

## Sample Questions

### SYBMS

#### Subject: -Strategic management

##### Simple Question:

1. The second step in a Turnaround Strategy is
  - Setting up of a turnaround committee
  - Identifying the causes of losses
  - Detailed investigation of causes
  - Alternative solutions

##### Moderate Question:

2. Mission, Objectives, Policies, Procedures, Rules and Strategies etc. are examples of
  - Standing Plans
  - Single Use Plans
  - Ad hoc Plans
  - Projected Plans

##### Difficult Question:

3. To be the happiest place on earth is the Vision statement of
  - Hollywood
  - Disneyland
  - Imagica
  - Snow-world

## **Subject: Social marketing**

### Simple Question

1. The idea of marketing social benefits was first introduced by Wiebe in the year
  - 1970
  - 1980
  - 1960
  - 1950

### Moderate Question

2. Out of the following, which is an objective of Social Pricing
  - Social Equity
  - Brand Equity
  - Sales Maximization
  - Competition

### Difficult Question:

3. These are highly trained and experienced professionals.
  - Social Entrepreneurs
  - Social Managers
  - Social Change Agents
  - Social Workers

## **Subject: Customer Relationship Management**

Simple Question:

1. Implementations of CRM involves
  - High Cost
  - Low Cost
  - Medium Cost
  - Flexible Cost

Moderate Question:

2. CRM came into existence in
  - 1990s
  - 2000
  - 1980s
  - 1970s

Difficult Questions:

3. Win back strategies, Acquisition Strategies, Retention Strategies
  - CRM Strategy
  - CRM Cycle
  - CRM Strategy Cycle
  - CRM Policy

## **Business Planning**

1. It is an entrepreneurial training programme (L1)
  - a) Entrepreneurship
  - b) Entrepreneur schemes
  - c) Entrepreneur development programme
  - d) entrepreneur development scheme
  
2. Lack of proper dedicated management team is disadvantage for (L2)
  - a) Established business
  - b) New start up
  - c) Listed companies
  - d) Private companies
  
3. Outsourcing benefits outsourcing company in (L3)
  - a) Quality Product
  - b) Reduction in Costs
  - c) Innovation
  - d) Higher Output

# Consumer Behavior

1. This class enjoys higher status in society (L1)
  - a) Upper Class
  - b) Middle class
  - c) Lower Class
  - d) Top class
  
2. Which model tries to explain buying behavior by establishing a link between the organization & consumer (L2)
  - a) Nicosia Model
  - b) EBM Model
  - c) Howard Sheth Model
  - d) EKB Model
  
3. People avoid psychologically threatening messages (L3)
  - a) Perceptual blocking
  - b) Perceptual defense
  - c) Selective exposure
  - d) Selective attention

**SYBMS (Finance) – Equity & Debt market**

1. In an IPO, any application for shares above Rs.200,000 classify an investor as (L1)

1. Qualified Institutional Buyers	2. Retail Institutional Investors
3. Non institutional investors	4. Merchant Banker

2. A situation where investors are able to transfer surplus margin from one account to another account where margin is below minimum maintenance margin is called (L2)

1. Short selling	2. Cross margining
3. Dematerialization	4. Risk Management

3. Calculate the current yield of a bond having face value of Rs1000 with a 6% interest rate , is bought at Rs.1100 (L3)

1. 6.6%	2. 6.0%
3. 6.5%	4. 5.45%

**SYBMS SAMPLE QUESTIONS**

**INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-1**

1. The term WAN stands for- (L1)
  - a. Water Area Network
  - b. Wide Area Network
  - c. Way Area Network
  - d. Watch Area Network
2. This is a network that links each node to the server and also to one another- (L-2)
  - a. Star
  - b. Snowflake
  - c. Meshnet
  - d. Ring
3. It is known as unsolicited commercial email- (L-3)
  - a. Spam
  - b. Scam
  - c. Phishing
  - d. Hacking

## SYBMS FINANCE

### INTRODUCTION TO COST ACCOUNTING

1. Indirect material used in production is classified as this type of overhead- (L-1)
  - a. Office
  - b. Selling
  - c. Distribution
  - d. Factory
  
2. In Reconciliations Statements, Expenses shown only in cost accounts are- (L-2)
  - a. Added to financial profit
  - b. Deducted from financial profit
  - c. Deducted from financial profit
  - d. Ignored. No effect
  
3. A chemical process has normal wastage of 10% of the input. In a period, 2500 kg of material were input and there was abnormal loss of 75 kg. What quantity of good production was achieved? - (L-3)
  - a. 2175 kgs
  - b. 2250 kgs
  - c. 2425 kgs
  - d. 2500 kgs



**Subject: -Environment Management**

Simple Question:

1. Woods and metal objects, wall board, concrete rubble are all a part of which waste...?
  - a.) C&D waste
  - b.) MSW waste
  - c.) CF Waste
  - d.) MK waste

Moderate Question:

2. The process of disaster management involves four phases: mitigation, preparedness, response and...?
  - a.) Recovery
  - b.) Delivery
  - c.) Defence
  - d.) Result

Difficult Question:

3. Mesosphere is a zone which has thickness of how many kilometers?
  - a.) 10 kilometre
  - b.) 20 kilometre
  - c.) 30 kilometre
  - d.) 40 kilometre

**Accounting for Managerial Decisions**

1. Debtors are disclosed under (L – 1)

- a. Fixed Assets
- b. Current Assets
- c. Current Liability
- d. Investments

2. Standard Current ratio is ( L – 2)

- a. 1
- b. 1.5
- c. 2
- d. 3

3. Gross Sales: 1 lac; COGS: 70,000; Calculate Gross Profit Ratio (L-3)

- a. 20%
- b. 30%
- c. 70%
- d. 80%