



11-.....refers to the range of activities involved in identifying demand for goods or services.

1. Planning 2. Manufacturing 3. Pricing 4. Marketing

12-The most important share holders in the organization are the

1. producers 2. managers 3. consumers 4. businessmen

13-A computer firm hashim to be in charge of its publicity.

1. persuaded 2. promoted 3. appointed 4. established

14-The two business clinched the deal quickly. The word " Clinch" means

1. confine 2. offer 3. confirm 4. oppose

15-Packaging provides protection for the product, meanwhile it canthe brand image and the point of sale attraction to the buyer.

1. monitor 2. return 3. reinforce 4. levey

16-Communication is the vehicle that allows managers to fulfill each management

1. function 2. behaviour 3. expression 4. resource

17-He is veryexpert to deal with every case.

1. operational 2. oriented 3. competent 4. sympathetic

18-The demonstration is aof dissatisfaction among the workers.

1. firm 2. resistance 3. destructiion 4. symptom

19-Management of the implementation process of the MIS can determine theprocess or failure of the system.

1. economic 2. ultimate 3. financial 4. required

20-Industrial psychologygreat deal of attention to the work environment and work conditions in which worker has to perform his functions.

1. acquires 2. summarizes 3. devotes 4. expresses