

Roll No.-----

**Paper Code**

**282 / 283**

(To be filled in the  
OMR Sheet)

प्रश्नपुस्तिका क्रमांक  
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज  
Question Booklet Series

**A**

## BBA-Part-I (Second Semester) Examination, July-2022

**F010202T(A+B)**

**Human Resource Development + Marketing Theory and Practices**

**Time : 3:00 Hours**

**Maximum Marks-200**

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- निर्देश : –
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
  2. इस प्रश्नपुस्तिका में 200 प्रश्न हैं, जो दो खण्डों में विभाजित हैं। प्रथम खण्ड में 100 एवं द्वितीय खण्ड में 100 प्रश्न हैं। इस प्रकार परीक्षार्थियों को प्रत्येक खण्ड से 75-75 प्रश्नों के उत्तर देने हैं। इस प्रकार परीक्षार्थी को कुल 150 प्रश्नों के उत्तर देने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
  3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
  4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
  5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
  6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
  7. निगेटिव मार्किंग नहीं है।

महत्वपूर्ण : –

प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

K-282\283

## **Rough Work / रफ कार्य**

**(Section First) प्रथम खण्ड**

**To be Filled in the OMR Sheet  
(Paper Code-282)**

**F010202T-A (Human Resource Development)**

1. Which of the following is the first HRD intervention experienced by an employee when he joins an organization?
  - (A) Mentoring
  - (B) Orientation
  - (C) On-the-job training
  - (D) Coaching
2. Learning undertaken for the development of skills either on the job or off the job to enable effective performance in given role is called :
  - (A) Coaching
  - (B) Education
  - (C) Training
  - (D) Mentoring
3. Which of the following is concerned with the development of knowledge, skill, and attitude to improve performance and behavior?
  - (A) Knowledge Management
  - (B) Sustainable Human Resource Management
  - (C) Human Resource Management
  - (D) Human Resource Development
4. Which of the following is not of a characteristic of human resource development?
  - (A) Routine and administrative
  - (B) Creative and continuous process
  - (C) Developing the competence of people
  - (D) Proactive

5. Which is an external environmental factor influencing employee behaviour?
- (A) Technological changes
  - (B) Job redesigning
  - (C) Restructuring
  - (D) Empowering employees
6. Which of the following statements is/are true :
- (A) In small quantities, stress is good
  - (B) Too much stress is harmful
  - (C) All stress is bad
  - (D) Only (A) & (B) are right
7. Deciding what to audit depends largely on the perceived \_\_\_\_\_ in the organization's HR environment :
- (A) Policies & Practices
  - (B) Weakness
  - (C) Implementation
  - (D) Process
8. Which of the following is not an HR Audit type :
- (A) Comparative practices
  - (B) MBO system
  - (C) On the job training
  - (D) All except (C)
9. Functions of Human Resource Management includes :
- (A) HR Planning
  - (B) Employee Hiring
  - (C) Training and Development
  - (D) All of the above

10. HRD is a development process :
- (A) True
  - (B) False
  - (C) Cannot say
  - (D) None of the above
11. Which of the following is the characteristic of positive stress?
- (A) It motivates
  - (B) It cause anxiety
  - (C) It feels unpleasant
  - (D) It decreases performance
12. HRD Focuses on :
- (A) Training
  - (B) Learning
  - (C) Organizational Development
  - (D) All of the above
13. Which of the following does not comes under HRD function?
- (A) Job rotation
  - (B) Training
  - (C) Recruitment
  - (D) Career development
14. Which of the following is not on the job management development method?
- (A) Case Studies
  - (B) Job rotation
  - (C) Coaching
  - (D) Lateral transfer

15. What is the correct order of HRD process?
1. Evaluating HRD program
  2. Designing HRD program
  3. Identifying learning needs
  4. Delivering HRD program
- (A) 1, 2, 3, 4  
(B) 3, 2, 4, 1  
(C) 1, 4, 3, 2  
(D) 4, 3, 2, 1
16. Human resource development leads to :
1. Leadership development
  2. Programs for social talent development
  3. Team building
- (A) Only 1  
(B) Only 1 and 2  
(C) Only 3  
(D) All of the above
17. High blood pressure, shallow breathing and sweating, frequent colds are :
- (A) Physical symptoms of stress
  - (B) Emotional symptoms of stress
  - (C) Cognitive symptoms of stress
  - (D) Behavioral symptoms of stress
18. HR audits vary in nature and can be performed by :
- (A) Either internal auditors
  - (B) HR professionals
  - (C) Either internal auditors or HR professionals
  - (D) Either internal auditors and HR professionals

