

**QUESTION BOOKLET AND ANSWER KEY  
FOR RECRUITMENT TEST OF  
Manager (Commercial)  
Code 2.2  
HELD ON 13.11.2011**

English Version

1. ਅੰਨ੍ਹਿਆਂ ਵਿਚ-----ਅਖਾਣ ਪੂਰਾ ਕਰੋ :  
 (A) ਬੋਲੇ ਰਾਜੇ (B) ਲੰਗੜੇ ਰਾਜੇ (C) ਕਾਣਾ ਰਾਜਾ (D) ਬੋਈਮਾਨ ਰਾਜਾ
2. ਸੰਬੰਧਕ ਚੁਣੋ :  
 (A) ਮੈਂ, ਸਾਡਾ (B) ਤੂੰ, ਤੁਸੀਂ (C) ਦਾ, ਦੇ (D) ਕੌਣ, ਕਦੋਂ
3. ਮਾੜੀ ਕਿਸ ਜਿਲ੍ਹੇ ਵਿੱਚ ਬੋਲੀ ਜਾਂਦੀ ਹੈ :  
 (A) ਅਮ੍ਰਿਤਸਰ (B) ਪਟਿਆਲਾ (C) ਜਲੰਧਰ (D) ਫ਼ਰੀਦਕੋਟ
4. ਕਰਨਾ, ਖਾਣਾ, ਲਿਖਣਾ ਕੀ ਹਨ :  
 (A) ਨਾਂਵ (B) ਵਿਸ਼ੇਸ਼ਣ (C) ਪੜਨਾਂਵ (D) ਕਿਰਿਆਵਾਂ
5. ਹੇਠ ਲਿਖੇ ਸ਼ਬਦਾਂ ਵਿੱਚੋਂ ਇੱਕ ਵਚਨ ਚੁਣੋ :  
 (A) ਫ਼ਲ (B) ਫਰਨੀਚਰ (C) ਮੁੰਡੇ (D) ਘੋੜਾ

Directions:- Q. Nos. 6-8 Choose the correct preposition to be filled in the blanks.

6. Mohan's allegiance ..... Marxism has been questioned by his friends.  
 A) to B) for C) with D) by
7. You may not draw any inference ..... this story  
 A) to B) from C) by D) for
8. Everybody is prone ..... error.  
 A) in B) by C) to D) with

Directions:- Q. Nos. 9-10:- Choose the correct meaning of the idioms/phrases.

9. To flog a dead horse.  
 A) to be enthusiastic B) to deceive someone  
 C) to repeat one's action D) to waste energy
10. Hobson's choice  
 A) virtually no choice B) abundance of choices  
 C) conditional choice D) choice made by Hobson
11. Which of the following country has decided not to print its king's photo on national currency?  
 A) Nepal B) Japan C) Denmark D) China
12. Indian Rupee has got its symbol as ₹. This symbol has been designed by—  
 A) D. Kumar Raju B) Udai D. Raj C) D. Udai Kumar D) D. Udai Reddy
13. Vande Mataram was first sung at the session of the Indian National Congress in—  
 A) 1892 B) 1896 C) 1904 D) 1890
14. "The philosophers must be the kings" Who said this ?  
 A) Shakespeare B) Plato C) Aristotle D) Socrates

