

**1. A test is used to judge the mental capacity of an applicant**

(a) Personality test

(b) Proficiency test

(c) Aptitude test

(d) Intelligence test

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**2. Reference check of the personnel is the process under**

- (a) Compensation
- (b) Training
- (c) Evaluation
- (d) Recruitment

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- (b) Process
- (c) People
- (d) Things

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- (b) Application blank
- (c) Employment test
- (d) Scrutiny of applications

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**5. A test help to measure a candidates capacity to learn particular skills and his potential abilities**

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**6. A middleman is the person who provides a link between the**

- (a) Manufacturer and owner
- (b) Workers and owner
- (c) Customer and owner
- (d) Manufacturer and customer

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**7. The price that equates market supply and market demand is called**

- (a) Market restoring price
- (b) Market depreciating price
- (c) Market elastic price
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**8. The art of planning, organizing, staffing, motivating and controlling is called**

- (a) Manufacturing
- (b) Advertising skills
- (c) Management
- (d) Marketing

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**9. The channel involving retailers and given in wholesalers is**

- (a) The primary channel
- (b) The typical channel
- (c) The secondary channel
- (d) The marketing channel

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**10. Which is the end party in the pharmaceutical marketing channel**

- (a) Physician
- (b) Pharmacist
- (c) Consumer
- (d) Retailer

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**11. A mercantile agent who negotiates purchase sale of goods on behalf of other**

- (a) Commission agent
- (b) Factor
- (c) Auctioneer
- (d) Broker

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- (a) Locating errors of complex omission
- (b) Locating errors of principle
- (c) Locating errors of commission
- (d) Locating totaling errors

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**13. A merchant who can initiate  
entirely on buying and selling in large  
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- (a) Pure wholesaler
- (b) Manufacturer wholesaler
- (c) Retailer wholesaler
- (d) None of these

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**14. A receipt given by a seller to a buyer who has returned goods, which can be offset against future purchases**

- (a) Credit note
- (b) Invoice
- (c) Debit note
- (d) Bill

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**15. The second step in selling process is**

(a) Pre-scale preparation

(b) Prospecting

(c) Approaching

(d) Presentation

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**16. One among the following is not a source of secondary data for market research**

- (a) Sales turnover
- (b) Annual report
- (c) Trade journals
- (d) Market research

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**17. Given in the following are the sources of primary data EXCEPT**

- (a) Trade associations
- (b) Salesman
- (c) Consumers
- (d) Dealers

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(b) Salesman

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**18. Which of the following method is used for sales promotion**

- (a) Coupon
- (b) Trade stamp
- (c) Free sample
- (d) All of these

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**19. Which of the following are essential qualities of a salesman**

(a) Moral

(b) Vocational

(c) Mental

(d) All of these

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(c) Mental

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**20. Which technique is used for consumer-based sale promotion EXCEPT**

- (a) Credit facility
- (b) Contests or sweepstakes
- (c) Buy-back allowance
- (d) Sales contests

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**21. The import of foreign goods of one country to export it to other countries is called**

- (a) Entrepot trade
- (b) Import trade
- (c) Extrapot trade
- (d) Export trade

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**22. One among the below is not an objective of sales promotion**

- (a) Prize contests
- (b) Introduction of new product
- (c) Popularize brand name
- (d) Assist dealers

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**23. Sales return means goods returned to the supplier due to**

- (a) Good quality
- (b) Defective quality
- (c) Super quality
- (d) None of these

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**24. The colours have attention value following order for window display is**

- (a) Red>Orange>Yellow>Green>Blue
- (b) Orange>Red>Yellow>Green>Blue
- (c) Blue>Red>Yellow>Green>Orange
- (d) Yellow>Red>Blue>Green>Orang

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**25. In which type of outdoor advertisement people are dressed in fancy attires and carry on their persons the posters**

- (a) Sky-writing
- (b) Transit advertising
- (c) Sandwichmen
- (d) Posters or hoarding

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**26. The sum of money or goods withdrawn by the proprietor from business for his personal use is called**

- (a) Current liability
- (b) Investment
- (c) Assets
- (d) Drawings

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**27. The ability of the firm to meet its current liability is measured by**

- (a) Solvency ratio
- (b) Liquidity ratio
- (c) Activity ratio
- (d) Profitability ratio

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28. The assets and liabilities of a business organization is account

- (a) Profit and loss
- (b) Balance Sheet
- (c) Trial balance
- (d) Debentures

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**29. Which one is used to measure relative claims of creditors and owners**

- (a) Solvency ratio
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**30. Which of the following is credited to the profit and loss account**

- (a) Carriage outwards
- (b) Cash discount from creditors
- (c) Printing and stationery
- (d) Advertisement

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**31. In the sale price of bulk drugs, a post-tax return of percentage on net worth is considered**

- (a) 22
- (b) 26
- (c) 12
- (d) 14

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(a) 22

(b) 26

(c) 12

(d) 14

**32. Acid test ratio is otherwise known as**

- (a) Current ratio
- (b) Financial position ratio furniture is
- (c) Liquidity ratio
- (d) Networking capital ratio

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**33. Assets held on a long-term basis in the business, such as land, machinery, building, furniture is**

- (a) Current assets
- (b) Fixed assets
- (c) Capital
- (d) Drawings

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**(b) Fixed assets**

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**34. Working capital ratio is also known as**

- (a) Quick ratio
- (b) Solvency ratio
- (c) Profitability ratio
- (d) Current ratio

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- (a) Quick ratio
- (b) Solvency ratio
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**35. Intended to measure the efficiency with which the firm manages and utilizes its assets**

- (a) Activity ratio
- (b) Gross profit ratio
- (c) Net profit ratio
- (d) Solvency ratio

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(c) Net profit ratio

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### **36. According to Dual aspect concept**

- (a) Assets Capital - Liabilities
- (b) Assets Capital + Liabilities
- (c) Assets Capital - 1/Liability
- (d) Assets Capital + 1/Liability

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**37. The transactions which are not capable of being recorded in terms of money are not entered in account books. The concept applied in this case is**

- (a) Accounting period
- (b) Money measurement
- (c) Going concern
- (d) Cost

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**38. The accounting concept where income is measured by the amount charged for goods sold or services rendered to customers is known**

- (a) The matching concept
- (b) The revenue realization concept
- (c) The cost concept
- (d) The entity concept

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**39. The accounting transactions are generally made on the basis of invoices, vouchers and receipts. State the concept which is applicable here**

(a) Entity

(b) Revenue realisation

(c) Accrual

(d) Verifiable objective evidence

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**40. The science to examine and check the accuracy of the recorded transactions is called**

- (a) Inventory control
- (b) Book-keeping
- (c) Accountancy
- (d) Banking

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