

M.K.G CA EDUCATION

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CA FOUNDATION

Assignment

Business and Commercial Knowledge

Common Business Terminology

1. 'Personal selling' is done through:
 - (a) Written communication
 - (b) Oral communication
 - (c) TV and media
 - (d) Sign language
2. To charge a regular portion of an expenditure over a fixed period of time.
 - (a) Appreciation
 - (b) Arbitrage
 - (c) Offer
 - (d) Amortize
3. Payments occur at the beginning of each period
 - (a) Arbitrage
 - (b) Offer
 - (c) Appreciation
 - (d) Annuity Due
4. Appreciation is
 - (a) Decrease in Value
 - (b) Increase in Value
 - (c) No Change in Value
 - (d) None of the above
5. The simultaneous purchase and sale of two identical commodities or instruments is called
 - (a) Arbitrage
 - (b) Offer
 - (c) Amortize
 - (d) Appreciation
6. What is consolidation?
 - (a) It is an expense that is supposed to reflect the loss in value of a fixed asset.
 - (b) combination of two or more entities that occurs when the entities transfer all their net assets to a new entity created for that purpose.
 - (c) Potential liability arising from a past transaction or a subsequent event.
 - (d) Costs that can be attributed clearly to the activity you are considering.
7. Careful review of financial records of an organisation to verify their accuracy is called
 - (a) Offer
 - (b) Appreciation
 - (c) Audit

- (d) Arbitrage
8. A statement of the financial position of a company at a single specific time is called
- (a) Balance Sheet
 - (b) Book Value
 - (c) Bond
 - (d) Debt
9. _____ is a type of long-term Promissory Note
- (a) Debt
 - (b) Balance Sheet
 - (c) Bond
 - (d) Book Value
10. The amount of revenue from sales which exactly equals the amount of expense at
- (a) Break Even Point
 - (b) Budget
 - (c) Balance Sheet
 - (d) None of the above
11. Which of the following statements are true?
- (a) Brand equity refers to the value of a brand
 - (b) Brand equity is based on the extent to which the brand has high brand loyalty, name awareness, perceived quality and strong product associations
 - (c) Brand equity includes other "intangible" assets such as patents, trademarks and channel relationships.
 - (d) All of the above
12. _____ is a detailed plan for the future usually expressed in formal quantitative terms.
- (a) Balance Sheet
 - (b) Break Even Point
 - (c) Budget
 - (d) None of the above
13. Bear is a situation in which _____
- (a) prices are going to go lower and majority of dealers will sell as quickly as possible for fear of holding shares which diminish in value
 - (b) stock-market players are pessimists
 - (c) they expect share prices or any other type of investment to fall
 - (d) All the Above
14. The price of a security at the beginning of the trading day which is used to determine the Day Minimum/Maximum and the Operational ranges for that day is called
- (a) Stock Price
 - (b) Base Price
 - (c) Basket Price
 - (d) None of the above
15. Carrying forward of transaction form one settlement period to the next without effecting delivery or payment is called _____
- (a) Base Price
 - (b) Bear Market
 - (c) Badia
 - (d) Blue Chips
16. What is meant by 828?

