

*L (2nd Sm.) - Mkt. & Hum. Res. Mgmt.-
CC 2.2 Chg / CBCS*



Question Booklet Code – C

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MARKETING AND HUMAN RESOURCE MANAGEMENT

Paper : CC 2.2 Chg

Full Marks : 80

(C-7)

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- ২৭। সাধারণত একটি নতুন প্রতিষ্ঠান প্রসারণ দামকরণ করে _____।
(A) স্বাভাবিক দামের চাইতে অপেক্ষাকৃত কমেতে (B) স্বাভাবিক দামের চাইতে অপেক্ষাকৃত বেশিতে
(C) উভয়েই (A) এবং (B) (D) উপরোক্ত সবকটি।
- ২৮। লোকেদের কল্যাণের উন্নতির জন্য বিপণনের নীতি ও পদ্ধতির ব্যবহারকে বলা হয় _____।
(A) সেবা বিপণন (B) গ্রামীণ বিপণন
(C) সামাজিক বিপণন (D) আন্তর্জাতিক বিপণন।
- ২৯। পরিবেশের সুবিধার উপর ভিত্তি করে পণ্য ও সেবা বিক্রির প্রক্রিয়াকে বলা হয় _____।
(A) সামাজিক বিপণন (B) গ্রামীণ বিপণন
(C) সবুজ বিপণন (D) সংহত বিপণন।
- ৩০। ভোগবাদ হল একটি আর্থ-সামাজিক অবস্থা যা _____ পণ্য ও সেবা অর্জনে প্রণোদিত করে বা উৎসাহ দেয়।
(A) সদা ক্রমবর্ধমান পরিমাণে (B) সদা ক্রমহ্রাসমান পরিমাণে
(C) অপরিবর্তনীয় পরিমাণে (D) উপরোক্ত কোনোটিই নয়।

[English Version]

(Marketing and Human Resource Management)

The figures in the margin indicate full marks.

Group - A

Choose the correct option in each of the following questions :

1×20

- Human resource department maintains records of—
(A) Employees (B) Sales
(C) Production (D) Inventory.
- A general pricing approach includes _____.
(A) time based approach (B) cost based approach
(C) motivation based approach (D) accounts based approach.
- Zero level channel means _____.
(A) Manufacturer → Consumer
(B) Manufacturer → Retailer → Consumer
(C) Manufacturer → Wholesaler → Retailer → Consumer
(D) Manufacturer → Wholesaler → Consumer.
- Sources of new product ideas are—
(A) Customers (B) Competitors
(C) Distributors (D) All of these.

Please Turn Over

5. The process through which people acquire knowledge and skill is called—
(A) Education (B) Training
(C) Development (D) Efficiency.
6. HRP is _____.
(A) forward looking (B) backward looking
(C) discontinuous process (D) non-dynamic process.
7. Recruitment is a process of searching for _____.
(A) existing employees (B) prospective employees
(C) retired employees (D) all of these.
8. _____ evaluates the job and not the job holder.
(A) Job evaluation (B) Job description
(C) Job specification (D) Job analysis.
9. "The customer is the king". It is the basic element of —
(A) Product Concept (B) Production Concept
(C) Marketing Concept (D) Selling Concept.
10. Which one of the following statement is correct?
(A) Marketing and selling are synonymous (B) Marketing is a part of selling
(C) Selling is a part of marketing (D) Marketing is a short term business strategy.
11. Consumer behaviour is a _____ process.
(A) Dynamic (B) Multi-disciplinary
(C) Dynamic and multi-disciplinary (D) Social.
12. In _____ stage a product is well established in the market.
(A) Growth (B) Maturity
(C) Introduction (D) Decline.
13. The act of increasing the knowledge and skill of employees for doing a particular job is called _____.
(A) training (B) development
(C) education (D) value education.
14. _____ of human resources relates to overall growth of intellectual, social and emotional capital of the personnel.
(A) Training (B) Development
(C) Gradation (D) Calculation.

(C-9)

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15. _____ is a process of determining the compulsion of relating a job to other jobs in the organisation.
(A) Job Requirement (B) Job Evaluation
(C) Job Description (D) Performance Appraisal.
16. _____ is one of the objectives of Job Evaluation.
(A) Determination of wage structure (B) Maximising Conflicts
(C) Subjectivity in wage structure (D) Irrationality in wage structure.
17. Advertising is _____.
(A) the use of paid media by a seller (B) the use of non-paid media by a seller
(C) both (A) and (B) (D) none of these.
18. Marketing communication mix does not include _____.
(A) Sales promotion and personal selling (B) Direct marketing
(C) Public relations and publicity (D) Consumer satisfaction.
19. Human Resource Management (HRM) is _____.
(A) a conceptual process (B) control process
(C) all pervasive (D) material process.
20. HRM is concerned with the _____ of the organisation.
(A) work (B) technology
(C) people (D) economic resource.

