

C(2nd Sm.) - Mktg. Mgmt. & Hum. Res. Mgmt.-G/  
CC-2.2 CHG/CBCS



Question Booklet Code – **A**

Roll No. ....

Registration No. ....

OMR Serial No. ....

**2025**

**MARKETING MANAGEMENT AND  
HUMAN RESOURCE MANAGEMENT — GENERAL**

**Paper : CC-2.2 CHG**

**Full Marks : 80**

(3598)

(A-9)

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[ English Version ]

**(Marketing Management and Human Resource Management)**

*The figures in the margin indicate full marks.*

**Group - A**

Choose the correct option in the following questions.

1×20

1. Marketing is a \_\_\_\_\_.  
(A) Social Process (B) Managerial Process  
(C) Both (A) and (B) (D) None of these.
2. Marketing is \_\_\_\_\_.  
(A) all pervasive (B) limited to physical goods  
(C) limited to services (D) All of these.
3. Bases of market segmentation is/are \_\_\_\_\_.  
(A) geographic (B) demographic  
(C) behavioural (D) All of these.
4. Social factors affecting consumer behaviour include \_\_\_\_\_.  
(A) leadership (B) perception  
(C) reference groups (D) needs and motivation.
5. Convenience products are \_\_\_\_\_.  
(A) high priced product (B) low priced product  
(C) high priced branded product (D) less frequently purchased product.
6. A brand name when registered becomes a \_\_\_\_\_.  
(A) Trademark (B) Package  
(C) Product (D) Cartel.
7. The term 'PR' in promotion stands for \_\_\_\_\_.  
(A) Personal Relation (B) Personnel Relation  
(C) Paternal Relation (D) Public Relation.
8. A price lower than that of its competitors is called \_\_\_\_\_.  
(A) skimming pricing (B) value based pricing  
(C) penetration pricing (D) bundle pricing.

**Please Turn Over**

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9. Distribution system ensures \_\_\_\_\_.
- (A) freeflow of fund (B) freeflow of working capital  
(C) freeflow of goods and services (D) freeflow of ideas.
10. Promotional tools do not include \_\_\_\_\_.
- (A) product development (B) public relations  
(C) sales promotion (D) advertising.
11. Human Resource Management (HRM) is associated with \_\_\_\_\_.
- (A) management of top level employees (B) management of lower level employees  
(C) Both (A) and (B) (D) None of these.
12. HRM functions do not include \_\_\_\_\_.
- (A) recruitment (B) cost-control  
(C) selection (D) training.
13. Human Resource Planning helps in \_\_\_\_\_ utilisation of human resource.
- (A) optimum (B) maximum  
(C) minimum (D) None of these.
14. Which managerial function is related to Performance Appraisal?
- (A) Controlling (B) Directing  
(C) Planning (D) Organising.
15. HR plans of any organization do not include \_\_\_\_\_.
- (A) personal plans (B) compensation plans  
(C) production plans (D) training and development plans.
16. Training and Development helps in
- (A) increase in productivity (B) improvement in quality of work  
(C) reduction of wastage (D) All of these.
17. The first step in selection process of employee is \_\_\_\_\_.
- (A) screening of application form (B) receiving of application  
(C) testing for employment (D) personality test.
18. Selection is \_\_\_\_\_ process.
- (A) negative (B) positive  
(C) continuous (D) behavioural.

(A-11)

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19. Job Analysis is a pre-condition for \_\_\_\_\_.
- (A) Job Evaluation (B) Job Description  
(C) Job Specification (D) All of these.
20. Apprenticeship training is a type of \_\_\_\_\_.
- (A) Off-the-job training (B) On-the-job training  
(C) Both (A) and (B) (D) None of these.

**Group - B**

Choose the correct option in the following questions.

2×30

1. Marketing is based on the concept of \_\_\_\_\_.
- (A) entertainment (B) exchange  
(C) evolution (D) external environment.
2. Marketing helps in reviving the latent \_\_\_\_\_.
- (A) wants of the consumers (B) needs of the consumers  
(C) demands of the consumers (D) None of these.
3. Microenvironmental force include \_\_\_\_\_.
- (A) the company (B) demographic environment  
(C) natural environment (D) economic environment.
4. The nature of consumer behaviour is \_\_\_\_\_.
- (A) not static  
(B) influenced by 4 P's (Product, Price, Promotion and Place)  
(C) variable across consumer and place  
(D) All of the above.
5. Habitual buying behaviour is noticed in case of \_\_\_\_\_.
- (A) expensive purchase (B) frequently purchased product  
(C) Both (A) and (B) (D) None of these.
6. Market segmentation is based on \_\_\_\_\_.
- (A) customer orientation (B) sales orientation  
(C) promotion orientation (D) product orientation.
7. Which of the following is not a factor affecting pricing?
- (A) Motivation (B) Objective of the organisation  
(C) Production cost (D) Price elasticity of demand.