15. The Khasi and Jaintia hills are located in-  
 A) Arunachal Pradesh      B) Meghalaya      C) Manipur      D) Nagaland
16. For which crop production is 'Saopalo' famous?  
 A) Cotton      B) Maize      C) Coffee      D) Tea
17. What are asteroids?  
 A) Minor planets revolving round the Sun between the orbits of Mars and Jupiter  
 B) Luminous celestial bodies moving round the Sun  
 C) A group of fixed stars arranged naturally  
 D) Small pieces of solid matter which appear in the earth's atmosphere as shooting stars from outer spaces and become visible through incandescence caused by the resistance of the air to their passage.
18. Which of the following is situated at Agra ?  
 A) Paratroopers Training College      B) National Police Academy  
 C) Air Force Flying College      D) Central Tractor Organisation
19. No criminal proceedings shall be instituted or continued against which one of the following in any court during the term of his office?  
 A) President, Vice-President or Governor  
 B) President, Prime Minister and Governor  
 C) President and Governor only  
 D) President, Vice-President and Prime Minister
20. The concept of "Rule of Law" in India and England, and "Due Process" in USA are essentially based on which one of the following?  
 A) Positive law philosophy      B) Realist approach  
 C) Natural law philosophy      D) Social solidarity doctrine
21. Which letter is the 8th letter to the right of the letter which is 10th to the left of the last but one letter from the right?  
 A) V      B) X      C) W      D) I
22. In a certain code 'CONTRIBUTOR' is written as 'RTNOCIROTUB'. How is 'prohibition' written in that code?  
 A) NOITIBIHORP      B) ITIONBIHOTP  
 C) IHORPBNOITI      D) IHORPBITION
23. One morning after sunrise Vikram and Shailesh were standing in a lawn with their back towards each other. Vikram's shadow fell exactly towards left-hand side. Which direction Shailesh was facing?  
 A) East      B) West      C) North      D) South
24. In a certain code 'na pa ka so' means 'birds fly very high', 'ri so la pa' means 'birds are very beautiful' and 'ti me ka ho' means 'the parrots could fly'. Which of the following is the code for 'high' in that language ?  
 A) na      B) ka      C) ho      D) so
25. B is twice as old as A but twice younger than F. C is half the age of A but twice the age of D. Which two persons from the pair of oldest and youngest?  
 A) F and A      B) F and D      C) B and F      D) F and C

26. To those who do listen, the desert speaks of things with an emphasis quite different from that of the shore, the mountain, the valley or the plains, whereas these invite action and suggest limitless opportunity and exhaust less resources. The implications and the mood of the desert are something different. For one thing, the desert is conservative not radical. It is more likely to provide awe than to invite conquest. The heroism which it encourages is the heroism of endurance, not that of conquest. It brings man up against this limitation, turns him upon himself and suggests values which more indulgent regions suppress. Sometimes it includes contemplation in men who have never contemplated before: And of all the answers to the question- what is a desert good for – 'contemplation' is perhaps the best.  
In order to receive the desert's message, the beholder needs to be
- A) courageous in his reaction.                      B) conservative in his responses.  
C) A good listener.                                      D) Sensitive to nature.
27. Seven students P, Q, R, S, T, U and V take a series of tests.  
(2) No two students get similar marks.  
(3) V always scores more than P.  
(4) P always scores more than Q.  
(5) Each time either R scores the highest and T gets the least or Alternatively S scores the highest and U or Q scores the least.  
If V is ranked fifth, which of the following must be true?
- A) S scores the highest                                      B) R is ranked second  
C) T is ranked third    D) Q is ranked fourth
28. According to the laws pertaining to the use of recyclable containers, beverages are sold only in reusable containers. The people who object to such laws point out that the collection of reusable bottles requires gasoline, and washing them requires water; but, it takes less water to wash these containers than it does to make throwaway bottles. The expenditure saved due to the saved water exceeds the cost of the gasoline used to transport empty bottles.  
The above passage directly answers which of the below mentioned objections to recyclable beverage containers?
- A) It is likely that consumers will continue to discard even the recyclable containers.  
B) Consumers will find it an inconvenience to return bottles.  
C) The extra expense involved in recycling would raise the prices of beverages.  
D) Recycling would be detrimental to the glass and plastic industries, which produce containers.
29. In an examination, Raj got more marks than Mukesh but not as many as Priya. Priya got more marks than Dinesh and Kamal. Dinesh got less marks than Mukesh but his marks are not the lowest in the group. Who is the second in the descending order of marks?
- A) Priya                      B) Kamal                      C) Raj                      D) Dinesh
30. In the Olympic Games, the flags of six nations were flown on the masts in the following way:  
The flag of America was to the left of Indian tricolor and to the right of the flag of France. The flag of Australia was on the right of the Indian flag but was to the left of the flag of Japan, which was to the left of the flag of China Find the two flags which are in the center.
- A) India and Australia                                      B) America and India  
C) Japan and Australia                                      D) America and Australia

