

PROVISIONAL ANSWER KEY

Question 117/2023/OL

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Exam: Deputy Marketing Manager (Spices)

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Department Kerala State Cooperative Marketing Federation Ltd

Question1:-As per section _____ the tenure of the general body of a society is not less than five years

A:-28(4)

B:-28(3)

C:-28(2)

D:-28(1)

Correct Answer:- Option-D

Question2:-The father of the Indian Co-operative movement is

A:-Frederick Nicholson

B:-Gorwallah

C:-Karve

D:-Robert Owen

Correct Answer:- Option-A

Question3:-Audit in the co-operative societies is

A:-Optional

B:-Responsibility of secretary

C:-Statutory Responsibility of registrar

D:-Statutory Responsibility of secretary

Correct Answer:- Option-C

Question4:-Supersession of a committee means

A:-Extraordinary session

B:-Removal of the elected committee

C:-Special session of the committee

D:-None of the above

Correct Answer:- Option-B

Question5:-Section _____ is defined the appointment of the liquidator

A:-71

B:-72

C:-73

D:-74

Correct Answer:- Option-B

Question6:-Literally meaning of the word 'Co-operation' is

A:-Support

B:-Harmony

C:-Work together

D:-Values

Correct Answer:- Option-C

Question7:-The custodian of ballot papers used and unused after the declaration of the result is

A:-Chief Executive of the society

B:-Secretary of the society

C:-Registrar

D:-Manager

Correct Answer:- Option-A

Question8:-Where the total number of members has been reduced to less than _____ is one of the circumstances a society will wind up

A:-50

B:-10

C:-20

D:-25

Correct Answer:- Option-D

Question9:-Exempted audit fee of

A:-Weavers Co-operative society

B:-Social Welfare societies

C:-Hospital co-operative societies

D:-Vanitha co-operative societies

Correct Answer:- Option-B

Question10:-The normal tenure of an Adhoc committee is

A:-1 Month

B:-2 months

C:-3 months

D:-6 months

Correct Answer:- Option-C

Question11:-The person appointed to wind up the affairs of the society

A:-Arbitrator

B:-Decree

C:-Negotiator

D:-Liquidator

Correct Answer:- Option-D

Question12:-A declaration creating a Gehan shall be in

A:-Form 8A

B:-Form 8B

C:-Form 8D

D:-Form 8E

Correct Answer:- Option-A

Question13:-Accounts General Audit is mainly an audit of

A:-Administrative

B:-Revenue

C:-All matters

D:-Expenditure

Correct Answer:- Option-D

Question14:-The enquiry report to be submitted to

A:-CEO

B:-Manager

C:-Registrar

D:-Liquidator

Correct Answer:- Option-C

Question15:-'Self-help and self-responsibility is a Co-operative

A:-Principle

B:-Value

C:-Feature

D:-Scope

Correct Answer:- Option-B

Question16:-Pay in slip is an example for

A:-Primary voucher

B:-Secondary voucher

C:-None of the above

D:-For both 1 and 2

Correct Answer:- Option-A

Question17:-The audit programme is

A:-Marks entered by auditor

B:-Plan of action

C:-Reports

D:-None of these

Correct Answer:- Option-B

Question18:-Liquidation procedures defined in

A:-Section 68

B:-Section 69

C:-Rule 69

D:-Rule 68

Correct Answer:- Option-C

Question19:-Which colour in the cooperative flag offers the 'vision of possibilities'?

A:-Violet

B:-Red

C:-Blue

D:-Orange

Correct Answer:- Option-D

Question20:-The authority to write off bad debt of a society is

A:-Registrar

B:-General body

C:-Secretary

D:-Manager

Correct Answer:- Option-B

Question21:-What are the features of valid vouchers?

A:-Authority

B:-Must be printed

C:-Both 1 and 2

D:-Not 1 and 2

Correct Answer:- Option-A

Question22:-Section 74 Associate with

A:-Cancellation of registration of a society

B:-Suspension of officers

C:-Powers of liquidators

D:-Liquidator's remuneration

Correct Answer:- Option-A

Question23:-Section 68 A of Kerala Cooperative societies Act is about

A:-Cost of Enquiry

B:-Suspension of officers

C:-Surcharge

D:-Vigilance officer

Correct Answer:- Option-D

Question24:-VAMNICOM is an apex level

A:-Co-operative society

B:-Audit firm

C:-Co-operative Training institute

D:-None of these

Correct Answer:- Option-C

Question25:-As per section 28(1) the general body of a society shall constitute a committee is called

A:-Representative General body

B:-Managing committee

C:-Adhoc committee

D:-None of these

Correct Answer:- Option-B

Question26:-Which type of Co-operative movement is formed in England?

