

Question	Answer1	Answer2	Answer3	Answer4
Technical Analysis				
_____ describes the price movement of a financial asset when the overall direction is upward.	Downtrend	uptrend	Triple top	triple bottom
Which of the following is not a phase of the primary trend?	Accumulation phase	Public distribution phase	Panic phase	accumulation phase
A minor trend lasts less than_____	Few days or weeks	Few months	1 or more than 1 yr	few seconds
_____ is seen in primary trend bearish market of dow theory.	Panic phase	Bullish phase	Markup phase	Mark down phase
Elliot wave theory is also called as _____	Base principle	Wave principle	Tide principle	dow principle
CPI full form _____.	consumer price index	custom price index	customer price index	confirm price index
NAV full form _____.	Net asset value	non asset value	national asset value	GROSS asset value
CRISIL full form _____.	credit rate infrom service of index	credit rating information services of india	credit rating information sources of india	CARE
CARE full form _____.	credit analysis & reserve limited	credit and research limited	credit analysis & research limited	CARE
STCI full form _____.	securities trading corporation of india	secure trade corporations of india	security traded corporate of india	secure trade Coprated of indai
T-bill full form _____.	trading bills	treasury bills	traded bills	trendline
BL full form _____.	bill of lading	bill of lending	bill of lacking	Bill of exchange
PN full form _____.	promissory notes	promise notes	providing notes	private notes
AMC stands for _____.	asset marketing company	Asset Management company	asset manage company	asset managing company
NDS stands for _____.	negotiated dealing	national dealing screen	nation dealing screen	none of the above
IRDA regulates the working of _____	money market	insurance	stock exchange	mutual funds
Wave theory was developed by _____	Ralph Elliott	Dow Jones	welles wilder	John Bollinger
The "E" in EMA stands for _____	emotional	exponential	easy	emotive
_____ are independent trading systems used by traders	indicators	assumptions	ratios	EIC analysis
Technical indicators are of _____ types	3	4	2	5
A _____ indicator predicts occurances in advance	leading	lagging	neutral	exponential
A _____ indicator confirms the occurance after it has occurred	leading	lagging	neutral	exponential
_____ indicators move wiithin a definitive range	oscillators	resistance	neutral	emotive
RSI indicator was developed by _____	Welles Wilder	Dow Jones	Adam Smith	John Bollinger
the internal strength of the security is indicated by _____	RSI	SMA	EMA	CAPM
RSI oscillates between _____	100 -200	50 - 75	0 - 100	100 -150

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0 -30 levels in RSI indicate _____ position	overbought	oversold	correctly priced	neutral
70 - 100 levels in RSI indicate _____ position	overbought	oversold	correctly priced	neutral
MACD was developed by _____	Bollinger	Gerald Appel	Dow Jones	Welles Wilder
_____ is when 2 Moving averages come together	convergence	divergence	distribution	accumulation
_____ is when 2 Moving averages move away from each other	convergence	divergence	distribution	accumulation
A 9 day EMA of MACD line is called _____ line	convergence	divergence	signal	accumulation
Bollinger Bands works well in a _____ market	convergence	divergence	sideways	accumulation
Overall there are _____ broad trends in the market as per Dow theory	2	3	4	5
_____ trend lasts from a year to several years	primary	secondary	minor	daily
_____ are corrections to the primary trend	primary	secondary	minor	daily
_____ trend lasts from a few weeks to several months	primary	secondary	minor	daily
_____ are daily fluctuations	primary	secondary	minor	accumulation
_____ is the most important price as per dow theory	opening	closing	high	low
Dow theory states that markets are made of _____ self repeating phases	2	3	4	5
_____ phase occurs right after a steep sell off	accumulation	distribution	mark up	neutral
A double top and bottom is a _____ pattern	momentum	reversal	continuation	accumulation
A double top indicates _____ will occur	uptrend	sideways	downtrend	neutral
A double bottom indicates _____ will occur soon	uptrend	sideways	downtrend	neutral
A succesful trader will use _____ to prevent losses	stoploss	oversold	Oscillator	SMA
_____ inddicates how many shares have been bought and sold	stoploss	volume	Oscillator	SMA
PF, PPF are examples of _____ schemes	non tax saving	tax saving	riskier	speculative
characteristics / features of investments are called investment _____	Speculation	Arbitrage	hedging	attributes
Combined holding of securities is called a _____	hedge	consolidation	portfolio	diversification
_____ is a part of balancing risk and return.	traditional	neo classical	semi classical	MPT

Financial Derivatives

Which of the following is not true about element of derivative contract	Not legally binding	Future Price	There are two parties	Future Date
A financial derivative is a financial instrument whose value is based on or derived from one or _____ have exposures in the form of lending to its customers.	Intangible Assets	Securities or indexes of	Immoveable Assets	Deferred Assets
_____ are those individuals who have Large Scale investment in various classes of investment in	Mutual fund Houses	Corporate Treasury	Banks/Financial	High Net-worth
A _____ is an agreement wherein two parties agree to exchange two different streams of cash	Mutual fund Houses	Corporate Treasury	Banks/Financial	High Net-worth
