## Question Booklet for TDP (General) 5th Semester Exam., 2018

#### MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

Full Marks : 40 1

FIFTH PAPER ( Group-II )

Time : 1 Hour

Question Booklet SET No. : A

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

#### Read the following INSTRUCTIONS carefully:

- 1. Use black/blue dot pen only.
- 2. Fill in the particulars given below in this page.
- 3. Fill in the particulars (on the Bide 1) of the OMR Answer Sheet as per Instructions contained in OMR Answer Sheet.
- 4. The SET No. of this Question Booklet is A. Write the SET No. at the specific space provided in the OMR Answer Sheet.
- 5. There are 40 (forty) questions in this Question Booklet, each carrying 1 (one) mark.
- Each question or incomplete statement is followed by 4 (four) suggestive answers—[A], [B], [C] and [D] of
  which only one is correct. Mark the correct answer by darkening the appropriate circle.
- Marking of more than one answer against any question will be treated as incorrect response and no mark shall be awarded.
- 8. Any change in answer made or erased by using solid or liquid eraser will damage the OMR Answer Sheet resulting in rejection of the whole Answer Sheet by the computer. Therefore, do not change or erase once the answer is marked.
- 9. No part of the Question Booklet shall be detached or defaced under any circumstances.
- Use of mobile phone, calculator, log table, compass, scale and any electronic gadget is strictly prohibited in the Examination Hall.
- 11. Question Booklet and the OMR Answer Sheet must be returned to the invigilator within 1 (one) Hour of the commencement of the examination.
- 12. Adoption of unfair means in any form or violation of instruction as mentioned in Point No. 10 shall result into expulsion from the entire examination.
- The candidate must ensure that the Question Booklet and OMR Answer Sheet are signed by the Invigilator.
- 14. After opening the Question Booklet, check the total number of printed pages and report to the Invigilator in case of any discrepancy.

| Full Signature of the Candidate                              | Verified and found correct  Signature of the Invigilator with date |
|--|--|
| OMR Answer Sheet No. :  (As printed in the OMR Answer Sheet) | contection of the first  |
| Roll Number :  | To prove to be a   |

| customer oriented?   | 5. Modern marketing function involves  |
|--|--|
| . [A] Old concept of marketing   | [A] warehousing  |
| [B] Modern concept of marketing  | [B] sales planning   |
| [C] Entity concept of business   | [C] marketing research   |
| [D] All of the above   | [D] All of the above   |
|  |  |
| the main All the April 10 and  | 6. Marketing mix consists of   |
| 2. Marketing is  | 4  |
| [A] qualitative process  | (A) price  |
| [B] logical process  | (B) promotion  |
| [C] mathematical process   | [C] place  |
| [D] managerial process   | [D] All of the above   |
|  | en i de la leure esta anna le Bat  |
| 3. Marketing environment consists of   | 7. Personal selling is a part of   |
| [A] set of interacting forces  | [A] price  |
| [B] external forces  | [B] product  |
| [C] internal forces  | [C] promotion programme  |
| [D] None of the above .  | [D] value  |
| and the second s | Lacountain   The Carlo of the Company of the Compan |
| 7  |  |
| . Global marketing is a result of  | 8. A brand includes  |
| [A] domestic change  | [A] symbol   |
| [B] privatization  | [B] design   |
| [C] globalization  | [C] combination of name and symbol   |

[D] All of the above

[D] All of the above

| Marketing?                                       | 12. What is product line?                 |
|--|---|
| [A] On-line marketing                            | [A] Group of different products           |
| [B] Internet advertising                         | (B) More than one product                 |
| [C] E-marketing                                  | [C] Different brands                      |
| [D] Product mix and brading                      | [D] All of the above                      |
| the real attention of the restriction.           |   |
| 10. Channels of distribution is known as         | 13. The green marketing concept refers to |
| [A] trade channel                                | [A] agricultural marketing                |
| [B] proper channel                               | [B] environment friendly                  |
| [C] path channel                                 | [C] agro-based industrial marketing       |
| [D] None of the above                            | [D] euro-agricultural marketing           |
|  |   |
| 11. Which of the following is pricing objective? | 14. Sub-division of market is called as   |
| [A] Market penetration                           | [A] market segmentation                   |
| [B] Market share                                 | [B] separation                            |
| [C] Competition                                  | [C] allocation of marketing               |
| [D] All of the above                             | [D] market                                |
|  |   |

18. Which of the following PLC stages is in 15. Relationship marketing is a form of correct order? marketing developed from [A] Introduction, adolescence, growth, [A] brand decline [B] production style maturity. [B] Introduction, growth, decline [C] direct response marketing (C) Introduction, maturity, decline [D] All of the above [D] Introduction, growth, saturation maturity 16. The promotion mix involves 19. What is cognitive dissonance? [A] advertising [A] Buying behaviour [B] personal selling [B] Pre-purchase behaviour [C] sales promotion [C] Post-purchase behaviour [D] All of the above [D] None of the above 17. Skimming pricing implies 20. E-marketing is [A] experimental pricing [A] buying and selling of goods and services through Internet [B] low pricing [B] buying of goods through Internet [C] high pricing [C] selling of goods through Internet [D] None of the above [D] All of the above

