

T.Y.B.Com.(F.M.) - Semester V

Sample Questions

Subject	Sr. No.	Question	Option a	Option b	Option c	Option d	Correct_Option
MFS	1	A _____ is the intangible equivalent of an economic good.	Service	Product	Market	Target audience	A
MFS	2	_____ is a set of processes for managing customer relationship in a way that benefits the organization and stakeholders.	Sales	Production	Service Marketing	Advertising	C
MFS	3	_____ is the process of dividing a market into sub-sets.	Positioning	Targeting	Diversification	Market Segmentation	D
MFS	4	_____ refers to selecting a single or few units of the market and focusing on them.	Marketing	Targeting	Service Marketing	Positioning	B
MFS	5	_____ refers to occupying a relative position in the minds of target audience.	Advertising	Segmentation	Positioning	Promotion	C
MFS	6	Which of the following is not one of the 7 Ps of extended marketing mix?	Presentation	Place	Physical Evidence	Process	A
MFS	7	A _____ is a graphical representation of the service processes.	Service orientation	Service Blueprint	Service Marketing	Service sector	B
MFS	8	_____ is a customer that behaves erratically causing problems to the firm.	Problem creator	impatient customer	Jay customer	Imposter	C
MFS	9	_____ is used to measure customer perceptions of service quality.	SERVQUAL	SIX SIGMA	Process	Price	A
MFS	10	_____ CRM studies the customer data for a host of different purposes.	Functional	Operational	Collaborative	Analytical	D
MFS	11	_____ ia a societal process by which individuals and groups obtain what they need and want through creating, offering, anf freely exchanging products and service of value with others.	Marketing	Engagement	Services	Information	A

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MFS	12	_____ is the environment in which the service is delivered and where the firm and the customer interact.	Marketing	Engagement	Service environment	Information	C
MFS	13	_____ is the most significant factor in determining the long run success of the organizations.	Quality	Productivity	Marekting	Information	A
MFS	14	_____ is the part of extended services marketing mix.	Product	Physical evidence	Place	Price	B
MFS	15	_____ marekting is the communication of information to employees.	Specific	General	External	Internal	D
MFS	16	_____ refers to services provided by finance industry	Financial services	Digital services	Consultancy	Transport services	A
MFS	17	_____ are not available later if they are not uiltized at the time of availability	Services	Goods	Marketing	Products	A
MFS	18	Providers of services make up the _____ sector of the economy	Primary	Secondary	Tertiary	Quaternary	C
MFS	19	The communication which establishes through a direct channel without using any intermediaries is referred as _____	Direct marketing	Sales promotion	Positioning	Advertising	A
MFS	20	Service encounter is considered as _____ marketing	Period of time	Real time	Interactive	Indirect	B
MFS	21	External marketing transforms customers into _____ customers	Casual	One time	Habitual	Inactive	C
MFS	22	_____ is a set of procedure intended to optimize performance	Service assurance	Service failure	Recovery	Service encounter	B
MFS	23	Advertisement is persuasive _____	Selling	Promotion	Marketing	Publicity	B
MFS	24	_____ is a new trend in marketing	Social media	Print media	Traditional marketing	Strategic marketing	A
MFS	25	Technology helps in understanding _____ profile of users	Public	Choice	Innovative	Behavioural	B

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TA	26	Secondary movements run counter to the_____.	Daily fluctuation	Primary Trend	Price	Tertiary Movement	B
TA	27	The Evening Star is a reversal pattern that occurs at the ___ of an uptrend	Bottom	Top	Midway	All of the above	B
TA	28	A_____ is a horizontal floor where interest in buying a commodity is strong enough to overcome the pressure to sell.	Support	Resistance	Volume	None of the above	A
TA	29	_____ contains three successive peaks with the middle peak being the highest and the two outside peaks being low and roughly equal.	Double top	Triple top	Head & Shoulder	Rounded top	C
TA	30	A _____ is formed by computing the average price of a security over a specified number of periods.	EMA	SMA	WMA	RSI	B
TA	31	Oscillators is to measure on a percentage scale from _____.	-100 to 100	20 to 80	30 to 70	0 to 100	D
TA	32	_____ is usually the largest and most powerful wave of dominant trend.	Wave 1	Wave 2	Wave 3	Wave 4	C
TA	33	Which of the following is not rule for stop lossing money?	Don't seek the Holy Grail	Don't forget your discipline	Don't forget the plan	Trust others opinions	D
TA	34	Which of the following is advantage of day trading?	No overnight risk	Lackof risk management	Improperly tested strategy	Lack of order knowledge	A
TA	35	Which of the following are Principles of Dow Theory?	The stock market discounts all information	Primary' trend has three phases.	volume must confirm the trend	All of the above	D