A:-Agricultural Credit society

B:-Consumer Co-operative society

C:-Dairy Co-operative society

D:-Industrial Co-operative societies

Correct Answer:- Option-B

Question27:-Which country started co-operative credit movement in the world?

A:-Japan

B:-England

C:-Sweden

D:-Germany

Correct Answer:- Option-D

Question28:-Which country is known as the Dairy farm of Europe?

A:-Russia

B:-Italy

C:-Denmark

D:-Sweden

Correct Answer:- Option-C

Question29:-Which trademark is used by the Denmark Co-operative movement for their products?

A:-SELPO

B:-Kolkoz

C:-LUR BRAND

D:-Sorkozy

Correct Answer:- Option-C

Question30:-Which type of Co-operative movement started in China?

A:-Dairy Co-operatives

B:-Industrial Co-operatives

C:-Consumer Co-operatives

D:-Credit Co-operatives

Correct Answer:- Option-B

Question31:-Which type of Co-operative movement started in Japan?

A:-Consumer Co-operatives

B:-Multi-purpose Co-operatives

C:-Agriculture Co-operatives

D:-Dairy Co-operatives

Correct Answer:- Option-B

Question32:-Which is known as the system of Collective farming in Russia?

A:-Kolkoz

B:-CENTROSOYUS

C:-UNICOOP

D:-Kibbutz

Correct Answer:- Option-A

Question33:-Which Country is considered as the birth place of Co-operative movement in the world?

A:-Germany

B:-England

C:-Italy

D:-Denmark

Correct Answer:- Option-B

Question34:-Which was the first financial Co-operative in Canada?

A:-Unicoop

B:-Sorkozy

C:-Caisse Populaire

D:-Lur Brand

Correct Answer:- Option-C

Question35:-Who introduced the Scheme of Co-operative Colony?

A:-Robert Owen

B:-Roachdale Pioneers

C:-F.W. Raiffeisen

D:-None of the above

Correct Answer:- Option-A

Question36:-Which type of Co-operative are organized mainly for providing employment opportunity to the unskilled workers in rural areas

A:-IT Co-operatives

B:-Labour Contract Societies

C:-RAIDCO

D:-IFFCO

Correct Answer:- Option-B

Question37:-Which society is registered according to the provisions of Multi Unit Co-operative Societies Act with area of operation of Kerala and Karnataka?

A:-CAMPCO

B:-IFFCO

C:-KRIBHCO

D:-NAFED

Correct Answer:- Option-A

Question38:-Which credit structure is primarily managed by Kerala State Co-operative Agriculture and Rural development Bank?

A:-Medium Term

B:-Long term

C:-Short term

D:-All of the above

Correct Answer:- Option-B

Question39:-Which is the national level organization of marketing societies in India?

A:-IFFCO

B:-NAFED

C:-NCDC

D:-NDDB

Correct Answer:- Option-B

Question40:-Which national level institution is mainly formed for Financing Development and Promotional activities of Co-operatives?

A:-NAFED

B:-NDDB

C:-NCDC

D:-All of the above

Correct Answer:- Option-C

Question41:-Which are the state level apex marketing federation in the co-operative sector for marketing?

A:-MARKFED

B:-RUBBERMARK

C:-KERAFED

D:-All of the above

Correct Answer:- Option-D

Question42:-Choose the correct one

The basic structure of Co-operative Consumer Distribution System consist of

- (i) Kerala State Co-operative Consumer Federation
- (ii) District Wholesale Co-operative stores
- (iii) Primary consumer Co-operatives
- (iv) All of the above

A:-(i) only

B:-(ii) and (iii) only

C:-(iv) only

D:-(i) and (ii) only

Correct Answer:- Option-C

Question43:-Which one is the main financing bank of primary co-operative societies?