In which type of contract a buyer always has a right and no obligation whereas a seller always has	Swap	Options	Futures	CFD
Derivatives are instruments related to settlement of obligations at a _____	Swap	Options	Futures	CFD
_____ are obligatory OTC contracts.	Present Date	Uncertain Date	Immediate	future date
Counter - party risk is a major issue in _____ contracts .	Forward	Futures	Options	Margin trading
Which of the following is equity based financial derivatives	Forward	Futures	Options	Margin trading
	Forward Rate	Stock Index futures	Interest Rate Future	Gold Future

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Those who wish to off-load their risk exposure arising out of commercial transaction are referred	Speculators	Arbitrageurs	Hedgers	Market Makers
To bring the liquidity in the market of particular underlying, exchange gives privilege to certain	Hedgers	Arbitrageurs	Speculators	Market Makers
All non-income earning financial assets are always in _____.	Demand	Backwardation	Short-supply	Contango
A futures contract to buy underlying assets is referred to _____.	Purchase Contract	Buy Contract	Long Futures	Short Futures
Spot price is a price at which the underlying asset is trading in the _____.	Forward Market	Futures Market	Options Market	Cash Market
Basis is a difference between Forward Price and Futures Price	Partly Incorrect	Fully Correct	Partly Correct	Fully Incorrect
Future price of stock on 1st June 2020 is Rs. 2600 and on 2nd June 2020 it is Rs. 2680 ; Gain or loss to	Gain Rs. 80	Loss Rs. 80	Gains Rs.140	Loss Rs.140
Spot price of Axis Ltd. shares is Rs. 4000, Demat account charges are Rs. 200, Interest rate is 20% ;	Rs. 4340	Rs. 2116.67	Rs. 4000	Rs. 5000
An investor buys one month ABC Ltd. futures contract at Rs. 396. On the last day of the month , ABC	Loss Rs.25	Profit Rs.25	Loss Rs.2500	Profit Rs.2500
_____ is a price at which the underlying Asset is trading in the spot market of the exchanged .	Futures Price	Spot Price	Contract Price	Future Price
_____ is a period over which a future Contract trades	Futures Price	Spot Price	Contract Cycle	Expiry date
The _____ has the right but no obligation with regards to buying or selling the underlying asset	Option holder	Option Writer	Broker	Underwriter
The _____ has the obligation in the contract	Option holder	Option Writer	Broker	Underwriter
_____ have individual stocks as the underlying asset.	Index option	Stock option	Call option	Put option
The day on which a derivative contract ceases to exist is _____	Pay-in day	Pay-out day	Expiration day	Transaction Day
_____ is the price at which the underlying asset trades in the spot market.	Strike price	Future price	Spot price	Option price
A put option is said to be _____ when spot price is lower than strike price.	OTM	ITM	ATM	None of the above
The _____ of an option can never be negative.	Intrinsic value	Time value	Option premium	Margin
For call option which is _____ , intrinsic value is the excess of spot price over the exercise price	OTM	ITM	ATM	None of the above
If spot Price of underlying asset decrease ; value of call option	Zero	Increases	Decreases	No change
If spot Price of underlying asset increases ; value of put option	Zero	Increases	Decreases	No change
If strike price increases, value of put option	Zero	Increases	Decreases	No change
_____ = Change in an option premium/ Change in volatility	Delta	Gamma	Thita	Vega
Other factors remaining constant, Delta measures the extent of change in option price in response to	Volatility	Exercise Price	Interest Rate	Spot price
One old trader passing off his position to a new trader (one old buyer sells to one new buyer). In this case	Increase by one	Decline by one contract	not change	Zero
A ratio of the trading volume of put options to call options is _____	Open interest	Profit	Loss	Put call ratio
Simultaneously Buying and selling a call option with same expiration date and different strike prices is	Bullish strategy	Diagonal spread strategy	Horizontal spread	Vertical spread strategy
_____ may clear and settle only their own proprietary trades and their clients' trades but cannot	Trading members	Trading cum Clearing	Professional clearing	Self clearing member
A _____ is valid for the day when it is entered.	Stop loss order	Day order	Limit order	Market order
_____ is measured in three variables: the amount of potential loss, the probability of that amount	Premium	MTM	Initial Margin	VaR
Spot value of Nifty is Rs. 10,690. An investor buys a two months Rs. 10,630 put option for a premium	OTM	ITM	ATM	None of the above
A stock is currently selling at Rs. 150 the put option to sell the stock at Rs. 160 costs Rs. 12. What is the	Rs. 2	Rs. 10	Rs. 4	Rs. 8
Varsha buys a call option of Axis bank Ltd. with a strike price of Rs. 850, at Rs. 100 premium; At expiry	Profit of Rs. 100	Loss of Rs. 100	Profit of Rs. 20	Loss of Rs. 20

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Amar writes a put option of ACC Ltd. , having an exercise price of Rs. 150 and receives a premium of Rs. 10 ; Calculate his profit or loss if spot price at expiry is Rs. 146.	Profit Rs. 6	Profit Rs. 10	Loss Rs. 10	Profit Rs. 4