A-151 EDWING

[C] Performance appraisal [D] Procurement of finance weeds and to like with 22. Human resource planning is a [A] reactive process [B] negative process [C] proactive process [D] positive process the distance to the line of th 23. Job analysis is [A] collection of data about a job [B] job rotation [C] job specification [D] job expansion 34. Pattegged bargares a read const. 24. Which one of the following is the method of job evaluation? [A] Questionnaire method [B] Point rating method [C] Observation method [D] Interview method

21. Which one of the following is not a

oſ

[A] Recruitment and selection

[B] Training and development

management (HRM)?

human resource

- · 25. Recruitment is the process of
  - [A] setting disputes
  - (B) giving promotions
    - [C] scratching prospective candidates
    - [D] None of the above
    - 26. Apprenticeship programme is which one of the following widely used training method?
      - [A] Off-the-job
      - [B] On-the-job
      - [C] Both [A] and [B]
      - [D] None of the above
    - 27. Workers participation in management can take place at which levels?

det all trods marchetal [H]

- [A] Shop-floor
- [B] Plant level
- [C] Enterprise level
- [D] All of the above
- 28. Human resource development consists of

of benefit of the miles on W 10

- [A] training [10] godf eer [E]
- [B] career planning and development
- [C] performance appraisal
  - [D] All of the above

32. Operating functions of HRM are also 29. Which of the following statements is/are true? known as [A] managerial functions [A] Industrial relation reduces productivity [B] staffing functions [B] Industrial relation helps to avoid industrial conflict [C] organizing functions [C] Both [A] and [B] [D] All of the above [D] None of the above do - 9:5-5:5 36; 33. Which one of the following is an internal 30. Application blanks provide source of recruitment? [A] information about an employee [A] Advertisements [B] information about the job [B] Present employees 27 Worker cornection on memor [C] information about the organization [C] Campus recruitment [D] information about the overall work [D] Management consultants culture rest familie (E) mitschreme for The Cl. Chiermise level Jestinen : Jer 101 triods wit to BA [H] 34. Patterned interview is one in which 31. Works committee is constituted in organization having [A] tensions are created deliberately [A] more than 500 workers [B] total information of a person is sought [B] less than 100 workers area to a second to a first first parameter of the beginning to re-[C] what is to be asked is structured [C] more than 100 workers [C] profigmenter appealsel [D] Both [A] and [B] [D] None of the above

ALERIAN CONTROL OF THE PARTY OF THE

| 35  | . Gl | ass ceiling relates to    | 100 100 138. | The          | mechanism to identify employees  |
|-----|------|---------------------------|--------------|--------------|--|
|     | [٨]  | ergonomics                |              | [A]          | job enrichment   |
|     | (12) |                           |              |              |  |
|     | (10) | recruitment               | the the      | [B]          | job evaluation   |
|     | [C]  | gender blas               |              | [C]          | job assessment center  |
|     | [0]  | promotion                 |              | [D]          | position description   |
|     |      |                           |              |              |  |
|     |      |                           |              |              |  |
| 36. | Hur  | nan resource department   | · 39.        | Whie<br>plan | ch is not relevant of succession ning?   |
|     | [A]  | line department           |              | [A]          | Analysis of the demand for managers  |
|     | [B]  | functional department     |              | [B]          | Review of existing executives  |
|     | [C]  | strategic plan            |              | [C]          | Planning individuals career paths  |
|     | [D]  | corporate development p   | lan          |              | Recruitment to meet immediate needs  |
|     |      |                           |              |              |  |
|     |      |                           | n d k        | 41-4         |  |
|     |      |                           | 40.          | Whi          | ch Council was established in India  |
| 37. | Men  | it rating is not known as |              | 196          | Government of India in the year<br>6 to promote safety consciousness<br>ong workers in industries? |
|     | [A]  | efficiency rating         |              |              | and management   |
|     |      |                           |              | [A]          | Factory Advise Council   |
|     | [B]  | service rating            |              | [B]          | National Safety Council  |
|     | [C]  | job rating                |              | [C]          | National Industrial Council  |
|     | [D]  | experience rating         |              | [D]          | Safety Regulations Council   |
|     |      |                           |              |              | Scanned with CamScanner  |

# Question Booklet for TDP (General) 5th Semester Exam., 2018 INFORMATION TECHNOLOGY AND E-COMMERCE

Full Marks : 40 ]

FIFTH PAPER (Group-I)

[ Time : 1 Hour

Conswille samuatr

Question Booklet SET No. : A

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

### Read the following INSTRUCTIONS carefully:

- 1. Use black/blue dot pen only.
- 2. Fill in the particulars given below in this page.
- 3. Fill in the particulars (on the Bide 1) of the OMR Answer Sheet as per Instructions contained in OMR Answer Sheet.
- 4. The SET No. of this Question Booklet is A. Write the SET No. at the specific space provided in the OMR Answer Sheet.
- 5. There are 40 (forty) questions in this Question Booklet, each carrying 1 (one) mark.
- Each question or incomplete statement is followed by 4 (four) suggestive answers—[A], [B], [C] and [D] of
  which only one is correct. Mark the correct answer by darkening the appropriate circle.
- Marking of more than one answer against any question will be treated as incorrect response and no mark shall be awarded.
- Any change in answer made or crased by using solid or liquid craser will damage the OMR Answer Sheet resulting in rejection of the whole Answer Sheet by the computer. Therefore, do not change or crase once the answer is marked.
- 9. No part of the Question Booklet shall be detached or defaced under any circumstances.
- Use of mobile phone, calculator, log table, compass, scale and any electronic gadget is strictly prohibited in the Examination Hall.
- 11. Question Booklet and the OMR Answer Sheet must be returned to the Invigilator within 1 (one) Hour of the commencement of the examination.
- 12. Adoption of unfair means in any form or violation of instruction as mentioned in Point No. 10 shall result into expulsion from the entire examination.
- The candidate must ensure that the Question Booklet and OMR Answer Sheet are signed by the Invigilator.
- 14. After opening the Question Booklet, check the total number of printed pages and report to the Invigilator in case of any discrepancy.