19. \_\_\_\_\_ is concerned more with career growth than immediate performance :
- (A) Training
  - (B) Development
  - (C) Education
  - (D) Instruction
20. The trainee is placed on a regular job and taught the skills necessary to performs it :
- (A) On the Job Training
  - (B) Off the Job Training
  - (C) Vestibule Training
  - (D) None of the above
21. Characteristics of HRD are :
- 1. It is a system/process
  - 2. It develops the competencies
  - 3. It is a continuous and planned development effort
  - 4. It recruit employees
- (A) Only 1 is true
  - (B) Only 1, 2 & 4 are true
  - (C) Only 1, 2 & 3 are true
  - (D) All of the above
22. Benefits of HRD are :
- 1. It makes people more competent
  - 2. It helps people more committed
  - 3. It improves team-spirit
  - 4. It develops new skills, knowledge and attitude of employees
- (A) Only 1 is true
  - (B) Only 1, 2 & 4 are true
  - (C) Only 1, 2 & 3 are true
  - (D) All of the above

23. Internship training is an example of :
- (A) On the job training
  - (B) Off the job training
  - (C) Professional training
  - (D) Both (A) & (B)
24. Development is not related to :
- (A) Conceptual
  - (B) Technical aspects
  - (C) Human skills
  - (D) Developmental
25. Any learning activity, which is directed towards future needs rather than present needs is :
- (A) Education
  - (B) Training
  - (C) Development
  - (D) Instruction
26. The symptoms of stress can be divided in to the following categories :
- (A) Cognitive
  - (B) Emotional
  - (C) Physical
  - (D) All of the above
27. Improving current and future management performance is called :
- (A) Job rotation
  - (B) Management development
  - (C) Job training
  - (D) Lifelong learning

28. Job enrichment can be achieved by following ways except :
- (A) Decreasing the responsibility of the activity
  - (B) Providing wider scope, more sequence and increased pace of the work
  - (C) Giving a natural unit of work to an employee
  - (D) Providing the freedom of work by minimizing control
29. What thought come to the mind when you are under negative stress :
- (A) You think that you can cope with the situation
  - (B) You think that you cannot cope with the situation
  - (C) You think that everything will get fine eventually
  - (D) You think that you will get help immediately
30. Which of the following is not a major function of HRD?
- (A) Coaching
  - (B) Training
  - (C) Development
  - (D) Retirement
31. Which of the following statement (s) are true?
1. Employee development is more future oriented and more concerned with education than employee training
  2. Apprenticeship program is one of the widely used off the job training method
- (A) Only 1
  - (B) Only 2
  - (C) Both statements are true
  - (D) Neither of statement is true

32. Career development differs from training in that :
- (A) Career development has a short-term focus. Training has a long-term focus
  - (B) Career development is initiated by employees and training is initiated by the organization
  - (C) Career development has a wider focus and broader scope than training
  - (D) Career development is more beneficial to the organization and training is more beneficial to the individual employee
33. Training refers to the process of imparting :
- (A) General skills
  - (B) Specific skills
  - (C) Important skills
  - (D) Over all skills
34. What is the role of the trade-union in collective bargaining?
- (A) To protect jobs and real earnings
  - (B) Better conditions of work life for workers
  - (C) Fighting against any possible, exploitations
  - (D) All of the above
35. HRD is a routine process while HRM is a continuous process :
- (A) The above statement is false
  - (B) The above statement is true
  - (C) Can't say anything about the above statement
  - (D) The above statement is incomplete