31. Knowledge management is frequently referred to as the organization's:
- A) Intranet source.
  - B) Internet Web page.
  - C) Intellectual capital.
  - D) Database.
32. An organization's market share equals:
- A) revenues divided by net income.
  - B) sales times profit.
  - C) company sales divided by industry sales.
  - D) industry sales divided by company sales.
33. When a retailer analyzes the sequence of customer purchases to attempt to detect patterns that can influence store layout, this is an example of:
- A) customer discovery data mining.
  - B) market basket analysis.
  - C) market potential analysis.
  - D) sequence discovery data mining.
34. Generally, a company's own accounting records:
- A) are not considered a useful source of data.
  - B) are an important source of external secondary data.
  - C) can be easily compared to those of foreign companies, since accounting procedures worldwide are similar.
  - D) are considered internal and proprietary data.
35. The total quality management process begins with a(n) \_\_\_ stage.
- A) commitment and exploration
  - B) benchmarking
  - C) customer satisfaction analysis
  - D) initial quality improvement
36. At which stage of the total quality management process should the organization determine an initial measure of the frequency of customer problems?
- A) Commitment and exploration stage
  - B) Benchmarking stage
  - C) Initial quality improvement stage
  - D) Continuous quality improvement stage
37. Which of the following is NOT good advice for an oral presentation?
- A) Open up your arms to embrace your audience.
  - B) Repeat the same gestures throughout the presentation, because this will provide a soothing rhythm for the audience to follow.
  - C) Drop your arms to your sides when not using them.
  - D) Avoid quick, jerky gestures.
38. Learning has not taken place in which of the following cases?
- A) A farm worker makes sure that she always wears a hat after she was badly sunburned.
  - B) A salesman watches a training video and then uses some of the techniques in that video.
  - C) An athlete trains rigorously, until he can run a mile in less than 4 minutes.
  - D) A manager only completes an important project by working through the night.
39. Your boss does not follow through on her promise to pay you double for overtime hours worked. When asked again to work overtime, you decline. This is an application of \_\_\_\_\_ conditioning.
- A) classical
  - B) operant
  - C) sensory
  - D) association

40. Which of the following has proven to be a particularly good predictor for jobs that require cognitive complexity?
- A) intelligence tests  
B) integrity evaluations  
C) work sampling  
D) aptitude tests
41. Applicants describe how they handled problems and situations in previous jobs in a(n) \_\_\_\_\_ interview.
- A) behavioral structured  
B) audition-type  
C) performance-simulation  
D) problem-solving
42. As organizations have widened spans of control, flattened structures, introduced teams, reduced formalization, and empowered employees, the \_\_\_\_\_ provided by a strong culture ensures that everyone is pointed in the same direction.
- A) rules and regulations  
B) shared meaning  
C) socialization  
D) rigid hierarchy
43. The conflict-handling intention of avoiding is \_\_\_\_\_.
- A) assertive and uncooperative  
B) assertive and cooperative  
C) unassertive and uncooperative  
D) unassertive and cooperative
44. Which of the following is not true?
- A) The more an organization's culture emphasizes zero-sum reward allocations, the more employees will be motivated to engage in politicking.  
B) The more pressure that employees feel to perform well, the more likely they are to engage in politicking.  
C) The more growth stability a company demonstrates, the more likely its employees are to engage in politicking.  
D) The greater the role ambiguity within a company, the more its employees can engage in political activity with little chance of it being visible.
45. You sit in on a meeting between two of your managers. The following conversation occurs:
- Mary: "I have been thinking all day about which one of the employees should be promoted to manager. Ralph, I'd like to get your opinion about the three possible candidates."  
Ralph: "Hire Jackson."  
Mary: "Well . . . I'd really like to discuss this so that we can both be comfortable with the decision."  
Ralph: "You asked for my opinion. I said that we should hire Jackson. We really need to get a move on this, Mary. Can't you just make a decision?"  
Mary: "I'm sorry—maybe we can talk later."  
Ralph: "You're sorry? Are you having trouble handling the pressure?"
- What of the following best reflects Mary's motives in this conversation?
- A) Mary is attempting to stall the hiring decision.  
B) Mary wishes to make a connection with Ralph before making her decision.  
C) Mary is using the dialogue to solicit grapevine information.  
D) Mary is attempting to avoid hiring Jackson

46. You are the plant manager of a manufacturing facility. Your plant has been experiencing a number of problems and you have been directed to solve these issues. One of the problems concerns the low quality of the manufactured product. Many products have failed to pass quality inspection, and your superiors feel that the failure rate is unacceptably high. Another problem concerns the college recruitment process. The current recruitment process has repeatedly brought unqualified candidates to the plant.