| Full Signature of the Candidate                              | Signature of the Invigilator with date |  |
|--|--|--|
| S - Stode W. To the KIL                                      | Verified and found correct             |  |
| OMR Answer Sheet No. :  (As printed in the OMR Answer Sheet) | reading of a cover (A)                 |  |
| Roll Number :  | A Common of the Project Acres          |  |

OFA

| 1. Which enables us to send the same letter to different persons? | 5. Which of the following is not valid version of MS-Office?  |
|---|---|
| [A] Macros  | not [A] Office XP 3000 HOLLES   |
| IN AVERTONISTON OF THE WAY  | mt Office Vista   |
| [C] Mail merge  | CI Office 2007  |
| [D] None of the above   | and the country of the second |
| 2. Which of the following is word                                 | the footer is printed?  |
| [A] WordPerfect   | [A] On first page   |
|   | [B] Oil alternation   |
|   | [C] On every page   |
| [C] MS-Word  [D] All of the above                                 | [D] None of the above   |
| See all plants and in the see                                     | a single contracts of the   |
| MS-Word?  | [A] opens find and replace dialog box<br>with activating find tab   |
| [A] winword.exe   | activating layout tab   |
| and you want to proport out the same                              | [C] opens font dialog box with activating font tab  |
| [D] word2003.exe  | [D] opens file save as dialog box   |
| 4. Ctrl+N   | 8. Portrait and landscape are   |
| [A] saves a document  | [A] page orientation  |
| [B] opens a document  | [B] paper size  |
| [C] opens a new document  | [C] page layout   |
| [D] closes a document   | [D] All of the above  |
| on the dr. postigrant are to contempt?                            | Pull Seguards, of the Caroninia   |

| menu displays the number of well as the number of current document.                   | in the   |
|---|----------|
| tal lines   | 19110    |
| [A] ames  |          |
| [B] characters  |          |
| [C] paragraphs  | 144)     |
| [D] All of the above  | J        |
| the transfer of the periods of the r  | 24-52    |
| <ol> <li>Which of the following devices<br/>used to directly image printed</li> </ol> | text?    |
| [A] OCR   | F        |
| [B] OMR   | [0]      |
| [C] MICR THE TOTAL (D)  | (0)      |
| [D] All of the above  |          |
| 11. Which of the following toolbar changing of fonts and their siz                    | s allows |
| [A] Standard and entirie  | $H_{i}$  |
| [B] Formatting  | {O}      |
| [C] Print Preview   | [CI]     |
| [D] None of the above   |          |
| 12. Ctrl+C  | 24, 300  |
| [A] copies the selected text  | [A]      |
| [B] cuts the selected text  | [0]      |
| '[C] prints the selected text   | 121      |
| [D] pastes the selected text  |          |
|   |          |

13. Which of the following is not a font style?

(A) [2]

and the

GSetter 7. (A)

- [A] Bold
- [B] Italica
- [C] Regular
- [D] Superscript
- 14. From where can you access save command in MS-Word?
  - [A] Home Tab
  - [B] Insert Tab
  - [C] Review Tab
  - [D] None of the above
- 15. Which of the following helps to reduce spelling error in the document?
- [A] AutoFormat
  - [B] AutoCorrect
  - [C] Smart Tags
  - [D] Auto Text World Stell Topped Top
- 16. Which of the following statements is false?
- [A] You can find deleted files in Whilly Recycle Bin.
  - [B] You can restore any files in Recycle Bin if you ever need.
  - [C] You can increase free space of disk by sending files in Recycle Bin.
  - [D] You can right click and choose empty Recycle Bin to clean it at once.

| 17. Which device is used for connecting computers in star topology? | 21. Which of the following is system software? |
|---|--|
| [A] Router  | [A] Operating system                           |
| (B) Bridge  | [B] Word package                               |
| [C] Hub   | [C] Utilities                                  |
| [D] Repeater  | [D] All of the above                           |
| Tall though their cast in a second that                             | expels with the th                             |
| 18. You should save your computer from                              | 22. Recently deleted files are stored in       |
| [A] Viruses   | [A] Recycle Bin                                |
| [B] Trojan  | [B] desktop                                    |
| [C] Worms and safe to anoth [C]                                     | [C] taskbar                                    |
| [D] All of the above  | [D] My Computer                                |
| 19. World Wide Web is being standard by                             | 23. The date and time displays on              |
| [A] World Wide Corporation  | [A] taskbar men stran To enterel.              |
| (B) W3C   | (B) status bar                                 |
| [C] World Wide Consortium   | [C] System Tray                                |
| [D] World Wide Web Standard   | [D] launch pad                                 |
| 20. Which of the following is utility                               | 24. Google is                                  |
| software?   | 3 • 1  |
| [A] Operating system  | [A] search engine                              |
| [B] Compiler  | [B] compiler                                   |
| [C] Antivirus   | [C] word processor                             |
| [D] All of the above  | [D] None of the above                          |