- (a) Buying behaviour that concerns the process that buyers go through when deciding whether or not to purchase goods or services
 - (b) A company's business model is management's storyline for how the strategy will be a money maker
 - (c) Marketing activity directed from one business to another.
 - (d) None of the above
17. Shares of large, well established and financially sound companies with an impressive record of earnings and dividends are called
- (a) Blue Chips
 - (b) Badia
 - (c) Bonds
 - (d) None of the above
18. Measurement of relationship between stock price of any particular stock and the movement of whole market is called
- (a) Alpha
 - (b) Beta
 - (c) Bid
 - (d) Bond
19. Promissory note issued by companies or government to its buyers is called
- (a) Alpha
 - (b) Bid
 - (c) Bond
 - (d) Beta
20. market in which the stock price is' increasing consistently is called
- (a) Bull Market
 - (b) Stock Market
 - (c) Bear Market
 - (d) None of the above
21. _____ is the process of estimating future demand by anticipating what buyers are likely to do under a given set of marketing conditions:
- (a) Cross marketing
 - (b) Forecasting
 - (c) Market development
 - (d) Internal marketing
22. Depreciation is _____
- (a) It is an expense allowance made for wear and tear on an asset over its estimated useful life
 - (b) It is an expense that is supposed to reflect the loss in value of a fixed asset
 - (c) A way of spreading the cost of an asset over its expected useful economic life
 - (d) All the above
23. Reducing the investment risk by purchasing shares of different companies operating in different sectors is
- (a) Penetration
 - (b) Diversification
 - (c) Development
 - (d) None of the above
24. An attempt to increase the number of outstanding shares of a company by splitting the existing shares is called
- (a) Stock Addition
 - (b) Stock Fix
 - (c) Stock Split

- (d) None of the above
- 25. A market in which there are comparatively low number of bids to buy and offers to sell is called
 - (a) Stock Market
 - (b) Thick market
 - (c) Thin Market
 - (d) None of the Above
- 26. The exploitation of comparatively small market segments by businesses that decide to concentrate their efforts is called:
 - (a) Niche marketing
 - (b) Mass marketing
 - (c) Market segmentation
 - (d) Market positioning
- 27. Benchmarking is
 - (a) An analysis of competitor strengths and weaknesses
 - (b) used to evaluate a Firm's relative competitive position opportunities or improving
 - (c) the process of comparing the products and services of a business against those of competitors in a market, or leading businesses in other markets, in order to and ways of improving quality and performance
 - (d) All the above
- 28. Which of the following statements are true with brand Equity?
 - (a) Brand equity is based on the extent to which the brand has high brand loyalty, name awareness, perceived quality and strong product associations
 - (b) Brand Equity refers to the value of a brand
 - (c) Brand equity also includes other "intangible" assets such as patents, trademarks and channel relationships
 - (d) All the above
- 29. a strongly motivated and long-standing decision of the customer to purchase a particular product or service is called
 - (a) Brand value
 - (b) Brand Loyalty
 - (c) Brand Equity
 - (d) None of the above
- 30. A portion of the after-tax profits paid out to the owners of a business as a return on their investment is:
 - (a) Dividend
 - (b) Expense
 - (c) Expenditure
 - (d) Deferred income
- 31. the collection of businesses and products that make up the business is called
 - (a) Business Portfolio
 - (b) Business Diversification
 - (c) Consortium
 - (d) None of the above
- 32. a combination of several companies working together for a particular purpose is called
 - (a) Consortium
 - (b) Business Diversification
 - (c) Business Portfolio
 - (d) None of the above
- 33. Using a customer's buying history to select them for related offers is called

- (a) Up selling
 - (b) Aggressive selling
 - (c) Cross Selling
 - (d) None of the above
- 34.** Feeling or attitude that inclined a customer either to return to a company, shop or Outlet to purchase there again, or else to re-purchase a particular product, service or brand is called
- (a) Customer satisfaction
 - (b) Customer need
 - (c) Customer Loyalty
 - (d) None of the above
- 35.** What is price sensitivity?
- (a) The effect a change in price will customers
 - (b) charging a relatively high price for a short time where a new, innovative, or much-improved product is launched onto a market
 - (c) a strategy involves setting low prices in order to discourage or deter potential new entrants to the supplier's market
 - (d) It measures the responsiveness of a change in demand for a product following a change in its own price.
- 36.** When businesses and non-profit organizations market their products, services or causes directly to consumers based on consumer interests is called
- (a) Direct marketing
 - (b) Advertisement
 - (c) Indirect marketing
 - (d) None of the above
- 37.** any goods that are stored, delivered and used in its electronic format
- (a) Capital Goods
 - (b) Digital Goods
 - (c) Consumer Goods
 - (d) None of the above
- 38.** Which of the following is not an example of Digital Goods?
- (a) e-Books
 - (b) Ticket
 - (c) Music
 - (d) Magazines
- 39.** The network of organisations necessary to carry goods or services from the manufacturers to the consumers is called
- (a) Marketing Channel
 - (b) Distribution Channel
 - (c) Communication Channel
 - (d) None of the above
- 40.** What is a bull market?
- (a) A market in which the stock price is increasing consistently
 - (b) A market in which the stock price is decreasing consistently
 - (c) A market in which the stock price is stable over a long time
 - (d) None of the above
- 41.** A reduction in costs through larger operating units, spreading fixed costs over large numbers of items/units is called
- (a) Returns to scale

