

Management Topics

Chapter I.

Aspiration driven transformation

01. The market share of BSNL via all others as on 31-08-2010 is
 - a. 15.74
 - b. 15.47
 - C.both
 - d.None of the above
02. The massive transformation exercise has been taken up in BSNL in consultation with
 - a. M/s BCG
 - b. M/s BGC
 - c. both
 - d. None of the above.
03. The acronym for BCG is
 - a. Boston Consulting Group
 - b. Boston Committee Group
 - c. Both of the above
 - d. None of the above.
04. The SWOT stands for
 - a. Strength, Weakness, Opportunities & Threat
 - b. Strength, Weakness, opportunities & Team
 - c. Both of the above.
 - d. None of the above.
05. Based on SWOT analysis and after identifying various issues it was decided to launch aspiration driven information process in 2008 titled as
 - a. Project Vijay
 - b. Project Shikhar
 - c. Both of the above
 - d. None of the above.
06. The Project Shikhar activity divided in to
 - a. One phase
 - b. Two phases
 - C. Three phases
 - D. None
07. The existing circles have been categorized as big, medium and small based on the
 - a. Infra structure
 - b. Man power
 - c. Both of the above
 - d. None of the above.
08. In categorization of the circle, the Tamilnadu comes under
 - a. Small
 - b. Medium
 - C. Large
 - d. None of the above.
09. The acronym for KRA is
 - a. Key Remainder Areas
 - b. Key Reset Areas
 - c. Key Result Areas
 - d. None of the above.
10. The acronym for KPI is
 - a. Key Performance Indicator
 - b. Key Performance Instructor
 - c. Key Priorities Indicator
 - d. Key Priorities Instructor
11. The acronym for GPMS is
 - a. Group Performance Management Service
 - b. Group Performance Management System
 - c. Group Preference Management Service

- d. *Group Preference Management System*
12. *In the core team structure, Project champion will be one who is responsible for driven the project*
- CGM/PGM/GM level officers in the corporate office*
 - Director*
 - Executive Director*
 - None of the above.*
13. *In the Corporate office, ----- is responsible for providing overall guidance and direction*
- Director*
 - Executive Director*
 - Both of the above*
 - None of the above.*
14. *In the core team structure Project coaches will be*
- GM/DGM level officers in Circle Office*
 - GM.DGM level officers in Corporate office*
 - Both of the above*
 - None of the above*
15. *TMO means*
- Transmission Maintenance Office*
 - Transformation Management Office*
 - Transformation Mission Office*
 - None of the above.*
16. *TMO has been set up under.....at BSNL corporate Office.*
- Director (Restructuring)*
 - GM (Corporate Restructuring)*
 - Executive Director (Restructuring)*
 - CGM (Restructuring)*
17. *As per the findings of BCG, the reason for lack of focus of the people was mainly because of*
- Too broad structure,*
 - Large infrastructure*
 - Lack of shared vision.*
 - Inefficient processes*
 - All the above*
18. *ADT stands for*
- Aspiration Development Transmission*
 - Aspiration Driven Transmission*
 - Aspiration Driven Transformation*
 - None of the above.*
19. *The ADT was focusing for the year*
- 2010*
 - 2008*
 - 2009*
 - 2007*
20. *The initiative result of ADT is known as*
- Project Udaan*
 - Project Smile*
 - Project Shikar*
21. *The improving the marketing of mobile services was focused through*
- Project udaan*
 - Project Vijay*
 - Project Shikar*

22. In the new restructure, the long distance network are brought under
 a. Director CFA b. CGM c. PGM d. EB cell
23. Savings on operational expenses on infrastructure monitored through
 a. Project Vijay b. Project Sanchay c. Project shikar
24. Project Vijay stands for
 a. Landline b. Broadband c. Mobile d. A & B
25. Project Udaan stands for
 a. Landline b. Broadband c. Mobile d. A & B
26. Project Dosti stands for
 a. Landline b. Broadband c. A & B d. Billing and collection service for PCO
27. The new Structure has been implemented and the functional Directors on BSNL Board have been re-designated for Director(Operations) as
 a. Director (consumer Fixed Access)
 b. Director (Enterprise)
 c. Director (Consumer Mobility)
 d. Director (HR)
28. The new structure has been implemented and the functional directors on BSNL have been redesignated as for Director (P & NS) as
 a. Director (consumer Fixed Access)
 b. Director (Enterprise)
 c. Director (Consumer Mobility)
 d. Director (HR)
29. The new structure has been implemented and the functional directors on BSNL have been redesignated as for Director (C&M) as
 a. Director (consumer Fixed Access)
 b. Director (Enterprise)
 c. Director (Consumer Mobility)
 d. Director (HR)
30. The new structure has been implemented and the functional directors on BSNL have been redesignated as for Director(HRD) as
 a. Director (HR & Admin)
 b. Director (HR)
 c. Director (Admin)
 d. None of the above.
31. CFA stands for
 a. Customer Fixed Assets
 b. Customer Fixed Access
 c. Consumer Fixed Assets
 d. Consumer Fixed Access
32. CM stands for
 a. Customer Mobility
 b. Consumer Mobility
 c. Customer Movement
 d. Consumer Movement

33. In which of the following which one is the shared functions to enable the smooth functioning of the entire organization;
 a. HR b. CFA c. CM d. EB
34. No. of Business Unit in BSNL are
 a. Two b. Three c. four d. None of the above.
35. From the following Officers who is directly reporting to CMD
 a. CGM b. PGM c. Vigilance (CVO) d. Director
36. From the following Officers who is directly reporting to CMD
 a. CGM b. PGM c. Company Secretary d. Director
37. From the following Officers who is directly reporting to CMD
 a. CGM b. PGM c. ED(corporate affairs) d. None of the above
38. From the following Officers who is directly reporting to CMD
 a. CGM b. GM(Co – ordination & Monitoring) c. PGM D. None of the above.
39. How no. of distinctive sections may have one Circle?
 a. 12 b. 10 c. 4 d. 13
40. What is the management tool used for monitoring the performance of a unit:
 a) BBSC, b) IPMS, c) KRA, d) GPMS
41. The Transformation Management Office at BSNL HO is headed by:-
 a)GM(CA), b)GM(TR), c) GM(Restructuring), d) GM(SR)
42. Project Kuber stands for
 a. Mobile b. Landline and Broadband c. Billing and collection of Leased Line
43. Project Sanchay stands for
 a. Savings b. Landline & BB c. Mobile d. Customer care.
44. Project Smile stands for
 a. Savings b. Landline & BB c. Mobile d. Customer care
45. New Telecom Policy introduced in the year
 a. 2000 b. 2001 c. 1991 d. 1998
46. NTP stands for
 a. New Transmission Policy
 b. New Telecom Policy
 c. New Transformation Policy
 d. None of the above.
47. FOS stands for
 a. Feet on Street b. Focus on Subscriber c. Friend Office Street d. None
48. The Project for PCO promotion is
 a. Project Dosti b. Project Smile c. Project Shikar d. Project Kuber
49. The Project for revenue realization and Leased line is
 a. Project Dosti b. Project Smile c. Project Shikar d. Project Kuber
50. The Vision of BSNL for 2013 is
 a. Be the leading telecom service provider in India with global presence
 b. To become the largest telecom Service Provider in Asia
 c. Both of the above
 d. None of the above.
51. The acronym for BBSC is
 a. Business Balanced Score card

- b. *Balanced Business Score card*
 c. *Balanced Business Subscriber card*
 d. *Business Balanced Subscriber card*
52. For indentifying and introducing the desired change , an international consultantwas appointed.
 a. *M/s HCL* b.*M/s ITI* c. *M/s BCG* d. *None*
53. *BSNL had appointed M/s BCG inyear*
 a. *2008* b. *2009* c. *2007* d. *None*
54. *Strength iselement.*
 a. *Internal* b. *External* c. *a&b* d. *None*
55. *Weakness iselement.*
 a. *Internal* b. *External* c. *a&b* d. *None*
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56. *Opportunities is.....elements.*
 a. *External* b. *Internal* c. *a&b* d. *None*
57. *Threats iselements.*
 a. *External* b. *Internal* c. *a&b* d. *None*
58. *Vision of the BSNL for the year 2007 is.....*
 a. *To become the largest telecom service provider in India.*
 b. *To become the largest telecom service provider in Asia.*
 c. *a&b* d. *None*
59. *Vision of BSNL by the year 2013 is based on*
 a. *ADT* b. *M/s BCG recommendations* c. *a&b* d. *None*
60. *Vision of BSNL for the year 2013 is*
 a. *To become the largest telecom service provider in India.*
 b. *To become the largest telecom service provider in Asia.*
 c. *a&b* d. *None*
61. *Based on ADT 2008, outline key implications on operations and customer service to support various business is called*
 a. *Business Process Reengineering* b. *Business drive* c. *a&b* d. *None*
62. *FOS stands for*
 a. *Feet On Street* b. *File On Street* c. *a&b* d. *None*

Note:

<i>Sl.no</i>	<i>Project Name</i>	<i>Area</i>
<i>01.</i>	<i>Project Udaan</i>	Land line and Broad band
<i>02.</i>	<i>Project Kuber</i>	Revenue realization, ensure proper billing and collection
<i>03.</i>	<i>Project Sanchay</i>	Savings and expenditure
<i>04.</i>	<i>Project Smile</i>	Customer care
<i>05.</i>	<i>Project Dosti</i>	For PCO promotion

Answer Key

01.A	02.A	03.A	04.A	05. B	06.B	07.C	08.C	09.C	10. A
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11.B	12.A	13.C	14.B	15.B	16.B	17. E	18. C	19.B	20.C
21.B	22.A	23.B	24.C	25.D	26.D	27.A	28.C	29.B	30.B
31.C	32.B	33.A	34.C	35.C	36.C	37.C	38.B	39.D	40.D
41.C	42.C	43.A	44.D	45.C	46. B	47.A	48.A	49.D	50.A
51.B	52. C	53.A	54.A	55.A	56.A	57.A	58.B	59.A	60.A
61.A	62.A								

Chapter 2.
Interpersonal Relations

01. *Inter personal relation is based on*
a. Needs b. Situation c. Environment d. None
02. *The gravity of needs determines the*
a. Degree of Interpersonal Relations
b. Degree of Intercommunication skills
c. A & b d. None
03. *The degree of relations may be divided into*
a. Two categories b. three categories c. four categories d. None
04.Means to express his/her feelings & ideas impressively i.e., without hurting other party.
a. Aggressive b. Assertiveness c. Mercy d. None
05.in a situation which is handled by two ways either by arguing or by discussing.
a. Interpersonal Relations b. Assertiveness c. conflict d. None
06.is the inner sense of acceptance of others with whom you share your secrets knowing they are safe.
a. Interpersonal relations b. conflict c. Assertiveness d. Trust
07.are social associations, connections or affiliations between two or more people.
a. Interpersonal relation b. Aggressive c. a&b d. None
08. *In the 3 categories of degree of relationsplay an important role in Making a relationship.*
a. Need b. Anger c. a&b d. None
09. *The categories of degree of relations of interpersonal relations are*
a. Powerful b. Mild c. Poord. all
10. *The major factor influencing the healthy relationship amongst workers is*
a. The personality of the leaders
b. culture of the organization c. a&b d. None
11.is a situation when there is disagreement/different opinions over the Same object/situations or being interpreted differently by different people.
a. Interpersonal relations b. conflict c. a&b d. None

Answer Key

01. A	02.A	03.B	04.B	05.C	06.D	07.A	08.A	09.D	10.C
11.B									

Chapter 03

Restructuring and Responsibility Matrix

01. As part of ADT it was decided to restructure BSNL set up for realizing its shared dreams by
 - a. 2010
 - b. 2012
 - c. 2013
 - d. None
02. Project Shikhar is a holistic transformation exercise with the help of
 - a. M/s HCL
 - b. M/s ITI
 - c. M/s BCG
 - d. M/s BGC
03. BU stands for
 - a. Business Unit
 - b. Business Uniform
 - c. a&b
 - d. None
04. NLD stands for
 - a. National Long Distance
 - b. National Leased Distance
 - c. Notional Long Distance
 - d. Notional Leased Distance
05. ILD stands for
 - a. International Long Distance
 - b. Interpersonal Long Distance
 - c. International Leased Distance
 - d. Interpersonal Long Distance
06.business unit will control all PSTN and data switches as well as all fixed access media.
 - a. CFA
 - b. CM
 - c. EB
 - d. None
07.business unit will control the mobility access network like BTS, BSC, MSC.
 - a. CFA
 - b. CM
 - c. EB
 - d. None
08.will serve medium and large enterprises.
 - a. CFA
 - b. CM
 - c. EB
 - d. None
09. business unit will also be responsible for the wholesale business undertaken on BSNL's NLD and ILD network..
 - a. CFA
 - b. CM
 - c. EB
 - d. None
- 10.....business unit also control BSNL's core network i.e., transmission media assets – OFC, Microwave etc.
 - a. CFA
 - b. CM
 - c. EB
 - d. None
11.is a concrete opportunity that BSNL has identified as new business.
 - a. Passive Infrastructure sharing
 - b. Active infrastructure sharing
 - c. None
12. At Circle Level and SSA level head of posts have dual reporting i.e, to CFA & CM head.
 - a. CSC & C&R
 - b. HR
 - c. EB
 - d. None
13.is must to meet the competitive challenges and to keep pace with ever changing scenario.

- a. Organizational culture b. organizational change c. a&b d. None
14. E&WS stands for
- a. Enterprise & WholeSale
 b. Enterprise & Wheat Sale
 c. Emergency & Wholesale
 d. Emergency & Wheat Sale

Answer key

01.C	02.C	03.A	04. A	05.A	06.A	07.B	08.C	09. C	10. C
11. A	12.A	13. B	14.A	15.	16.				

