

This booklet contains 7 printed pages.

Question Booklet No. : 500541

Question Booklet for TDP (General) 5th Semester Exam., 2021
(Held in 2022)

**MARKETING MANAGEMENT AND HUMAN
RESOURCE MANAGEMENT**

Full Marks : 40]

FIFTH PAPER (Group-II)

[Time : 1 Hour

Question Booklet SET No. : A

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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 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.
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.
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11. The Question Booklet and the OMR Answer Sheet must be returned to the Invigilator within 1 (one) Hour of the commencement of the examination.
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Roll Number :

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OMR Answer
Sheet No. :

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(As printed in the OMR Answer Sheet)

	Verified and found correct
Full Signature of the Candidate	Signature of the Invigilator with date

/208-A

SEAL

1. The aim of marketing is

- [A] customer satisfaction
- [B] more profit
- [C] sales
- [D] high price

2. Marketing functions are performed by

- [A] manufacturer
- [B] middlemen
- [C] distributor
- [D] All of the above

3. Which concepts of marketing is customer oriented?

- [A] Old concept of marketing
- [B] Modern concept of marketing
- [C] Entity concept of business
- [D] None of the above

4. The purpose of promotion is to

- [A] get the product to ultimate consumer
- [B] stimulate demand
- [C] create supply
- [D] increase employment

5. What is cognitive dissonance?

- [A] Buying behaviour
- [B] Pre-purchase behaviour
- [C] Post-purchase behaviour
- [D] Buying indifference

6. Sub-division of marketing is called

- [A] market segmentation
- [B] allocation of marketing
- [C] division of marketing
- [D] None of the above

7. Which one of the following elements is not in the marketing mix?

- [A] Price
- [B] Product
- [C] Storage
- [D] Promotion

8. The concept of marketing myopia propounded by

- [A] Philip Kotler
- [B] C. K. Prahalad
- [C] Peter Drucker
- [D] Theodore Levitt

9. The first step of marketing planning process is

- [A] evaluation
- [B] situational analysis
- [C] control
- [D] setting goals

10. Which of the following helps to understand how consumers are influenced by their environment?

- [A] Consumer behaviour
- [B] Motive
- [C] Perception
- [D] Learning

11. Green marketing is a part of

- [A] social marketing
- [B] service marketing
- [C] relationship marketing
- [D] rural marketing

12. E-mail marketing involves

- [A] advertising
- [B] promotional marketing
- [C] Both [A] and [B]
- [D] None of the above

13. Skimming price relates to

- [A] charging competitive price
- [B] charge initially high price
- [C] charge initially low price
- [D] None of the above

14. At a fast-food restaurant, what is marketed?

- [A] Goods
- [B] Services
- [C] Both [A] and [B]
- [D] None of the above

15. A brand includes

- [A] symbol
- [B] design
- [C] combination of name and symbol
- [D] All of the above

16. Modern marketing function involves

- [A] warehousing
- [B] sales planning
- [C] marketing research
- [D] All of the above

17. Which is not a form of Internet marketing?

- [A] On-line marketing
- [B] Internet advertising
- [C] E-marketing
- [D] Product mix and branding

18. Which of the following PLC stages are in correct order?

- [A] Introduction, adolescence, growth, decline
- [B] Introduction, growth, maturity, decline
- [C] Introduction, maturity, growth, decline
- [D] Introduction, growth, saturation, maturity

19. Channel of distribution is known as

- [A] trade channel
- [B] proper channel
- [C] path channel
- [D] None of the above

20. Which of the following is not a type of direct marketing?

- [A] Direct mail marketing
- [B] Telemarketing
- [C] Retail marketing
- [D] E-mail direct marketing

21. HRM does not include

- [A] job evaluation
- [B] performance appraisal
- [C] sales promotion
- [D] job enrichment

22. Which of the following is not an operative function of HRM?

- [A] Procurement
- [B] Organizing
- [C] Development
- [D] Integration

23. The method of training in crafts, trades and technical areas is known as

- [A] vestibule training
- [B] apprenticeship
- [C] coaching
- [D] mentoring

24. Performance appraisal is

- [A] morale boosting
- [B] training and development activity
- [C] job analysis
- [D] None of the above

25. The Human Development Index (HDI) was introduced by

- [A] UNDP
- [B] UNICEF
- [C] IMF
- [D] World Bank

26. Merit rating is not known as

- [A] efficiency rating
- [B] service rating
- [C] job rating
- [D] experience rating

27. What is gate hiring?

- [A] To select people who approach on their own for employment in the organization
- [B] To select people who are recommended by the employees
- [C] To select people from public employment exchange
- [D] To select people supplied by labour contractors

28. Who was closely associated with industrial relations in India?

- [A] V. Kurien
- [B] Gadgil
- [C] V. V. Giri
- [D] Vinoba Bhave

29. Which is not a non-financial incentive?

- [A] Additional bonus on minimum wasteful expenditure
- [B] Permanent job
- [C] Participatory decision-making
- [D] Recognition of individuality

30. In which of the following types of collective bargaining does one partly gain at the expense of the other?

- [A] Distributive bargaining
- [B] Integrative bargaining
- [C] Centralized bargaining
- [D] None of the above

31. Induction of employees relates to

- [A] organizational awareness
- [B] training programme
- [C] introduction
- [D] assignment of duties

32. Which of the following is not a component of job analysis?

- [A] Job description
- [B] Role analysis
- [C] Job summary
- [D] Job specification

33. Recruitment is concerned with the process of

- [A] selection of the right candidate
- [B] developing a pool of potential employees
- [C] inviting applications for jobs
- [D] None of the above

34. HRM is an amalgam of

- [A] job analysis, recruitment and selection
- [B] social behaviour and business ethics
- [C] organizational behaviour, personnel management and industrial relation
- [D] employer and employees

35. Which one of the following is a traditional method for selection of personnel?

- [A] Interview
- [B] Selection test
- [C] Phrenology
- [D] Aptitude test

36. Objectives of Human Resource Planning does not include

- [A] forecast personnel requirement
- [B] rigidity with changes
- [C] use of existing manpower productively and promotion of employees in a systematic manner
- [D] All of the above

37. Internal sources of recruitment include

- [A] direct recruitment
- [B] re-employment of ex-employees
- [C] casual callers
- [D] All of the above

38. The ultimate responsibility for HRM activities rests with

- [A] sales manager
- [B] personnel manager
- [C] each manager
- [D] None of the above

39. The major schemes of worker's participation in management adopted in Indian are

- [A] works committee
- [B] joint management councils
- [C] shop councils
- [D] All of the above

40. Which of the following is an outcome of collective bargaining?

- [A] Award of Labour Court
- [B] Award of Tribunal
- [C] Arbitration award
- [D] Consent award