

**TYBMS (Core) – Logistics**

1. When all the order processing activities are performed in the most efficient manner with the goal to achieve 100% customer satisfaction is called

1. Customer Delight	2. Perfect Order
3. Timely Delivery	4. Customer Satisfaction

2. Trailer on flat car (TOFC) is an example of following intermodal transport

1. Piggy Back	2. Fishy Back
3. Birdy Back	4. Land Bridge

3. Benchmarking is a following type of performance measure

1. Internal	2. External
3. Sector based	4. Managers

**TYBMS (Finance) – Commodities**

1. Following type of risk is influenced by level of financial gearing, interest coverage etc

1. Business Risk	2. Default Risk
3. Interest Rate risk	4. Finance risk

2. The relationship between future price and spot price can be called as

1. Basis	2. Cost of Carry
3. Perfect Hedge	4. Speculation

3. A market in which all orders are of regular lot size is called as

1. Odd Lot market	2. Auction market
3. Normal market	4. Stop loss market

**TYBMS (Marketing ) – E-commerce & Digital Marketing**

1. Use of internet for public procurement happens in following e-commerce category

1.B2B	2. B2G
3. P2P	4. B2C

2. EDI is used by insurance companies mostly for following purpose

1.Sales processing	2. Claim processing
3. Application processing	4. Selling policies

3. Biggest drawback of SEO is

1.It is complex	2. SEO results are slow
3. It is expensive	4. It generates traffic

## **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

## Service Marketing

1. It is the difference between desired service and the level of service considered adequate
  - a) Zone of tolerance
  - b) SERVQUAL
  - c) GAP model
  - d) Mapping
  
2. Which marketing is the application of marketing principles by industries in one or more than one country.
  - a) Service Marketing
  - b) International Marketing
  - c) Marketing of Goods
  - d) Globalization
  
3. Important components of internal service quality include all of the following except for
  - a) Customer referrals
  - b) Rewards and recognition
  - c) Workplace design
  - d) Job design

## IAPM

### Level 1

1. CDSL is

- a) Very First Depository
- b) Second Depository
- c) Not Depository
- d) Is Stock Exchange

### Level 2

2. Risk is higher if

- a)  $\beta = 0$
- b)  $\beta = 2$
- c)  $\beta = 1$
- d)  $\beta$  is 4

### Level 3

3. Strong form of market is suggested by

- a) EMH
- b) Dow Jones
- c) Elliot Wave
- d) Pecking Order Theory

**Subject: -Sales & Distribution Management**

**Simple Question:**

1. Who develop a cost effective marketing mix strategy for each brand & product and instantly react to the changes in the market place?
  - a) Product Manager
  - b) HR Manager
  - c) Sales Manager
  - d) Operations Manager

**Moderate Question:**

2. Distributors rarely sell a manufacturer's goods directly to ....
  - a) BOD
  - b) Shareholders
  - c) Customer
  - d) Potential Owner

**Difficult Question:**

3. The frequency of sale of an FMCG product is, much more than that of ....
  - a) Products
  - b) Consumer Durable
  - c) Price
  - d) Location

## Direct Taxation

1. Person liable to pay tax is (L – 1)

- a. Minor
- b. Assessee
- c. Tax officer
- d. Individual

2. Standard deduction under section 24 (L – 2)

- a. 10% of NAV
- b. 15 % of NAV
- c. 20 % of NAV
- d. 30 % of NAV

3. Municipal Value: 1 lac; Standard Rent: 70,000; Calculate GAV of SOP (L -3)

- a. 1,00,000
- b. 30,000
- c. Nil
- d. 70,000



## Wealth Management

1. Person taking insurance is known as (L – 1)

- a. Insurer
- b. agent
- c. Insured
- d. Third party

2. Repayment of education loan interest is allowed as deduction under section (I – 2)

- a. 80C
- b. 80D
- c. 80E
- d. 80U

3. Following is a capital asset ( L -3)

- a. Jewelry
- b. Agricultural land
- c. Stock in trade
- d. House furniture