Group - B

Choose the correct option in each of the following questions :

2×30

1. The benefit of training from the viewpoint of the organisation is _____.
(A) better performance (B) increase in productivity
(C) morale development (D) all of the above.
2. _____ is about helping people understand themselves and others reasonably.
(A) Sensitivity training (B) Internship training
(C) Management games (D) In-basket training.
3. The methods of job evaluation include _____.
(A) Ranking method (B) Grading method
(C) Points rating (D) All of these.

Please Turn Over

4. _____ is the process of studying and collecting information relating to operations and responsibilities of a specific job.
- (A) Job evaluation (B) Job description
(C) Job analysis (D) All of these.
5. Job evaluation is a technique which aims at—
- (A) establishing fair and equitable pay structure
(B) analysing requirement of updating technology
(C) assessing safety requirement of jobs
(D) improving productivity.
6. Marketing is the process of _____.
- (A) creating and revolving exchange relationship
(B) creating products and services
(C) creating goods and services
(D) creating value added services.
7. Marketing environment does not include —
- (A) production environment (B) technological environment
(C) social environment (D) cultural environment.
8. Marketing's Economic Environment is consisted of _____.
- (A) inflation and Income (B) unemployment
(C) resource availability (D) all of these.
9. Which one of the following is the correct step-by-step process to make purchase decision by a consumer?
- (A) Information search, purchase, evaluation of alternatives, post-purchase
(B) Purchase, post-purchase, Information search, evaluation of alternatives
(C) Information search, post-purchase, purchase, evaluation of alternatives
(D) Information search, evaluation of alternatives, purchase, post-purchase.
10. The characteristics of market segmentation include _____.
- (A) segments must be internally homogeneous
(B) segments must be identifiable
(C) segments must be accessible
(D) all of these.
11. HRM is _____.
- (A) a key to organisation success (B) not dynamic
(C) non-utilisation of human capital (D) not integrated with organisational objectives.

(C-11)

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12. _____ does not come under the purview of HRM.
(A) Human Resource Planning (B) Job analysis
(C) Job evaluation (D) Culture of employee.
13. Which one of the following is not the operative function of HRM?
(A) Recruitment (B) Motivation
(C) Placement (D) Induction.
14. HRP is important because of _____.
(A) under utilisation of human resources in it
(B) increasing labour cost for its implementation
(C) improving skilled ability through its implementation
(D) its non-adjustment with changing situation.
15. Which one of the following factors does not affect HRP?
(A) Nature of the organisation (B) Capital structure
(C) Labour turnover (D) Organisation structure.
16. Which one of the following is the primary step to fill up the vacant position?
(A) Stress interview (B) Identifying vacancy
(C) Promotion interview (D) Medical examination.
17. _____ is allocation of job to people.
(A) Recruitment (B) Placement
(C) Selection (D) Induction.
18. The candidates are examined extensively in core areas of knowledge and skills of the job by the _____.
(A) group interview method (B) depth interview method
(C) promotion interview method (D) medical examination method.
19. Long term HRP involves _____.
(A) analysis of organisation structure and external environment
(B) setting objectives and forecasting demand
(C) preparation of manpower inventory
(D) employees' individual culture.
20. _____ training is provided in a separate training centre.
(A) Apprentice (B) On the job
(C) Vestibule (D) Job rotation.

Please Turn Over

21. Market segmentation variables do not include—
(A) geographic (B) demographic
(C) psychographic (D) education.
22. Levels of product do not include _____.
(A) core product (B) generic product
(C) augmented and potential product (D) semi-finished product.
23. The art of designing a set of meaningful differences to distinguish the companies offerings from competitor's offerings is called _____.
(A) product differentiation (B) price differentiation
(C) promotion differentiation (D) all of these.
24. Qualities of good packaging include _____.
(A) attractive appearance (B) convenience for storage and display
(C) shield against damage or spoiling (D) all of these.
25. Factors affecting price decision do not include _____.
(A) marketing objectives (B) cost
(C) decentralisation (D) nature of the market.
26. Price adjustment strategies include _____.
(A) discount and allowance pricing (B) promotional pricing
(C) dynamic pricing (D) all of these.
27. Generally a new firm sets promotional price at _____.
(A) a lower than normal price (B) a higher than normal price
(C) both (A) and (B) (D) all of these.
28. The use of marketing principles and techniques to improve the welfare of the people is called _____.
(A) service marketing (B) rural marketing
(C) social marketing (D) international marketing.
29. The process of selling products and services based on their environmental benefits is called _____.
(A) social marketing (B) rural marketing
(C) green marketing (D) integrated marketing.
30. Consumerism is a socio-economic order that encourages the acquisition of products and services in _____.
(A) ever increasing amount (B) ever decreasing amount
(C) constant quantity (D) none of these.
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