- (b) Economies of scale
 - (c) Diseconomies of scale
 - (d) None of the above
42. FMCG stands for
- (a) Fast Moving Capital goods
 - (b) Fast moving Consumer goods
 - (c) First moving Commercial Goods
 - (d) None of the above
43. The process of estimating future demands by anticipating what buyers are likely to do under a given set of marketing conditions is called
- (a) Forecasting
 - (b) Prediction
 - (c) Benchmarking
 - (d) None of the above
44. A third party commercial operation established by two or more firms to pursue a particular market, resource supply, or other business opportunity is called
- (a) Acquisition
 - (b) Merger
 - (c) Joint venture
 - (d) None of the above
45. The company that has control over a certain market is called
- (a) market Leader
 - (b) market niche
 - (c) Market Follower
 - (d) None of the above
46. The systematic gathering, recording and analysing of data about problems relating to the marketing of goods and services is called
- (a) Forecasting
 - (b) Benchmarking
 - (c) market Research
 - (d) None of the above
47. Carrying forward of transaction from one settlement period to the next without effecting delivery or payment is called _____
- (a) Badia
 - (b) Beta
 - (c) Blue chips
 - (d) Basket trading
48. as the percentage of all sales within a market that is held by one brand/product or company is called
- (a) Market Potential
 - (b) Market Share
 - (c) Market Population
 - (d) None of the above
49. the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit is called
- (a) Forecasting
 - (b) Sales
 - (c) Marketing
 - (d) None of the above

50. When many consumers receive the same message from businesses and non-profit organizations through media is called
- (a) Green Marketing
 - (b) Marketing Mix
 - (c) Mass Marketing
 - (d) None of the above
51. a process when two or more companies come together to expand their business operations is called
- (a) Joint venture
 - (b) Merger
 - (c) Acquisition
 - (d) None of the above
52. the exploitation of comparatively small market segments by businesses that decide to concentrate their efforts is called
- (a) Niche Marketing
 - (b) Mass Marketing
 - (c) Green Marketing
 - (d) None of the above
53. _____ occurs when a firm charges a different price to different groups of consumers for an identical good or service, for reasons not associated with costs.
- (a) Price discrimination
 - (b) Price sensitivity
 - (c) Price rigidity
 - (d) None of the above
54. the effect a change in price will have on customers is called
- (a) Price discrimination
 - (b) Price sensitivity
 - (c) Price rigidity
 - (d) None of the above
55. Bid is the opposite of
- (a) Ask/offer
 - (b) Call
 - (c) Equity
 - (d) None of the above
56. charging a relatively high price for a short time where a new, innovative, or much-improved product is launched onto a market is called
- (a) Price sensitivity
 - (b) Price rigidity
 - (c) Price skimming
 - (d) None of the above
57. a financial expression of the value of that product is called
- (a) Cost
 - (b) Price
 - (c) Expenditure
 - (d) None of the above
58. A stock that provides constant dividends and stable earnings even in the periods of economic downturn is
- (a) Defensive Stock
 - (b) Cash budget