A:-State co-operative bank

B:-District Co-operative bank

C:-None of these

D:-Urban bank

Correct Answer:- Option-B

Question44:-Which bank's principal object is to provide long term credit for Agricultural and Rural Development activities?

A:-Rural Bank

B:-District Co-operative bank

C:-PCARDB

D:-NDDB

Correct Answer:- Option-C

Question45:-What is the structure of Anand pattern Co-operative Societies?

- (i) Village milk producers Co-operative

- (ii) Regional Milk Producers Union
- (iii) Co-operative milk marketing federation
- (iv) All of the above

A:-(i) only

B:-(ii) only

C:-(i) and (ii) only

D:-(iv) only

Correct Answer:- Option-D

Question46:-Which was the first co-operative society registered under the Travancore Co-operative societies Act, 1914?

A:-Trivandrum Central Co-operative Bank

B:-Co-operative movement in Malabar

C:-Co-operative movement in Cochin

D:-None of the above

Correct Answer:- Option-A

Question47:-What is the main purpose of forming Malabar Co-operative bank?

A:-Marketing products

B:-Providing loans to primary co-operatives

C:-Promotion and Development of District Industries

D:-Member participation

Correct Answer:- Option-B

Question48:-Which was the first co-operative society registered under the Cochin Co-operative societies Act?

A:-Advanced Co-operative society

B:-Cochin Co-operative society

C:-Both 1 and 2

D:-None of the above

Correct Answer:- Option-A

Question49:-Which Act was passed in the Year 1951 under co-operative sector?

A:-Cochin Co-operative societies Act

B:-Madras Co-operative societies Act

C:-Travancore-Cochin Co-operative societies Act

D:-None of the above

Correct Answer:- Option-C

Question50:-Which Co-operative Act was passed in the year 1969 for uniformity in co-operative sector?

A:-Travancore-Cochin Co-operative societies Act

B:-Kerala State Co-operative Societies Act

C:-Both 1 and 2

D:-None of the above

Correct Answer:- Option-B

Question51:-The scientific approach of management , first requires

A:-Total work plan

B:-Division of work

C:-Clarity of concept

D:-Work study

Correct Answer:- Option-C

Question52:-"Management is the art of getting things done through other people" this definition signifies

A:-Scientific approach of management

B:-Behavioural approach of management

C:-Modern approach of management

D:-Contingency approach of management

Correct Answer:- Option-B

Question53:-Which of the following theories of management are called classical theories?]

(i) Administrative management theory

(ii) Scientific management theory

(iii) All theories before AD 1900

(iv) Bureaucratic management theory

A:-(i), (ii) and (iii)

B:-(iii) only

C:-(i), (iii) and (iv)

D:-(i), (ii) and (iv)

Correct Answer:- Option-D

Question54:-Which of the following is related to organisational structure

(i) Formalisation

(ii) Centralisation

(iii) Departmentalisation

(iv) decentralisation

A:-(i), (ii) and (iii)

B:-(ii), (iii) and (iv)

C:-(i), (ii), (iii) and (iv)

D:-(i), (iii) and (iv)

Correct Answer:- Option-C

Question55:-According to Henri Fayol, Scalar Chain in the organisation

A:-is rigid and detrimental because of gang plank

B:-should not be allowed

C:-should be followed strictly

D:-can be short circuited through gang plank

Correct Answer:- Option-D

Question56:-Territorial departmentation is especially useful to

A:-Large sized organisations

B:-Medium sized organisations

C:-Small sized organisations

D:-Medium and small sized organisations

Correct Answer:- Option-A

Question57:-Strategic planning gives more importance to

A:-Organisational resources

B:-Internal environment

C:-external environment

D:-Skills and abilities of employees

Correct Answer:- Option-C

Question58:-_____ are designed to reveal a candidate's personal characteristics and the way the candidate may interact with other, thereby giving a measure of leadership potential

A:-Proficiency tests

B:-Personality tests

C:-Intelligence tests

D:-Endurance tests

Correct Answer:- Option-B

Question59:-Management function controlling involved

A:-Establishing standards of performance

B:-measuring and comparing actual performance with standards

C:-Both 1 and 2

D:-Only 2

Correct Answer:- Option-C

Question60:-In the Pyramid of communication Channel Richness, which of the following is placed at the top?