Chapter 04 Conflict Management

01.is when 2 or more values perspectives and opinions are contradictory in nature and have not been aligned or agreed about yet.
 a. Interpersonal relations b. Assertiveness c. conflict d. None
02. Conflict arises
 a. Within yourself
 b. When your values and perspectives are threatened.
 c. Discomfort from fear of unknown
 d. From lack of fulfillment
 e. All the above
03.is often needed to help to raise and address problem
 a. Interpersonal management b. Assertiveness c. conflict d. None
04.is often needed to help people learn how to reorganize & benefit from their differences.
 a. Interpersonal management b. Assertiveness c. conflict d. None
05. What is the nature of the problem? Hampers productivity
 a. Interpersonal relations b. Assertiveness c. Conflict d. None
06.is the type of conflict that behaviors that escalate a conflict are dysfunctional and destructive.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
07.is the type of conflict that behaviors that are adaptive to the situation person and issues of the moment are functional and constructive.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
08.is also termed positional conflict.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
09. Win/Lose perspective is which type of conflict?
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
10.also termed as Mutual gains conflict.
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
11. Win/Win perspective is which type of conflict?
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None

12.is the type of conflict in which it degenerates sufficiently so the conflict parties forget the substantive issues.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
13.is the type of conflict in which it balances the interests of both parties to maximize the opportunities for mutual gains.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
14.is the type of conflict in which one party to win and the other party must lose.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
15.is the type of conflict in which one party to win, the other party 's needs and goals must also be considered.
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
16.is the type of conflict in which no satisfaction with the outcome
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
17.is the type of conflict in which there will be a mutually outcome.
 a. Destructive conflict b. Constructive conflict c. Competitive d. None
18.is the type of conflict in which both parties maximizes the outcomes.
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
19. How many basic communication skills are required if parties hope to manage conflict productively?
 a. One b. Two c. Three d. None
20.is the type of conflict in which relationship is damaged.
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
21.is the type of conflict in which relationship is maintained.
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
22. What is the tactics for competitive conflict?
 a. Be aggressive b. Negotiate in good faith c. a & b d. None
23.is type of conflict in which the tactics is negotiate in good faith.
 a. Destructive conflict b. Cooperative conflict c. Competitive d. None
24. What is the assumption for cooperative conflict?
 a. Zero sum world b. Non zero sum c. a & b d. None
25. What is the assumption for competitive conflict?
 a. Zero sum world b. Non zero sum c. a & b d. None
26. The characteristic of competitive conflict is
 a. At its best b. At its worst c. a & b d. None
27. At its best is the characteristic of.....
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
28. The dominating is the characteristic of.....
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
29. The characteristic of Cooperative conflict is
 a. Trustworthiness b. Realistic c. a & b d. None
30. Manipulative is the characteristic of
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
31. Realistic is the characteristic of.....
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
32. Aggressive is the characteristic of...
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict

33. An argument is the characteristic of.....
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
34. Courteous is the characteristic of..
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
35. Egocentric is he characteristic of
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
36. Rigid is the characteristic of
 a. Competitive conflict b. Cooperative conflict c. Destructive conflict
37. Good teams always go through.....period.
 a. Form, storm, norm and perform
 b. Storm, form, norm and perform
 c. Norm and perform, storm, form
 d. None
38. Work place conflict is due to
 a. Poor communications b. Insufficient resources
 c. Personal chemistry d. Leadership problem e. all the above.
39. Conflict within an individual is called.....
 a. Intrapersonal b. Interpersonal c. a&b d. None
40. Conflict among multiple roles in one's life is called as.....
 a. Interrole conflict b. Intrarole conflict c. a&b d. None
41. Conflict within single role is called as.....
 a. Intrarole conflict b. Interrole conflict c. a&b d. None
42.occurs when an individual in a particular role is expected to perform behaviours that clash with his /her values.
 a. Intrapersonal conflict b. Interpersonal conflict c. Person role conflict

Answer Key

01.C	02.E	03.C	04.C	05.C	06.A	07.B	08.C	09.C	10.B
11.B	12.A	13.B	14.C	15.B	16.A	17.B	18.B	19.B	20.C
21.B	22.A	23.B	24B	.25.A	26.B	27.B	28.A	29.C	30.A
31.B	32.A	33.A	34.B	35.A	36.A	37.A	38.E	39.A	40.A
41.A	42.C								

Chapter 05
Group dynamics

01. 2 or more people to share common definition & evaluation of themselves is called as
 a. Team b. Group c. a&b d. None
02. A group that interacts primarily to share the information and to make decisions to help each group member perform within his/her area of responsibility is called
 a. Work team b. Work group c. a & b d. None
03. A group whose individual efforts result in a performance that is greater than the sum of the individual inputs is called as
 a. Work team b. Work group c. a & b d. None

04.is a group designated work group defined by the organization structure
 a. Informal group b. formal group c. Interest group d. Reference
05. A group which is neither formally structured nor organizationally determined is called as
 a. Informal group b. formal group c. Interest group d. Reference
06. A group which is working together to attain a specific objective with which each is concerned is known as
 a. Informal group b. formal group c. Interest group d. Reference
07. A group which share one or more common characteristics is called as
 a. Informal group b. Friendship group c. Interest group d. Reference
08. A group which is important groups to which individuals belong or hope to belong and with whose norms individuals are likely to conform is called as
 a. Informal group b. formal group c. Interest group d. Reference
09.is the most effective method of making a group decision in terms of members Feeling included.
 a. Consensus b. conflict c. group dynamics d. None
10.means reaching a decision that all members of the group are willing to support at some level.
 a. Conflict b. Consensus decision making c. a&b d. None

Answer Key

01.B	02.B	03.A	04.B	05.A	06.C	07.B	08.D	09.A	10.B
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Chapter 06

Role of a manager

01.is a person responsible for planning and diverting the work of a group of individuals monitoring their performance and taking corrective action when necessary is called as
 a. A leader b. a manager c. a & b d. None
02. It is more important for the manager to know how to manage the workers than
 a. To know how to punish the workers
 b. To know how to motivate the workers
 c. To know how do they work well
 d. None of the above.
03. Who is responsible for making things happen?
 a. Leader c. Manager c. a & b d. None
04. It is the duty of theto remove the lack of confidence among workers
 a. Leader c. Manager c. a & b d. None
05. Manager must make sure that
 a. Other people do these things
 b. Other people do them properly
 c. A & b d. None
06. Manager must also act asin driving & monitoring the team members.
 a. Commander b. Facilitator c. a & b d. None
07. Manager as politician, in this context being political means

- a. *Manager should take part in any one of the political party*
 b. *Manager should run a political party*
 c. *Manager should improve workers personal and professional networking.*
 d. *a & b*
08. *Manager as a Politician means*
 a. *Being diplomatic*
 b. *Being tactful in certain situations.* C. *a & b* d. *None*
09. *A Manager hassources of power*
 a. *2* b. *3* c. *4* d. *None*
10. *From the following who is having subordinates?*
 a. *Managers* b. *Leaders* c. *a & b* d. *None*
11. *From the following who is having followers?*
 a. *Managers* b. *Leaders* c. *a & b* d. *None*
12. *The focus of the Manager will be*
 a. *Leading people* b. *Managing the work* c. *a & b* d. *None*
13. *Transformational style is the style of*
 a. *Managers* b. *Leaders* c. *a & b* d. *None*
14. *Transactional style is the style of*
 a. *Managers* b. *Leaders* c. *a & b* d. *None*
15. *The leader wants*
 a. *Achievements* b. *results* c. *a & b* d. *None*
16. *The manager wants*
 a. *Achievements* b. *results* c. *a & b* d. *None*
17. *Who takes the risks?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
18. *Who minimizes the risk?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
19. *Who makes the rules?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
20. *Who breaks the rules?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
21. *Who resolves the conflict?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
22. *Who avoids the conflict?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
23. *What is right concern is*
 a. *Manager* b. *leader* c. *a & b* d. *None*
24. *Being right concern is*
 a. *Manager* b. *leader* c. *a & b* d. *None*
25. *Who gives the credits?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
26. *Who takes the credits?*
 a. *Manager* b. *leader* c. *a & b* d. *None*
27. *Who blames?*
 a. *Manager* b. *leader* c. *a & b* d. *None*

28. The power of manager is
 a. Formal authority b. charismatic c. a & b d. None
29. The power of leader is
 a. Formal authority b. charismatic c. a & b d. None
30. Long term horizon is
 a. Manager b. Leader c. a & b d. None
31. Short term horizon is
 a. Manager b. leader c. a&b d. None
32. Who will motivate?
 a. Manager b. Leader c. a & b d. None
33. Who will seek the truth?
 a. Manager b. Leader c. a & b d. None
34. Who will establish the truth?
 a. Manager b. Leader c. a & b d. None
35. Who will retain a degree of separation and aloofness?
 a. Manager b. Leader c. a & b d. None
36.have a position of authority vested in them by company
 a. Manager b. Leader c. a & b d. None

Answer Key

01.A	02. C	03. B	04. B	05. C	06. B	07. C	08. C	09. B	10. A
11. B	12. B	13. A	14. A	15. A	16. B	17. B	18. A	19.A	20.B
21.B	22.A	23.B	24.A	25.B	26.A	27. A	28. A	29. B	30.B
31.A	32.B	33.	34.	35.	36.				

Chapter -07

Leadership & Team building

01. is a process by which a person influences other to accomplish an objective and directs the organization in a way that makes it more cohesive and coherent.
 a. Team building b. Leadership c. Manager d. a & b
02. Belief is theattributes
 a. Leadership b. Manager c. a&b d. None
03. Values is theattributes
 a. Leadership b. Manager c. a&b d. None
04. Ethics is the -----attributes
 a. Leadership b. Manager c. a&b d. None
05. Character is the -----attributes
 a. Leadership b. Manager c. a&b d. None
06. Knowledge is the -----attributes

- a. Leadership b. Manager c. a&b d. None
07. Skills is the -----attributes
a. Leadership b. Manager c. a&b d. None
08. Power does not make anyone a it simply makes the
a. Boss, leader b. Leader, boss c. a&b d. None
09. The very essence of leadership is that
a. You have to win the competition
b. You have to have a vision
c. You have to have subordinates d. None
10. Managers are people
a. Who do things right
b. Who do the right thing c. a&b d. None
11. Who do the right things
a. Leader b. Managers c. a&b d. None
12. Foster – conflict resolutions is known as
a. Win – Win b. Win – lose c. Lose – lose d. Lose – win
13. To be a good leader, there are things you must
a. Be b. know c. do a professional d. all the three e. none
14. Among the following which is the frame work of leadership?
a. Be b. know c. do a professional d. a&b e. all the three
15. There are Major factors of leadership.
a. One b. two c. three d. four
16. There aredifferent styles of leadership
a. One b. two c. three d. four
17. Autocrat is a style of
a. Leadership b. Manager c. a&b d. None
18. Participative is a style of
a. Leadership b. Manager c. a&b d. None
19. Free – rein is a style of
a. Leadership b. Manager c. a&b d. None
20.is a type used when the leader tells his employees what he wants done and how he wants it done without getting the advice of his team.
a. Participative b. Free –rein c. Autocrat d. Manager – boss
21.is a type of style in which the leader including one or more employees in on the decision making process.
a. Participative b. Free –rein c. Autocrat d. Manager – boss
22. In the participative style, the Maintains the final decision making authority.
a. Employees b. Manager c. Leader d. None
23. Authoritarian type is also called as
a. Participative b. Free –rein c. Autocrat d. Manager – boss
24. Democratic type is also called as
a. Participative b. Free –rein c. Autocrat d. Manager – boss
25. Delegative type is also called as
a. Participative b. Free –rein c. Autocrat d. Manager – boss
26. Win – Win type is also called as
a. Participative b. Foster – conflict c. autocrat d. None

27.not does not make anyone a leader it simply makes the boss.
a. Money b. Power c. a&b d. None
28. In.....type, the leader allows the employees to make the decision.
a. Participative b. Free –rein c. Autocrat d. Manager – boss
29. What is the type of leadership style is followed for the following conditions.
01. When you are having all the information to solve the problem.
02. You are short on time
03. Employees are well motivated
a. Participative b. Free –rein c. Autocrat d. Manager – boss
30. What is the type of leadership style is followed for the following conditions.
a. When you have the some of the information and your employees have some of the information
i. Participative b. Free –rein c. Autocrat d. Manager – boss
31. What is the type of leadership style is followed for the following situations?
a. Employees are able to analyze the situation
b. determine what needs to be done and
c. how to do it
i. Participative b. Free –rein c. Autocrat d. Manager – boss
32. The power based on fear is called
a. Reward b. Legitimate c. Coercive d. None
33. The power which able to give special benefits or rewards is called
a. Reward b. Legitimate c. a&b d. None
34. Legitimate is the power a person
a. On fear b. receives reward c. receives a result of his/her position in the formal hierarchy of an organization d. None
35.is the power , influence based on special skills or knowledge.
a. Legitimate power b. Reward power c. Expert power d. None
36.is the power, influence based on possession by an individual or desirable resources or personal traits.
a. Legitimative power b. coercive power c.Referent d. None
37.refers to the process of establishing and developing a greater sense of collaboration and trust between team members.
a. Leadership b. Manger c. Team buildings d. a &b
38. There are -----vital determinants of team work
a. Two b. four c. three d. None
39. Inbehavior, the relationship arises within organizational context.
a. Managerial b. Leadership c. a& b d. None
40. In behavior, the relationship not have to originate in the organization context.
a. Managerial b. Leadership c. a&b d. None
41. In managerial behavior,
a. Formal authority b. Acceptance theory of authority c. a&b d. None
42. In Leadership behavior,
a. Formal authority b. Acceptance theory of authority c. a&b d. None
43.is having control over both the +ve as well as –ve sanctions.
a. Leader b. Manager c. a&b d. None

44. People follow.....because their job description, supported by a system of rewards and sanction.
a. Manager b. Leader c. a&b d. None
45. People follow..... on voluntary basis.
a. Manager b. Leader c. a&b d. None
46. If there are no followers then
a. Manager no more exist b. Leader no more exists c. a&b d. None
47. Even if there are no followers a
a. Leader may be there b. Manger will be there c. a&b d. None
48.is about dealing with complexity.
a. Manager b. Leadership c. Management d. a&b
49. Leadership is dealing with
a. The follower b. the work c. the change d. a&b
50. Vision, mission and process are called
a. Ambition of the organization b. Critical team variables c. a&b d. None
51. Leadership competencies separate leaders from bosses by
a. Building the knowledge b. skills required for driving the organizations towards the cutting the edge of its business. c. a&b d. None
52. The major factors of leadership are
a. Follower b. leader c. communication d. situation e. all
53. The leadership style is the manner and approach of
a. providing direction b. implementing plans c. motivating people d. all
54. The styles of leadership are
a. Authoritarian b. participative c. delegative d. all
55. In delegation style of leadership , the leaderthe employees to make the decision.
a. Allow b. does not allow c. a&b d. None
56.power is the most strongly and consistently related to effective employee performance.
a. Coercive b. Reward c. Expert d. None
57.does not require goal compatibility.
a. Power b. Leadership c. Manager d. None
58.requires goal congruence.
a. Power b. Leadership c. manager d. None
59. Maximizes the importance of lateral and upward influence
a. Power b. Leadership c. Manager d. None
60.focuses downward influence.
a. Power b. Leadership c. Manager d. None
61.focuses on tactics for gaining compliance.
a. Power b. Leadership c. Manager d. None
62.focuses on getting answers.
a. Power b. Leadership c. Manager d. None
63.is intermediary between the work groups and top management.
a. Power b. Leader c. Manager d. None
64.are called linking pin by rensis likert.
a. Managers b. Leader c. a&b d. None

