Instructions:
1. Answer all 50 questions. Each question carries 2 marks. Total: 100 Marks
2. Duration 1 Hour.

*Required

1. Email *


2. Name *


3. Roll Number *


4. 1. ________ refers to the gradual changes in the processes, output and conditions in a particular direction over a period of time.

*Mark only one oval.*

- [ ] Trends
- [ ] Investment
- [ ] Technology
- [ ] Innovation
5. ________ factors include social standards, beliefs, ethnicity, tradition, social attitudes and social institutions and demographies.

*Mark only one oval.*

- [ ] Economic development
- [ ] Socio-culture
- [ ] Corporate culture
- [ ] Ethical

6. ________ analysis involves taking care of the finances and cutting costs for running the organisation.

*Mark only one oval.*

- [ ] Industry
- [ ] Business
- [ ] Finance
- [ ] Market

7. 4. Franchising refers to an arrangement where franchisor or first party

*Mark only one oval.*

- [ ] Invests in operations of another party
- [ ] Grants licenses for some rights and authorities to another party
- [ ] Jointly undertake the product development with another party
- [ ] Execute reciprocal marketing with business partner

8. 5. Identify best suited statement applicable to Business Process Outsourcing (BPO):

*Mark only one oval.*

- [ ] Is one of the popular trends adopted by organizations is to procure goods and services from outside suppliers and service providers.
- [ ] Refers to outsourcing of information-related business activities
- [ ] Is buying and selling of goods, products or services through the Internet.
- [ ] Is essentially a way of carrying e-commerce transactions using a mobile phone
9. Which is not an objective of Business Process Outsourcing:

*Mark only one oval.*

- [ ] To improve operating efficiency and increase the profitability of the organisation.
- [ ] To achieve competitive advantage by focusing on core competencies of the organisation.
- [ ] To meet the demands for the resources needed for the new information systems more economically and effectively.
- [ ] To enhance Knowledge, skill and attitudes (KSAs) of employees.

10. 7. _________ model of outsourcing ensures that the project-related activity including initial study and testing is done at the service provider’s premises.

*Mark only one oval.*

- [ ] On-site model
- [ ] Off-site model
- [ ] Off-shore model
- [ ] Franchise model

11. 8. Select the correct statement:

*Mark only one oval.*

- [ ] Cloud computing occupies more storage that adversely affects business continuity and is risks prone.
- [ ] RPA uses robots and artificial intelligence on a user interface to complete work faster at a cheaper rate.
- [ ] Companies do not prefer use of social media tools for data analysis.
- [ ] BPOs generally avoid use of emerging trends in technologies due to data security issues.

12. 9. The term Digital Economy was first coined by:

*Mark only one oval.*

- [ ] Henry Ford
- [ ] Don Tapscott
- [ ] Philip Crossby
- [ ] F.W Taylor
13. ‘Digital economy’ is an umbrella term that is used to describe the market focusing on ________ technologies.

Mark only one oval.

☐ Virtual
☐ Automation
☐ Digital
☐ Just-in-time

14. 11. Which is not a digital marketing channel:

Mark only one oval.

☐ On-line communities
☐ Social net-working site
☐ Cloud-sourcing
☐ Retailers and distributors

15. 12. System such as JIT (Just in time) inventory system, ABC, EOQ (Economic Order Quantity) have resulted in better inventory control that helps in reducing _________ costs

Mark only one oval.

☐ Recruitment
☐ Ordering
☐ Manufacturing
☐ Overhead

16. 13. Identify the correct statement:

Mark only one oval.

☐ Customer Live Value is calculated by dividing the total customer acquisition costs by the number of new customers for a particular time period.

☐ Financial metrics monitor the productivity and performance of the human resources and resolve IR (Industrial Relations) related issues as they emerge.

☐ Customer Life Value (CLV) helps to measure the value that an organisation is getting from a long-term customer relationship.

☐ Customer acquisition cost is calculated by multiplying the total acquisition costs by the number of new customers for the particular time period.
17. 14. A company or individual who pays for the legal right to use the product, service, or format of another is called a:

*Mark only one oval.*

- Franchisee
- Franchisor
- Franchising
- Lunatic

18. 15. Which of the following type of entrepreneur is least likely to be involved with franchising:

*Mark only one oval.*

- Fast food chain owner
- Innovator of new technology
- Automobile service center owner
- Owner of a garment shop

19. 16. Aggregator model is a type of:

*Mark only one oval.*

- Outsourcing
- Contractual partnership
- Assembling activity
- Dismantling activity

20. 17. ___________ aggregators refer to website that collects information from various sources and topics. Examples of Specialty Aggregators

*Mark only one oval.*

- User-curated
- Feed
- Specialty
- Blog
21. E-Commerce refers to the use of ________________ to various business processes to achieve business goals.