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TA	36	Technical analysis can help investors anticipate what is "likely" to happen to	over time.	price	Fair Value of Stock	Economy	C
TA	37	In a _____ trend resistance level and support level both go down	Upward	Sideways	Downward	Coincidental	C
TA	38	MACD stands for _____	Moving Average Convergence Divergence	Moving Asset Convergence Divergence	Moving Average Cost Divergence	Moving Average Convergence Demand	A
TA	39	According to the Dow Theory, the primary trend represents a cycle lasting approximately	3 to 6 months.	6 to 12 months.	3 to 6 weeks.	3 to 4 years	D
TA	40	In intra day trade, _____ loss is considered.	Normal	Stop	Abnormal	Fast	B
ER	41	Core activity of Equity Research includes____	Brokers Analysis	Bull Analysis	Bear Analysis	Macro Economic Analysis	D
ER	42	Approaches of Equity Research includes____	Economic Analysis	Industry Analysis	Company Analysis	All of These	D
ER	43	Performance measurement for industry is_____	Profit of the industry	BCG Matrix	Sales of the industry	Capacity utilization	B
ER	44	If L&T has ROCE of 50% & CG has ROCE of 25%, Which company is better for investing assuming the ROCE as the only relevant factor	CG	L&T	BOTH	None of These	B
ER	45	Divident Payout Ratio of Ultra Cement is 40% and that of Star cement is 25%, Which company is better from investment point of view considering the Dividend payout as the deciding factor	Ultra Cement	Star Cement	BOTH	None of These	A
ER	46	Key ratio to be considered while investing in a particular company is_____	Demand to Supply	P/E	Open positions	Volatility	B
ER	47	Analytical Research involves_____	Matured thinking	Agressive thinking	Critical thinking	No thinking	C

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ER	48	Research used by direct or indirect observation is ____	Empirical Research	Analytical Research	Smart Research	None of These	A
ER	49	Research used to describe phenomenon is _____	Empirical Research	Analytical Research	Smart Research	Descriptive Research	D
ER	50	Giving free shares for existing shares held is called as ____	Bonus issue	Rights issue	Split issue	Consolidated issue	A
ER	51	Regulator of Stock Exchanges is -	SEBI	IRDA	RBI	PFRDA	B
ER	52	There are _____ recognised stock Exchanges in India.	22	23	24	29	B
ER	53	How many securities in Nifty -	20	30	40	50	D
ER	54	Primary Market is called -	Listing	New Issue market	Old Issue Market	Shares	B
ER	55	Secondary Market has -	New Issue	Right Shares	Trading of Securities	Bonus Shares	C
ER	56	SEBI Act was passed in -	1988	1992	1996	2000	B
ER	57	_____ issued to Directors or Employees at discount or for consideration.	Bonus shares	Right Shares	Sweet Equity	Warrents	C
ER	58	Sweet Equity issued at -	Premium	commission	discount	loss	C
ER	59	RBI Governor is -	Mr. Raghuram Rajan	Mr. Shashikanta Das	Mr. Urjit Patel	Mr. D. Subbarao	B
ER	60	The process of trading started in India in _____ in Bombay.	1800	1875	1900	1947	B
DTAX	61	Provisions applicable under each head of income are	Same	Similar	Different	Equivalent	C
DTAX	62	Assessment year is the period of 12 months commencing on	the first day of March every year	the first day of January every year	Financial Year immediately preceding the previous year	the first day of April every year	D

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DTAX	63	Previous Year means the	financial year immediately after the assessment year	the period of 12 months commencing on the first day of April every year	financial year immediately preceding the assessment year	Calendar Year immediately preceding the assessment year	C
DTAX	64	Income includes	Dividend	Voluntary Contribution	Capital Gains	Dividend, Voluntary Contribution and Capital Gains	D
DTAX	65	A person is physically handicapped upto 45%. What is the deduction under section 80U?	NIL	Rs 75000	Rs 125000	Rs 150000	B
DTAX	66	Senior citizens for section 80D means attaining _____ years anytime during the previous year or more	58 years	60 years	62 years	65 years	B
DTAX	67	Gift received by an individual Rs 70000 from his friend Rajesh during the time of marriage shall be	Fully Taxable	Fully Exempt	Exempt upto Rs 50000	Taxable Rs 20000	B
DTAX	68	Indexation is applicable to	Sale of short-term capital assets	Sale of long term debentures	Sale of depreciable capital assets	Sale of long term capital assets which are not depreciable assets	D
DTAX	69	Capital gain arises from the transfer of	An asset	Any fixed asset	A capital asset	House Property only	C