65.is about dealing with complexity.
a. Management b. Leader c. a&b d. None
66.is about dealing with change.
a. Managers b. Leader c. a&b d. None
67. The understanding of universal inner structure of effective leaders can be used to
a. Improve own potential
b. Encourage
c. Groom others to become effective leaders.
d. All
68. A person has the potential for influencingpoints of power over others.
a. Five b. six c. seven d. three
69. is a group of people with a high degree of interdependence focused on the achievement of some goal of task.
a. Team b. Manager c. Leader d. none
70.may be defined as one that achieves its specific aim in the most efficient way with the optimal utilization of resources and shortest time.
a. Effective team b. Manager c. Leader d. None
71. Say true or false: The team output is more than the aggregation of individual's inputs.
a. True b. False
72. The vital determinant of team work are
a. Leader b. sub ordinate c. The environment d. all

Answer Key

01. B	02. A	03. A	04.A	05. A	06. A	07. A	08. B	09. B	10. A
11. A	12. A	13. D	14. D	15. D	16. C	17. A	18. A	19. A	20. C
21. A	22. C	23. C	24. A	25.B	26. B	27. B	28.B	29.C	30. A
31.B	32.C	33.A	34.C	35. C	36.VC	37. C	38. C	39. A	40. B
41. B	42. A	43. B	44. A	45. B	46. B	47. B	48. A	49. C	50.B
51. C	52. E	53. D	54. D	55. A	56. C	57. A	58. B	59. A	60. B
61. A	62. B	63. B	64. B	65. A	66. B	67. D	68. A	69. A	70. A
71.A	72.D								

Chapter -08 Group Performance Management System

01.results can also be used as a tool to reward outstanding performers.
a. Leadership b. Team building c. a&b d. Performance measurement.
02. PMS stands for
a. Performance Manger System
b. Performance Maintenance System
c. Performance Management System
d. None

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03. PMS is not only a HR tool but also as a
 a. Leadership tool b. Manger tool c. a&b d. Management tool
04. GPMS stands for
 a. Group Performance Manager System
 b. Group Performance Management System
 c. A&b d. None
05. GPMS is an initiative under
 a. Project vijay b. Project smile c. Project shikhar d. a&b
06. KPI stands for
 a. Key Performance Indicator
 b. Key Performance Initiator
 c. A&b d. None
07. GPMS is the new performance measurement system wih an implementation approach similar with that of
 a. BSBC b. BBSC c. a&b d. None
08. BBSC stands for
 a. Business Balanced Score card
 b. Balanced Business Score card
 c. A&b d. None
09. BBSC concept was adopted by BSNL in
 a. 2005 b. 2010 c. 2006 d. 2007
10. GPMS concept was adopted by BSNL in
 a. 2006 b. 2007 c. 2008 d. 2009
11. KPI s to measure the group's performance on
 a. Financial b. Customer c. Market & Operational parameters d. all above
12. The evaluation for groups at the corporate office would be done by the
 a. Director b. CGM C. CMD d. a&b
13. Evaluation of the territorial circles will be done by
 a. CMD b. CGM c. a&b d. Management committee
14. MC stands for
 a. Managerial committee b. Management Core c. Management committee
 d. None
15. Evaluation of SSAs will be done by the
 a. Respective circle Heads b. Respective GMs c. a&b d. None
16. Evaluation of non -territorial circle will be done by the respective
 a. Corporate office directors b. Executive directors c. a&b d. None
17. KRA stands for
 a. Key Responsibility Area b. Key Receive Area c. Key Remitting area d. None
18. For implementation of GPMS in BSNL, all executives have been structured along
 a. 18 groups b. 17 groups c. 19 groups d. none
19. In order to make GPMS effective, BSNL has also devised
 a. IPMS b. FPMS c. a&b d. None
20. IPMS stands for
 a. Independence Performance Management System
 b. Individual Performance Managerial System
 c. Individual Performance Management System

- d. None
21. FPMS stands for
- Field Performance Management System
 - Field Performers Management System
 - Field Performance Managerial system
 - None
22. Best Sales Team within circle award for sales team for
- Project Dhosti
 - Project Udaan
 - Project Smile
 - None
23. Best sales tem award Rs.
- 5000/-
 - 10,000
 - 25,000
 - None
24. Less than 1000 working Lines, then Category will be
- A
 - B
 - C
 - D
25. 1001 to 4000 working lines, then category will be
- A
 - B
 - C
 - D
26. 4001 to 10,000 lines working, then category will be
- A
 - B
 - C
 - D
27. More than 10,000 lines working, then category will be
- A
 - B
 - C
 - D
28. Award for CSC Case of Category A,B,C
- Certificate of Merit
 - rolling trophy
 - a&b
 - None
29. Award for exchanges case of category A,B,C and D
- Certificate of merit
 - rolling trophy
 - a&b
 - None
30. For CM Operational team award
- Certificate of merit
 - rolling trophy
 - a&b
 - None
31. CM operational teams for Highest score, the padak will be
- Swarna Padak
 - Rajat padak
 - Kansya padak
 - none
32. CM Operational teams, 2nd highest score, the padak will be
- Swarna Padak
 - Rajat padak
 - Kansya padak
 - none
33. CM operational team, 3rd highest score, the padak will be
- Swarna Padak
 - Rajat padak
 - Kansya padak
 - none
34. The final decision on awards at the circle level as far as Consumer mobility is concerned should be made by the
- PGM
 - GM
 - PGM/GM
 - None
35. GPMS nodel designates ingroups
- 5
 - 6
 - 7
 - None
36. If target is 100 crores, then performance level isif 50crores achieved
- Fair
 - Good
 - Excellent
 - None
37. If target is 100 crores,if 75 crores achieved then performance level is
- Fair
 - Good
 - Excellent
 - None
38. If target is 100 crores, if 100 crores achieved then performance level is
- Fair
 - Good
 - Excellent
 - None
39. BBSC suggests that we view the organization fromperspective
- Two
 - Three
 - Four
 - None
40.is an initial project under Project Shikhar of BSNL.
- IPMS
 - FPMS
 - GPMS
 - None

41.is the new performance measurement systems with an implementation approach similar with that of BBSC.
 a. IPMS b.GPMS c.a&b d. None
42.concept was adopted by BSNL in 2006.
 a. BBSC b. IPMS c.GPMS d.FPMS
43.concept was adopted by BSNL in 2009.
 a. BBSC b.GPMS c.IPMSd. Noe
44. Financial, customer, market and operational are parameters of
 a. KPI b.KRA c.a&b d. None
45. The evaluation for..... at the corporate office would be done by the CMD.
 a. Individual b.Groups c. a&b d. None
46. The evaluation of the will be done by Management committee.
 a. Big circle b.Small circle c. Territorial circle d. Non territorial circle
47. Evaluation ofwill be done by the respective circle heads.
 a. SSA b. circle c. a&b d. None
48. Evaluation of will be done by the respective corporate office directors and executive directors.
 a. Big circle b.Small circle c. Territorial circle d. Non territorial circle
49. Best sales person within circle award for sales team for project udaan is Rs. 5000 for
 a. Quarterly b. Monthly c. Bi monthly d. Annually
50. Best sales person within circle award for sales team for project udaan for
 a. Highest leads b. Highest connections c. a&b d. None
51. Category A will be
 a. Less than 1000 working lines
 b. b. 1001 to 4000 working lines
 c. 4001 to 10000 working lines
 d. More than 10000 working lines
52. Category B will be
 a. Less than 1000 working lines
 b. b. 1001 to 4000 working lines
 c. 4001 to 10000 working lines
 d. More than 10000 working lines
53. Category C will be
 a. Less than 1000 working lines
 b. b. 1001 to 4000 working lines
 c. 4001 to 10000 working lines
 d. More than 10000 working lines
54. Category D will be
 a. Less than 1000 working lines
 b. b. 1001 to 4000 working lines
 c. 4001 to 10000 working lines
 d. More than 10000 working lines
55. In CM operational teams, for the first highest score, the awarding padak will be
 a. Swarna b. Rajat c. Kansya d. None
56. In CM operational teams, for 2nd highest scores, the awarding padak will be
 a. Swarna b. Rajat c. Kansya d. None

57. In CM Operational teams, for the third highest scores, the awarding padak will be
 a. Swarna b. Rajat c. Kansya d. None
58. If target is 100 crores, then the performance level is fair if
 a. Achievement is 100 crores
 b. Achievement is 50 crores
 c. Achievement is 75 crores
 d. None
59. If target is 100 crores, then the performance level is good if
 a. Achievement is 100 crores
 b. Achievement is 50 crores
 c. Achievement is 75 crores
 d. None
60. If target is 100 crores, then the performance level is excellent if
 a. Achievement is 100 crores
 b. Achievement is 50 crores
 c. Achievement is 75 crores
 d. None
61. In 2009, an improved performance management version in the forms of has been introduced.
 a. GPMS b. BBSC c. a&b d. None
62. will be assessed through a customer survey administered by an external third party agency.
 a. Customer orientation b. Customer focuses c. Customer satisfaction d. None
63. For circles which do not have any external customers.....would be doing the evaluation.
 a. Internal customers b. Stakeholders c. a&b d. None
64. KPA/KPS are identified and defined on the basis of new..... structure of BSNL in consultation with top executives of the respective Business Units.
 a. Business Unit b. Business cycle c. a&b d. None
65. Number of KPIs have been keptto have focused measurement of key performance area.
 a. Less b. More c. a&b d. None
66. Fin stands for
 a. Finance b. Fine c. a&b d. None
67. C/M stands for
 a. Customer/marketing b. Customes/marketing c. a&b d. None
68. Opn stands for
 a. Operation b. Opposition c. a&b d. none
69. E&WS stands for
 a. Enterprise & Wholesale b. Enterprise & Water c. a&b d. None
70. LL stands for
 a. Land line b. Large line c. a&b d. None
71. BB stands for
 a. Business Brach b. Broad band c. a&b d. None
72. TCH stands for
 a. Traffic channel b. Traffic control c. a&b d. None

73. Opex stands for
 a. Operation expenditure b. Operations c. a&b d. None
74. The formula for liner scaling:
 a. $Score = \frac{Score(Lower) + 20 \times T(achieved) - T(lower)}{T(Upper) - T(lower)}$
 b. $Score = \frac{Score(higher) + 20 \times T(achieved) - T(higher)}{T(lower) - T(higher)}$
 c. A&b d. None
75. T upper is
 a. Good or excellent b. Poor or good c. a&b d. None
76. T lower is
 a. Good or excellent b. fair or good c. a&b d. None
77. The balanced score card is a
 a. Management system b. Business unit c. a&b d. None
78. The balanced score card suggests that we view the organization fromperspectives.
 a. 4 b.3 c.5 d.6
79. The perspective by which we view the organization are
 a. Learning & growth perspective
 b. Business process perspective
 c. Customer perspective
 d. Financial perspective
 e. All
80.constitute the essential foundation for success of any knowledge worker organization.
 a. Learning & growth perspective
 b. Business process perspective
 c. Customer perspective
 d. Financial perspective
 e. All
81.refers to internal business process.
 a. Learning & growth perspective
 b. Business process perspective
 c. Customer perspective
 d. Financial perspective
 e. All
82.are leading indicators.
 a. Learning & growth perspective
 b. Business process perspective
 c. Customer perspective
 d. Financial perspective
 e. All
83.are defined as per functional activities of a group.
 a. KPI b. KRA c. a&b d. None
84. Awards are to be givenin a ceremony at circle & SSA level.
 a. Monthly b. quarterly c. annually d. none

Answer Key

01.D	02. C	03.D	04.B	05.C	06.A	07.B	08.B	09.C	10.D
11.D	12.C	13.D	14.C	15. A	16.C	17.A	18.C	19.C	20.C
21.A	22.B	23.C	24.A	25.B	26.C	27.D	28.C	29.C	30.C
31.A	32.B	33.C	34.C	35.C	36.A	37.B	38.C	39.C	40.B
41.B	42.A	43.B	44.A	45.B	46.C	47.A	48.D	49.A	50.B
51.A	52.B	53.C	54.D	55.A	56.B	57.C	58.B	59.C	60.A
61.A	62.C	63.C	64.A	65.A	66.A	67.A	68.A	69.A	70.A
71.A	72.A	73.A	74.A	75.A	76.B	77.A	78.A	79.C	80.A
81.B	82.C	83.A	84.B						

Chapter 09
Sales Management

01.simply stated it is the exchange of goods or services for an amount of money or its equivalent.
a. Services b. Buyer c. Sales d. None
02. Sales is basically a
a. Problem b. Need satisfying process c. Problem solving activity d. b&c
03. Problem/discomforts deprivation means presence of
a. Need b. Desire c. a&b d. None
04.may be implied
a. Need b. Desire c. A&b d. None
05.may be dormant
a. Need b. Desire c. a&b d. None
06. Active Need turns into
a. Want b. Desire c. a&b d. None
07. backed by money generates demand.
a. Desire b. Want c. a&b d. None
08. Want backed by money generates
a. Desire b. Need c. Demand d. None
09.is the management process of establishing directing and coordinating the sales development activities for the company procedures.
a. Buyer management b. Sales management c. a&b d. None
10.steps can be identified in any type of sale.
a. 3 b.4 c.5 d.6
11.term generally describes the time and or process between the first contact with the customer to when the sale is made.
a. Life cycle b. Product cycle c. Sales cycle d. a&b
12. SFA stands for
a. Sales Fourthcoming Automation Systems
b. Sales Force Automation systems
c. Sales Force Arithmetic system
d. None
13. Contact ratio is one of the measure of
a. Sales cycle b. Sales performance c. Profit d. None

14. Lead Generation ratio is one of the measure of
 a. Sales cycle b. Sales performance c. Profit d. None
15. Lead conversion ratio is one of the measure of
 a. Sales cycle b. Sales performance c. Profit d. None
16. Qualification ratio is one of the measure of
 a. Sales cycle b. Sales performance c. Profit d. None
17. Proposal ratio is one of the measure of
 a. Sales cycle b. Sales performance c. Profit d. None
18. Closing ratio is one of the measure of
 a. Sales cycle b. Sales performance c. Profit d. None
19.is achieved by dividing the number of contacts actually made to total number of call attempts.
 a. Contact ratio b. Closing ratio c. a&b d. None
20. If one makes 100 calls and engage 10 people in a conversation, then contact ratio is
 a. 100% b. 20% c. 10% d. None
21.ratio is found by dividing number of sales leads by number of sales contacts.
 a. Contact ratio b. Lead generation ratio c. Lead conversion ratio d. b&c
22. If one engages 100 contacts in s substantive conversation, from which 20 indicates that they wish to learn more about the offerings the lead generation ration is
 a. 100% b.20% c. 25% d. None
23.measures the new leads that are converted into sales opportunities.
 a. Lead generation ratio b. Lead conversion ratio c. a&b d. None
24. IF we have 20 leads and 10 of these become prequalified sales opportunities the lead conversion ratio is
 a. 20% b.10% c. 50% d. None
25.measures the success at bringing new sales opportunities through the initial relationship building and qualification process.
 a. Qualification ratio b. Quality ratio c. a&b d.None
26. If one has generated 10 new sales opportunities & 4 become fully qualified and viable prospects, the qualification ratio is
 a. 4:10 b.40% c. a&b d. None
27.measures the number of proposals presented against the number of viable prospects you have identified in the qualification stage of sales cycle.
 a. Proposal ratio b. Closing ratio c. a&b d. None
28. If we have fully qualified 10 sales opportunities ^ 6 of these turn into viable sales proposals, the proposal ratio is
 a. 6: 10 b. 60 % c. a &b d. None
29.measures the number of closed sales made against the outstanding proposals
 a. Closing ratio b. contact ratio c. a&b d. None
30. If we have 10 viable proposals outstanding and close 4 of these, then the closing ration is
 a. 4: 10 c. 40 % c. a&b d. None
31. On the basis of process, sellers and buyers relationship and volume of sales,
types of sales can be identified.
 a. Two b. three c. Five d. Six
32.consists of the sales of goods or merchandise from a fixed location such as department stores.