| lat glooms the second second  | as, what is a light period   |
|---|--|
| <ul> <li>[A] a software package for statistical<br/>analysis</li> </ul>                           | [A] A mechanical input device  |
| (B) a software make as for system   | [B] Optical input device   |
| [B] a software package for system development   | [C] Electronic input device  |
| [C] a software package for text editing   | [D] Optical output device  |
| [D] None of the above   |  |
| belles of a des primit. At  | 30. Which key can be used to view slide  |
| 6. You organize files by storing them in  | show?  |
| [A] archives toogs [H]  | [A] F5   |
| [B] folders tgrade count [D]  | [B] F2   |
| [C] indexes   | [C] F7   |
| [D] lists   | [D] Posters Area britaniker [D]  |
| 29. He have   |  |
| What type of resources is most likely<br>to be a shared common resource in a<br>computer network? | 31. Which one of the following is not one of the major types of e-commerce?  |
| [A] Printers  | [A] C2B  |
| [B] Speakers and Misses when [O]  | (B) B2C  |
| [C] Floppy disk drives  | [C] B2B . evede and le anoth [C]   |
| [D] Keyboards w signed out [7]  | [D] C2C  |
| To create Web pages we use a term called stone of board at allowers.                              | and to the a stignish of out to doing a stand of the stand between the stand of the |
| [A] TCP/IP extraten amod [A]  | [A] Video Graphics Array   |
| (B) www parate networks www [8]   | [B] Visual Graphics Array  |
| [C] HTML [A] band [A] drott [D]   | [C] Volatile Graphics Array [O]  |
| [D] FTP productiful la succi [H]  | [D] Video Graphics Adapter   |
|   |  |

## 33. MSI stands for

- [A] Medium Scale Integrated Circuits
- [B] Medium System Integrated Circuits
- [C] Medium Scale Intelligent Circuit
- [D] Medium System Intelligent Circuit

30. When the less man

Worth

23 A

101

SKO GIB.

### 34. WAN stands for

- [A] Wap Area Network
- [B] Wide Area Network
- [C] Wide Array Net
- [D] Wireless Area Network

## 35. MICR stands for

- [A] Magnetic-Ink Character Reader
- [B] Magnetic-Ink Code Reader
- [C] Magnetic-Ink Cases Reader
- [D] None of the above

## 36. Which of the following is a part of the central processing unit?

- [A] Printer
- [B] Keyboard (Cont) Laury (R)
- [C] Mouse sanfrast studey [O]
- [D] Arithmetic and logic unit

#### 37. CAD stands for

- [A] Computer-Aided Design
- [B] Computer Algorithm for Design
- [C] Computer Application in Design
- [D] Computer Analogue Design

#### 38. Junk e-mail is also called

- [A] spam
- [B] spoof
- [C] sniffer script
- [D] spool

#### 39. Hackers

- [A] all have the same motive
  - (B) break into other people's computers
  - [C] may legally break into computers as long as they do not do any damage
  - [D] are people who are allergic to computers

📶 🙃 😘 ka ka gejirin ya kuta gajari 🗵 🕮

## 40. Firewalls are used to protect

- [A] home networks
- B corporate networks
- [C] Both [A] and [B] JUSTH [D]
- [D] None of the above 414 [G]

ASKING AGETTOS LINTIGLEA.

a seeperg add at locate 500544

Question Booklet for TDP (General) 5th Semester Exam., 2019

#### MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT ici plating perspeniguepre

Full Marks : 40 1

FIFTH PAPER ( Group-II )

[ Time : 1 Hour

in on

[A] helps in locating cantildates

Question Booklet SET No. : B

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

#### Read the following INSTRUCTIONS carefully:

1. Use black/blue dot pen only.

- loses a ballio notif on liew and

- 2. Fill in the particulars given below in this page.
- 3. Fill in the particulars (on the Side 1) of the OMR Answer Sheet as per Instructions contained in OMR Answer Sheet.
- 4. The SET No. of this Question Booklet is B. Write the SET No. at the specific space provided in the OMR prepares employers for training Answer Sheet.
- 5. There are 40 (forty) questions in this Question Booklet, each carrying 1 (one) mark.
- 6. Each question or incomplete statement is followed by 4 (four) suggestive answers-[A], [B], [C] and [D] of which only one is correct. Mark the correct answer by darkening the appropriate circle.
- 7. Marking of more than one answer against any question will be treated as incorrect response and no mark shall be awarded.
- 8. Any change in answer made or crased by using solid or liquid craser will damage the OMR Answer Sheet resulting in rejection of the whole Answer Sheet by the computer. Therefore, do not change or crase once the answer is marked.
- 9. No part of the Question Booklet shall be detached or defaced under any circumstances.
- 10. Use of mobile phone, calculator, log table, compass, scale and any electronic gadget is strictly prohibited in the Examination Hall.
- 11. Question Booklet and the OMR Answer Sheet must be returned to the Invigilator within 1 (one) Hour of the commencement of the examination.
- 12. Adoption of unfair means in any form or violation of instruction as mentioned in Point No. 10 shall result into expulsion from the entire examination.
- 13. The candidate must ensure that the Question Booklet and OMR Answer Sheet are signed by the Invigilator. e of the above
- 14. After opening the Question Booklet, check the total number of printed pages and report to the invigilator in case of any discrepancy.