- (c) Income stock
 - (d) Listed stock
59. What are mutual funds?
- (a) A pool of money managed by experts by investing in stocks, bonds and other securities with the objective of improving their savings
 - (b) A number of shares which are less than or greater than but not equal to the board lot size.
 - (c) A company's first issue of shares to general public
 - (d) None of the above
60. Reaching out to a group of consumers sharing common consumer characteristics with the most appropriate advertisements is called
- (a) test marketing
 - (b) Telemarketing
 - (c) Target marketing
 - (d) None of the above
61. a new product is tried with a sample of customers, or launched in a restricted geographical area, to judge customers' reactions.
- (a) test marketing
 - (b) Target marketing
 - (c) Telemarketing
 - (d) None of the above
62. a customer benefit that no other product can claim is called
- (a) Unified selling point
 - (b) Unique selling proposition
 - (c) Unique selling point
 - (d) None of the above
63. a signed instrument of acknowledgment that indicates the approval is called
- (a) Acceptance
 - (b) Terms
 - (c) Conditions
 - (d) None of the above
64. the interest, accumulated on an investment but is not yet paid is called
- (a) Accrued interest
 - (b) Simple interest
 - (c) Compound interest
 - (d) None of the above
65. rates of interest which can be changed contractually by lender is called
- (a) administered rates
 - (b) Accrued interest
 - (c) bank rate
 - (d) None of the above
66. _____ is the measure of return on investments in terms of percentage
- (a) Yield
 - (b) Index
 - (c) Equity
 - (d) Bonus
67. ADR stands for
- (a) American Depository ratio
 - (b) American Deposit rate

- (c) American Depository receipt
 - (d) None of the above
68. The number of units of given currency that can be purchased for one unit of another currency is called _____
- (a) Current ratio
 - (b) Exchange rate
 - (c) Equity
 - (d) dividend
69. Risk is a probable chance that investments' actual returns will be _____ than as calculated
- (a) Increased
 - (b) Reduced
 - (c) Equal
 - (d) None of the above
70. A very large loan extended by a group of small banks to a single borrower, especially corporate borrowers is called
- (a) Personal Loan
 - (b) Corporate Loan
 - (c) Syndicated Loan
 - (d) None of the above
71. economic insolvency, wherein the person's assets are liquidated, to pay off all liabilities is called
- (a) Liability
 - (b) Acquisition
 - (c) Bankruptcy
 - (d) None of the above
72. a systematic process of removing the barriers to international trade in goods and services and the international flows of capital is called
- (a) Globalisation
 - (b) Privatisation
 - (c) MNC
 - (d) None of the above
73. _____ is a road map of company's future.
- (a) Objective
 - (b) Goal
 - (c) Vision
 - (d) Aim
74. a systematic process of easing of government's control over the private business activity is called
- (a) Globalisation
 - (b) Liberalisation
 - (c) Privatisation
 - (d) None of the above
75. A commercial activity implying moving of supplies to the production facilities and goods and services to their respective markets is called
- (a) Production
 - (b) Supply chain
 - (c) Logistics
 - (d) None of the above
76. A systematic process of dispensing with the state ownership of business enterprises is called
- (a) Globalisation

- (b) Privatisation
 - (c) Liberalisation
 - (d) None of the above
77. A road map of a company's future – providing specifics about technology and customer focus the geographic and product customer focus, the geographics and product markets to be pursued is called
- (a) Vision
 - (b) Quality Policy
 - (c) Mission
 - (d) None of the above
78. When two or more companies come together to expand their business operations in a newly created entity.
- (a) Vision
 - (b) Quality Policy
 - (c) Mission
 - (d) None of the above
79. A Statement typically focused on its present business scope is called
- (a) Joint venture
 - (b) Acquisition
 - (c) Partnership
 - (d) Merger
80. _____ is a very wide term that is used in context with financial agreements and contracts.
- (a) Account balance
 - (b) Acceptance
 - (c) Annuity
 - (d) Arbitrage
81. A stock that provides constant dividends and stable earnings even in the period of economic downturn is _____
- (a) Cash budget
 - (b) Income stock
 - (c) Defensive stock
 - (d) Listed stock
82. What are mutual funds?
- (a) A number of shares which are less than or greater than but not equal to the board lot size.
 - (b) A pool of money managed by experts by investing in stocks, bonds and other securities with the objective of improving their savings.
 - (c) A company's first issue of share to general public.
 - (d) None of the above
83. _____ is a strategy that is used to minimize the risk of a particular investment and maximize the returns of an investment.
- (a) Encryption
 - (b) Hedge
 - (c) Term insurance
 - (d) Cap
84. _____ is a technology where the banking organisation resort to the use of electronics, computer and other networks to execute transactions and transfer funds
- (a) Hedge
 - (b) E-cash
 - (c) Digi-cash
 - (d) Cap