Nifty is trading at Rs. 12350 today, An investor bought a call option with strike price of Rs. 12350 by	Zero & Rs. 175	Rs. 175 & zero	Rs. 25 & Rs. 150	Rs. 150 & Rs. 25
An investor purchased put option on Biotech Ltd. at an exercise price of Rs. 1500 at a premium of Rs.	Rs. 100 & Rs. 25	Rs. 25 & Rs. 100	Rs. 125 & Zero	Zero & Rs. 125
An investor purchased put option on Biotech Ltd. at an exercise price of Rs. 1500 at a premium of Rs.	Rs. 100 & Rs. 25	Rs. 25 & Rs. 100	Rs. 125 & Zero	Zero & Rs. 125
Shares of Bull Ltd. is trading at Rs. 575. Mr. Stockist holds a call option with exercise price of Rs. 510 by	Profit of Rs. 8	Loss of Rs. 8	Profit of Rs. 65	Loss of Rs. 57
The more the interest rate, lower is the _____	Call premium	Put premium	Spot price	None of the above
Clearing members at NSE are required to take membership of its clearing corporation	NSE	NSCCL	CDSL	NSDL
An investor buys call on a stock with exercise price of Rs. 50 at a premium of Rs. 3 ; what is the pay-off if	Loss Rs. 3	Profit Rs. 10	Profit Rs. 7	Loss Rs. 7
Corporate Accounting				
SRK issues Rs. 50000 worth of equity shares at par, for redemption of preference shares of Face value of	Rs. 4,00,000	Rs. 3,00,000	Rs. 80000	Rs. 3,20,000
X Ltd. issued 1000 equity shares of Rs. 100 each at a discount of 10% ; the proceeds will be	Rs. 1,00,000	Rs. 90000	Rs. 1,10,000	Rs. 80,000
Geo Ltd. issues Rs. 75000 worth of equity shares at par, for redemption of preference shares of Face value	Rs. 2,25,000	Rs. 75,000	Rs. 3,75,000	Rs. 3,00,000
1,20,000 equity shares of Rs. 10 each are issued at a premium of 10% to redeem the preference shares ;	Rs. 12,00,000	Rs. 13,20,000	Rs. 10,80,000	Rs. 1,20,000
Calculate the amount to be transferred to CRR - Rs. 2,00,000 preference shares redeemable at 10%	Rs. 1,54,000	Rs. 2,20,000	Rs. 66,0000	Rs. 1,40,000
Vishakha Ltd. redeemed 6000 preference shares of Rs. 100 each by converting into equity shares of Rs.	5000	4000	6000	Nil
Chandan Ltd. issues 2000 9% debentures of Rs. 100 each issued at a discount of 10%, but redeemable at	Debited by Rs. 20000	credited by rs. 20000	Debited by Rs. 30000	Credited by Rs. 30000
Any profit or loss on sale of sinking fund investment is transferred to _____	Capital Reserve A/C	Sinking Fund A/C	Profit on sale of	Loss on sale of
Annual set aside as Sinking Fund = Face value of debentures to be redeemed ×	P.V. of Rs. 10 for	F.V. of Re. 1 for given	P.V. of Re. 1 for given	F.V. of Rs. 10 for given
On 1st January, 2017; a limited company purchased Rs. 10,000 debentures at a cost of Rs. 8,500. On	Rs. 8500	Zero	Rs. 10000	Rs. 1500
Nishan Ltd. was incorporated on 1st August, 2017 to acquire business as on 1st April, 2017. The first	Zero	Rs. 49000	Rs. 16333	Rs. 32667
Share transfer fee is to be allocated _____ period	Pre-incorporation	Incorporation	Post-incorporation	For full year
A Co. Ltd. has Time ratio of 1:2 and Sales Ratio of 1:3 ; Calculate pre-incorporation office expenses out	Rs. 1875	Rs. 2500	Rs. 5000	Rs. 5625
A Co. Ltd. has Time ratio of 1:2 and Sales Ratio of 1:3 ; Calculate post-incorporation advertisement	Rs. 1500	Rs. 3000	Rs. 1125	Rs. 3375
Gavaskar Ltd. Company has time ratio of 5:7 and Sales Ratio of 5:13 Calculate post-incorporation period	Rs. 625	Rs. 875	Rs. 417	Rs. 1083
Rajshree Ltd. has time ratio of 5:7 and Sales Ratio of 5:13 Calculate post-incorporation period debenture	Rs. 2917	Rs. 4083	Rs. 7000	Rs. Zero
A Ltd. pays interest on debentures on 30th June and 31st December. The rate of interest is 12%. Face	Rs. 100	Rs. 99	Rs. 96	Rs. 95
Profit on cancellation of 'Own Debentures' is _____ and is transferred to Capital Reserve.	Revenue profit	Capital profit	Surplus	Sinking Fund
Redemption Ltd. issued 10,000 14% Debentures of Rs. 100 each on 1st April, 2012; at a discount of 5%	Rs. 1,65,000	Rs. 2,50,000	Rs. 1,50,000	Rs. 2,75,000
Amalgamation of companies is governed by _____	AS-13	AS-14	AS-15	AS-16
Pooling of interest is a method of _____.	providing	valuation of inventory	Accounting for	Goodwill Account
Under Purchase Method, any excess of purchase consideration over net assets acquired should be	goodwill	capital reserve	Profit & Loss Account	Goodwill Account
As per compaines Act 1956,	Amalgamation	Absorption includes	Amalgamtion excludes	Internal reconstruction
Accounting for amalgamation is governed by _____.	AS1	AS14	AS13	AS11

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Sinking Fund appearing in the Balance sheet Vendor Company is transferred to _____.	Realisation A/C	Equityshareholder A/C	Cash A/C	Preference shareholder
On amalgamation if preference shares are settled at a premium , the premium is _____-.	Debited to	Credited to Realisation	Credited to Securities	Debited to Profit and
Goodwill arising on amalgamation is to be _____	Amortized on a	Adjusted against general	Retained in the books of	Liabilities of Transferor
As per AS14 , payment of expenses on amalgamation _____.	Becomes part of	Does not become part of	Appears in the books of	Retained in the books of
Minakshi Ltd. took over the business of Deepika Ltd. for a consideration of Rs. 4,45,000. Minakshi Ltd.	Debit Liquidators of	Debit All Assets by Rs.	Credit all Assets by rs.	Debit Business Purchase
X Ltd. has Assets of Rs. 4,74,000 and Liabilities of Rs. 28,000. Y Ltd. took over X Ltd. by paying	Goodwill of Rs.	Capital reserve of Rs.	Goodwill of Rs. 26,000	Capital reserve of rs.