- a. Retailing b. Enterprise c. a&b d. None
33. B2C stands for
 a. Business –to – correspondence
 b. Business – to – Customer
 c. Business –to – consumer
 d. None
34. Consumers can receive the goods from a retailer by
 a. Counter service b. Delivery d. Door – to – door sales d. all the above.
35. Where goods are out of reach f buyers and must be obtained from the seller.
 a. Customer service b. Counter service c. a&b d. None
36.is common for small expensive items and controlled items like medicine and liquor.
 a. Counter service b. Door – to – door sales c. self drive d. None
37. In telecom sector, the following sales happen over the counters now.
 a. FWT b. New mobile connection b. Recharge vouchers d. All the above.
38.where goods are shopped directly to consumer’s homes or work places.
 a. Counter service b. Delivery c. Door to door sales d. Self service.
39.where the salesperson sometimes travels with the goods to takes order for sale.
 a. Counter service b. Delivery c. Door to door sales d. Self service
40. DSA concept in BSNL is an example of
 a. Counter service b. Delivery c. Door to door sales d. Self service
41.where goods may be handled and examined prior to purchase.
 a. Counter service b. Delivery c. Door to door sales d. Self service
42. In Sales management, BSNL has ...verticals
 a. Two b. Three c. four d. None
43. cater to retail selling.
 a. CFA b. CM c. a&b d. None
44.deals with corporate / enterprise customers.
 a. CFA b. CM c. Enterprise d. None
45. BSNL Mobile services was launched during
 a. October 2001 b. October 2002 c. October 2003 d. None
46. Inas a part of Project shikar, a new sales set up designed.
 a. October 2010 b. October 2009 c. October 2008 d. None
47. Consumer mobility & consumer fixed access verticals have dedicatedrank officers at corporate as well as circle level to plan, manage and effect retail sales.
 a. GM b. DGM c. a&b d. None
48. BSNL has put in place Franchisee sales and distribution policy during
 a. 2008 b. 2009 c. 2008 d. 2005
49. Franchisees are appointed throughroute by respective SSAs
 a. EOI b. Direct c. a&b d. None
50. FOS stands for
 a. Feet Of Street
 b. Feet On Stress
 c. Feet On Street
 d. Franchisees On Street

51. Franchisee shop to open
 a. 0800 -20 hours b. 0800 – 22 hours c. 1000 hours – 2200 hours d. None
52. Franchisee can appoint..... of sub franchisees/retailers on non executive basis.
 a. Two number b. Three number c. any number d. None
53. Anypass can become a DSA.
 a. 10th fail b. 10th pass c. 12th fail d. 12th pass
54. DSA stands for
 a. Direct Servicing Agent
 b. Direct Selling Agency
 c. Direct Selling Agent
 d. None
55. Retired BSNL Employees/spouses can also become
 a. Franchisee b. DSA c. a&b d. None
56.no.of DSAs can be appointed by SSA Heads.
 a. Two b. Three c. any d. none
57. Any other outlets such as shopping mall can also be appointed as DSA to sell BSNL services with the approval of concerned
 a. GM b. CMD c. CGM d. None
58. SCA stands for
 a. Service Customer Agent
 b. Service Center Agent
 c. Service Consumer Agent
 d. None
59. CSC stands for
 a. Consumer Service Center
 b. Common Service Center
 c. Customer Support Center
 d. None
60. BSNL has also allowed to appoint SCA of.....of department of Information technology being set up in rural areas across the country as DSAs.
 a. CSC b. Franchisee c. a&b d. None
61. DIT stands for
 a. Department of Information Transmission
 b. Department of Information Technology
 c. Department of Incident Technology
 d. None
62. DIT is setting upCSCs.
 a. 1,21,000 b. 1,12,000 c. 1,10,000 d. 10000
63. BSNL has also appointedacross the country.
 a. EPIN franchisees b. EPIN DSAs c. a&b d. None
64. All recharge vouchers, Sancharnet card, VCC card etc have afor use of respective service.
 a. Secret Password b. Secret PIN c. a&b d. None
65. Any Indian registered company/registered cooperative society/registered NGO can becomefranchisee.
 a. Circle level b. All India level c. a&b d. None

66. For Circle level franchisees, the commission structure depends on the type of agreement
 a. Exclusive b. Non exclusive c. a&b. d.none.
67. CSCs are supposed to act as a
 a. Single window service b. Double window service c. a&b d. None
68. CSCs should open from
 a. 6 AM to 8 PM b. 8 AM to 6 PM c. 8 AM to 8 PM d. None of the above.
69. BSNL has openeddial up service across the country.
 a. 1500 b.1300 c.1800 d.2000
70. 1500 dial up service is supposed to be
 a. SSA level b. Centralized for circle c. Centralized for India d. none
71. Sales forecasts are also called as
 a. Sales udan b. Sales smile c. Sales projections d. Sales executions
72.are the predictions that sales people and sales managers are required to make about future business level.
 a. Sales funnel b. Sales smile c. Sales projections d. Sales executions
73.describes the pattern, plan or actual achievement of conversion of prospective into sales, pre enquiry the then through the sales cycle.
 a. Sales funnel b. Sales smile c. Sales projections d. Sales executions
74. SFA stands for
 a. Sales Fire Automation System
 b. Sales Factory Automation System
 c. Sales Funnel Automation System
 d. Sales Force Automation System
75.is a system that automatically records all the stages in a sales process.
 a. Sales Fire Automation System
 b. Sales Factory Automation System
 c. Sales Funnel Automation System
 d. Sales Force Automation System
76.is an element of SFA
 a. Sales Lead tracking system b. Sales report c. Sales funnel d. None
77.is an element of SFA
 a. Sales forecasting b. Sales report c. Sales funnel d. None
78.is an element of SFA
 a. Sales report b. Order management c. Sales funnel d. None
79.is an element of SFA
 a. Sales report b. Product knowledge c. Sales funnel d. None
80.is a business report of sales results, activities trends etc.
 a. Sales report b. Product knowledge c. Sales funnel d. None
81. The sales report traditionally completed by a
 a. Sales manager b. Sales Executives c. a & b d. None
82.is a linear equivalent of the sales funnel principle.
 a. Sales report b. Product knowledge c. Sales funnel d. Sales pipeline
83. The length of the sales pipeline is the.....
 a. Sales cycle time b. Sales report c. Sales funnel cycle time d. None
84. The sale pipeline depends upon
 a. Business type b. Market situation c. effectiveness of the sales process d. all

85.is the geographical area of responsibility of a sales person or a team or a sales organization.
 a. Sales report b. Territory c. Sales funnel d. None of the above.
86.is the mobile related queries centralized number
 a. 1952 b. 0441952 c. 09400024365 d. None of the above,
87. Sales are possible through line provided on BSNL website
 a. www.bsnl.co.in b. www.bsnl.org.in c. a&b d. None
88. The web site for the web self care is
 a. www.bsnl.co.in b. www.bsnl.org.in c. a&b d. None
89. In WEB self care service, we can purchase
 a. VCC card b. Call now c. FLPP&mobile recharge vocuers d. all
90. Nodal officer for the sales teams can be nominated by
 a. Heads of the circle b. Heads of the SSA c. a &bd. None
91. Minimum.....inventory has to be stocked by the SSAs.
 a. 3 months b. 6 months c. a&b d. None
92. In October..... BSNL decided to appoint sales staff in each SSA.
 a. 2010 b.2000 c.2008 d.None of the above.
93. Each circle has been asked to appoint -----sales teams.
 a. 250 b.300 c. a&b d. None of the above.
94. Each team comprises ofterminals.
 a. 4 b.6 c. a&b d. None
95. 4-6 sales teams have to report to an officer of rank.
 a. GM b.CGM c. AGM d. None
96. Existing line staff accepting sales duty is being designated as.....
 a. Sales manager b. Sales personnel c. Retailer manager d. None
97. Special teams are being appointed under
 a. Project Udaan b. Project Vijay c. a&b d. None
98. Undertravel & meal allowance varying from Rs. 1300 – Rs. 2600 is allowed to sales team.
 a. Project Udaan b. Project Vijay c. a&b d. None
99. RFP stands for
 a. Request For Planning
 b. Request For Programming
 c. Request For Proposal
 d. None of the above.
100. EOI stands for
 a. Expression of Individual
 b. Expression of Interest
 c. Entertainment of Interest
 d. None of the above.
101. BSNL has segmented enterprise customers intocategories.
 a. Two b. Three c. four d. None
102. The customers of Large corporate entities, turnover greater than Rs. 500 crores per annum are called as

- a. Platinum b. Gold c. Silver d. None
103. BSNL should provide highest degree of focus tocustomers through a dedicated national team.
- a. Platinum b. Gold c. Silver d. None
104. The customers of medium sized corporate entities, turnover between 50 – 500 crores/annum are called as.....
- a. Platinum b. Gold c. Silver d. None
105. BSNL should provide higher service level through in house account management team based in the circles forcustomers.
- a. Platinum b. Gold c. Silver d. None
106. The cusomters of all corporate customers that are not a part of the platinum or gold and their turnover will be Rs. 10 crores/annum.
- a. Platinum b. Silver c. Goldd. None
107. BSNL should use appropriate channel partners to ensure that sufficient attention is devoted tocustomers.
- a. Platinum b. Silver c. Goldd. None
108.unit is responsible for generation and carrier whole sale revenues for BSNL's national long distance network and international long distance network.
- a. Sales unit b. Sales funnel c. Career whole sale d. None
109. NLD stands for
- a. National Live Distance
b. National Long Distance
c. National Long Distortion
d. None of the above.
110. ILD stands for
- a. International Long Distance
b. International Live Distance
c. International Long Distortion
d. None of the above.
111.at BSNL Head quarters deals for NLD & ILD with back end support from maintenance region.
- a. Primary GM Business Planning
b. Director (EB)
c. CGM of the concerned circle
d. CGM of STR.
112. BFSI stands for
- a. Banking, Financial services & Insurance Sector
b. Banking, Fiscal services & Insurance Sector
c. a&b d. None of the above.
113. NAM stands for
- a. National Account Manager
b. b. National Address Manager
c. a&b dd. None of the above.
114. KAM stands for
- a. Key Account Manager
b. Key Address Manager

- c. A&b d. None of the above.
115. SI stands for
a. System Integrator
b. Service Integrator c. a&b d. None
116. For capturingcustomers, BSNL has appointed channel partners in the circles.
a. Gold b. Silver c. Platinum d. None
117. The channel partners are given an exclusion list mentioningcusomters.
a. Gold d. Platinum c. a&b d. None
118.types of channel partners are appointed.
a. Two b. Three c. Four d. Five
119.partner required to have minimum 5 numbers of sales personnel and 10 numbers of field engineers.
a. Tier I channel b. Tier II channel c. a&b d. None
120.partner required to have minimum 5 numbers of sales personnel /field engineers.
a. Tier I channel b. Tier II channel c. a&b d. None
121.channel partner primarily engaging in the sales and marketing of BSNL voice and data services.
a. Tier I b. Tier II c. A&b d. Noe
122.channel partner primarily may be engaged in the sales and marketing of BSNL voice products.
a. Tier I b. Tier II c. a&b d. None
123.channel partner will also be allowed to deal in a limited range of data services like 2G, 3G data circuits and BB services.
a. Tier I b. Tier II c. a&b d. None
124. What does CP stand for?
a. Channel Partner b. Circle partner c. a&b d. None
125. OEM stands for
a. Original Equipment Manufacturer
b. Ordinary Equipment Maintenance
c. Original Equipment Maintenance
d. Ordinary Equipment Manufacturer
126. AMC stands for
a. Arithmetic Maintenance Contract
b. Annual Maintenance Contract
c. A&b d. None
127. The channel partner give a commitment to provide AMC for a minimum ofyears period.
a. Two b. three c. four d. five
128. Incentives to CP must be applicable only on
a. All services b. BSNL portion of services c. BSNL exclusion portion of services
d. None
129. For Retail/bulk inventory management the software used is
a. Sancharsoft b. CDR c. Sancharnet d. Wings
130. Sancharsoft .software is used for

- a. Franchisee b. retailer c. DSA d. All
131. The software for project udaan issoftware
a. Sancharsoft b. CDR c. Sancharnet d. Wings
132.has developed and launched software in January 2010
a. ITPC, Wings b. ITPC Sancharsoft c. CDOT^, Wings d. None
133. For Enterprise or complex or bulk sale low volume, high margin
a. B2B b. B2C c. C2C d. None
134. For Retail sale, high volume low margin
a. B2B b. B2c c. C2c d. None
135. SIM Inventory management software is available in
a. Sancharsoft b. Wings c. Sancharnet d. None
136. In Retail sales organization at Circle level the officers are
a. GM b. DGM c. a&b d. None
137. In Retail sales organization at SSA level
a. GM b. AGM c. a&b d. None
138.of staff in each SSA is to form sales teams.
a. 20 % b. 30 % c. 15% d. None
139. Land line, leased line, PCOs and BB business will be done by
a. CFA b. CM c. a&b d. None
140. GSM Mobile, CDAM and WiMAX etc business will be done by
a. CFA b. CM c. a&b d. None
141. IN BSNL BD cell had been started during
a. 2000 b. 2001 c. 2008 d. 2010
142. At corporate and circle level the officers for BD is
a. GM level unit b. DGM level c. AGM level d. None
143. In 2008, a new unit.....started at corporate level.
a. CFA b. CM c. Enterprise Business d. a&b
144. In, enterprise vertical defined across the country headed by director BSNL board.
a. 2008 b. 2009 c. 2010 d. None
145. GM (EB-city) for
a. 4 big cities b. 4 small cities c. a&b d. None
146. All circles now havefor sales
a. GM enterprise b. CGM enterprise c. a&b d. None
147. SD stands for
a. Service Delivery b. Stores Delivery c. a&b d. None
148. SA stands for
a. Service Assurance b. Service Agreement c. a&d. None
149.is basically a need satisfying process or a problem solving activity.
a. Sales b. Sales funnel c. a&b d. None
150. Sales, simply stated that it is theof goods or services for an amount of money or its equivalent.
a. Transportation b. Exchange c. Purchase d. a&b
151.deprivation means presence of need.
a. Problem b. Discomforts c. a&b d. None
152.is basically a need satisfying process or a problem solving activity.