85. _____ is the simultaneous purchase and sale of two identical commodities or instruments. This simultaneous sale and purchase is done in order to take advantage of the price variations in two different markets.
- (a) Arbitrage
 - (b) Hedge
 - (c) Cap
 - (d) Term insurance
86. A guarantee given by the lender that there will be no change in the quoted mortgage rates for a specified period of time, which is called the _____
- (a) Maturity
 - (b) Lock-in period
 - (c) Holding Period
 - (d) Due date
87. _____ is the measure of return on investment in terms of percentage
- (a) Equity
 - (b) Bonus
 - (c) Yield
 - (d) Index
88. The number of units of given currency that can be purchased for one unit of another currency is called _____
- (a) Equity
 - (b) Current Ratio
 - (c) Exchange rate
 - (d) dividend
89. Risk is a probable chance that investments' actual returns will be _____ than as calculated.
- (a) Equal
 - (b) Increased
 - (c) Reduced
 - (d) None of the above
90. What is cap?
- (a) A cap is a limit that regulated the increase or decrease in the rate of interest and instalments of an adjustable rate mortgage.
 - (b) A cap is the total amount of cash that is present in the bank account and can also be withdrawn immediately.
 - (c) A cap is the certificate of savings deposit that promises the depositor the sum back along with appropriate interest.
 - (d) A cap is a loan where the time and cash flow between a short-term loan and a long-term loan is filled up.
91. _____ is a very wide term that is used in context with financial agreements and contracts.
- (a) Acceptance
 - (b) Account balance
 - (c) Annuity
 - (d) Arbitrage
92. What is cap?
- (a) A cap is the total amount of cash that is present in the bank account and can also be withdrawn immediately.
 - (b) A cap is the certificate of savings deposit that promises the depositor the sum back along with appropriate interest.

- (c) A cap is a limit that regulated the increase of decrease in the rate of interest and instalments of an adjustable rate mortgage.
- (d) A cap is a loan where the time and cash flow between a short-term loan and a long-term loan is filled up.
- 93.** What is a financial instruments?
- (a) Is basically any security that is held with the government and has the highest possible rate of interest.
- (b) Is a contract where the borrower, who is also the purchaser, pays a series of instalments that includes the interest of the principal amount
- (c) Anything that ranges from cash, deed, negotiable instrument, of for that matter any written and authenticated evidence that shows the existence of a transaction of agreement.
- (d) None of the above
- 94.** A negotiable instrument that instructs the bank to pay a particular amount of money from the writer's bank, to the receiver is called
- (a) A cheque
- (b) A draft
- (c) An overdraft
- (d) RTGS
- 95.** ATM Stands for
- (a) Automated Teller machine
- (b) Any Time Money
- (c) Automated Money
- (d) None of the above
- 96.** What is financial instruments?
- (a) Anything that ranges from cash, deed, negotiable instrument, of for that matter any written and authenticated evidence that shows the existence of a transaction of agreement.
- (b) Is basically any security that is held with the government and has the highest possible rate of interest.
- (c) Is a contract where the borrower, who is also the purchaser, pays a series of instalments that includes the interest of the principal amount
- (d) None of the above
- 97.** Rate at which the Central Bank, in the discharge of of its function as Banker's Bank, lends to the commercial bank is called
- (a) Administered rate
- (b) Bank rate
- (c) Accrued interest
- (d) None of the above
- 98.** What is meant by B2B?
- (a) A Company's business model is management's storyline for how the strategy will be a money maker.
- (b) Buying behaviour that concerns the process that buyers go through when deciding whether or not to purchase goods or services.
- (c) Marketing activity directed from one business to another.
- (d) None of the above
- 99.** 'Personal selling' is done through:
- (a) Oral communication
- (b) TV and media
- (c) Sign language
- (d) Written communication
- 100.** What is price sensitivity?

