

**Examrace**

## Business Administration Paper – 2006 Solved MCQs Competitive Exams Set 2

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(13) Which of the following is NOT one of the four specific drivers that underpin the new economy?

- a. Industry convergence
- b. Disintermediation and reintermediation
- c. Customer delivered value
- d. Customization and customerization
- e. Digitalization and connectivity

Answer: (c)

(14) \_\_\_\_ lays out the target markets and viable propositions that organization will offer based on an analysis of the best market opportunities

- a. the strategic market plan
- b. the portfolio analysis
- c. the human resource plan
- d. the tactical marketing plan
- e. marketing research

Answer: (a)

15) the attractiveness of a market offering is based:

- a. on the product, its placement, its price and its promotion
- b. on the match between customer needs and wants and distribution and pricing of the product
- c. almost entirely on the product being offered
- d. on product features and quality, services mix and quality, and price appropriateness
- e. entirely on the match between perceived product and actually product

Answer: (b)

16) high levels of efforts are unlikely to lead to favorable job performance unless:

- a. technology is also considered
- b. quality of the effort is also considered
- c. team work is also considered
- d. management efforts are also considered

Answer: (b)

17) In order to bring about effective organizational change, changes in technology need to be accompanied by making changes in \_\_\_\_\_:

- a. Strategies
- b. Structure
- c. People
- d. Both (b) and (c)

Answer: (b)

18) A capital investment is one that:

- a. has the prospect of short term benefits
- b. has the prospect of long term benefits
- c. Is only undertaken by large corporations with large amounts of capital
- d. applies only to investment in fixed assets

Answer: (b)

19) If the general level of interest rates rises, the prices of already issued bonds will:

- a. Rise
- b. Remain unchanged
- c. Fall
- d. Fluctuate

Answer: (c)

20) If the EOQ for an item decreases, the average level of inventory will:

- a. Decrease
- b. Increase

c. Remain the same

d. There is no relationship between EOQ and inventory levels

Answer: (a)

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