The scheme of internal reconstruction involves _____Company	One	Two	Three	four
Fictitious assets are to be transferred to _____	Internal	Security Premium	Share Capital	Capital Reserve
Y Ltd has 8,000 Equity shares of Rs.100 each fully paid .Each share is Sub- divided into 10 Equity shares	Rs. 8,000	Rs.80,000	Rs.75,000	Rs. 60,000
Provision for taxation is Rs.1,00,000 .The Tax Liability of the company is settled at Rs.80,000 & it is	Rs.80,000	Rs.1,00,000	Rs.20,000	Rs.60,000
The Capital reduction means reduction in _____ Value of shares	Paid up Capital	Unpaid up Capital	Re-issue capital	Bonus share capital
The Sub -division of shares does not result in _____ of capital	Reduction	Arrangement	Compromise	Meger
Appreciation in Land and Building is credited to _____ A/C .	Share capital	Capital Reduction	Full paid capital	Buyback Capital
Creditors of Rs. 20,000 are finally settled by cash payment of Rs. 16,000.	Capital Reduction	Creditors A/C credited by	Capital Reduction A/C	Bank A/C debited by Rs.
Account for creditors of Rs. 30,000 which do not appear in the books. Capital Reductio A/C is	No Entry	Debited by Rs. 30,000	credited by Rs. 30,000	Credited by Rs. Zero
Investments of Rs. 48,000 are taken over by Bank in full settlement of overdraft balance of Rs. 33,600.	Credited by rs. 14,400	Credited by Rs. 48,000	Debited by Rs. 14,400	Debited by rs. 33,600
Z Ltd. issues Rs. 100000 worth of equity shares at a discount of 10% for redemption of preference shares	Rs. 1,00,000	Rs. 1,60,000	Rs. 2,50,000	Rs. 90,000
Find the amount of proceeds , if Shraddha Ltd. Issued 3,00,000 equity shares of Rs. 10 each as par, Rs. 7	Rs. 21,00,000	Rs. 30,00,000	Rs. 9,00,000	NIL
Interest received on Sinking Fund Investment is credited to	Capital Reserve A/C	Sinking Fund A/C	Sinking Fund	Capital reserve A/C
A company acquires a business as on 1st January, 2018; it being incorporated on the 1st May, 2018. The	8:5	1:2	4:5	2:5
On Amalgamation preliminary expenses in Balance Sheet of Vendor Company are Debited to	Realisation A/C	Equityshareholder A/C	Cash A/C	Preference shareholder
Y Ltd. has Assets of Rs. 3,21,000 and Liabilities of Rs. 35,000. Z Ltd. took over Y Ltd. by paying	Goodwill of Rs. 9000	Capital reserve of Rs.	Goodwill of rs. 43,000	capital reserve of Rs.
On internal reconstruction , assets are written off except_____	Land & Building	Goodwill	Preliminary expenses	profit and loss account
Payment of Reconstruction expenses is debited to _____	profit and loss	Capital reduction	Cash Account	profit and loss account.
