanent nature such as hoard boards, etc. is incurred, the cost is: A) Capitalized and depreciation is charged to selling overhead B) Allocated directly to the respective departments C) Treated as selling overhead D) Allocated directly to advertisement department 115. Scheduled Banks are those which are entered in which Schedule of A) First Schedule B) Second Schedule C) Third Schedule D) Fourth Schedule C) Third Schedule D) Fourth Schedule O) Prought Schedule C) Dividing the total market into a set of sub-markets on certa B) Dividing the total market according to the profit projection: C) Dividing the total market according to convenience D) None of the above			-			
C) Materials Inventory A/c Dr. To Direct materials A/c D) None of the above 111. The sale proceeds realized from by-products is: A) Deducted from cost of overhead B) Deducted from working capital C) Deducted from factory cost D) Deducted from expenses 112. ICMA has defined		B)			/c	
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- 118. The four Ps of Marketing are:
 - A) Product, Price, Place, Parties
 - B) Product, Profit, Promotion, Place
 - C) Product, Promotion, Place, Planning
 - D) Product, Price, Promotion, Place
- 119. A name, term, symbol, or design intended to differentiate the product or service from the competitors:
 - A) Branding

B) Promotion

C) Strategy

- D) Segmentation
- 120. The present Governor of RBI is
 - A) Suba Rao

B) Bimal Jalal

C) Y.V.Reddy

D) R.N.Malhotra