A:-email, internet and messaging

B:-telephone

C:-face to face talk

D:-reports and bulletins

Correct Answer:- Option-C

Question61:-_____ is an unpaid form of non-personal presentation of ideas goods, or services

A:-advertisement

B:-personal selling

C:-publicity

D:-discount sale

Correct Answer:- Option-C

Question62:-Consumers show high involvement in buying

A:-emergency products

B:-shopping products

C:-convenient products

D:-impulse products

Correct Answer:- Option-B

Question63:-The term 'Flea Market' is related to

A:-Cloud marketing

B:-Traditional street selling

C:-Speciality shopping

D:-Overseas market

Correct Answer:- Option-B

Question64:-In Retail Marketing, PoP means

A:-Pricing and purchasing

B:-Purchasing and pricing

C:-Price of purchases

D:-Point of purchases

Correct Answer:- Option-D

Question65:-Return on Sales = ?

A:-Gross Profit / Sales Revenue

B:-Net profit / Sales revenue

C:-ROE/ Total sales

D:-ROI/ Total sales

Correct Answer:- Option-B

Question66:-Brand power involves

A:-Familiarity and favourability

B:-Familiarity and profitability

C:-Brand name and logo

D:-Goodwill of a company on account of brand

Correct Answer:- Option-A

Question67:-Process of dividing a heterogeneous market into homogeneous segments is called

A:-Market penetration

B:-Market segmentation

C:-Target marketing

D:-Focus marketing

Correct Answer:- Option-B

Question68:-The statement , 'Customer is the King' believes in

A:-Market concept

B:-Marketing concept

C:-Product concept

D:-Production concept

Correct Answer:- Option-B

Question69:-A strategy for company growth by increasing sales of current products to current market segments without changing the product

A:-Market penetration

B:-Market development

C:-Product development

D:-Target marketing

Correct Answer:- Option-A

Question70:-The process by which, an individual learn about a new product, uses it, and decide to become regular user of the product

A:-Market positioning

B:-Product loyalty

C:-Adoption

D:-Brand equity

Correct Answer:- Option-C

Question71:-A market coverage strategy in which a firm goes after large share of one or a few segments

A:-Undifferentiated marketing

B:-Differentiated marketing

C:-Target marketing

D:-Niche marketing

Correct Answer:- Option-D

Question72:-The process of measuring and evaluating the results of marketing

strategies and plans, and taking corrective action to ensure that objectives are achieved

A:-Market planning and controlling

B:-Market control

C:-Marketing control

D:-Controlled marketing

Correct Answer:- Option-C

Question73:-Match the following factors affecting consumer behaviour

- | | |
|--------------------------|--------------------------|
| (a) Social factor | (i) Status |
| (b) Cultural factor | (ii) Social class |
| (c) Personal factor | (iii) Life style |
| (d) Psychological factor | (iv) Learning and memory |

A:-(a)-(i), (b)-(ii), (c)-(iii), (d)-(iv)

B:-(a)-(ii), (b)-(i), (c)-(iii), (d)-(iv)

C:-(a)-(i), (b)-(ii), (c)-(iv), (d)-(iii)

D:-(a)-(ii), (b)-(iii), (c)-(iv), (d)-(i)

Correct Answer:- Option-A

Question74:-Which of the following is not included in the consumer decision making process?

A:-Need recognition

B:-Market research

C:-Evaluation of Alternatives

D:-Post purchase behaviour

Correct Answer:- Option-B

Question75:-Who is not a consumer under consumer behaviour studies?

A:-Buyer

B:-User

C:-Decider

D:-Seller

Correct Answer:- Option-D

Question76:-According to Everett Rogers, a person who embraces new technology or tries a new product before most others, is called

A:-Innovator

B:-Early adopter

C:-Early majority

D:-Smart user

Correct Answer:- Option-B

Question77:-Stages in the consumer adoption process are

A:-Awareness, Interest, Evaluation, Trial, Adoption

B:-Attention, Attitude, Accessibility, Admiration, Approval

C:-Innovators, Early Adopter, early Majority , late Majority, Laggards

D:-Need recognition, Information search, Evaluation, Purchase, Post purchase

Correct Answer:- Option-A

Question78:-Which of the following is not a method for demand forecasting?