Utilise provision for taxation of Rs. 75,000 for capital reduction. Capital Reduction A/C is	Debited by Rs. Zero	Credited by Rs. Zero	Debited by Rs. 75,000	Credited by Rs. 75,000
Company has equity share capital of Rs. 10,00,000. Each Equity Share will be written down from Rs. 10	Debited by Rs.	Credited by Rs. 4,00,000	Debited by Rs. 6,00,000	Credited by Rs. 6,00,000
Business Ethics & Corporate Governance				
Green company resolves _____ type of ethical issue.	Financial	Social	Environmental	Natural
Companies begin with the process of organisational ethics by developing _____.	Code of conduct	Law	Both 1 & 2	Marketing
Ethical training is a part of _____ programme.	Marketing	Shareholder training	Financial	Employee engagement
_____ are principles of morality or rules of conduct.	Customs	Cultures	Traditions	Ethics
_____ are the consequences of good business ethics.	Decrease in demand	Bad word of mouth	Employee demotivation	Increase in productivity
A works ethics training program _____ teamwork by developing the trust among the employees.	Reduces	Promotes	Balances	Multiplies
Aggressive Behaviour at workplace is an example of _____ organisational climate.	Good	Bad	Desired	Undesired
The Terms of all the _____ should be very clear in the Ethical Training Program.	Ethical Procedures	Ethical Process	Both 1 & 2	Ethical Issue
_____ Ethical Committee is not formally created.	Independent	Dependent	Institutional	Personal

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There are _____ types of Ethical Committees.	1	2	3	4
Charging fair & _____ prices from the customers is one of the code of conduct of an organisation.	Heavy	High	Reasonable	Unreasonable
Business Ethics is based on moral & _____ values.	Social	Perfect	Right	Partly False
Ethical Dilemma arises due to _____ interests.	Similar	Perfect	Shareholders	Conflicting
Corporate governance is a _____ concept than employee betterment.	Smaller	Larger	Similar	Better
Shareholder theory is supposed to be a _____ theory.	Nominal	Normative	Subjective	Project
The constituents of Corporate Governance are _____.	Doing what is right	No expansion	Not earning profits	Halting growth of
_____ cannot play a direct role in the Corporate governance matters of a company.	Customers	BOD	Employees	Government
According to the New Companies Act, all companies must have at least _____ resident directors.	1	2	4	5
According to the New Companies Act, listed companies must appoint _____.	BOD	Woman Directors	Resident Directors	Nominee Directors
According to the New Companies Act, listed companies must appoint at least _____.	3 nominee director	2 BOD	1 audit committee	3 audit committee
Under Corporate governance the board must have _____ to serve concerns of stakeholders.	BOD	Effective machinery	Employees	Manager
Shareholders theory was introduced by _____.	Thomas Cook	Milton Friedmon	Fedric Paul	John Miller
Agency theory assumes that _____.	Top management are	Top management act like	Top management	Agents are appointed to
Agency theory specifies mechanism to reduce _____.	Stewards	Agency loss	Profitability	Organisational motive
Shareholders are the _____ of the Company.	Creditors	Owners	Employees	Debenture Holders
_____ of a company are the transactions between the company and a person related to the company.	Unrealistic Party	Realistic Party	Unrelated Party	Related Party
_____ is also entitled to take decisions of the company.	Creditors	Employees	Debenture holders	Shareholders
The main content of SHA is the _____ of Shareholders.	Duties	Rights & obligations	Investments	Responsibilities
Shareholders are entitled to receive _____ for their investment in the shares.	Interests	Dividends	Receipts	Income
Section 188 of Companies Act, 2013 is a combination of section ____ and section ____ of the	152, 203	789, 567	314, 297	846, 957
Institutional Investors have _____ bargaining power.	Less	High	Low	Limited
_____ is applicable to both private as well as public companies and is applicable w.e.f. 1-4-2014.	Section 297	Section 188	Section 314	Section 500
Developing Effective Grievance Mechanism is also one of the important functions of _____.	Ethical Training	Ethical Climate	Ethical Dilemma	Either (a) or (b)
Shareholders also have a share in the _____ of the company.	Profit	Property	Production	Productivity
Adequate information should be supplied to the _____.	Shareholders	Customers	Both 1 & 2	Debenture Holders
Under 2013 Act and RC49, requirements concerning RPT may be divided into _____ key parts.	One	Two	Three	Four
_____ is the Chief Executive Officer of NFCG.	Executive Director	President	Trustee	Vice-president
_____ promotes the adoption of corporate governance's best practice and standards.	NFCG	GCGF	MCA	IFC
_____ is aware that investor education is important for his protection.	SEBI	CII	ICAI	ICSI
The _____ also functions as the Secretary of the Council & the Board and is supported by full time	Executive Director	President	Trustee	Vice-president
NSE accounts for more than _____ market share in equity derivatives segment.	50%	85%	74%	98%
Board of Trustees is chaired by _____, MCA, Government of India.	Executive Director	President	Secretary	Vice-president
_____ was set up with the main purpose of keeping a check on malpractices and protect the interest of	SEBI	CII	ICAI	ICSI
SEBI was granted legal status in May _____.	1994	1995	2000	1992

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SEBI conducts inquiries and audit of _____.	Companies	People	Stock exchanges	Shareholders
_____ was registered as a society on September 12, 2008 under the Societies Registration Act, 1860.	SEBI	CII	ICAI	IICA
According to SEBI, a _____ shall not be a member of more than 10 committees across companies in _____ exercises supervision over the three professional bodies, namely, ICAI, ICSI and ICAI.	Director	President	Secretary	Vice-president