Mark only one oval.

- [ ] Electronic devices
- [ ] Economic principles
- [ ] Eco-friendly technology
- [ ] Information technology

22. M-commerce involve use of ________________ for its operations.

Mark only one oval.

- [ ] Measuring devices
- [ ] Mobile devices
- [ ] Metering technology
- [ ] Metrological instruments

23. Identify the false statement

Mark only one oval.

- [ ] E-commerce excludes all kinds of electronic commercial activities, such as the use of the Internet and mobile phones by a user.
- [ ] E-commerce includes all kinds of electronic commercial activities, such as the use of the Internet and mobile phones by a user.
- [ ] E-commerce is not only limited only to the Internet shopping or Internet business.
- [ ] The user of E-commerce can be an individual, business or even the government of a country.

24. B2C E-commerce model involves:

Mark only one oval.

- [ ] Business-Website-Consumer
- [ ] Producer-Website-Wholesaler
- [ ] Company-Website-Customer
- [ ] Consumer-Website-Consumer
25. Feature of E-commerce that facilitates commerce activities across national boundaries is called ______.

*Mark only one oval.*

- [ ] Interactivity
- [ ] Global reach
- [ ] Richness
- [ ] Ubiquity

26. Which of following is not considered as one of the three phases of E-commerce?

*Mark only one oval.*

- [ ] Innovation
- [ ] Consolidation
- [ ] Preservation
- [ ] Reinvention

27. Identify the false statement.

*Mark only one oval.*

- [ ] Use of multi-level marketing uses complex procedures
- [ ] Network marketing is the fastest growing sector of the direct selling industry in the world during the last decade
- [ ] Internet of Things (IoT) refers to the network of physical devices that are connected with software and sensors which use a different technology for transmitting data
- [ ] Network has become a successful concept for emergence of successful entrepreneurs
28. Network marketing is the movement of products or services from manufacturer to consumer directly through distributors using __________ marketing.

*Mark only one oval.*

- Persuasive
- Consumer oriented
- Word-of-mouth
- Production oriented

29. Identify the correct statement

*Mark only one oval.*

- Digital procurement software is stand-alone software
- Digital purchase order software helps the finance and procurement teams in creating purchase orders.
- IOT, only provides local interconnectivity with the help of information and communication infrastructure.
- Establishing of network marketing involves lot of infrastructural cost

30. Which industry branches are suitable for industry 4.0 development?

*Mark only one oval.*

- An enrichment for the service industry.
- Can be used in all industrial contexts where processes need to be more intelligent.
- Useful especially in the automotive and agricultural sector.
- Suitable for Aerospace industry

31. Which role do internet technologies and the “IoT” play in the context of industry 4.0?

*Mark only one oval.*

- They form the base to connect operating devices.
- They form the base for an environmental friendly production.
- They form among others the base for corporate communication
- They form the base of quality management of an organization
32. 29. Which of the following is not best described about Industry 4.0?

*Mark only one oval.*

- [ ] Analytics
- [ ] Speed
- [ ] Smart Factory
- [ ] Prediction

33. 30. Significant changes have been adapted through ____________ of manufacturing methodology and interconnecting activities within an organization by working environment

*Mark only one oval.*

- [ ] Differentiation
- [ ] Mass manufacturing
- [ ] Aggregate planning
- [ ] Automation

34. 31. Which is of modern technology does not form sound base of Industry 4.0?

*Mark only one oval.*

- [ ] Cloud computing
- [ ] Internet of Things
- [ ] 3D Printing
- [ ] Cyber-Physical Systems

35. 32. Which statement is not truly applicable to Internet of Things (IoTs):

*Mark only one oval.*

- [ ] IoT can only be effectively used in non-living organisms
- [ ] Many IOTs applications involve remote traffic control, smart parking and smart lighting systems
- [ ] Safety and security is one of the important features of IoTs.
- [ ] Sensors used in IoTs generate analogue signals that interact with environment effectively
36. **33. What is the main difference between Industry 4.0 and Internet of Things (IoTs)**

*Mark only one oval.*

- [ ] IoTs largely focused on production while Industry 4.0 mainly focus on consumer durables
- [ ] IoT is largely focused on connecting everyday consumer projects together, while Industry 4.0 is much more focused on the manufacturing process
- [ ] Industry 4.0 use human interaction which IoTs do not use any human interactions
- [ ] Smart factory is main characteristic of Industry 4.0 only