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DTAX	70	Manan, a chartered accountant, is employed with Mayu Ltd as internal auditor and requests the employer to call the remuneration as internal audit fee. Manan shall be chargeable to tax for such fee under the head	Income from Salaries	Profits and Gains from Business and Profession	Income from Other Sources	Income from Capital Gains	A
DTAX	71	There are _____ heads of income.	2	3	4	5	D
DTAX	72	_____ tax is now abolished.	Income	Gift	Wealth	Indirect	B
DTAX	73	Income tax is governed by Income tax Act _____.	1761	1861	1961	1962	C
DTAX	74	Leave travel Concession is a _____.	Perquisite	Allowance	Bonus	Fund	A
DTAX	75	Every employee is entitled for deduction under section _____.	16	17	18	19	A
DTAX	76	Income tax extends to _____ of India.	Citizens	whole	States	Union Territories	B
DTAX	77	Income tax is a tax on _____.	Salary	Income	Gross Total Income	Net Taxable Income	B
DTAX	78	Residential status of the assessee depends on the _____ of the assessee in _____ during the previous year.	Citizenship, India	parent, grand parents, undivided	Stay, India	Stay Outside India	C
DTAX	79	If the assessee satisfies the basic condition he will be treated as _____.	Non Resident	Resident	Both R & OR and R but NOR	Non Resident Indian	B
DTAX	80	Gross Annual Value of a SOHP is _____.	Nil	five	gross annual value	Net Annual Value	A
DTAX	81	Municipal tax is a deduction allowed on _____ basis.	payment	Gross Annual Value	business or profession	Net Annual Value	A
DTAX	82	Deduction u/s 80 DD in respect of maintenance of a handicapped dependent is allowed to _____ or _____ assessee only.	Gross Total Income	Any assessee	Individual or H.U.F.	Individual or HUF	C

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Subject	Sr. No.	Question	Option a	Option b	Option c	Option d	Correct_Option
DTAX	83	Deduction u/s 80 E is available for interest on loan for higher education to _____ assessee only.	self only	self or spouse	Individual	Company	C
DTAX	84	Advance against salary is _____.	Government employee	entertainment	non-taxable	taxable	C
DTAX	85	Deduction for bonus or commission to employee is allowed only on _____ basis.	payment	sales	actual cost	Receipt	B
FD	86	A derivative is a financial instrument whose value depends on the value of _____.	Underlying Loss	Underlying liability	Underlying profit	Underlying asset	D
FD	87	(OTC) Over-the-counter contracts such as forwards and swaps, are bilaterally negotiated between the _____ counterparties.	One	Two	Three	Four	B
FD	88	A _____ an agreement wherein two parties agree to exchange two different streams of cash flows over a definite period of time on pre-determined terms.	Future	Forward	Option	Swap	D
FD	89	Contract for Differences (CFDs) has no _____.	Dividend	Quantity	Price	expiration date	D
FD	90	Forward & Swap contracts are _____ derivatives.	Exchange	OTC	Hybrid	All of the above	B
FD	91	Future & Option contracts are _____ derivatives.	Exchange	OTC	Hybrid	All of the above	A
FD	92	The day on which transaction is settled either by offsetting it in cash or by giving the delivery of the underlying asset at the price agreed on transaction / contract date, is called as _____.	Transaction Date	Settlement Day	Spot Date	Ready Date	B
FD	93	Stock Index futures are futures contracts on _____.	stock indices	Commodity Indices	Currency Indices	All of the above	A

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FD	94	long hedge means a _____ position in futures.	Short	Long	Neutral	Both, Short & Long	B
FD	95	Basis is the difference between the spot price of the underlying and the _____ of that underlying.	Historical Price	Current Price	Futures price	Book Value	C
FD	96	An option seller is also known as _____	Option Copier	Option holder	Option creator	Option writer	D
FD	97	An option holder is said to take a _____ position.	Long	Short hedge	Medium	Close	A
FD	98	An option writer has a / an _____ to honor the option if exercised by the holder.	Right but not obligation	Both right and a obligation	Obligation	Call	C
FD	99	An option which gives its holder a right but not an obligation to buy an asset at a future date is known as _____ option.	Throw	Call	Put	Goods	B
FD	100	The amount paid by option holder to the option writer to purchase the option is also known as _____	Strike price	Market price	Option premium	Market	C
FD	101	The securities markets have the following category(ies) of participant(s).	issuers	investors	intermediaries	brokers	B
FD	102	Companies can raise foreign currency resources in USA by _____.	GDR	Euro Issues	ECB	ADR	D
FD	103	Which of these is an Indian Stock Market Index.	FTSE	NIFTY	NIKKET	S&P 500	B
FD	104	Public Provident Fund is the _____ term investment option in India.	long	short	medium	very short term	A
FD	105	After the IPO, when the shares being to be traded in the secondary market, the market price_____.	will be same as issue price	will be above the issue price	will be below the issue price	may be above or below the issue price	D