_____ is a think tank that curates a repository of data and knowledge for policy makers.	SEBI	MCA	CII	IICA
Vision of _____ is to be the Key Facilitator and Reference Point for highest standards of Corporate	NFCG	GCGF	MCA	IFC
Marketing of Financial Services				
A service is an _____ equivalent of an economic good	tangible	intangible	macro	micro
Service providers are part of _____ sector	primary	secondary	tertiary	global
_____ is key to connecting with customers	CRM	VRM	ARM	DRM
The feature that services cannot be seen is called _____	intangibility	inseparability	inconsistency	value addition
The services and its provider cannot be separated is known as _____	intangibility	inseparability	inconsistency	value addition
The nature of services being heterogenous is called _____	intangibility	inseparability	inconsistency	value addition
Services are rendered and consumed at the same time is known as _____	simultaneity	intangible	inconsistency	value addition
Tangible actions for services are of _____ types	1	2	3	4
Healthcare service is an example of _____	service for goods	service for people	not part of services	goods
Intangible actions are of _____ types	1	2	3	4
_____ is responsible for growth in services	working women	dissatisfaction	disloyalty	low income
_____ refers to providing information to prospective customer	marketing	sales	after sales	services
_____ is a plastic money used instead of cash	cheque	bankers cheque	debit card	UPI
_____ is a means of protection from financial loss	Insurance	factoring	forfeiting	leasing
_____ is a rating agency	SBI	PFRDA	CARE	UTI
limited purpose insurance companies are known as _____ insurance firms	non captive	captive	active	passive
money management is a type of _____ services	investment	portfolio	consultancy	forfeiting
Private credit services are of _____ types	1	2	3	4
services cannot be stored like goods is an example of _____	intangibility	inconsistency	perishability	value addition
services marketing mix has _____ P's	1	3	7	4
product marketing mix has _____ P's	1	2	3	4
_____ is an item that satisfies a consumers needs	products	physical evidence	price	promotion
services marketing mix is also called as _____ mix	non extended	short	extended	limited
Asking reviews can add _____ to services	intangibility	inseparability	actions	promotion
_____ is the key to better customer experience	care	poor service	rigidity	poor CRM
Sales promotions aimed at wholesalers and distributors are known as _____.	Customer	Customer Relation	Trade Sales	Trade Promotions
_____ is defined as "the number of customers or percentage of total customers, whose reported	Service satisfaction	Customer satisfaction	Product satisfaction	Customised
It costs _____ times more to attract a new customer than it does to keep an existing one.	7-9	4-5	3-5	9-10

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If you resolve a complaint on the spot, _____% of customers will do business again.	100	75	95	60
Increasing the knowledge level of your customers is one of the _____ for service marketers to	Advantage	Process	Guideline	Benefit
Customer expects _____ service.	Prompt	Free	Duplicate	Used
_____ means the degree to which a specific product satisfies a particular class of consumers or	Service	Product	Quality	Price
Quality is _____ oriented.	Product	Price	Customer	Service
_____ means how consistently the product performs at an acceptable level under normal	Reliability	Performance	Durability	Feature
_____ is the frequency, expense and difficulty of actions required keeping the product operating	Serviceability	Performance	Durability	Feature
_____ is degree to which a product or service meets its specifications.	Serviceability	Conformance	Durability	Feature
_____ attribute has both societal aspects and is individual specific.	Serviceability	Conformance	Environment friendly	Durability
_____ is a procedure or set of procedures intended to optimize performance and provide	Quality assurance	Service assurance	Product assurance	Quantity assurance
_____ is the systematic monitoring and evaluation of the various aspects of a project, service or	Quality assurance	Service assurance	Product assurance	Quantity assurance
Quality assurance is a _____ approach with specific steps to help define and attain goals.	customer driven	service driven	process driven	product driven
There are _____ quality assurance steps.	four	three	six	five
C in PDCA stands for	Control	Check	Cost	Customer
_____ is an effective method for monitoring quality assurance because it analyses existing	PCAD	PCDA	ADPC	PDCA
There are _____ specific components of service encounters.	two	three	four	six
_____ are transactional interactions in which one person provides a service or good to another	Service encounters	Customer encounters	Service providers	Personnel encounters
Under _____ the client states what he or she needs, if it is possible.	Assertions	Questions	Want statements	Conditional statements
Under _____ the client asks for what he or she needs or inquires about an item.	Assertions	Questions	Want statements	Conditional statements
The merchant uses a politeness strategy by not assuming that the client will want what he or she	Direct offers	Conditional statements	Use of self	Negotiations
Theodor Levitt and _____ were the pioneers that included internal customer's satisfaction analysis	Philip Kotler	Johnson	Robins	Peter Drucker
_____ defines internal marketing as the act of hiring, training and motivating employees in a way	Peter Drucker	Philip Kotler	Johnson	Robins
EQUITY RESEARCH				
Data published by _____ may not be reliable	Small agencies	Company	Large publisher	Exchange
Equity earnings are not pre-defined and equity is a _____ with no pre-set maturity date	Long term investment	Perpetual investment	Short term investment	Fixed return investment
Fundamental analysis considers both _____ and _____ dimensions of a business	Qualitative;Growth	Internal;external	Risk;Return	Qualitative;Quantitative
