

**VIVEK COLLEGE OF COMMERCE**

**TYBMM SEM VI 2019-2020**

**SUBJECT: Financial Management for Marketing and Advertising**

**MCQ - SAMPLE QUESTIONS**

SR. NO.	QUESTIONS	A	B	C	D	CORRECT ANSWER
1	It is the amount of expenditure incurred for manufacturing a product or service.	Profit	Loss	Cost	Gain	Cost
2	This type of cost does not change.	Fixed cost	Variable cost	cost	Total cost	Fixed cost
3	Such cost remains fixed at certain levels of output and vary at other level	Fixed cost	Variable cost	Semi-fixed	Total cost	Semi-fixed
4	It is one of the technique of costing.	Costing	Marginal	Nominal	Practical	Marginal
5	Marginal cost is defined as additional cost of producing	one additional unit	Many units	Total units	Cost per unit	one additional unit
6	Total cost = Fixed cost + _____	Fixed cost	Variable cost	Total cost	Overall cost	Variable cost
7	_____ budget is the most important tool in cash management.	Cash	Fund	Flow	Tool	Cash
8	Proper cash management helps in order to maintain adequate _____ balance as per company's policy.	Bank	Cash	Cheque	Deposits	Cash
9	The expected sales forecast are converted into the _____ budget	sales	cash	Master	Production	sales
10	25,000 units increased by 10 % will be _____ units.	30,000	40,000	27,500	28,500	27500