- a. Sales b. Purchase c. a&b d. None*
-
153. Sales is a process which involves the.....
a. buying b. selling c. a&b d. None
154. One buys a product or service which solve his problem or satisfies a.....
a. Need b. desire c. want d. none
155.principles in particular are fundamentals to sales success.
a.2 b.3 c.4 d.5
156. To gain credibility and foster customer loyalty sales professionals must practice principles of ethical conduct such as
a. Fairness & integrity b. Fair – rein c. a&b d. None
157. There areessential elements of knowledge.
a. 4 b.5 c.2 d. 6
158.is the first of five essential elements of knowledge.
a. Self knowledge b. product knowledge c. Market knowledge d. none
159.is the second of five essential elements of knowledge.
a. self knowledge b. product knowledge c. market knowledge d. none
160.is the third of five essential elements of knowledge.
a. self knowledge b. product knowledge c. market knowledge d. none
161.is the fourth knowledge of essential elements of knowledge.
a. Industry knowledge b. Market knowledge c. a&b d. None
162.is the fifth knowledge of essential elements of knowledge.
a. Industry knowledge b. Professional knowledge c. a&b d. None
163. There arecomponents of professional knowledge.
a. 2 b.3 c.4 d.5
164. The first component of professional knowledge is
*a. understanding the hallmarks of professionalism.
 b. understanding time and territory management
 c. a&b d. None*
165. The second component of professional knowledge is
*a. understanding the hallmarks of professionalism.
 b. understanding time and territory management
 c. a&b d. None*
166. The third component of professional knowledge is
*a. Having a sound base of knowledge in the sales process.
 b. . understanding time and territory management
 c. a&b d. None*
167. The fourth component of professional knowledge is
*a. possessing a firm foundation in the principles.
 b. . understanding time and territory management
 c. a&b d. None*
168. Say true or false: In retail seller goes to buyer.
a. True b. False
169. Say true or false: In enterprise, buyer goes to seller.
-

- a. True b. False
170. In Retail sales, scale is.....
a. Large b. small c. a&b d. None
171. In enterprise sales, scale is.....
a. Large b. small c. a&b d. None
172. In retail sales, the volume is.....
a. big b. small c. a&b d. None
173. In retail sales, the margin is.....
a. small b. big c. a&b d. None
174. In enterprise sales, the volume is.....
a. small b. big c. a&b d. None
175. In enterprise sales, the margin is.....
a. small b. big c. a&b d. None
176. In retail sales selling process is determined by
a. seller b. buyer c. a&b d. None
177. In enterprise sales, the selling process is determined by the
a. seller b. buyer c. a&b d. None
178. There aretypes of sales.
a. 2 b. 3 c. 4 d. 5
179. The objective ofis to sell BSNL services door to door extending ultimate convenience to BSNL customers.
a. DSA b. Franchisee c. a&b d. None
180. The key issues of concern to a company appointing retailers are
a. Reach b. Retailer service c. broad control d. cost of retailing
e. stock ownership f. all
181. The key issues of concern to a retailer are
a. location of outlet b. stock availability c. Layout of outlet d. margins
e. incentives f. promotional push g. exclusive or multi brand outlet. H. all
182. In sales management BSNL has verticals
a. CFA b. CM c. Enterprise d. all
183. All India franchisees are appointed on.....
a. exclusive basis b. Non exclusive basis c. a&b d. None
184. BSNL owned sales set up
a. CSC b. 1500 c. Web self care d. all
185.service can handle queries related to various services of BSNL such as billing, new facilities on demand areas, new booking etc.
a. 1500 b. 1600 c. 1700 d. 1800
186. For mobile related queries centralized number is
a. 09400024365 b. 0940023456 c. 0940023546 d. none
187.sales is a complex sales or big ticket sales where buyer takes control of the selling process.
a. Enterprise b. Retail c. DSA d. None

Answer Key

01. C	02.D	03.A	04.A	05.A	06.C	07.B	08.C	09.B	10.D
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11.C	12.B	13.B	14.A	15.A	16.A	17.A	18.A	19.A	20.C
21.C	22.B	23.B	24.C	25.A	26.C	27.A	28.C	29.A	30.C
31.A	32.A	33.C	34.D	35.B	36.A	37.A	38.B	39.C	40.C
41.D	42.B	43.C	44.C	45.B	46.B	47.C	48.B	49.A	50.C
51.B	52.C	53.B	54.C	55.B	56.C	57.C	58.B	59.B	60.A
61.B	62.B	63.A	64.B	65.C	66.C	67.A	68.C	69.A	70.B
71.C	72.C	73.A	74.D	75.D	76.A	77.A	78.B	79.B	80.A
81.C	82.D	83.A	84.D	85.B	86.C	87.A	88.A	89.D	90.B
91.A	92.C	93.C	94.C	95.C	96.C	97.C	98.B	99.C	100.B
101.B	102.A	103.A	104.B	105.B	106.B	107.B	108.C	109.B	110.A
111.A	112.A	113.A	114.A	115.A	116.B	117.C	118.A	119.A	120.B
121.A	122.B	123.B	124.A	125.A	126.B	127.B	128.b	129.A	130.D
131.D	132.A	133.A	134.B	135.C	136.C	137.B	138.A	139.A	140.B
141.B	142.A	143.C	144.B	145.A	146.A	147.A	148.A	149.A	150.B
151.C	152.A	153.A	154.A	155.B	156.A	157.B	158.A	159.B	160.C
161.A	162.B	163.C	164.A	165.B	166.A	167.A	168.E	169.B	170.B
171.A	172.A	173.A	174.A	175.B	176.A	177.B	178.A	179.A	180.F
181.H	182.D	183.B	184.D	185.A	186.A	187.A			

Chapter 10
Customer Orientation

01. There are.....major components of market orientation.
 - a. Two b. Three c. four d. none
02. The heart of market orientation is its
 - a. Sales b. Purchase c. Customer focus d. None
03. CVM Stands for
 - a. Customer Value Management
 - b. Consumer Value Management
 - c. Customer Volve Management
 - d. Consumer Volve management
04.is meaning each customer relationship with the goal of achieving maximum lifetime profit from entire customer base.
 - a. Customer Value Management
 - b. Consumer Value Management
 - c. Customer Volve Management
 - d. Consumer Volve management
05. CVM cycle can be broken intostages.
 - a. Two b. three c. four d. none
06. Right customers is a cycle of.....
 - a. CVM b. Sales cycle c. a&b d. None
07. Right relationship is a cycle of
 - a. CVM b. Sales cycle c. a&b d. None

08. Right retention is a cycle of
- CVM
 - Sales cycle
 - a&b
 - None
09. For any business the right relationship is one that Customer's life time value.
- Equals
 - Maximizes
 - minimizes
 - none
10. LTV stands for
- Life Transmit Value
 - Life Time Value
 - Liberty Time Value
 - None
11. LTV is equals to
- Purchase size X frequency
 - Purchase size X duration
 - Purchase size X frequency X duration
 - None
12. CLTV stands for
- Consumer Life Time Value
 - Customer Life Time Value
 - A&b
 - None
13.defines how customers will be able to interact with the organization, the ease of contact, returning products, talking with support services.
- Access Strategy
 - Customer Strategy
 - Sales Strategy
 - None
14.is a stage in which the customer completes the initial transactional exchange.
- Acquisition stage
 - Sales
 - Purchase
 - None
15.is a stage in which a customer goes through form the time before deciding to do business with an organization until he/she decides to stop being a customer.
- Life cycle
 - CVM cycle
 - Customer Life cycle
 - None
16.is the % of customers lost in a given period, typically a year.
- Attribution ratio
 - Attrition ratio
 - Retention ratio
 - None
17.is one in which, customers are provided with a special number or another channel to gain quick access to the organization.
- Priority access
 - Primary access
 - Preliminary access
 - None
18. in which the % of customers expected to keep doing business with the organization calculated as $1 - \text{attrition rate}$.
- Retention ratio
 - Reversion ratio
 - a&b
 - None
19. Retention of existing customer costs only aboutas acquisition of new customers.
- 1/5th
 - 1/4th
 - 2 times
 - 5 times
20. An Organization must have
- Customer centric approach
 - Sales approach
 - Profit approach
 - None
-
21. The major components of market orientation
- customer orientation
 - competitor focus
 - cross functional coordination
 - all
22. Du Pont has developed a program called
- Adopt a customer
 - Adopt a seller
 - a &b
 - None
23. DNC stands for
- Do Not Call
 - Do Not Close
 - a&b
 - None
24. Retention of existing customers costs only aboutas acquisition of a new customer.
- 1/5th
 - 5th
 - a&b
 - None
-

25. CVM's goal to maximize thefrom the entire customer base.
 a. Life time profit b. life time loss c. a&b d. none
26. The steps in CVM
 a. Right customers b. Right relationship c. right retention d.All
27. In CVM, right customers is called
 a. acquisition b. development c. keeping valuable customers d. none
28. In CVM right relationship is called
 a. acquisition b. development c. keeping valuable customers d. none
29. In CVM right retention is called.....
 a. acquisition b. development c. keeping valuable customers d. none
30. Organization has to develop a
 a. customer oriented culture b. Closure oriented culture c. a&b d. None

Answer Key

01.B	02.C	03.A	04.A	05.B	06.A	07.A	08.A	09.B	10.B
11.C	12.B	13.B	14.A	15.A	16.A	17.A	18.A	19.A	20.A
21.A	22.A	23.A	24.A	25.A	26.D	27.A	28.B	29.C	30.A

Chapter 11

Marketing of New Product

01. Service marketing can be considered to havePs
 a. 5 b. 6 c. 7 d. 8
02. There are standardPs
 a. 2 b.3 c.4 d. None
03. How may Ps are required for products?
 a. 02 b.03 c.04 d. None
04. Services marketing requires extraPs
 a. 02 b.03 c.04 d. None
05.Ps are called Marketing Mix.
 a. 02 b.4 c.07 d. None
06. Marketers depend on.....
 a. Marketing research b. Sales report c. a&b d. None
07. Marketing research may be.....
 a. Formal b. informal c. a&b d. None
08.to determine what consumers want and what they are willing to pay for it.
 a. Marketing research b. Sales report c. a&b d. None
09. The scope of a product generally includes such as warranties, guarantees and support.
 a. Supporting elements b. Sales report c. a&b d. None
10.refers to the process of setting a price for a product including discounts.
 a. Promotion b. Pricing c. a&b d. None

11.including advertising, sales promotion, publicity and personal selling etc and refer to the various methods of promoting the product, brand or company.
 - a. Promotion b. Pricing c. a&b d. None
12.is done to differentiate offers of a company from other's offer.
 - a. Branding b. Pricing c. Promotion d. None
13.refers to how the product gets to the customer.
 - a. Place b. Promotion c. Pricing d. None
14.is the process involved in providing a service which can be crucial to customer satisfaction.
 - a. Product b. Process c. Promotion d. None
15.is a method of focusing an organization's energies and resources on a course of action which can lead to increase sales & dominance of a targeted market niche.
 - a. Marketing strategy b. Access strategy c. a&b d. None
16. Market situation for a product/service is defined as.....
 - a. CAV cycle b. Product Life cycle c. Customer Life cycle d. None
17. The stages in Product Life cycle is....
 - a. 3 b. 4 c.5 d. None
18. Marketing strategies based on.....can be categorized.
 - a. Market dominance b. marketing research c. Sales report d. None
19. Marketing strategies can be categorized into
 - a. 3 b.4 c.5 d. 6
20. Marketing strategies based on share can be categorized as.....
 - a. Leader b. Challenger c. Follower d. Nicher e. All
21. Market strategies based on strategic strength can be categorized into.....
 - a. 2 b.3 c.4 d. None
22. Market strategies based on strategic strength can be categorized as...
 - a. Market segmentation b. Product differentiation c. a&b d. None
23. On the basis of strategic strength, Market strategies can be categorized into....
 - a. 2 b.3 c.4 d. None
24. Categorization of Market strategies are
 - a. Market dominance b. strategic strength c. a&b d. None
25. Marketing Guru is.....
 - a. Michal Partner b. Michel Porter c. Mohan Porter d. None
26. Marketing Guru definesgeneric strategies.
 - a. 2 b.3 c.4 d. None
27. SWOT stands for
 - a. Small, Weakness, Opportunities, Threat
 - b. Strength, Weakness, Opportunities, Threat
 - c. Strength, Weakness, Optimism, Threat
 - d. Smell, Weekend, Over, Thread
28. PEST stands for
 - a. Political, Expenditure, Social Technological
 - b. Political, Economical, Service, Technological
 - c. Political, Economical, Social, Technological
 - d. Political, E commerce, Social, Technological
29. An important model worth considering in deciding about new products is the

- a. Porter's Five Force Model
 - b. Porter's Six Force Model
 - c. Partner's Five Force Model
 - d. Partner's Six Force Model
30. FMA stands for
- a. First Mover Adventure
 - b. First Mover Advantage
 - c. Final Mover Adventure
 - d. Final Mover Advantage
31.is the advantage gained by the initial occupant of a market segment.
- a. SMA b.FMA c. a&b d. None
32. SMA stands for
- a. Simple Mover Advantage
 - b. Second Mover Adventure
 - c. Second Mover Advantage
 - d. Second Mover Adventure
33. Sometimes the first mover is not able to capitalize on its advantage, leaving the opportunity for another firm to gain.....
- a. FMA b.SMA c.a&b d. None
34. FMA can arise fromprimary sources.
- a. 2 b.3 c.4 d. None
35. Although in some cases, being a first mover can create an overwhelming advantage in some cases, products that are first to market do not succeed. These products are victims of.....
- a. First mover disadvantages b. Second mover disadvantages c. Second mover advantages d. None
36. Free rider effects in a component of
- a. First mover disadvantage b. Second move disadvantage c. a&b d. None
37. Resolution of technological is a component of
- a. First mover disadvantage b. Second move disadvantage c. a&b d. None
38. Market uncertainty is a component of.....
- a. First mover disadvantage b. Second move disadvantage c. a&b d. None
39. Shifts in technology is a component of.....
- a. First mover disadvantage b. Second move disadvantage c. a&b d. None
40. Customer needs in a component of
- a. First mover disadvantage b. Second move disadvantage c. a&b d. None
41. Incumbent inertia is a component of.....
- a. First mover disadvantage b. Second move disadvantage c. a&b d. None
42. The tender for 3 G was floated during.....
- a. 2006 b.2007 c.2008 d. 2009
43. Place order for 3 G equipment enabling it to start 3 G services in
- a. 2006 b.2007 c.2008 d. 2009
44. Basic difference between 2 G & 3 G service is the.....
- a. Data speed b. Video quality c. a&b d. None
45. CDMA operators like Reliance& TATA already havenetwork delivering data speed of 2 Mbps.