Your management team suggests that the college recruitment process could be improved by creating a cross-functional team to conduct the on-campus interviews. Based on your understanding of team functioning, you reply that this solution is most likely \_\_\_\_\_.

- A) an inappropriate use of teams, because individual interviews are better conducted by one person
  - B) an appropriate use of teams, because recruitment is a quality issue
  - C) an inappropriate use of teams, because interviewing teams rarely have a common purpose
  - D) an appropriate use of teams, because interviewing is a highly complex task
47. In what sort of companies is gainsharing most popular?
- A) large manufacturing companies
  - B) large service organizations
  - C) small, non-unionized manufacturing companies
  - D) small, privately-held companies
48. A committee is made up of 12 managers: three each from the sales, production, accounting, and human resources departments. They read a comprehensive study of the company they work for, and are asked which of its recommendations are most important. In discussion they find that the managers perceive that the most important recommendations are those concerning their own departments. This finding is most likely the result of what type of bias?
- A) selective perception
  - B) halo effect
  - C) Pygmalion effect
  - D) self-serving bias
49. You are part of a group making a decision about whether it is appropriate to discontinue research on a new drug. This new drug would save lives, but it is uncertain whether you can develop it within a reasonable time frame and at a reasonable cost. Your firm has already spent a small fortune on this drug. You have gathered so much information in preparation to making the decision that you are unable to sort the good information from the superfluous data. Well after you have started trying to make a decision, new information comes to light that implies that the drug may be able to be synthesized much more cheaply than was previously thought.
- What must you try to avoid when integrating this new information?
- A) anchoring bias
  - B) overconfidence bias
  - C) confirmation bias
  - D) availability bias

50. What is the difference between terminal and instrumental values?
- A) Terminal values are the goals that a person would like to achieve during his or her lifetime, while the instrumental values are the preferable modes of behavior in achieving these values.
  - B) Instrumental values are the goals that a person would like to achieve during his or her lifetime, while terminal values are the preferable modes of behavior in achieving these values.
  - C) Terminal values are the highest values in a person's value system, while instrumental values are the ones that are most often used.
  - D) Instrumental values are the values that are used in day to day life, terminal values are those that come into play at times of great stress.
51. Today's marketers know that customer-driven quality results in \_\_\_\_\_, which in turn creates \_\_\_\_\_.
- A) customer satisfaction; increased sales
  - B) increased sales; a better image and reputation
  - C) customer satisfaction; profitable customer relationships
  - D) customer satisfaction; higher market share
52. Some companies would like to stem the tide of foreign imports through \_\_\_\_\_. In the long run, this would only raise the cost of living and protect inefficient domestic firms.
- A) protectionism
  - B) communication adaptation
  - C) joint ownership
  - D) exporting
53. Adoption of the Euro will do all of the following except \_\_\_\_\_.
- A) decrease much of the currency risk
  - B) make countries with previously weak currencies more attractive markets
  - C) highlight differences in pricing and marketing from country to country
  - D) create a homogenous market
54. One type of industrial structure is \_\_\_\_\_. These are major exporters of manufactured goods and investment funds. They trade goods among themselves and export them to other types of economies for raw materials and semi-finished goods.
- A) material economies
  - B) subsistent economies
  - C) industrializing economies
  - D) industrial economies
55. The first step in \_\_\_\_\_ is \_\_\_\_\_, the process of identifying, assessing, and selecting key competitors.
- A) competitor analysis; competitive advantage
  - B) competitive marketing strategies; competitive advantage
  - C) competitive advantage; competitor analysis
  - D) competitive marketing strategies; competitor analysis
56. A recent book, *Radical Marketing*, praises companies such as Harley-Davidson for succeeding to break many of the "rules" of marketing strategy. What is one of the rules they break?
- A) live close to their customers
  - B) operate large marketing departments
  - C) form buyers' clubs
  - D) use buzz marketing