**Please Turn Over**

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8. The total number of items of different product lines the company carries is called \_\_\_\_\_.
- (A) product line length (B) product mix width  
(C) product line depth (D) consistency.
9. Branding is a tool of \_\_\_\_\_.
- (A) price differentiation (B) promotion differentiation  
(C) product differentiation (D) place differentiation.
10. Primary packaging is required to \_\_\_\_\_.
- (A) display the brand name (B) hold the product  
(C) facilitate transportation (D) display the price.
11. The features of advertising is/are
- (A) paid form of communication (B) non-personal presentation  
(C) suitable for commercial purpose (D) All of these.
12. \_\_\_\_\_ is not a basis of price determination.
- (A) Cost of the product (B) Objectives of the firm  
(C) Demand for the product (D) Product mix.
13. A distribution channel which involves the manufacturer and the consumers is called \_\_\_\_\_.
- (A) sales through retailer (B) direct sale  
(C) sales through wholesaler (D) sales through agent.
14. Online marketing is \_\_\_\_\_.
- (A) cost effective process (B) relationship building process  
(C) Both (A) and (B) (D) None of these.
15. Which of the following promotional tool is a short-term method of promotion?
- (A) Personal selling (B) Sales promotion  
(C) Public relations (D) Advertising.
16. The scope of HRM includes \_\_\_\_\_.
- (A) employee procurement (B) employee development  
(C) employee compensation (D) All of these.
17. Which of the following is the managerial function of HRM?
- (A) Training and Development (B) Job Analysis  
(C) Planning (D) Recruitment and Selection.

18. \_\_\_\_\_ is the process of searching for prospective employees.  
(A) Training (B) Development  
(C) Selection (D) Recruitment.
19. HRM does not include \_\_\_\_\_.  
(A) job evaluation (B) sales promotion  
(C) job enrichment (D) performance appraisal.
20. Management of human resource is essential because of \_\_\_\_\_.  
(A) increase in demand for product (B) shortage of labour force  
(C) abundance of capital (D) expansion of industry.
21. Manpower planning involves all of the following except \_\_\_\_\_.  
(A) organizing and training of staff  
(B) estimating future personnel department  
(C) preparing and maintaining personnel records  
(D) monitoring the quality of the product.
22. Demand forecast of human resource requirement is based on \_\_\_\_\_.  
(A) future needs and requirement (B) present availability of workforce  
(C) past trends (D) All of these.
23. Which of the following is not an internal source of recruitment?  
(A) Transfer (B) Promotion  
(C) Advertisement (D) All of these.
24. A proper induction process removes \_\_\_\_\_.  
(A) anxiety of the employee (B) shyness of the employee  
(C) nervousness of the employee (D) All of these.
25. The first step of Job Evaluation is  
(A) constituting Job Evaluation Committee (B) analysis of jobs  
(C) evaluating the jobs (D) gaining acceptability of employee.
26. When a candidate is put to hardships during interview, it is called \_\_\_\_\_.  
(A) Stress interview (B) Structured interview  
(C) In-depth interview (D) Preliminary interview.
27. Job Description and Job Specification are the products of \_\_\_\_\_.  
(A) Job Evaluation (B) Job Analysis  
(C) Job Design (D) Job Enrichment.

Please Turn Over

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28. The process through which people acquire knowledge and skill for a specific purpose is called \_\_\_\_\_.

- (A) education
- (B) development
- (C) training
- (D) None of these.

29. Off-the-job training does not include \_\_\_\_\_.

- (A) vestibule training
- (B) lecture method
- (C) coaching
- (D) simulation exercises.

30. Which of the following concepts, involves setting objectives and comparing performance against those objectives?

- (A) Management by objectives
  - (B) Performance appraisal
  - (C) Job evaluation
  - (D) Merit rating.
- \_\_\_\_\_