37. **34. Select the correct answer:**

*Mark only one oval.*

- [ ] Bargains with its suppliers smartly
- [ ] Utilizes smart marketing techniques
- [ ] Involves collaborative manufacturing system
- [ ] Uses smart pricing techniques for its product

38. **35. Identify the statement correct statement related to Cyper Physical System (CPS)**

*Mark only one oval.*

- [ ] Refers segregation of computation, networking and ongoing physical processes through data processing services on internet
- [ ] Refers integration of computation, networking and ongoing physical processes through data processing services on internet
- [ ] Involves stand-alone computers and networks that can effectively monitor, coordinate, integrate and control these physical processes
- [ ] Integrates all physical processes with software and networking without using of abstractions and modeling
36. Tech savvy millennial manpower:

Mark only one oval.

☐ Have only knowledge of robotics
☐ Is scarce and difficult to hire
☐ Are people having knowledge of the software and apps used by workers on a daily basis.
☐ Is manpower having data-processing skill

40. Undertaking a smart factory journey can address a number of business practices. Which is not one of those practices:

Mark only one oval.

☐ Asset efficiency
☐ Improved company’s social events
☐ Better profitability
☐ Labor force stability

41. ______________ is capable of permitting faster setup, commissioning, and reconfiguration, are more efficient and stable operations.

Mark only one oval.

☐ Concurrent engineering
☐ Six sigma
☐ Quality function deployment (QFD)
☐ Advanced robotics

42. Innovation that can change the methods of operating business firms and industries is called:

Mark only one oval.

☐ Invention
☐ Digitization
☐ Disruptive Technology
☐ Incremental innovation
43. Which is not true for Modularity Principle:

Mark only one oval.

- Is the degree to which a system's components may be separated and recombined
- An ability of businesses to adapt to the changing needs of the industry
- System should be built from non-adhesive tight fitted sub-systems
- Modules are cohesive loosely coupled subsystems

44. Which is not a supply chain driver:

Mark only one oval.

- Production
- Inventory
- Location
- Business environment

45. The logistics function includes all of the following activities EXCEPT:

Mark only one oval.

- Movement of materials from a factory warehouse to the factory assembly area
- Inspection of incoming materials
- Loading finished goods into outgoing vehicles
- Storing finished products in a finished-goods warehouse.

46. Which is not a primary activity as per Porter's Value Chain:

Mark only one oval.

- Inbound logistics
- Operations
- Technology development
- Services
47. Which does not fall under category of Supply chain collaboration benefits:

*Mark only one oval.*

- [ ] Enhanced customer service level
- [ ] Lower plant depreciation
- [ ] Progressive revenue growth
- [ ] Lower cost of transportation and warehousing

48. The sequence of a typical manufacturing supply chain is

*Mark only one oval.*

- [ ] Storage—Supplier—manufacturing—storage—distributor—retailer—customer
- [ ] Supplier—Storage—manufacturing—storage—distributor—retailer—customer
- [ ] Supplier—Storage—manufacturing—distributor—storage—retailer—customer
- [ ] Supplier—Storage—manufacturing—storage—retailer—distributor—customer

49. The major decision areas in supply chain management are

*Mark only one oval.*

- [ ] Location, production, distribution, inventory
- [ ] Planning, production, distribution, inventory
- [ ] Location, production, scheduling, inventory
- [ ] Location, production, distribution, marketing

50. Cash to cash conversion:

*Mark only one oval.*

- [ ] Is conversion of one type of currency to other
- [ ] Is time taken for conversion of raw material or inventory purchases into sales revenue.
- [ ] Means lower the inventory turnover, the quicker the cash conversion.
- [ ] Is time take for conversion of finished goods into sales revenue
51. **48. Identify correct statement applicable to predictive analysis:**

*Mark only one oval.*

- [ ] Helps business organisations to solve problems and collaborate for attaining maximum business value.
- [ ] Helps business organisations in thinking through a complex problem or issue.
- [x] Helps an organisation to understand the most likely outcome or future scenario and its business implications.
- [ ] Also acts as a single source of truth across the supply chain while providing visibility at the same time.

52. **49. Which of the following is not the cause of Bullwhip effect?**

*Mark only one oval.*

- [ ] Aligning incentives across the supply chain
- [ ] Order batching
- [ ] Inflated orders placed by retailers
- [x] Long lead time

53. **50. Information Technology in supply chain transaction execution is concerned with:**

*Mark only one oval.*

- [ ] Enabling managers to process and evaluate SCM related decisions using different optimization techniques
- [ ] Collaboration and cooperation with suppliers using via internet
- [ ] Supply chain performance measurement using data analyst tools
- [ ] Collection, generation, and storage of vast data and tracking of same through automated means.