

12TH BST

1. Which of the following can be marketed?
 - (A) Red Cross society persuading to donate blood
 - (B) Kerala Tourism persuading people to vi Kerala for health tourism
 - (C) Political parties persuading to vote for c particular candidate
 - (D) All of the above
2. Which of the following statements is n true with regard to the concept of a prod
 - (A) It is a bundle of utility
 - (B) It is a source of satisfaction
 - (C) It is confined to physical product
 - (D) All of the above
3. Which of the following ways help in improving communication effectiveness?
 - (A) Ensuring proper feedback
 - (B) Being a good listener
 - (C) Ensuring follow up patience
 - (D) All of the above
4. Which of the following is not a type of communication barrier?
 - (A) Semantic barriers
 - (B) Psychological barriers
 - (C) Rational barriers
 - (D) Organisational barriers

5. Under which of the following conditions does a business need not maintain a high level of inventory?

- (A) When a higher level of customer services need to be provided
- (B) When a high degree of accurate sales forecast can be made
- (C) When the responsiveness of the distribution system is low
- (D) All of the above

ECONOMICS

6. $APC+APS$ should always be equal to 1

- (A) None of these
- (B) 1
- (C) FALSE
- (D) Depends on their value

7. Warehousing method of disinvestment refers to

- (A) government selling part of its shares in one PSU to other PSUs.
- (B) government selling shares of PSUs to public sector financial institutions and banks.
- (C) government's own financial institutions buying government's stake in select PSU's and holding them until any third buyer emerges.
- (D) none of the above.

8. Which of these is major component of external debt?

- A Short term debt B Long term debt
C Commercial borrowings D NRI deposits

9. Total Expenditure - [Revenues Receipts + Recovering + Sale of Public Assets] =

- A Budgetary Deficit
B Fiscal Deficit
C Revenue Deficit
D Primary Deficit

10. Excess of total expenditure over total receipts is known as

- A budgetary deficit
B revenue deficit
C fiscal deficit
D none of the above.

ACCOUNTS

11. Number of partners in a partnership firm may be _____.

- (a) Maximum ten
(b) Maximum one hundred
(c) Maximum fifty
(d) Maximum two

12. No cash transaction will be excluded from the _____.

- (a) Profit and loss account
(b) Receipts and payments

(c) Income and expenditure account

(d) Balance sheet

13. Receipts and payments account usually indicate _____.

- (a) Capital fund (b) Debit balance
(c) Credit balance (d) Surplus

14. Liability of a partner is _____.

- (a) Unlimited
(b) Determined by the partnership account
(c) Limited
(d) None of the above

15. In the absence of a partnership deed, partners are not entitled to receive _____.

- (a) Commission (b) Interest on Capital
(c) Salaries (d) All of the above