

## Sample Question Paper: MCOM PART - I, SEMESTER- I

### Subject: Strategic Management

Sr.No.	Questions	Option A	Option B	Option C	Option D
1.	_____ are set for a definite period of time	objectives	goals	mission	targets
2	Which of the following is an element of a firm's remote external environment?	Competition	Political agencies	Suppliers	Trade union
3	Which one of the following is not a component of the internal environment	Tangible Resources	Brand reputation	Laws and Regulations	Physical Assets
4	Low cost, Differentiation and Focus are examples of _____	Corporate strategies	Operational Strategies	Business Strategies	Functional Strategies
5	Cultural values would be part of which of the following factor in macro environment	Economic	Natural	Ecological	Social

### Subject : Economics of Business Decisions

Sr.No.	Questions	Option A	Option B	Option C	Option D
1.	An inferior good is one for which an increase in income causes a_____	Decrease in supply	Increase in demand	Increase in supply	Decrease in demand

2	An indifference curve is _____ sloping	upward	horizontal	vertical	downward
3	Public goods are non rival and _____	non excludable	excludable	includable	non includable
4	The ridge lines are the locus of points of isoquants that showcases marginal product of factors to be_____	zero	one	two	three
5	Average fixed cost can be obtained through:	$AFC=TFC/Q$	$AFC=EC/TU$	$AFC=TC/Q$	$AFC=TFC/TU$
6.	A backward sloping PPC indicates _____ Price Effect.	Positive	Neutral	Negative	Reverse
7	Kinked demand curve hypothesis is given by:	Alfred marshal	A.C Pigou	Paul Sweezy	Hicks & allen
8	If an input is owned and used by a firm, then its	explicit cost is zero	Implicit cost is zero	opportunity cost is zero	economic cost is zero
9	Game theory is concerned with	predicting the results of bets placed on	the choice of an optimal strategy in conflict	utility maximization by firms in perfectly	the migration patterns of caribou in

		games like roulette.	situations.	competitive markets.	Alaska.
10	Covert Cheating can be seen by firms in _____ competition	Perfect	Monopoly	Oligopoly	Pure

**SUBJECT: Cost and Management Accounting**

Sr.No.	Questions	Option A	Option B	Option C	Option D
1	_____ variance is that portion of the Sales value variance which is due to difference between budgeted Price and Actual price	Sales Price Variance	Sale value variance	Material mix variance	Material cost variance
2	Contribution margin is equal to	fixed cost +variable cost	sales - variable cost	sales -fixed cost	sales -profit
3	Budget manual is a	detailed information plans , policies, procedures and operations	Annual magazine	note book	budgeted prepared manually
4	Labour cost is the variance =	Standard cost for actual output- Actual out put	Standard cost for actual output - Actual cost	Actual cost - standard cost	Actual quantity and Standard quantity

**Subject :Business Ethics & Corporate Social Responsibilities**

Sr.No.	Questions	Option A	Option B	Option C	Option D
1	_____ refers to the branch of philosophy dealing with what is right or wrong.	Ethos	Ethics	Values	Culture
2	_____ helps to stabilize and improve stock prices.	Unethical business	Corporate governance	Maligned growth	CSR
3	In 2010 Wayne Visser proposed _____ model.	CSR 2.0	Ripple effect	Sustainable development	Pearl
4	_____ helps to protect investor's interest.	Auditing	Corporate governance	Credit rating	CSR
5	Fair labour association is concerned with _____ industry.	FMCG	Automobiles	Garments	Engineering
6.	The company's act 2013 requires all the independent	Thrice	Once	Twice	4 times

	directors to meet at least _____ in a year.				
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