- (a) Charging a relatively high price for a short time where a new, innovative, or much-improved product is launched onto a market.
- (b) A strategy involves setting low prices in order to discourage or deter potential new entrants to the supplier's market.
- (c) The effect a change in price will have on customers.
- (d) It measured the responsiveness of a change in demand for a product following a change in its own price.

101. Business day -----

- (a) Stock Market are open
- (b) Monday -Friday'
- (c) Except Public holidays
- (d) All the above

102. The demand be a company or any other issuer of shares for payment is called

- (a) Bid
- (b) Call
- (c) Offer
- (d) None of the above

103. A free allotment of shares made in proportion to existing shares out of accumulated reserves is called

- (a) Bonus
- (b) Bond
- (c) Bid
- (d) Offer

104. The financial markets for stocks and for intermediate or long-term debt is called

- (a) Bear Market
- (b) Capital Market
- (c) Promissory Note
- (d) None of the above

105. A type of debt instrument that is not secured by physical assets or collateral is

- (a) Debenture
- (b) Bond
- (c) Promissory Note
- (d) None of the above

106. What is bull market?

- (a) A market in which the stock price are decreasing consistently.
- (b) A market in which the stock price are stable over a long time.
- (c) A market in which the stock price are increasing consistently.
- (d) None of the above

107. Bid is the opposite of

- (a) Call
- (b) Ask/offer
- (c) Equity
- (d) None of the above

108. _____ is a strategy that is used to minimize the risk of a particular investment and maximize the returns of an investment.

- (a) Cap
- (b) Encryption
- (c) Hedge
- (d) Term insurance

- 109.** Measure of change in financial parameters such as interest stock indices and market rates is called
- (a) Index
 - (b) Basis point
 - (c) Census
 - (d) None of the above
- 110.** A limit that regulated the increase of decrease in the rate of interest and installments of an adjustable rate mortgages is called
- (a) Cap
 - (b) Gap
 - (c) Basis Point
 - (d) None of the above
- 111.** The total amount of cash that is present in the bank account and can also be withdrawn immediately is called
- (a) Reserve
 - (b) Bond
 - (c) Credit
 - (d) None of the above
- 112.** ___ is a negotiable instrument that instructs the bank to pay a particular amount of money from the writer's bank, to the receiver is called
- (a) Cheque
 - (b) Promissory Note
 - (c) Letter of Credit
 - (d) None of the above
- 113.** ___ is a technology where the banking organizations resort to the use of electronics, computers and other networks to execute transactions and transfer funds.
- (a) E-cash
 - (b) Digi-cash
 - (c) Hedge
 - (d) Cap
- 114.** Secondary protection sometimes required by a bank and intended to guarantee a borrower's performance on a debt obligation is called
- (a) Certificated of deposit
 - (b) Deposit slip
 - (c) Collateral Security
 - (d) None of the above
- 115.** A charge that is paid by any borrower or debtor for the use of money is called
- (a) Interest rate
 - (b) Bank rate
 - (c) Administered rates
 - (d) None of the above
- 116.** A document issued by a bank (on behalf of the buyer or the importer), stating its commitment to pay a third party (seller of the exporter), a specific amount, for the purchased of goods by its customer, who is the buyer is called
- (a) Cheque
 - (b) Promissory Note
 - (c) Letter of Credit
 - (d) None of the above