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FD	106	In Indian securities markets, the term _____ for debt instruments issued by private corporate sector.	Debentures	Treasury Bills	Bonds	Equity shares	A
FD	107	What is an INDEX?	It's a basket of shares	its an indicator of market movement	its an indicator of the economic conditions of a country	All of the above	C
FD	108	Delisting of securities means _____ removal of securities of a listed company from a Stock Exchange.	permanent	temporary	short term	medium term	A
FD	109	The issue of new securities to existing shareholders at a ratio to those already held, at a price is known as _____.	Bonus Issue	Right Issue	Convertible Issue	Debenture Issue	B
FD	110	_____ is an example of passive Fund Management.	Value Funds	Sectoral Funds	Index Funds	Tax Saving Funds	C
BE&CG	111	Which of the following is not an ethical issue _____.	organization system related	corporate issues	individual issues	communication issues	D
BE&CG	112	_____ enables employees understand how business ethics relates to all operational issues in the organisation.	Ethics committee	Integrity Pact	Ethics training	Board of directors	C
BE&CG	113	Which of the following is not one the underlying principles of the corporate governance Combined Code of Practice? _____.	acceptability	accountability	openness	integrity	A
BE&CG	114	Agency theory specifies mechanisms to reduce _____.	organizational motive	corporate value	agency loss	accountability	C
BE&CG	115	SEBI has set up a separate cell to address the grievances of investors--- (SCORES) which stands for _____.	SEBI Complaints Redressal System	SEBI Corporate Redressal System	SEBI Companies Redressal System	SEBI Complaints Regulation System	A
BE&CG	116	_____ have a primary stake in the business.	Board of directors	Government	Financial Institution	Shareholders	D

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BE&CG	117	The _____ use different tools to assess the health of company before investing resources in it.	Government	Institutional Investors	Firms	Management	B
BE&CG	118	Which of the following committees approves management strategic plans?_____.	Governance committee	Audit committee	Compensation committee	Remuneration committee	A
BE&CG	119	An example of an internal governance mechanism is a _____.	Shareholder activist	Shareholder proposal	Audit committee	Income tax department	C
BE&CG	120	Identifying the _____ is the real challenge.	ethical department	ethical people	ethical solution	ethical dilemma	D
BE&CG	121	A written corporate _____ fulfills a number of communicative functions.	code of conduct	article of association	memorandum of association	prospectus	A
BE&CG	122	_____ is pillar of good corporate governance	unsatisfied customers	protection of shareholders right	trade union by employees	mismanagement	B
BE&CG	123	_____ is an instrument for benefiting all stakeholders of a corporate entity.	policy	rules	morals	corporate governance	D
BE&CG	124	India has ranked _____ in the global corruption perception index for 2017 released by Transparency International.	93rd	81st	75th	95th	B
BE&CG	125	Business ethics is a code of _____	Conduct	Moral	Social	Rational	A
BE&CG	126	The chairman of the audit committee is an _____ director	Independent	Dependent	Operating	once	A
BE&CG	127	_____ culture may be blind to needs of coworkers	Law and order	Diversified	Liberal	Rules	A
BE&CG	128	The word 'governance' comes from the _____ root 'gubernare' to steer	Latin	Italian	Indian	American	A
BE&CG	129	Good corporate governance is simply 'good business' it not ensures	Transparency in business transactions	Statutory and legal compliances	Protection of shareholder interests	Frauds	D

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BE&CG	130	_____ requires companies to develop and closely monitor comprehensive and robust programs and mitigate any number of possible risk factors	Executives	Organization	Mangers	Corporate Governance	D
BE&CG	131	_____ voting shall be used in the election of directors	Situational	Cumulative	Electronic	Annual	B
BE&CG	132	_____ investors are non-bank persons or organizations involved in the collection of significant amounts of money for trading in securities, real estate and other investment assets	Institutional	Share	Individual	Stock	A
BE&CG	133	_____ was registered as a society on September 12, 2008 under the Societies Registration Act, 1860	ICICI	IICA	IDBI	HDFC	B
BE&CG	134	_____ is the key mechanism for achieving transparency, one of the principles of corporate governance	Disclosure	Ethics	Corporate Governance	Ethical Dilemma	A