By observing price and _____, technical analyst try to understand if there is adequate buying interest	Volume patterns	Risk	Volatility	Return
If a company goes bankrupt, the _____ will not receive money until the creditors, bond holders,	Suppliers	Management	Common share holders	Employees
_____ typically pay a regular quarterly dividend to shareholders.	Income stocks	Value stock	Growth stock	Fixed stock
Increase in profits is accompanied by a rise in the _____	Risk involved	Price of product	Volume of stock	Company's stock price
_____ analyst work for firms that provide investment banking, broking, advisory services for clients	Buy-side research	Sell-side research	Individual research	Economic research
Data and information is _____ to the function of the research	Alternative	Supportive	Contrast	Imperative
As a marketing researcher, you must work closely with your _____	Company	Team	Investors	Clients
Secondary data may permit _____, as the data is readily available and that too in processed	Lots of time	Limited information	primary source	Quick decision making

Question	Answer1	Answer2	Answer3	Answer4
_____ data provides indepth information	Secondary	Numarical	Qualitative	Primary
The researcher has no control over the _____ of the secondary data	Use	Quality	Study	Cost
_____ data are generally used when the time of enquiry is short and accuracy of the enquiry can be	Primary	Secondary	Historical	Ready made
Report submitted by Economists, Research scholars, Bureaus, etc are examples of _____ data	Published	Unpublished	Primary	Expert
_____ analysts generally work for money managers like mutual funds, hedge funds, pension funds, or	Buy side	Sell side	Independent	Individual
_____ analysts also provide customised research reports on the business on specific request	Independent	Buy side	Sell side	Individual
The job of research analyst requires _____ and _____ skills	Reading:Writing	Positive:Negative	Quantitaive:Qualitative	Past:Future
Researcher should have ability to read and _____ financial statements and reports	Read	Deliver	Comprehend	Create
_____ analyst work for research originators or boutique firms separate from full-service investment	Independent	Buy side	Sell side	Individual
By using his _____, a research analyst comes to the conclusion whether he would be in favour or	skills	Data	Contacts	Books
Depository participants enables _____ to hold and transact in securities in the Dematerialized form	Commercial banks	Investors	RBI	Corporate
Equity earnings are not _____ and equity is a perpetual investment with no pre-set maturity date	Long term	Pre-defined	Large scale	for retail investors
An industry which does not face the threat of new _____ coming in would be an attractive industry	Finance	Technology	Competitors	Product
PESTLE model primarily analyses the _____ environmental factors that will act as influencers for a	Internal	Prime	Flexible	External
Technical analysis is a specialised stream in itself and involve study of various trends upward, downwards	Sideways	Verticle	Horizontal	Loosing
_____ countries would have social objectives above anything else	Socialist	Anti social	Communist	Capitalist
BCG createrd a _____ based on sensitivity of growt hand cash generation	Report	Matrix	Situation	Analysis
Inflation is defined as a general increase in the price level of goods and services in the economy leading to	Purchasing power	Volume	Value	Exchange
_____ are segments in a business where market is growing rapidly and company is having a large market	Cash Cow	Dog	Qustion mark	Starts
Inflation can be caused by demand pull factors or _____ factors	Cost push	Demand push	Supply push	Cash pull
Navnwt publications, which is into the business of books and notebooks, could be a good example of	Stars	Cash cow	Dog	Question mark
_____ is a business segment in a fast growing market, but having low market share	Stars	Cash cow	Question marks	Dog
_____ is business segment, which have low growth rates and intensive competative dynamics	Starts	Dogs	Cash cow	Qustion mark
Technical analysis is a specialised stream in itself and involve study of various trends upward, _____ or	Forward	Downwards	verticle	Horizontal
fiscal policy contain the measures of the government which deals with its revenue and _____	Trades	Expenses	Liabilities	Losses
_____ gives greater access to foreign culture in the form of art, movies, music, food, music,	Nationalisation	Foreign trade	Globalisation	Exports
Nestley's maggi is a classic example of brands ruliang markets for a _____ and differentiting a	Short period	High prices	Long time	Low price
Tats's and Infosys are a living testimony of the importance of _____	Large finance	Manpower	Family background	Ethical behavious
Some companies believe in _____ expansion meaning takeovers	Vericle	Horizontal	Aggressive inorganic	Co-operative
_____ analysis is a way of documenting strenths, weakness, oppportunities and threats at one place	SCP	SWOT	BCG	PESTLE
Buying a company's _____ without having a knowledge of critical drivers could mean purchasing a	Products	Plants	Shares	Services
Interest is an _____ incurred on loans taken by the business	Income	Profit	Investment	Expense
SWOT analysis is a way of documenting strenths, weakness, oppportunities and _____ at one place in a	Threats	Treasures	Types	Threads
Good research analyst would always go to the track record of _____ and the delivery	Dividend	Commitment	Shares	Offer
_____ in an Expense incurred on loans taken by the business	Interest	Dividend	Investment	Recovery

Question	Answer1	Answer2	Answer3	Answer4
SWOT analysis is a way of documenting strengths, weakness, _____ and threats at one place in a	Opponents	Overdues	Opportunities	Overvaluations
Net sales is the income which the company generates by _____ its goods and services	Producing	Selling	Supplying	Marketing