57. One can normally find out the extent of liability of members in a registered company from its \_\_\_\_\_.
- A) memorandum of association                      B) articles of association  
C) shareholder agreements                              D) register of members
58. Which of the following regarding consideration in the context of the law of contract is FALSE?
- A) Consideration must be real.                      B) Consideration must be of value.  
C) Consideration must be adequate.                D) Consideration must be sufficient.
59. Which of the following is NOT a type of misrepresentation?
- A) Fraudulent misrepresentation.                B) Negligent misrepresentation.  
C) Unconscionable misstatement.                D) Innocent misrepresentation.
60. Rakesh receives an order bill for \$1,000,000. He owes Ravi \$700,000 and wants to indorse the bill to Ravi. How can he settle his debt with the bill?
- A) He can indorse \$1,000,000 to Ravi and asks Ravi for \$300,000.  
B) He can split the bill into two different bills, one for \$700,000 and the other for \$300,000.  
C) He can indorse \$700,000 to RAVI and keep \$300,000 for himself.  
D) He can indorse \$700,000 to Ravi and must indorse the remaining \$300,000 to a different person.
61. Which of the following is subject to copyright protection?
- A) corporate logo                                      B) new form of animal life  
C) brand slogan                                         D) dance routine
62. Which is the most popular method of accelerated depreciation?
- A) straight-line depreciation  
B) double-declining-balance depreciation  
C) acquisition cost depreciation  
D) declining-balance depreciation
63. Which of the following is a difference between merchant middlemen and agent middlemen?
- A) Agent middlemen acquire ownership of the products they sell, while merchant middlemen do not.  
B) Merchant middlemen sell products directly to the consumer.  
C) Agent middlemen have no control over production processes.  
D) Merchant middlemen acquire ownership of the products they sell, while agent middlemen do not.
64. VaR means:
- A) Volume of Business at Risk                      B) Value at Risk  
C) Volume on Risk                                      D) Value as Risk
65. Which of the following is not a motive for the companies to hold cash?
- A) Transaction motive  
B) Precautionary motive  
C) Lack of proper synchronization between cash inflows and outflows  
D) Capital investments

66. UCPDC 500 is :
- A) Set of rules applicable to CC transactions
  - B) Set of rule having 500 articles.
  - C) Set of rules framed by ICC governing LC business globally .
  - D) Set of universally applicable rules governing LC business in India only.
67. A pipeline analysis measures:
- A) a stream of customers at different points in the sales process
  - B) the number of customers who accept a proposal each month
  - C) the number of customers who pay invoices each month
  - D) the amount of new business a salesperson closes each month
68. The heart of Adam's Equity Theory is that salespeople will be motivated based on how they feel they do:
- A) when confronted by difficult conditions
  - B) throughout the day on a scale of 1-10
  - C) over the course of a challenge, from start to finish
  - D) compared to how others in similar jobs do
69. Customer data integration (CDI) refers to:
- A) a group within the research department that specializes in gathering and analyzing data
  - B) a software system that gathers and analyzes customer data
  - C) a set of rules for the process of gathering data on customers and making it useful and available
  - D) the process of creating sales forecasts
70. "Chinese Marketing" refers to the practice of:
- A) selling products to a consumer base that is uninterested in the products
  - B) international marketing efforts that show insensitivity to the people and culture of the country
  - C) manipulating sales figures to reflect the potential sales in a region or territory instead of the actual sales in a region or territory
  - D) thinking mistakenly that the number of individuals in a market is the same as the number of possible total sales in a market
71. The relationship between a sales forecast and sales force quotas should be:
- A) a direct relationship, with quotas pegged to forecasts
  - B) a direct relationship, with quotas set 10% above forecasts
  - C) a direct relationship, with quotas set 5% below forecasts
  - D) no direct relationship, with forecasts used for informational purposes
72. The Director of Sales at Hewitt Heavy Machinery asks all salespeople to write weekly sales forecasts. Once a salesperson writes a forecast, she or he posts it on the company's intranet so employees in other departments can access it. Which of the following employees would be LEAST likely to use the information in those weekly sales forecasts?
- A) the customer service manager, who manages and schedules customer service employees
  - B) a tech support employee, who fields tech support calls and emails from customers
  - C) the accounting clerk, who bills clients and pays creditors
  - D) an auditor evaluating Hewitt's financial disclosure documents, checking for violations of law