| Full Signature of the Candidate  | Signature of the Invigilator with date     |
|--|--|
| D None of the stoke  | The North at the attendance of the         |
| themsones.   | Verified and found correct                 |
| [As printed in the OMR Answer Sheet]   | [8] supplyment torongh contractors         |
| OMR Answer   | tignadore deponit incervebras (M           |
| quata  |  |
| Roll Number :  | 4. Interpal source of requirement of turns |
| CHARLES THE PROPERTY OF THE PR | 4  |

wars fifth his winner

- 1. Recruitment is the process of
  - [A] searching for prospective candidates
  - [B] employing new persons
  - [C] placing persons properly
  - [D] None of the above
- 2. Selection process
  - [A] helps in locating candidates
  - (B) determines the suitability of the candidate
  - [C] prepares employers for training
  - [D] None of the above
- 3. Which of the following is the external source of recruitment?
  - [A] Promotion from within
  - [B] Transfer of employees
  - [C] Unsolicited applicants
  - [D] None of the above
- 4. Internal source of recruitment includes
  - [A] employment through exchanges
  - [B] employment through contractors
  - [C] promotion from within
  - [D] None of the above

- 5. Recruitment at the factory gate is generally done in case of
  - [A] skilled Inbour
  - (B) unskilled labour
  - [C] skilled as well as unskilled labour
  - [D] None of the above
- 6. Job analysis should always be done
  - [A] before recruitment
  - [B] after recruitment
  - [C] at the time of placement
  - [D] None of the above
- Employment exchanges are very good sources of
  - [A] external recruitment
  - [B] internal recruitment
  - [C] direct recruitment
  - [D] None of the above
- 8. Under workers participation scheme
  - [A] decision making is delegated to the group
  - [B] workers give suggestion
  - [C] workers decide their work themselves
  - [D] None of the above

| 9. The programme once installed must be continued on a permanent basis.                     | 12. Which is the simplest and most popular technique for appraising employee performance?              |
|---|--|
| [A] job evaluation  | [A] Roting scales  |
| [B] training and development  | [B] Critical incident  |
| [C] recruitment   | [C] Cost accounting  |
| [D] All of the above  | [D] BARS   |
| 1900 -41 Da a Relay in the  |  |
| grant simulated and a new or  |  |
| <ol> <li>Majority of the disputes in industries is<br/>related to the problem of</li> </ol> | 13. The two most common types of<br>e-marketing plans are known as the<br>venture capital plan and the |
|   | the State of the new state of  |
| (A) wages that la record [A]  | [A] Nike plan  |
|   | [A] Consequence shorus:  |
| [B] salaries 15 senseda [3]   | [B] tablecloth plan  |
| mil For a confidence of the most  | 1884 of any To commentage (II)   |
| [C] benefits a manual factor (5)  | [C] strategic plan   |
| 2 to patrice patrice was  | [O] Portsespetion in decision malons   |
| [D] All of the above to lo lin [G]  | [D] napkin plan  |
| IC Size TW  | [D] One-time actually positive life of the artist of grantestant                                       |
| the transfer of the same  | 14. Femarketers, west-   |
| 11. When appraisals are made by superiors, peers, subordinates and                          | 14. E-marketers working in emerging economies should know and  |
| clients, then it is called  | region understand  |
| [A] 360-degree feedback   | [A] how many credit cards are in<br>circulation  |
| [B] 180-degree feedback   | [B] consumer attitudes towards credit  |
| [C] self-appraisal  | [C] Both [A] and [B]   |
| [D] None of the above and [D]   | [D] None of the above  |
|   |  |

11.

| 18. The Government of India introduced the Workers Participation in Management' Bill in parliament in | 18. In which year did the Trade Union Movement start in India?                            |
|---|---|
| [A] 1983  | [A] 1975  |
| [B] 1988  | [B] 1939  |
| [C] 1990 Herring (2)  | [C] 1935  |
| [D] 1981  | [D] 1918  |
| 16. Which of the following is not a characteristic of the workers participation in management?        | 19. Which of the following factors is responsible for weakening the Trade Union in India? |
| tell and the  | [A] Absence of rank and file leadership   |
| [B] Application of upward control   | [B] Absence of one union in one industry  |
| [C] Participation in decision making  | [C] Politicalization of unions  |
| [D] One-time activity in the life of the organization   | [D] All of the above  |
| 17. Which of the following is not a labour  | 20. Trade Unions are the principal schools in which the workers learn lesson of and       |
| legislation?  |   |
| [A] Factories Act   | <ul><li>[A] spirit of combination, class<br/>consciousness</li></ul>                      |
| [B] Minimum Wages Act   | [B] Social evils, exploitation  |
| [C] Untouchability Abolition Act  | [C] Self-reliance, solidarity   |
| [D] Equal Remuneration Act  | [D] None of the above   |
|   |   |