- a. CDMA 2000 1X
b. CDMA 20002X
c. A&b d. None
46. BSNL branded its 3G as “BSNL3G” with punch line
a. “Faster than our thoughts”
b. “Faster than your thoughts”
c. “Bigger than your thoughts”
d. “Bigger than our thoughts”
47. 3G service was first launched in
a. Feb 2008 b. Feb 2009 c. Mar 2008 d. Mar 2009
48. 3G service was first launched at
a. Chennai b. Bangalore c. Delhi d. Kolcutta
49. 3G service was launched by
a. K.Karunanidhi b. Raja c. Kanimozhi d. Alagiri
50. BSNL 3 G services which include.....
a. 3 Mbps b. 2 Mbps c. 3.6 Mbps d. None
51. 2G uses..... switching techniques for voice & data.
a. Same b. Different c. a&b d. None
52. 3 G uses.....switching for any kind of data.
a. Single b. two c. a&b d. None
53. BSNL has planned to cover.....cities for 3 G in phase V.1
a. 700 b. 751 c.800 d. None
54. BSNL plans to cover all thein phaseV.1
a. District Headquarters b. Other commercial important towns c.a&b d. None
55. In 3 G, the cost price per song is Rs.....
a. 15 b.25 c.30 d. None
-
56. The distinct stages in Product life cycle are
a. Introduction b. growth c. maturity d. decline e. all
57. Service marketing is a lot similar to.....
a. Music b. Dance c. a&b d. None
58. Vulnerability of the first mover is often enhanced by
a. incumbent inertia b. FMA c. SMA d. None

Answer Key

01.C	02.C	03.C	04.C	05.C	06.A	07.C	08.A	09.A	10.B
11.A	12.A	13.A	14.B	15.A	16.B	17.B	18.A	19.D	20.E
21.A	22.C	23.A	24.C	25.B	26.B	27.B	28.C	29.A	30.B
31.B	32.C	33.B	34.B	35.A	36.A	37.A	38.A	39.A	40.A
41.A	42.A	43.C	44.A	45.A	46.B	47.B	48.A	49.A	50.C
51.B	52.A	53.B	54.C	55.A	56.E	57.A	58.A		

Chapter -12
Inspection

01.are done whether the rules and norms are being followed.
a. Inspection b. Testing c. a&b d. None
02. The role of inspecting authority is

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- a. Fault finding b. to suggest improvements c. a&b d. None
03.types of inspections are there.
a. 2 b.3 c.4 d None
04. Inspection report should be submitted withindays.
a. 7 b.5 c. 2 d. 4
05. In the inspection report place of inspection and date /time of inspection to be mentioned in the.....
a. First para b. Second para c. last para d. None
06.mentions the officers present during the investigation.
a. First para b. Second para c. last para d. None
07. Annual administrative inspection of the circle office/SSA being done regularly by.....
a. CGMT b. GMT c. a&b d. None
08. Annual inspection (Inspection schedule) will be.....
a. Every year b. Every even year c. Every odd year d. All

Answer Key

01.A	02.C	03.A	04.A	05.A	06.B	07.A	08.D		
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Chapter -13
Asset Management

01. All the PSUs are governed by
a. Company Act 1956 b. Company Act 1957 c. a&b d. None
02.is required and to be maintained by SSAs.
a. Consolidated Fixed Asset Register b. Detailed Fixed Asset Register c. a&b
d. None
03.is also required to be maintained at Circle Level.
a. Consolidated Fixed Asset Register b. Detailed Fixed Asset Register c. a&b
d. None
04. As per accounting term “ Assets” are of Types.
a. 2 b.3 c.4 d. None
05.which are shown in the balance sheet.
a. Current assets b. Fixed assets c. a&b d. None
06. Cash in hand istype of assets.
a. Current assets b. Fixed assets c. a&b d. None
07. Amount receivable from other organization istype of assets.
a. Current assets b. Fixed assets c. a&b d. None
08. Bank balance istype of assets.
a. Current assets b. Fixed assets c. a&b d. None
09.are infrastructure of the company.
a. Current assets b. Fixed assets c. a&b d. None
10. Land & building istype of assets.
a. Current assets b. Fixed assets c. a&b d. None

11. A&P istype of assets.
 - a. Current assets
 - b. Fixed assets
 - c. a&b
 - d. None
12. Computers Type of assets.
 - a. Current assets
 - b. Fixed assets
 - c. a&b
 - d. None
13. Office machinery is.....type of assets.
 - a. Current assets
 - b. Fixed assets
 - c. a&b
 - d. None
14. Equipments aretype of assets.
 - a. Current assets
 - b. Fixed assets
 - c. a&b
 - d. None
15. Fixed assets are further classified into ...types.
 - a. 2
 - b.3
 - c.4
 - d. None
16. Tangible assets istype assets.
 - a. Current assets
 - b. Fixed assets
 - c. a&b
 - d. None
17. Intangible assets istype assets.
 - a. Current assets
 - b. Fixed assets
 - c. a&b
 - d. None
18. Tangible assets are governed by.....
 - a. Accounting standard 10
 - b. Accounting standard 11
 - c. a&b
 - d. None
19.assets are those assets having physical substance that can be seen and touched
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
20.assets are those assets that are not having any physical substance.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
21. Goodwill istype of assets.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
22. Trademark istype of assets.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
23. Computer software isType of assets.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
24. A patent istype of assets.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
25. Building istype of assets.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
26. Plant and machinery istype of assets.
 - a. Tangible
 - b. Intangible
 - c. Current
 - d. Fixed
27. All assets and liabilities of DTS and DTO were transferred to BSNL on.....
 - a. 01-10-2000
 - b.01-10-2010
 - c. 01-10-2008
 - d. None
28. On the basis of nature of activities, the expenditure incurred will be.....
 - a. Revenue expenditure
 - b. capital expenditure
 - c. a&b
 - d. None
29. The capital nature of expenditure is initially booked under.....
 - a. Inventory
 - b. Work in Progress
 - c. a&b
 - d. None
30. In fixed asset expenditure, the depreciation on such assets will start from
 - a. The date of booking under fixed assets.
 - b. The date of completion under fixed assets.
 - c. A&b
 - d. None
31. In WIP or inventory, the depreciationtill the transfer of such expenditure to fixed asset.
 - a. Does not start
 - b. Will start
 - c. a&b
 - d. None
32. Any item of fixed asset is capitalized at.....

- a. Cost b. Expenditure c. a&b d. None
33. A unit is considered to have been commissioned from the data is certified by the
a. Maintenance certificate b. Management certificate c. a&b d. None
34. For small tools, full depreciation is charged on capital expenditure upto Rs.
a. 5000 b. 50000 c. 500000 d. None
35. It is the responsibility ofto have the physical verifications of fixed assets.
a. GM/TDMs b. CGM/GM c. a&b d. None
36. Physical verification should be at least once in every.....
a. 3 years b. 2 years c. 4 years d. None
37. Whenever the decommissioned assets are finally disposed off, if the sale proceeds is more than the depreciated value of net relisable value, it will be treated as
a. Income b. Loss c. a&b d. None
38. NRV stands for
a. Net Relisable Value
b. Net Resale Value
c. Net Recorded Value
d. Net Received Value
39. If the material is not immediately used for any purpose, it should be treated as
a. Inventory b. Asset c. WIP d. None
40. Whenever an item is transferred to installation, the value of such item be booked under
a. Capital b. WIP c. A&b d. None
41. WIP stands for
a. Work In Progress
b. Work In Pending
c. Work In Programming
d. Work In Placing
42. Only when the work in progress is converted into asset, the corporation will be in a position to claim the benefit of.....
a. Profit b. Depreciation c. Loss d. None
43. It also should be ensured that old item is not allowed to remain in WIP without valid reason.
a. More than one year
b. More than Two years
c. Less than one year
d. Less than two years
44.means a fall in the quantity, quality or value of an asset.
a. Depreciation b. Profit c. Loss d. None
45. In BSNL depreciation is provided on
a. Written Down Value method.
b. Written Value method.
c. Written Depreciation method
d. None
46. The Income TAX Act 1961, provided fordepreciation on the items of plant & machinery whose actual cost does not exceed
a. 100%, Rs. 5000/-
b. 100% Rs. 2500/-

- c. 50 % Rs. 5000/-
d. 50 % Rs. 2500/-
47. Depreciation is provided only on
a. Fixed assets b. Current assets c. Profit d. None
48. No depreciation is to be provided on other assets like WIP assets. This statement is
a. True b. False c. None
49. No depreciation is to be provided on other assets like Inventory, assets. This statement is
a. True b. False c. None
50. No depreciation is to be provided on other assets like decommissioned assets. This statement is
a. True b. False c. None
51. Scrapping is to be initiated and disposed off finally through
a. MSTC b. MSCT c. MTCS d. MCCT
52. MSTC stands for
a. Metals and Scrap Trading Corporation.
b. Materials and Scrap Trading Corporation.
c. Metals and Scrap Transport Corporation
d. Materials and Scrap Transport Corporation
53. An asset which is producing no income is called
a. Performing Asset b. Non Performing Asset c. Non moving Asset
b. Slow Moving Asset
54. An asset that is outlived its economic life, or due to change of technology is called
c. Obsolete asset b. Non- performing Asset c. a&b d. None
55. An asset which is not useful for the department being beyond economic repairs is called
d. Obsolete asset b. Unserviceable asset c. Non Performing asset d. None
56. Non moving/slow moving inventories are not applicable toassets.
a. Current b. Fixed c. a&b d. None
57. The non moving/slow moving inventories are applicable to
a. Inventory/stores b. fixed assets b. current assets d. None
58. If an inventory item is lying in stock /depots continuously for more than 3 years without any use is called as
a. Non moving b. Slow moving c. a&b d. None
59. 10 to 15 % of the said items in stock are issued each year for a period of 2 to 3 years continuously is called as
a. Non moving b. Slow moving c. a&b d. None
60. On 01-10-2000, assets of were transferred to BSNL.
a. 63,000 crores b. 600,000 crores c. 60,000 lakhs d. None
61. The value of fixed assets available in BSNL as on 31-03-2007 is approximately
a. 118 thousand crores b. 118 crores c. 118 laksh crores d. None
62. On 31-03-2009 the value of fixed assets available in BSNL is approximately
a. 132000 crores b. 123000crores c. 113000crores d. 139000crores
63. On 31-03-2010, the value of fixed assets available in BSNL is approximately
a. 132000 crores b. 123000crores c. 113000crores d. 139000crores
64. WDV stands for

- a. Written Down Value b. Written Driven Value c. Written Desk Value d. None
-
65. In the beginning of BSNL, overheads were provided onbasis as was prevalent during DOT period.
a. percentage b. WDV c. a&b d. None
66. Standby equipment and servicing equipments are normally
a. Inventoried b. capitalized c. a&b d. none
67. Machinery spares are usually charged to the..... as and when consumed.
a. P & L Account b. P &M account c. a&b d. None
68. Expenditure for an addition/alternations they will be of purelynature.
a. capital b. expenditure c. a&b d. None
69. The expenditure on shifting and reinstallation of existing assets/equipments without ncurring its capacity/efficiency is charged to.....
a. Revenue b. Expenditure c. a&b d. Noone
70. The expenditure on replacement of assets, equipments instruments and rehabilitation Works can also be
a. Capitalized b. Revenue c. a&b d. None
71. The whole amount of old asset appearing in the books to be written off and the incurred on replacement is to be
a. Capitalized b. Revenue c. a&b d. None
72. There will be certain expenditure incurred for replacement of parts of the main equipment Or an asset to keep it in running position, such expenditure has to be considered to be ordinary repair and charged to
a. P & L Account b. P &M account c. a&b d. None
73. The scrapped fixed assets are to be removed from the fixed assets register and transferred to
a. Current assets b. Fixed assets c. a&b d. None
74. In case liquidated damages case, the same are credited to
a. other revenue account b. P& L account c. a&b d. None
75. Fixed assets falling underfor management information purpose.
a. General area b. Tribal area c. Rural area d. all
76. Land including the cost of development can be exhibited in the accounts as
a. Free hold land b. Leased hole land c. a&b d. None
77. To the Companies Act provides that depreciation on assets acquired or sold discard during the year should be calculated on a pro rata basis.
a. Schedule XIV b. Schedule XIII c. a&b d. None
78. Schedule XIV to the Companies Act provides that depreciation on assets acquired or sold discard during the year should be calculated on
a. pro rata basis b. percentage basis c. a&b d. None
79. As far as partition's expenditure is concerned whether they are in the nature of replacement or repair is to be charged to.....
a. P/L Account b. P/M account c. Revenue d. None
80. Partitions valued upto Rs.should be charged to P/L Account.
a. 2 lakhs b. 3 lakhs c. 5 lakhs d. None
81. Small tools are to be charged to the
a. P/L account b. P/M account c. a&b d. None