117. A legal agreement between the lender and the borrower where real estate property is used as collateral for the loan, in order to secure the payment of the debt is called
- (a) Letter of Credit
 - (b) Cheque
 - (c) Mortgage
 - (d) None of the above
118. _____ is the simultaneous purchase and sale of two identical commodities or instrument. This simultaneous sale and purchase is done in order to take advantage of the price variations in two different markets.
- (a) Cap
 - (b) Term insurance
 - (c) Arbitrage
 - (d) Hedge
119. The value at which the demand of consumers and the supply of the manufacturers decide the price of a commodity or service is called
- (a) Customer Value
 - (b) Share Value
 - (c) Market Value
 - (d) None of the above
120. A check or rather an amount of check, which is above the balance available in the account of the payer is called
- (a) Cheque
 - (b) Demand draft
 - (c) Overdraft
 - (d) None of the above
121. The sum or portion of the value that is at stake of subject to loss from a variation in prevalent interest rates is called
- (a) Value at par
 - (b) Certain Value
 - (c) Value at risk
 - (d) None of the above
122. The rate at which banks borrow money from the RBI against pledging or sale of government securities to RBI is known as
- (a) Interest rate
 - (b) Repo rate
 - (c) Reverse repo rate
 - (d) None of the above
123. A guarantee given by the lender that there will be no change in the quoted mortgage rates for a specified period of time, which is called the _____.
- (a) Lock-in period
 - (b) Maturity
 - (c) Holding repo rate
 - (d) None of the above
124. It is the rate of interest offered by RBI, when banks deposit their surplus funds with the RBI for short period is called
- (a) Interest Rate
 - (b) Repo Rate
 - (c) Reverse Repo Rate

- (d) None of the above
- 125.** What is consolidation?
- (a) Combination of two or more entities that occurs when the entities transfer all their net assets to a new entity created for that purpose.
 - (b) It is an expense that is supposed to reflect the loss in value of a fixed asset.
 - (c) Potential liability arising from a past transaction or a subsequent event.
 - (d) Costs that can be attributed clearly to the activity you are considering.
- 126.** A portion of the after-tax profits paid out to the owners of a business as a return of their investment is:
- (a) Expense
 - (b) Expenditure
 - (c) Deferred income
 - (d) Dividend
- 127.** Which of the following statements are true?
- (a) Brand equity is based on the extent to which the brand has high brand loyalty, name awareness, perceived quality as strong product associations.
 - (b) Brand equity includes other “intangible” assets such as patents, trademarks and channel relationships.
 - (c) Brand equity refers to the value of a brand.
 - (d) All of the above

Answer key for MCQs

1	B
2	D
3	D
4	B
5	A
6	B
7	C
8	A
9	C
10	A
11	D
12	C
13	D
14	C
15	C
16	C
17	A

18	B
19	C
20	A
21	B
22	D
23	B
24	C
25	C
26	A
27	D
28	D
29	B
30	A
31	A
32	A
33	C
34	C

35	A
36	A
37	B
38	D
39	B
40	A
41	B
42	B
43	A
44	C
45	A
46	C
47	A
48	B
49	C
50	C
51	B

52	A
53	A
54	B
55	A
56	C
57	B
58	A
59	A
60	C
61	A
62	B
63	A
64	A
65	A
66	A
67	C
68	B

69	B
70	C
71	C
72	A
73	C
74	B
75	C
76	B
77	A
78	D
79	D
80	B
81	C
82	B
83	B
84	A
85	C

86	B
87	C
88	C
89	C
90	A
91	A
92	C
93	C
94	A
95	A
96	A
97	B
98	C
99	A
100	D
101	D
102	A

103	A
104	B
105	C
106	C
107	B

108	C
109	B
110	A
111	A
112	A

113	A
114	C
115	A
116	C
117	C

118	C
119	C
120	C
121	C
122	B

123	A
124	C
125	B
126	D
127	D