A:-Survey method

B:-Statistical method

C:-Econometric models

D:-Post purchase evaluation method

Correct Answer:- Option-D

Question79:-Delphi technique is used in marketing

A:-To assess consumer buying behaviour

B:-To estimate market demand for a product

C:-To understand profitability of a product

D:-To calculate goodwill of a company

Correct Answer:- Option-B

Question80:-Which of the following is an example of changing pattern of consumer behaviour?

A:-Packaged food

B:-Online shopping

C:-Eco friendly products

D:-All above

Correct Answer:- Option-D

Question81:-Product planning is the starting point of the _____ of a firm

A:-Introduction of new product

B:-Modification of existing product

C:-Elimination of unprofitable product

D:-Overall marketing of program

Correct Answer:- Option-D

Question82:-_____ refers to the number of product lines possessed by a firm

A:-Product width

B:-Product length

C:-Product consistency

D:-Product depth

Correct Answer:- Option-A

Question83:-Which of the following in the last stage of new product development?

A:-Idea generation

B:-Business Analysis

C:-Product launch

D:-Test marketing

Correct Answer:- Option-C

Question84:-Packaging is _____ of preparing goods for transport and sale

A:-Art

B:-Science

C:-Technology

D:-Art, Science and Technology

Correct Answer:- Option-D

Question85:-The term AGMARK is the combination of two words AG+MARK, AG means agriculture and mark refers to

A:-Market

B:-Marketing

C:-Certification mark

D:-Standard of quality

Correct Answer:- Option-C

Question86:-_____ consists of launching the new product at a high price and low production

A:-Rapid skimming strategy

B:-Slow skimming strategy

C:-Rapid penetration strategy

D:-Slow penetration strategy

Correct Answer:- Option-B

Question87:-Services cannot be separate from the

A:-Marketing

B:-Service providers

C:-Agents

D:-Customers

Correct Answer:- Option-B

Question88:-In a competitive market situation the companies follow three alternative courses like

A:-Mark-up pricing, Cost-plus pricing and marginal cost pricing

B:-Demand-based pricing, Market based pricing and Value pricing

C:-Skimming pricing, penetration pricing and tender pricing

D:-Premium pricing, Discount pricing and parity pricing

Correct Answer:- Option-D

Question89:-BEP is that point where company carry

A:-More profit

B:-More loss

C:-Can't determine

D:-Zero profit

Correct Answer:- Option-D

Question90:-Which one of the following factors is not an internal factor for a price decision?

A:-Marketing mix

B:-Product differentiation

C:-Cost of the product

D:-Competition

Correct Answer:- Option-D

Question91:-Promotion mix is also called the

A:-Selling communications mix

B:-Marketing communications mix

C:-Direct marketing mix

D:-Marketing mix

Correct Answer:- Option-B

Question92:-The channels of distribution are a chain of intermediaries between _____ and _____

A:-Producer, Wholesaler

B:-Wholesaler, Retailer

C:-Retailer, Consumer

D:-Producer, Consumer

Correct Answer:- Option-D

Question93:-Which of the following is a element of promotion?

A:-Product

B:-Price

C:-Place

D:-Publicity

Correct Answer:- Option-D

Question94:-Sales promotion consists of short-term _____ to customers

A:-Sales

B:-Incentives

C:-Purchases

D:-Advertising

Correct Answer:- Option-B

Question95:-_____ is often described as salesmanship in print

A:-Personal selling

B:-Advertising

C:-Sales promotion

D:-Publicity

Correct Answer:- Option-B

Question96:-_____ is not paid communication about the company and its products

A:-Advertising

B:-Promotion

C:-Sales promotion

D:-Publicity

Correct Answer:- Option-D

Question97:-Which of the following is the component of distribution activity?

A:-Physical distribution

B:-Channels of distribution

C:-Customer satisfaction

D:-Both 1 and 2

Correct Answer:- Option-D

Question98:-Which of the following is a not agent middlemen?

A:-Broker

B:-Buyer

C:-Commission agent

D:-Auctioneer

Correct Answer:- Option-C

Question99:-Goods directly reached to the customers from manufacturer , that situation is termed as _____ level channels.

A:-Multi

B:-Two way

C:-Zero

D:-Indirect

Correct Answer:- Option-C

Question100:-Which one of the following is fixed shop retailers?

A:-Independent store

B:-Co representation store

C:-Street traders

D:-Specialty goods shops

Correct Answer:- Option-D