82. The assets registers will be maintained and identified with reference to
 a. estimate files b. works registers c. Management certificate
 d. work schedules of civil/electrical wings. D. all
83. Lengths of laid cables etc which could not be verified physically will be identified with reference to
 a. provision in a relevant project estimate b. management certificates
 c. cable diagrams of the year. D. all
84. On the basis of the nature of activities, capital nature of expenditure is either booked under
 a. Inventory b. WIP c. directly fixed assets d. all
85. Expenditure chargeable to capital works is initially booked under..... while all the bookings of salary, DA etc of concerned officers/staff directly relating of project works will be booked underat first instance
 a. WIP, D&E b. Inventory , D&E c. Fixed assets, D&E d. None
86. The accounting standard for overhead is.....
 a. Accounting 10 b. Accounting 11 c. P & L account d. None
87. For capitalizing taking into accounts as fixed assets ,.....certificate will be issued by the management.
 a. Completion b. management c. commissioned d. None
88. Replacement of the part of asset – Ordinary repair is booked to
 a. P/L Account b. P/M account c. a&b d. None
89. The scrapped fixed assets are to be removed from the register and transferred to.....
 a. fixed asset, current asset b. current asset, fixed assets c. none
90. Asset sold can be accounted in.....
 a. current asset b. fixed asset c. P/L account d. None
91. Liquidated damage are credited into the
 a. other revenue account b. P/L Account c. a&b d. None
92. Fixed assets are exhibited in the account under the categories
 a. gross block b. depreciation c, net block d. CWIP d. all
93. CWIP stands for
 a. Completed Work In Progress
 b. Capital Work In Progress c. a&b d. None
94. Asset retired from active service is transferred to.....
 a. current asset b. fixed asset c. a&b d. None
95. The Statement of..... suggests that the records of Fixed Asset to contain the articulators
 a. ICAI 1988 b. ICAI 1998 c. ICAI 1999 d. None
96. The decommissioned assets should be transferred to
 a. Inventory b. WIP c. a&b d. None
97.depreciation on Petty assets.
 a. 100% b. 50 % c. 20 % d. None
98. Depreciation under section of the companies act 1956.
 a. 350 b. 351 c. 352 d. 353

Answer Key

01.A	02.B	03.A	04.A	05.A	06.A	07.A	08.A	09.B	10.B
11.B	12.B	13.B	14.B	15.A	16.B	17.B	18.A	19.A	20.B
21.B	22.B	23.B	24.B	25.A	26.A	27.A	28.C	29.C	30.A

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31.A	32.A	33.B	34.A	35.A	36.A	37.A	38.A	39.A	40.B
41.A	42.B	43.A	44.A	45.A	46.A	47.A	48.A	49.A	50.A
51.A	52.A	53.B	54.A	55.B	56.B	57.A	58.A	59.B	60.A
61.A	62.A	63.D	64.A	65.A	66.B	67.A	68.A	69.A	70.A
71.A	72.A	73.A	74.A	75.D	76.C	77.A	78.A	79.A	80.A
81.A	82.D	83.D	84.D	85.A	86.A	87.B	88.A	89.A	90.C
91.A	92.D	93.B	94.A	95.A	96.A	97.A	98.A		

Chapter -14 Tender Evaluation

01. EOIR stands for
 - a. Expression of Interest Route
 - b. Expression of Interest Rate
 - c. Expression of Involvement Route
 - d. Expression of Involvement Rate
02. In tender for financial evaluation discrepancy between the unit price and the total price, theprice shall prevail.
 - a. Unit b. Total c. a&b d. None
03. In tender, for financial evaluation discrepancy between words & figures, the amount inshall prevail.
 - a. Words b. Figures c. a&b d. None
04. If the estimated cost of the tender is 3 crores and above, then the level of bid opening officer will be
 - a. DE or equivalent b. SDE or equivalent c. a&b d. None
05. If the estimated values of tender is less than 3 crores, the level of bid opening officer is
 - a. DE or equivalent b. SDE or equivalent c. a&b d. None
06. Proposal for formation of bid opening team would be approved by the
 - a. Jt. DDG(MMT) b. CGM c. GM d. None
07. Any change in the constitution of the committee would need the approval of
 - a. CGM/DDG(MM) b. Jt. DDG c. GM d. None
08. The officer nominated for the bid opening is normally
 - a. Different from the officer who has to process the procurement case.
 - b. Same from the officer who has to process the procurement case.
 - c. A&b d. None
09. Bid will be rejected
 - a. If covers are not properly sealed by bidder
 - b. Bid security is not submitted in required manner

- c. A&b d. None
10. The bid opening is completed on the..... calendar day.
a. Same b. two days after the opening of bid c. a&b d. None
11. The bid opening official would be responsible for preparation of the minutes on the.....
a. Same day b. Next day c. a&b d. None
12. CET stands for
a. Committee for Evaluation of Tender
b. Committee for Entertainment of Tender
c. Constitution for Evaluation of Tender
d. Constitution for Evaluation of Transmission
13. In addition, depending upon the nature of the tender, officer from branch also form part of the Committee for Evaluation of Tender.
a. TEC/Operation b. CGM c. GM d. None
14. The level of the committee for evaluation of tender depends upon the
a. Value of the tender b. value of the tenderer c. a&b d. None
15. If the value of the tender is upto 10 crores, then member for technical side is
a. DGM b. AGM c. GM d. None
16. If the value of the tender is upto 10 crores, then member for commercial side is
a. DGM b. AGM c. GM d. None
17. If the value of the tender is upto 10 crores, then member for financial side is
a. DGM b. AGM c. GM d. None
18. If the value of the tender is between Rs. 10 crores and 50 crores, then the member for technical side is
a. DGM b. AGM c. GM d. None
19. If the value of the tender is between Rs. 10 crores and 50 crores, then the member for commercial side is
a. DGM b. AGM c. GM d. None
20. If the value of the tender is between Rs. 10 crores and 50 crores, then the member for finance side is
a. DGM b. AGM c. GM d. None
21. If the value of the tender is between Rs. 50 crores and 100 crores, then the member for technical side is
a. CGM/PGM/GM b. AGM c. GM d. None
22. If the value of the tender is between Rs. 50 crores and 100 crores, then the member for commercial side is
a. DGM b. AGM c. GM d. None
23. If the value of the tender is between Rs. 50 crores and 100 crores, then the member for finance side is
a. DGM b. AGM c. GM d. None
24. If the value of the tender is above 100 crores, then the member for technical side is
a. CGM/PGM/GM b. AGM c. GM d. None
25. If the value of the tender is above 100 crores, then the member for commercial side is
a. GM b. DGM c. AGM d. None
26. If the value of the tender is above 100 crores, then the member for finance side is
a. GM b. DGM c. AGM d. None

27. *The tender offer is accompanied by a bid security deposit on the prescribed proforma as indicated in the bid document & valid for.....the validity of the bid.*
- 30 days beyond*
 - 30 days only*
 - 21 days beyond*
 - None*
28. *The validity of the bid as per current tender documents is.....from the date of bid opening.*
- 210 days*
 - One year*
 - 150 days*
 - six months*
29. *Once finally vested statements become available within pre determined time frame CET may finalize its recommendations within further.....days.*
- 10*
 - 15*
 - 20*
 - None*
30. *The distribution of orders should normally be restricted to the bidders who are within*
- 50 to 60 % of the lowest bid.*
 - 60 to 70 % of the lowest bid.*
 - A&b*
 - None*
31. *The CET recommendations in duplicated should be received in MM cell within ...of handing over the documents to the CET members.*
- 4 to 6 weeks*
 - 4 to 5 weeks*
 - 5 to 6 weeks*
 - None*
32. *The responsibility for ensuring the receipt of the CET recommendations to the MM cells vest withof the CET.*
- Chairman/Convener*
 - Bidders*
 - a&b*
 - None*
33. *.....of the committee for evaluation of tender should formally submit the report of the committee to the MM branch.*
- Chairman/Convener*
 - Bidders*
 - a&b*
 - None*
34. *For single bid, CET is allowed to evaluate such responsive bid and competent authority can decide in consultation with.....*
- IFA*
 - GM*
 - DGM*
 - None*
35. *In cases where the proposal is to be approved at higher levels, ,,,,,,,should be assigned for clearance at each level.*
- Maximum 15 days*
 - Minimum 15 days*
 - a&b*
 - None*
36. *Most of the high value purchase are done through.....*
- Local purchase*
 - Tender process*
 - a&b*
 - None*
37. *There aretypes of tender are available.*
- 2*
 - 3*
 - 4*
 - None*
38. *MOU stands for*
- Memorandum of Undertaking.*
 - Minutes of Understanding*
 - Memorandum of Undersitting*
 - Minutes of Undersitting*
-
39. *Issue of limited tenders only to those parties*
- who have proven expertise in manufacture & supply of such equipment*
 - who have prototype approval and production clearance*
 - a&b*
 - None*
40. *The issue of limited tender should have the concurrence of*
- Financial advisor*
 - personal approval by the head of unit*
 - a&b*
 - None*

41. Open tender is also called as.....
 a. Competitive tender b. Limited tender c. MOU d. EOIR
42. Open tender is also called as.....
 a. Public tender b. Limited tender c. MOU d. EOIR
43. When will BSNL invite EOIR?
 a. Propose to induct new technology/equipment/new service
 b. specifications of the new technology/equipment/new service are not firmed up
 c. a&b d. None
44. The CET should hold a preliminary meeting withinof handing over of the tender document.
 a. one week b. 10 days c. 15 days d. none
45. Say true or false: It is directed that there should be post tender negotiations with L-1.
 a. true b. false

Answer Key

01.A	02.A	03.A	04.A	05.B	06.A	07.A	08.A	09.C	10.A
11.A	12.A	13.A	14.A	15.A	16.A	17.B	18.A	19.A	20.A
21.A	22.A	23.A	24.A	25.A	26.A	27.A	28.A	29.A	30.A
31.A	32.A	33.A	34.A	35.A	36.B	37.C	38.A	39.C	40.C
41.A	42.A	43.C	44.A	45.B					

Chapter – 15 ERP

01. ERP stands for
 a. Enterprise Resource Planning
 b. Enterprise Receive Planning
 c. Entertainment Resource Planning
 d. Entertainment Receive Planning
02.is a system used to integrate the data and process of an organization into one single system.
 a. ERP b. SAP d. DOTSOFT d. CDR
03. P.O. for ERP has been placed on.....
 a. 23rd May 2009 b. 23rd May 2008 c. 23rd June 2009 d. 23rd June 2008.
04. Purchase Order for ERP placed to
 a. M/s ZTE b. M/s ITI c. M/s HCL
05. The important partners for this project
 a. M/s HCL infosystem b. M/s SAP c. M/s E&Y d. All the above.
06. In ERP project, the SI will be
 a. M/s HCL infosystem b. M/s SAP c. M/s E&Y d. All the above
07. In ERP project, the ERP solution provider will be
 a. M/s HCL infosystem b. M/s SAP c. M/s E&Y d. All the above
08. In ERP project, BPR consultant will be
 a. M/s HCL infosystem b. M/s SAP c. M/s E&Y d. All the above
09. BRP stands for

- a. *Business Process Re –engineering*
 - b. *Business Preliminary Re- engineering*
 - c. *Business Process Recovering*
 - d. *Business Preliminary Recovering*
10. *The final integration testing of different modules is in progress and expected to be completed by*
- a. *31st March 2011*
 - b. *31st March 2010*
 - c. *31st May 2011*
 - d. *None*
11. *TF Mumbai has declared towith ERP.*
- a. *Go Live*
 - b. *Come Live*
 - c. *a&b*
 - d. *None*
12. *..... Are expected to Go Live with ERP.*
- a. *AL TTC*
 - b. *WTP*
 - c. *a&b*
 - d. *None*
13. *FICO stands for*
- a. *Finance And Management Accounting*
 - b. *Finance Investment Commercial Officer*
 - c. *Finance Investment Configuration Officer*
 - d. **None**
14. *PM stands for*
- a. *Plant/Equipment Maintenance*
 - b. *Prime Minister*
 - c. *A&b*
 - d. *None*
15. *S& D stands for*
- a. *Sales & Distribution*
 - b. *Service & Distribution*
 - c. *A&b*
 - d. *None*
16. *PS stands for*
- a. *Project System*
 - b. *Project Service*
 - c. *a&b*
 - d. *None*
17. *SCM stands for*
- a. *Supply Chain Management*
 - b. *Supply Chain Manager*
 - c. *Supply Chain Market*
 - d. *None*
18. *BIS stands for*
- a. *Business Intelligence & System*
 - b. *Business Information System*
 - c. *Business Intelligence & Service*
 - d. *Business Information Service*
19. *BIA stands for*
- a. *Business Intelligence And Analysis*
 - b. *Business Information And Analysis*
 - c. *Business Intelligence And Application*
 - d. *Business Intelligence Authentication*
20. *SEM stands for*
- a. *Strategy Enterprise Management*
 - b. *System Enterprise Management*
 - c. *Strategy Entertainment Management*
 - d. *System Entertainment Management*

21. *QC* stands for
- Quality Control
 - Quality Circle
 - Quantity Control
 - Quantity Circle
22. *EP* stands for
- Enterprise Portal
 - Enterprise Platform
 - Entertainment Portal
 - Entertainment Platform
23.of the CDR Project Data centers are to be used.
- 2
 - 3
 - 4
 - None
24.is the primary ERP site
- Hyderabad
 - ALTTC Ghaziabad
 - Kolkaata
 - Chennai
25.is the DR site
- Hyderabad
 - ALTTC Ghazibad
 - Kolkaata
 - Chennai
26. Default network for ERP isbeing rolled out in CDR project.
- Internet
 - Intranet
 - a&b
 - None
27. Development centre for ERP is set up at
- Hyderabad
 - ALTTC Ghazibad
 - Kolkaata
 - Chennai
28. ERP will be centralized installation with
- Single database
 - Two database
29.will be having views of BSNL as a whole across circles.
- Circle
 - SSA
 - Corporate Office
 - None
30. As far as implementation time frame for Purchase order committee phase for ERP will be
- 22nd May 2009
 - 22nd May 2010
 - 22nd March 2009
 - 22nd March 2010.
31. As far as implementation time frame for Roll out completion (as far as PO) for ERP will be
- 22ND Nov 2010
 - 22nd Nov 2009
 - 22nd Nov 2008
 - None
32. The status for the mile stones for Project Kick Off
- 8th June 2009
 - 8th June 2010
 - 8th June 2008
 - None
33. The status for the mile stones for AS – IS business.....
- Completed on 04th September 2009
 - Completed on 04th August 2009\
 - Completed on 04th September 2010
 - Completed on 04th September 2011
34. The status for the mile stones of BPR exercise is
- Completed on 08th October 2009
 - Completed on 08th October 2010
 - Completed on 08th November 2009
 - Completed on 08th November 2010
35. The status for the mile stone of Business Blue print
- Completed on 31st March 2010
 - Completed on 31st May 2010
 - Completed on 31st June 2010
 - Completed on 31st May 2009