21. The term marketing refers to [A] new product improvementa concepts [B] advertising and promotion [C] a philosophy that stresses customer value and satisfaction [D] planning sales campaigns apaid natusatina [d] 22. Which of the following phrases reflects the marketing concept? [A] The supplier is a king in the [B] Marketing should be viewed as hunting not gardening [C] This is what I make won't you please by it all abiaters [D] This is what I want won't you nem and please make it some n [8] old in religing a partie. 23. Which of the following is the most recent stage of marketing solution? [A] Marketing development era [B] Production era [C] Sales era officiara visitas [D] Marketing company era 24. Which of the following is not included in the marketing management process used by the marketing manager to achieve its objectives? [A] Planning marketing activities [B] Raising funds to finance the marketing projects [C] Controlling marketing plans

[D] Directing implementation of the marketing plans

|        | Marketing begins and ends with                                       |
|--------|--|
|        | [A] consumerate parties and taken                                    |
|        | B) transport   |
|        | [C] price  |
|        | [D] product  |
|        | [C] Productivity   |
| 26.    | A consumer chooses an alternative which gives maximum                |
|        | [A] usage  |
| 30     | [B] utility  |
| ment   | [C] durability methological and the deleter .02                      |
|        | [D] satisfaction   |
|        | [A] Distribution and (A)   |
| 27.    | The external factors of consumer<br>behaviour are also called as     |
|        | [A] environmental factors [3]  |
|        | [B] consumer behavior factors  |
|        | [C] product factors  |
|        | [D] specific factors   |
| Brite  | 31. The extended Pa of service mati                                  |
| 28.    | The psychological factors influencing consumer behavior are          |
|        | [A] motivation, perception, learning,<br>beliefs and attitudes       |
| maito  | thorn present and a series promi                                     |
|        | [B] culture, subculture and social                                   |
| plqos  | (C) physical evidence, process, p                                    |
|        | <ul><li>[C] reference groups, family, roles and<br/>status</li></ul> |
| Isolay | (D) product, process, phy  |
|        | [D] All of the above   |
|        | 2 2  |

| as a basic idea in the definition of   | 32. The most basic level of a product is called the                 |
|--|---|
| marketing concepts?  |   |
| [A] Total company effort   | [A] core product  |
| Cl. y doe  | [B] central product   |
| [B] Profit purbong [G]   | (C) fundamental product   |
|  | (C) Rindamerian pro-  |
| [C] Productivity   | anted product   |
| 26. A consumer charges an our, on  | [D] augmented product   |
| [D] Customer satisfaction  |   |
| 25000 [1]-   | nell of parties mix describes                                       |
| 200  | 33. The term marketing marketing                                    |
| (B) dinity   | A. B. A. A. B. Bill J.  |
| 30. Which of the following is not an element of the marketing mix?   | [A] a composite analysis of all<br>environmental factors inside and |
| [D] nordshartion   | outside the lifth   |
| [A] Distribution   | prov. Trans. times. I have been decisions that                      |
| [B] Product of the lameter off .V2   | [B] a series of business decisions that<br>aid in selling a product |
| behave at atte the culture as  | 11 - 200  |
| [C] Target market  | [C] the relationship between firm's                                 |
| and a local remained requirement [H]   | business weaknesses   |
| [D] Pricing  | [D] a blending of strategic elements to                             |
| [C] product factors [O]  | satisfy specific target markets                                     |
| [D] specific fectors   | one washington posts only 100                                       |
| a a De of comice marketing   |   |
| 11. The extended Ps of service marketing   |   |
| 28. The complete love of the c | 34. The purpose of segmentation is to changing pattern of consumer  |
| [A] people, product, place   |   |
| [A] the ivacion, is respine, is the  | [A] measure official at a mode.                                     |
| The second secon |   |
| IBL price, physical evidence, promotion  | thi Plancing on Acting ortanica                                     |
| oce the surproduction (8)  | in [B] access partition galance in                                  |
| [C] physical evidence, process, people   | market as proprie   |
| and the state of t | [C] identify  |
| [D] product, process, physical   | [D] Directing imparancement of the                                  |
| enuronment   | [[]] 1)00ge 1   |

| 27 September 10 Se | Form of the Indignation to the Indian  |
|--|--|
| [D] None of the above  | [D] orientation  |
| [C] financial stability  | [C] selection  |
| [B] smooth running   | [B] promotion  |
| (A) administration   | [A] recruitment  |
| 7. Managerial function of HRM is meant for of the organization.  | 40. The process of choosing the right person for the right job is called   |
|  | The state of the s |
| [D] All of the above   | [D] Induction  |
| [C] Total Quantity Management  | [C] Recruitment  |
| [B] Training and Development   | [B] Training   |
| [A] Human Resource Development   | [A] Selection  |
| 36. The development function of HRM includes   | 39 is a process of searching for prospective employees and stimulating them to apply for job.  |
| [D] psychographic segmentation   | ·-   |
|  | [D] Job evaluation   |
| [C] socioeconomic segmentation   | Description of the last sea  |
| [B] geographic segmentation  | [B] Job enlargement  |
| [A] attitude segmentation  | O' AND CLAMBER   |
|  | [A] Job analysis   |
| enthusiasm for a product is toward as  | 38. describes the duties of the job, skill and qualification required for it.  |

rise unit childcordst

differentiate of the state of

district to a large to being tends of

Question Booklet for TDP (General) 5th Semester Exam., 2019

## INFORMATION TECHNOLOGY AND E-COMMERCE

Full Marks : 40 ]

FIFTH PAPER (Group-I)

[ Time : 1 Hour

Question Booklet SET No. : A

## DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

RESTORT!