73. In what type of sales situation is a broker commonly used?
- when the buyer is in one country and the seller is in another
  - when the buyer and the seller are divisions of the same company
  - when the buyer and seller are in the financial industry
  - when the buyer likes to place multiple orders from the same seller
74. The essence of the Protestant ethic is answer the question:
- Is this the most moral path?
  - Was this action predestined by a Higher Power?
  - Could I satisfactorily explain this choice to a committee of my peers?
  - Is this choice commonly accepted in the present time and place?
75. Which of the following would be LEAST likely to be regarded as "puffery"?
- "We serve the world's finest coffee."
  - "We have everything you need to deliver successful sales presentations."
  - "Our sneakers are worn by top competitive athletes."
  - "Our syrup provides the longest-lasting relief from flu symptoms."
76. How does a facilitative relationship create value for both buyer and seller?
- The buyer trusts that the seller will deliver the product and the seller trusts that the buyer will pay for the product.
  - The buyer increases costs by buying from one seller, and the seller decreases profits by selling to the same buyer.
  - The buyer saves time and money by using only one seller, and the seller reduces buying and marketing costs by repeat sales to the same buyer.
  - The buyer saves money by limiting the number of presentations it listens to, and the seller saves money by reducing the shipping costs it charges the buyer.
77. What is the difference between a hosted software system and purchased software?
- A hosted system generally has greater capacity than purchased software, and it is priced accordingly.
  - A hosted system sits on the system's servers so customers can access it from anywhere with internet access and updates are instantly available.
  - A hosted system allows sales managers to check on sales representatives' levels of activity.
  - A hosted system is not robust enough to manage multiple channels
78. In determining how different price levels will affect a household's cereal consumption, it may be essential to take household size into account. This is best analyzed by \_\_\_\_\_.
- n-way ANOVA
  - one-way ANOVA
  - ANCOVA
  - regression
79. The \_\_\_\_\_ is a univariate hypothesis test using the  $t$  distribution, which is used when the standard deviation is unknown and the sample size is small.
- $z$  test
  - $t$  test
  - paired samples test
  - $F$  test
80. When developing a questionnaire, if the researcher is asking him/herself if the word means what he/she intended; if it has any other meanings; if the word has more than one pronunciation; or if a simpler phrase is suggested then, he/she is probably concerned with \_\_\_\_\_.
- avoiding leading questions
  - avoiding ambiguous words
  - using defining the issue
  - using ordinary words

81. **New Trade Theory specializes in:**  
 A) Advantages in promoting international trade  
 B) The role of increasing returns in predicting trade  
 C) The role of consumer preferences in predicting trade  
 D) Bribe paying as a predictor of international trade
82. **Which of these terms best describes the grouping of culture based on the relative similarity?**  
 A) Demography  
 B) Culture Grouping  
 C) Culture Mapping  
 D) Culture Clustering
83. **The two international treaties that govern patent protection are**  
 A) Paris Convention and Patent Cooperation Treaty.  
 B) International Patent Patrol and Patent Treaty.  
 C) Patent Protection Treaty and International Patent Patrol.  
 D) Patent Protection Treaty and Patent Cooperation Treaty.
84. \_\_\_\_\_ serves as a unit of account for the IMF and other international and regional organizations.  
 A) SRD  
 B) DRS  
 C) RDS  
 D) SDR
85. **The Asia-Pacific Economic Cooperation Forum was founded in**  
 A) 1994  
 B) 1894  
 C) 1949  
 D) 1849
86. **An example of \_\_\_\_\_ is depicted through, a US firm focusing on exports to Canada to acquire its debt in Canadian dollar markets and use the Canadian dollar cash inflows from export sales to service loan payments on Canadian dollar.**  
 A) matching  
 B) netting  
 C) price escalation  
 D) leading
87. **Chase Manhattan's Collection Experience Bulletin provides:**  
 A) four methods of remitting payment  
 B) open account sales  
 C) sight drafts  
 D) bank statistics
88. **The issue of the 1995 OECD guidelines and the U.S. section 482 regulations are the two most important guidelines regarding:**  
 A) tax havens  
 B) tax treaties  
 C) transfer pricing  
 D) accounting systems
89. **It is said that in \_\_\_\_\_ nations, accounting is oriented toward the decision needs of investors and creditors.**  
 A) Anglo-Saxon  
 B) British-American  
 C) South American  
 D) Democratic governed
90. **What two countries does the Trans-Siberian railroad want to connect?**  
 A) Europe and United States  
 B) Europe and East Asia  
 C) East Asia and United States  
 D) Europe and Australia