36. ERP implementation is aroundmodules.
 a. 14 b.10 c. 15 d. None
37. SME stand for
 a. Subject Matter Expert
 b. Service Matter Expert
 c. System Matter Expert
 d. None
38. SRS stands for
 a. System Requirement Specifications
 b. Service Requirement Specifications
 c. System Resources Specifications
 d. System Resources Specifications
39.circle will act as a facilitator for ERP.
 a. IT cell/IT project b. ALTTC c. RTTCC d. None
40. ERP software is a.....module application.
 a. Single b. Double c. Multi
41.Network is used for ERP.
 a. Internet b. Intranet c. CDR d. DOTSoft
42.network for non CDR circles.
 a. New b. Intranet c. Internet d. CDR
43. For Phase – I, ERP will be implemented incircles
 a. 5 b.3 c.7 d. None
44. For Phase – II, ERP will be implemented by.....
 a. March 2011 b. March 2010 c. March 2012 d. None
45.number of power user teams are there in ERP.
 a. 3 b.2 c. 4 d. None
46. L1 is called as
 a. Unit Power users b. Circle level power users c. Central level power users
 d. None
47. L2 is called as
 a. Unit Power users b. Circle level power users c. Central level power users
 d. None
48. L3 is called as
 a. Unit Power users b. Circle level power users c. Central level power users
 d. None
49. Unit Level power users is inlayer
 a. L1 b.L2 c. L3 d. None
50. Circle Level power users is inlayer
 a. L1 b. L2 c. L3 d. None
51. In Unit Level power users, the owner is
 a. SSA b. Circle c. a&b d. None
52. In Circle Level power user is
 a. SSA b. Circle c. a&b d. None
53. In Unit Level power user, minimum number of users will be
 a. 2 b.3 c. 5 d. None
54. In Circle Level power user, minimum number of users per module will be

- a. 2 b.3 c.5 d. None
-
55. REM stands for
 a. Real Estate And Telecom Infra structure Management
 b. Reel Estate and Telecom Infra structure Management
 c. Rate Estate and telecom Infra structure Management
 d. None
56. PP stands for
 a. Production planning b. Promotion planning c. Production promotion
57. SPOC stands for
 a. Single Point of contact b. Simple Point of contact c. a&b d. None

Answer Key

01.A	02.A	03.A	04.C	05.D	06.A	07.B	08.C	09.A	10.A
11.A	12.C	13.A	14.A	15.A	16.A	17.A	18.B	19.A	20.A
21.A	22.A	23.A	24.A	25.C	26.B	27.B	28.A	29.C	30.B
31.A	32.A	33.A	34.A	35.A	36.A	37.A	38.A	39.A	40.C
41.C	42.A	43.C	44.A	45.A	46.A	47.B	48.C	49.A	50.B
51.A	52.B	53.A	54.A	55. A	56.A	57.A	58.	59.	

Chapter – 16 ISO

01. Latest version of standard is
 a. ISO 9001:2008
 b. ISO 9001: 2010
 c. ISO 9000: 2008
 d. ISO 9000:2010
02. ISO stands for
 a. International Organization for Standardization
 b. International Organization for Systematic
 c. International Organic for Standardization
 d. International Organization for Systematic
03. ISO in Greek means
 a. Equal b. Symmetrical c. Not equal d. None
04. ISO headquarter at.....
 a. Paris b. Geneva c. London d. USA
05. BIS stands for
 a. Business Intelligence System
 b. Bureau of Indian Standards
 c. Bureau of Intelligence Standards
 d. None of the above
06. In India BSI defines the product standards
 a. IIT mark b. ISI mark c. SI Mark d. None
07. In India BSI defines the product based on
 a. International standard b. Indian standard c. a&b d. None

08. The process standard of ISO for ensuring quality is called as
 a. ISO 9000 b. ISO 9001 c. ISO 9002 d. None
09. In ISO at presentversion is in effect.
 a. 2000 b.2001 c. 2008 d. 2010
10. ...must be defined, be measurable, achievable and link to customer satisfaction.
 a. Quality b. quantity c. Standard d. None
11. As per ISO standard is defined as the degree to which a set of inherent characteristic fulfills requirements of a process, product system.
 a. Quality b. Quantity c. a&b d. None
12. In ISO 9000 series, there arequality management t principles are available.
 a. 5 b.6 c.7 d. 8
13. Quality management systems guidelines for performance improvements are detailed in
 a. ISO 9000 b. ISO 9004 c. ISO 9002 d. None
14.is the outcome of the output from many interacting departments.
 a. Final Product b. Process c. a&b d. None
15.is defined as a discreet part of full work which has defined objectives, inputs, outputs, activities & resources.
 a. Final Product b. Process c. a&b d. None
16. PDCA stands for
 a. Plan, Do, Check and Act
 b. Promise, Do, Check and Act
 c. Programme, Do, Check and Act
 d. None
17. A methodology widely used for process improvements is.....
 a. PDCS b. PDCA c. PDAC d. None
18. In ISOhas to be repeated for continual improvements.
 a. Life cycle b. PDCA cycle c. Product cycle d. None
19. In ISO 9001:2008 implementation remove.....
 a. Conformities b. Non conformities c. a&b d. None
20. ISO for ensuring quality and version is collectively known as
 a. ISO 9001: 2008
 b. ISO 9001: 2000
 c. ISO 9002:2008
 d. ISO 9002: 2000
21. In ISO implementation process, the certificate obtained from the
 a. Internal audit b. External audit c. Own audit d. None
22. In ISO implementation process, the certificate obtained from the auditor is valid for
 a. 3 months b. 3 years c. 6 years d. 5 years
23. In ISO implementation process, face surveillance audits in next
 a. 3 years b. 3 months c. 6 years d. 5 years
24. In ISO, NC stands for
 a. Not Commissioned
 b. Not Connected
 c. Non Conformities
 d. None
25. The NC are graded by the auditors as

- a. Major b., Minor c. observations d. all
26. In the NC, an observation indicates that if the situation as found during the audit is not addressed it may lead to a
- a. Conformity b. Non conformity c. a&b d. None
27. In the NC,means an isolated incident of a failure to comply with a defined process or QMS requirement.
- a. Major b. Minor c. a&b d. None
28. In ISO 9001 standard,clause specifies that ISO 9001 QMS is applicable for those organizations which need to demonstrate ability to consistently provide products as per requirements and customer satisfaction through improvements and prevention of NC.
- a. General b. Special c. Application d. None
29. In ISO 9001 standard.....clause mentions that ISO 9001 standard is applicable to all organization irrespective of their type, size or product delivered.
- a. General b. Special c. Application d. None
30. In ISO 9001 standard, exclusion are possible only in
- a. Section 7 b. Section 6 c. Section 5 d. None
31. In ISO 9001 standard,makes a reference to other documents or currently valid international standards.
- a. Normative Reference b. Conformities c. Non conformities d. None
32. In ISO 9000 standarddefinitions specifies that ISO 9001 standard uses the terms and definitions given in Terms ISO 9000.
- a. Section/Clause 3 b. Section /clause 4 c. a&b d. None
33. QMS stands for
- a. Quantity Management System
- b. Quality Management System
- c. Quantity Material System
- d. Quality Material System
34. In ISO 9000 standard section/clause 4 refers to
- a. a. Quantity Management System
- b. Quality Management System
- c. Quantity Material System
- d. Quality Material System
35. In ISO 9001 standard, section 5 refers to the
- a. Management responsibility
- b. Material responsibility
- c. Resources Management System
- d. Quantity Management System
36. In ISO 9001 standard section 6 refers to
- a. Management responsibility
- b. Material responsibility
- c. Resources Management System
- d. Product realization
37. In ISO 9001 standard section 7 refers to
- a. Management responsibility
- b. Material responsibility
- c. Resources Management System

- d. *Product realization*
38. is the most important section of ISO 9001 standard.
- Management responsibility*
 - Material responsibility*
 - Resources Management System*
 - Product realization*
39. In ISO 9001 standard,defines key areas such as planning of product realization, customer related processes, design and development, purchasing, production and service provision, control of monitoring and measuring equipments etc.
- Management responsibility*
 - Material responsibility*
 - Resources Management System*
 - Product realization*
40. In ISO 9001 standard section 8 refers to the.....
- Management responsibility*
 - Material responsibility*
 - Resources Management System*
 - Measurement analysis and improvement.*
41.Unit was the first unit of BSNL to obtain ISO 9001 certification.
- Erode SSA*
 - RGM CTTC Chennai*
 - ALTTC*
 - None*
42. Inthe BSNL corporate office directed circles to obtain ISO 9001 certificate for all SSAs.
- 2008*
 - 2007*
 - 2009*
 - 2010*
43. In ISO 900 standard, section 7 refers to
- Exclusion*
 - Inclusion*
 - a&b*
 - None*
44. In ISO 900 standard section 3 refers to
- Terms & definitions*
 - Management responsibility*
 - a&b*
 - None*
45. In ISO 900 standard QMS is in
- Section 4*
 - section 5*
 - section 6*
 - None*
46. In ISO 900 standard Management Responsibility is in
- section 5*
 - section 6*
 - section 7*
 - None*
47. In ISO 900 standard resources management is in
- section 5*
 - section 6*
 - section 7*
 - none*
48. In ISO 900 standard, product realization is in
- Section 6*
 - section 7*
 - section 8*
 - none*
49. In ISO 900 standard, measurement, analysis improvement is in
- section 6*
 - section 7*
 - section 8*
 - None*
50. In ISO 900 standard, the 1st quality management principle is
- customer focus*
 - leadership*
 - involvement of people*
 - None*
51. In ISO 900 standard, the 2nd quality management principle is
- customer focus*
 - leadership*
 - involvement of people*
 - None*
52. In ISO 900 standard, the 3rd quality management principle is
- customer focus*
 - leadership*
 - involvement of people*
 - None*
53. In ISO 900 standard, the 4th quality management principle is
- Process approach*
 - System approach to management*
 - continual improvement*
54. In ISO 900 standard, the 5th quality management principle is

- a. Process approach b. System approach to management c. continual improvement
55. In ISO 900 standards the 6th quality management principle is
a. Process approach b. System approach to management c. continual improvement
56. In ISO 900 standard, the 7th quality management principle is
a. Factual approach to decision making b. Mutually beneficial supplier relationship
c. a&b d. None
57. In ISO 900 standard, the 8th quality management principle is
a. Factual approach to decision making b. Mutually beneficial supplier relationship
c. a&b d. None
58. In ISO 9001: 2008 a major NC indicated that
a. the company has failed to implement anyone part of or the full QMS
b. any specific department of the company has failed to implement the QMS as applicable to the department
c. a number of minor nonconformities in the same QMS requirements are found.
d. all

Answer Key

01.A	02.A	03.A	04.B	05.B	06.B	07.A	08.B	09.C	10.A
11.A	12.D	13.B	14.A	15.B	16.A	17.B	18.B	19.B	20.A
21.B	22.B	23.A	24.C	25.D	26.B	27.B	28.A	29.C	30.A
31.A	32.A	33.B	34.B	35.A	36.C	37.D	38.D	39.D	40.D
41.C	42.B	43.A	44.A	45.A	46.A	47.B	48.B	49.C	50.A
51.B	52.C	53.A	54.B	55.C	56.A	57.B	58.D		

Management

Sl.No.		
01.	SWOT	Strength, Weakness, Opportunities, Threat
02.	KRA	Key Result Area, Key Responsibility Area
03.	KPI	Key Performance Indicator
04.	GPMS	Group Performance Management System
05.	TMO	Transformation Management Office
06.	ADT	Aspiration Driven Transformation
07.	NTP	New Telecom Policy
08.	CFA	Consumer Fixed Access
09.	CM	Consumer Mobility
10.	FOS	Feet On Street
11.	BCG	Boston Consulting Group
12.	PMS	Performance Management System
13.	BBSC	Balanced Business Score Cord

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14.	MC	Management Committee
15.	IPMS	Individual Performance Management System
16.	FPMS	Field Performance Management System
17.	SFA	Sales Force Automation System
18.	DSA	Direct Selling Agent
19.	SCA	Service Center Agent
20.	CSC	Common Service Center
21.	RFP	Request For Proposal
22.	EOI	Expression Of Interest
23.	NLD	National Long Distance
24.	ILD	International Long Distance
25.	BFSI	Banking, Financial Services & Insurance
26.	NAM	National Account Manager
27.	KAM	Key Account Manager
28.	SI	System Integrator
29.	CP	Channel Partner
30.	OEM	Original Equipment Manufacture
31.	AMC	Annual Maintenance Contract
32.	B2C	Business To Costumer
33.	B2B	Business To Business
34.	CVM	Customer Value Management
35.	LTV	Life Time Value
36.	CLTV	Customer Life Time Value
37.	PEST	Political, Economical, Social, Technology
38.	FMA	First Mover Advantage
39.	SMA	Second Mover Advantage
40.	PON	Passive Optical Network
41.	NRV	Net Relisable Value
42.	MSTC	Metals and Scrapping Trading Corporation
43.	WDV	Written Down Value
44.	EOIR	Expression Of Interest Route
45.	CET	Committee for Evaluation of Tender
46.	MOU	Memorandum of Undenrtaking
47.	FICO	Finance and Management Accounting
48.	PM	Plant Maintenance
49.	VAD	Voice, Activity Detection
50.	BU	Business Unit
51.	E&WS	Enterprise & Whole Sale
52.	LL	Landline
53.	BB	Broad Band
54.	Fin	Finance
55.	C/M	Customer Marketing
56.	Opn	Operation
57.	TCH	Traffic Channel
58.	Opex	Operation Expenditure

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59.	<i>DIT</i>	<i>Department of Information technology</i>
60.	<i>DNC</i>	<i>Do Not Call</i>
61.	<i>WIP</i>	<i>Work In Progress</i>
62.	<i>CWIP</i>	<i>Capital Work In Progress</i>
63.	<i>ERP</i>	<i>Enterprise Resource Planning</i>
64.	<i>BRP</i>	<i>Business Process Reengineering</i>
65.	<i>S&D</i>	<i>Sales & Distribution</i>
66.	<i>PS</i>	<i>Project System</i>
67.	<i>SCM</i>	<i>Supply Chain Management</i>
68.	<i>BIS</i>	<i>Business Information System</i>
69.	<i>BIA</i>	<i>Business Intelligence and Analysis</i>
70.	<i>SEM</i>	<i>Strategy Enterprise Management</i>
71.	<i>QC</i>	<i>Quality Control</i>
72.	<i>EP</i>	<i>Enterprise Portal</i>
73.	<i>SME</i>	<i>Subject Matter Expert</i>
74.	<i>SRS</i>	<i>System Requirement Specification</i>
75.	<i>REM</i>	<i>Real Estate and Telecom Infrastructure Management</i>
76.	<i>PP</i>	<i>Production Planning</i>
77.	<i>SPOC</i>	<i>Single Point Of Contract</i>
78.	<i>ISO</i>	<i>International Organization for Standardization</i>
79.	<i>BIS</i>	<i>Bureau of Indian Standards</i>
80.	<i>QMS</i>	<i>Quality Management System</i>
81.	<i>PDCA</i>	<i>Plan Do Check and Act</i>
82.	<i>NC</i>	<i>Non conformities</i>