## Read the following INSTRUCTIONS carefully :

- 1. Use black/blue dot pen only.
- 2. Fill in the particulars given below in this page.
- udumantal 3. Fill in the particulars (on the Side 1) of the OMR Answer Sheet as per Instructions contained in OMR Answer Sheet.
- 4. The SET No. of this Question Booklet is A. Write the SET No. at the specific space provided in the OMR Answer Sheet.
- 5. There are 40 (forty) questions in this Question Booklet, each carrying 1 (one) mark.
- 6. Each question or incomplete statement is followed by 4 (four) suggestive answers [A], [B], [C] and [D] of which only one is correct. Mark the correct answer by darkening the appropriate circle.
- 7. Marking of more than one answer against any question will be treated as incorrect response and no mark shall be awarded.
- S. Any change in answer made or erased by using solid or liquid eraser will damage the OMR Answer Sheet resulting in rejection of the whole Answer Sheet by the computer. Therefore, do not change or crase once the answer is marked.
- 9. No part of the Question Booklet shall be detached or defaced under any circumstances.
- 10. Use of mobile phone, calculator, log table, compass, scale and any electronic gadget is strictly prohibited in the Examination Hall.
- 11. Question Booklet and the OMR Answer Sheet must be returned to the Invigilator within I (one) Hour of the commencement of the examination.
- 12. Adoption of unfair means in any form or violation of instruction as mentioned in Point No. 10 shall result into expulsion from the entire examination.
- 13. The candidate must ensure that the Question Booklet and OMR Answer Sheet are signed by the Invigilator.
- 14. After opening the Question Booklet, check the total number of printed pages and report to the Invigilator in case of any discrepancy.

| Full Signature of the Candidate                             | Signature of the Invigilator with date |
|---|--|
| ID) None of the phot  | Verified and found correct             |
| OMR Answer Sheet No. : (As printed in the OMR Answer Sheet) | [B] BASIC IA (B)                       |
| [A] Or first sagg   | [A] MS-Excel                           |
| Roll Number :   | computer language? a title!            |

| 1. Where are data and programme stored  | 5. The computer abbreviation KB usually   |
|---|---|
| the processor uses them?  | means   |
| ([A] Main memory planted the (inter-  | [A] key block   |
| [B] Secondary memory 3 GMA YELLO  | [B] kernel boot   |
| [C] Disk memory   | [C] kilobyte  |
| [D] Programme memory  | [D] Kitbit  |
| OB OU OF GROT AND JOY HITHUT  | Luto64 Suu 1  |
| 2 represents raw facts, whereas   | 6. Light pen and joystick are   |
| is data made meaningful.  | [A] algorithms  |
| [A] Information, reporting  | [B] input devices   |
| [B] Data, information   | tol autout devices  |
| [C] Information, bit I as the substitute of her   | [D] portals   |
| [D] Record, byte  | Land to the state of the state |
| awadh SMO odi ayamah iliw saara hingil sa bilas galar<br>3. Magnetic disk is an example of ad roads sawar | 7. In MS-Word, which enables us to send   |
| 3. Magnetic disk is an example of vel roads sawers  | torn i - which i - i - i  |
| [A] secondary memory (stone I soult in a confer to  | [B] Template  |
| [B] primary memory  | i con-i lique bel ter e la  |
| [C] main memory parameters as animal time of a  | le [C] Mainneige can estre telle in a   |
| (D) Both [A] and [B] and Mide has recipely notes  | [D] None of the above   |
| the total under to related form and all   | The Thirty of Chestian Roother, one   |
| 4. Which one of the following is not a computer language?   | 8. In MS-Word, by default, on which page the header or the footer is printed?   |
| [A] MS-Excel  | [A] On first page   |
|   | [B] On alternate page   |
| [B] BASIC   | [C] On every page   |
| [C] COBOL   |   |
| [D] C++   | [D] None of the above   |

| 9. In MS-Word, Ctrl+F  | 13. The date and time displays on                    |
|--|--|
| [A] opens find and replace dialog box<br>with activating find tab  | ( [A] taskbar  |
| [B] opens page setup dialog box with activating layout tab   | (B) status bar                                       |
| [C] opens font dialog box with activating font tab   | [D] launch pad                                       |
| \$70 fe -011 fe -040 -175  | DI and sagery G                                      |
| [D] opens file save as dialog box  | 14. Google is a                                      |
| 10. Portrait and landscape are   | [A] search engine                                    |
| [A] page orientation   | [B] compiler   |
| [B] a keyboard   | [C] word processor                                   |
| [B] paper size   | [D] None of the above [10]                           |
| [D] All of the above   | of All of the short                                  |
| and the state of the same of t | 15. SPSS is Read Siek Read al Seqs .51               |
| 11. In MS-Word, which of the following helps to reduce spelling error in the   | [A] a software package for statistical analysis      |
| A] Autoformat meltinology   A  | (B) a software package for system development        |
| [B] AutoCorrect flue metry? [B]  | [C] a software package for text editing              |
| [C] Smart tags   | [D] None of the above                                |
| [D] Autotext   | [D] None of the above                                |
| 12. Recently deleted files are stored in   | 16. The first cell in EXCEL worksheet is labelled as |
| 12. Recently deleted lines most asset in   | [A] AA grangara Sandalah [A]                         |
| [A] Recycle Bin  |  |
| [B] desktop  | [B] Alagango quae labarage (iii)                     |
| [C] taskbar  | [C] Aa manaring mention sobing [D]                   |
| [D] My Computer  | [D] No more present box [d]                          |
|  |  |