91. You are the first-line supervisor for a group of employees who make cheese slicers. Their job is not terribly interesting or challenging and you have noticed that they are frequently tardy returning from their breaks. You have studied the concept of shaping behavior and decide that you will try to apply it to this situation.  
You want Allison to take an accounting course so that she can help with the bookkeeping. Allison does not want to go to night school to take the course and has been resisting. You know that her least favorite duty is preparing payroll. You tell her that she will be given extra help with preparing payroll whenever she takes an accounting class. This is an example of \_\_\_\_\_.  
A) positive reinforcement                      B) negative reinforcement  
C) punishment                                      D) extinction
92. Mrs. Jonas believes strongly that it is important that worker's rights be respected, and that one of the more important ways of doing this is to ensure that all workers be properly documented. She is supervising a contracting company that is building a new warehouse for her company. While doing this she discovers that many of the workers employed by the contractor are undocumented aliens working for well below minimum wage.  
  
Mrs. Jonas is likely experiencing \_\_\_\_\_.  
A) cognitive dissonance                      B) unresolved anger  
C) ethical evasion                                D) uncertainty avoidance
93. Which of the following is most likely to benefit a debtor?  
A) unanticipated inflation                      B) unanticipated deflation  
C) anticipated deflation                        D) anticipated inflation
94. A market is in equilibrium:  
A) provided there is no surplus of the product  
B) at all prices above that shown by the intersection of the supply and demand curves  
C) if the amount that producers want to sell is equal to the amount that consumers want to buy  
D) whenever the demand curve is down-sloping and the supply curve is up-sloping
95. A monopolist has a downward sloping demand curve because  
A) it has an inelastic demand  
B) typically, it sells only to a few large buyers  
C) its demand curve is the same as the industry's demand curve  
D) consumers prefer that product
96. What is the Swedish translation for "Getgift.com"?  
A) Go get poison for goats                      B) Go milk the cows  
C) Go get poison for horses                      D) Go milk the horses
97. An agreement between the tax authority and the taxpayer on the transfer pricing methodology to be applied to any apportionment of income, deductions, credits, or allowances between two or more members of an organization is known as:  
A) advance pricing agreement                      B) globalization agreement  
C) taxation agreement                              D) corporate agreement

98. Firms in International Business face many opportunities as well as threats arising from \_\_\_\_\_, which are determined at least partly by monetary systems.
- A) International Money Markets
  - B) International Bond Markets
  - C) International Financial Markets
  - D) International Stock Market
99. Which of the following resources could be used to evaluate the financial strength of an insurance company?
- A) Morningstar
  - B) Best's
  - C) Dun & Bradstreet
  - D) Standard and Poor's
100. Cost Audit Report is to be submitted to—
- A) The Company
  - B) The Central Government with a copy to the Company
  - C) The Central Government
  - D) The Company Secretary

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## Key 2.2

Q.No.	Ans.	Q.No.	Ans.	Q.No.	Ans.	Q.No.	Ans.
1	C	26	D	51	C	76	C
2	C	27	A	52	A	77	B
3	A	28	C	53	D	78	C
4	D	29	C	54	D	79	B
5	D	30	A	55	C	80	A
6	A	31	C	56	B	81	B
7	B	32	C	57	A	82	D
8	C	33	D	58	C	83	A
9	D	34	D	59	C	84	D
10	A	35	A	60	A	85	A
11	A	36	B	61	D	86	A
12	C	37	B	62	B	87	A
13	B	38	D	63	D	88	C
14	B	39	B	64	B	89	A
15	B	40	A	65	D	90	B
16	C	41	A	66	C	91	B
17	A	42	B	67	A	92	A
18	A	43	C	68	D	93	C
19	C	44	C	69	C	94	C
20	C	45	B	70	D	95	C
21	C	46	A	71	D	96	A
22	C	47	A	72	D	97	A
23	D	48	A	73	A	98	C
24	A	49	A	74	B	99	B
25	B	50	A	75	D	100	B