Stars are segments in a business where market is growing _____ and company is having a large market	Slowly	Frequently	Rapidly	Proportionately
Bargaining power of supplier is high when the number of suppliers are limited and _____ are many	Buyers	Producers	Companies	Competitors
BUSINESS VALUATION				
Green company resolves _____ type of ethical issue.	Financial	Social	Environmental	Natural
Companies begin with the process of organisational ethics by developing _____.	Code of conduct	Law	Both 1 & 2	Marketing
Ethical training is a part of _____ programme.	Marketing	Shareholder training	Financial	Employee engagement
_____ are principles of morality or rules of conduct.	Customs	Cultures	Traditions	Ethics
_____ are the consequences of good business ethics.	Decrease in demand	Bad word of mouth	Employee demotivation	Increase in productivity
A works ethics training program _____ teamwork by developing the trust among the employees.	Reduces	Promotes	Balances	Multiplies
Aggressive Behaviour at workplace is an example of _____ organisational climate.	Good	Bad	Desired	Undesired
The Terms of all the _____ should be very clear in the Ethical Training Program.	Ethical Procedures	Ethical Process	Both 1 & 2	Ethical Issue
_____ Ethical Committee is not formally created.	Independent	Dependent	Institutional	Personal
There are _____ types of Ethical Committees.	1	2	3	4
Charging fair & _____ prices from the customers is one of the code of conduct of an organisation.	Heavy	High	Reasonable	Unreasonable
Business Ethics is based on moral & _____ values.	Social	Perfect	Right	Partly False
Ethical Dilemma arises due to _____ interests.	Similar	Perfect	Shareholders	Conflicting
Corporate governance is a _____ concept than employee betterment.	Smaller	Larger	Similar	Better
Shareholder theory is supposed to be a _____ theory.	Nominal	Normative	Subjective	Project
The constituents of Corporate Governance are _____.	Doing what is right	No expansion	Not earning profits	Halting growth of
_____ cannot play a direct role in the Corporate governance matters of a company.	Customers	BOD	Employees	Government
According to the New Companies Act, all companies must have at least _____ resident directors.	1	2	4	5
According to the New Companies Act, listed companies must appoint _____.	BOD	Woman Directors	Resident Directors	Nominee Directors
According to the New Companies Act, listed companies must appoint at least _____.	3 nominee director	2 BOD	1 audit committee	3 audit committee
Under Corporate governance the board must have _____ to serve concerns of stakeholders.	BOD	Effective machinery	Employees	Manager
Shareholders theory was introduced by _____.	Thomas Cook	Milton Friedman	Fredrick Paul	John Miller
Agency theory assumes that _____.	Top management are	Top management act like	Top management	Agents are appointed to
Agency theory specifies mechanism to reduce _____.	Stewards	Agency loss	Profitability	Organisational motive
Shareholders are the _____ of the Company.	Creditors	Owners	Employees	Debenture Holders
_____ of a company are the transactions between the company and a person related to the company.	Unrealistic Party	Realistic Party	Unrelated Party	Related Party
_____ is also entitled to take decisions of the company.	Creditors	Employees	Debenture holders	Shareholders
The main content of SHA is the _____ of Shareholders.	Duties	Rights & obligations	Investments	Responsibilities
Shareholders are entitled to receive _____ for their investment in the shares.	Interests	Dividends	Receipts	Income
Section 188 of Companies Act, 2013 is a combination of section _____ and section _____ of the	152, 203	789, 567	314, 297	846, 957

Question	Answer1	Answer2	Answer3	Answer4
Institutional Investors have _____ bargaining power.	Less	High	Low	Limited
_____ is applicable to both private as well as public companies and is applicable w.e.f. 1-4-2014.	Section 297	Section 188	Section 314	Section 500
Developing Effective Grievance Mechanism is also one of the important functions of _____.	Ethical Training	Ethical Climate	Ethical Dilemma	Either (a) or (b)
Shareholders also have a share in the _____ of the company.	Profit	Property	Production	Productivity
Adequate information should be supplied to the _____.	Shareholders	Customers	Both 1 & 2	Debenture Holders
Under 2013 Act and RC49, requirements concerning RPT may be divided into _____ key parts.	One	Two	Three	Four
_____ is the Chief Executive Officer of NFCG.	Executive Director	President	Trustee	Vice-president
_____ promotes the adoption of corporate governance's best practice and standards.	NFCG	GCGF	MCA	IFC
_____ is aware that investor education is important for his protection.	SEBI	CII	ICAI	ICSI
The _____ also functions as the Secretary of the Council & the Board and is supported by full time	Executive Director	President	Trustee	Vice-president
NSE accounts for more than _____ market share in equity derivatives segment.	50%	85%	74%	98%
Board of Trustees is chaired by _____, MCA, Government of India.	Executive Director	President	Secretary	Vice-president
_____ was set up with the main purpose of keeping a check on malpractices and protect the interest of	SEBI	CII	ICAI	ICSI
SEBI was granted legal status in May _____.	1994	1995	2000	1992
SEBI conducts inquiries and audit of _____.	Companies	People	Stock exchanges	Shareholders
_____ was registered as a society on September 12, 2008 under the Societies Registration Act, 1860.	SEBI	CII	ICAI	IICA
According to SEBI, a _____ shall not be a member of more than 10 committees across companies in which he is a director.	Director	President	Secretary	Vice-president
_____ exercises supervision over the three professional bodies, namely, ICAI, ICSI and ICAI.	SEBI	MCA	CII	IICA
_____ is a think tank that curates a repository of data and knowledge for policy makers.	SEBI	CII	ICAI	IICA
Vision of _____ is to be the Key Facilitator and Reference Point for highest standards of Corporate	NFCG	GCGF	MCA	IFC