12.

| 17. We change the to create a document in wide format. | 21. Which of the following is the default page setup orientation for slides in   |
|--|--|
| [A] page orientation                                   | PowerPoint?  |
| [B] page margins                                       | the [A] Vertical man square and the first  |
| [C] paper style buq domen [G]                          | [B] Landscape and golfsvilled  |
| [D] paper source                                       | [D] None of the above  |
| 18. CD-ROM stands for                                  | for the first of the second of |
| [A] Compactable Read Only Memory                       | [A] a telephone line   |
| [B] Compact Data Read Only Memory                      | Bl a keyboard  |
| [C] Compactable Disk Read Only                         | [C] a printer description [G]  |
| [D] Compact Disk Read Only Memory                      | [D] 'a monitor   |
| 19. MICR stands for significant                        | 23 is computer software designed to operate the computer hardware and to provide platform for running application software.  |
| [A] Magnetic Ink Character Reader                      | [A] Application software   |
| [B] Magnetic Ink Code Reader                           | [B] System software  |
| [C] Magnetic Ink Cases Reader                          | [C] Software   |
| [D] None of the above                                  | [D] Operating system   |
| 156. The first of the Sextest and the stranger         | A Comment of the Comm |
| 20. Microsoft PowerPoint is a                          | 24. Which of the following is not a databas application?   |
| [A] database program                                   | [A] dBase this clayma [A]  |
| [B] spreadsheet program [A [8]                         | [B] Flash . quel   B   |
| [C] presentation program                               | [C] FoxPro uniform [D]   |
| [D] word processing program                            | [D] Access TOTAL [C]   |
|  |  |

| a row and a column?  | table based on a specific criterion       |
|--|---|
| [A] Form   | (A) form chologid birdyll (A)             |
| [B] Cursor   | [B] query valoraqui sulf [H]              |
| [C] Cell   | (C) macro Opologo Tale (D)                |
| [D] Record Wood and to small                                   | [D] report oqui fandamenti [d]            |
| 26. Which of the following modulation and demodulation         | -3 OU. WOICH OF THE TOTOWING describe     |
| [A] Coaxial cable  |   |
| [B] Fibre-optic  |   |
| [C] Satellite  |   |
| Ploppy disk drivemsbom [C]                                     |   |
| Keybeards  |   |
| from B1 through B5?  [A] B1-B5                                 | carried a st guiwollol edi to sterry ac   |
| (B) B1 : B5  |   |
| [C] B1 to B5   | [B] is a software polymon [H]             |
| [D] B1 & B5 fqrrs relline                                      |   |
| facqs  | [C] None of the above                     |
| 28. To create queries in Access                                | 26. To delete a rejected file permanently |
| <ul><li>[A] you can drag and drop<br/>query builders</li></ul> |   |
| [B] you can type the SQL com                                   | imand in [A] Process management           |
| SQL view   | [B] File management                       |
| [C] you can use query wizard of                                | [C] I/O management [D]                    |
| [D] All of the above   | [D] All of the above a maz [U]            |

| 33. Which topology is arranged in the form             | 37. Amazon.com is a/an   |
|--|--|
| of a tree structure?                                   | [A] search engine site   |
| [A] Hybrid topology                                    | [B] email site   |
| [B] Bus topology                                       | Die 1 El   |
| [C] Star topology                                      | [C] e-commerce site  |
| [D] Hierarchical topology                              | [D] None of the above  |
| 34. The address of a computer on a network is known as | 38. What types of resources are most li<br>to be shared common resource i<br>computer network? |
| [A] machine address [B] IP address                     | [A] Printers   |
| administration for the last                            | [B] Speakers   |
| [C] host address [D] None of the above                 | [C] Floppy disk drives   |
| [D] All or the above                                   | [D] Keyboards  |
| 35. Which of the following is a utility                | against a solution was of 15 of the  |
| 6 11   | 39. Junk e-mail is also called   |
| [A] Operating system                                   | [A] spam   |
| [C] Antivirus and And Her [2]                          | [B] spoof  |
| [D] All of the above                                   | (C) sniffer script   |
| a to mit to maid (c)                                   | [D] spool  |
| 36. To delete a selected file permanently              | nesch in entern the ent  |
| following, shortcut keys?                              | 40. Ctrl + C in MS-Word  |
| [A] Shift + del cam see my [A]                         | [A] copies the selected text   |
| [B] Ctrl + delentegetrate off [B]                      | [B] cuts the selected text   |
| [C] Alt + del  | [C] prints the selected text   |
| [D] None of the above                                  | [D] pastes the selected text   |