36. The method in which teams consisting managers compete on solving problems is called :
- (A) Action learning
  - (B) Case study method
  - (C) Management Games
  - (D) Lifelong learning
37. Which of the following statement is false?
- (A) In making job enrichment effective, Single method is used to motivate employees at various level
  - (B) The objective of HRD manpower is to provide framework for employees to develop their competencies.
  - (C) HRD system ensure linkage between external system and internal system
  - (D) HRM is a reactive function while HRD is proactive in nature
38. Job enrichment works on the principle of :
1. Increasing the accountability of individual for their own work.
  2. Granting additional authority to employees in their activity
  3. Imposing more control on the employees for their work
- (A) Only 1
  - (B) Only 1 & 3
  - (C) Only 1 & 2
  - (D) Only 2 & 3
39. An organization can develop only when it's \_\_\_\_\_ are developed :
- (A) All Resources
  - (B) Human Resources
  - (C) Financial Resources
  - (D) Both (B) & (C)

40. The following are true about the effects of stress :
- (A) Hair loss and baldness
  - (B) Spasmodic pains in the neck and shoulders
  - (C) Hypertension
  - (D) All of the above
41. Which of the following is not an attribute of Quality Circle?
- (A) It is a form of participation management
  - (B) It is a human resource development technique
  - (C) It is not a human resource development technique
  - (D) It is a problem solving technique
42. HRD Structure is based on :
- (A) Size of the organization
  - (B) Type of organization
  - (C) Nature of activity
  - (D) All of the above
43. Success of trade unions can be achieved by development of \_\_\_\_\_ leadership :
- (A) Internal
  - (B) External
  - (C) Government
  - (D) Non-government
44. In \_\_\_\_\_ approach the auditors check the performance of HR personnel against the goals set by the top management :
- (A) Strategic
  - (B) MBO
  - (C) Comparative
  - (D) Objective
45. Quality circle \_\_\_\_\_ job involvement :
- (A) Neglects
  - (B) Demotes
  - (C) Promotes
  - (D) Remove

46. International Labour Day is celebrated across the world on :
- (A) 01<sup>st</sup> April
  - (B) 01<sup>st</sup> May
  - (C) 01<sup>st</sup> June
  - (D) 01<sup>st</sup> July
47. Off the Job Training Method consists :
- (A) Role Playing Method
  - (B) Case Study Method
  - (C) Programmed Training
  - (D) All of the above
48. Hurdles in Job enrichment :
- (A) Responsibilities given do not match with the skills of the employees
  - (B) Motivation given to employees
  - (C) The employees should be given adequate benefits
  - (D) Recognition given to the employees for their work
49. The Human Resource Audit is the process to evaluate :
- (A) Organization
  - (B) Training
  - (C) HR functions
  - (D) Development
50. The \_\_\_\_\_ of any organization is the backbone, who plays a stupendous role.
- (A) Employer
  - (B) Labor
  - (C) Worker
  - (D) Employees

51. Human resource development is an integral part of human resource management :
- (A) False
  - (B) True
  - (C) Incomplete
  - (D) None of the above
52. The physical and mental response that our bodies go through when exposed to challenges or perceived threats is :
- (A) Stress
  - (B) Distress
  - (C) Trauma
  - (D) Tension
53. The technique, involving the trainees to act on role of specific person in real situation is :
- (A) Behaviour modeling
  - (B) Role Playing
  - (C) In-house development center
  - (D) Both (A) and (B)
54. Which of the following statement is true?
- (A) HRD and HRM is same
  - (B) Potential appraisal and performance appraisal is same
  - (C) Training and Development are same
  - (D) None of the above statements are correct

55. Principles that are usually followed in every organization, while structuring HRD department :
- (A) Developing an HRD identity mechanism
  - (B) Establishing credibility for the HRD Function
  - (C) Both (A) and (B)
  - (D) Neither (A) nor (B)
56. \_\_\_\_\_ refers to the learning opportunities designed to help employee grow :
- (A) Development
  - (B) Training
  - (C) Education
  - (D) All of the above
57. Which of the following is an important reason for organizing a training program?
- (A) It has been highly advertised for better brand management
  - (B) It contributes to the upgrade knowledge and skills of employees for improved performance
  - (C) Competitors are using the training to created advantage
  - (D) Concern about regulatory pressure to train employees
58. A set of systematic and planned activities designed by an organization to provide its members with the opportunities to learn necessary skills to meet current and future job demands is known as :
- (A) Human resource management
  - (B) Change management
  - (C) Human resource development
  - (D) Career Planning

59. What is the basic objective of human resource development activities in an organization?
- (A) Improve employee knowledge
  - (B) Improved employee behaviour and skills
  - (C) Improve employee productivity
  - (D) All of the above
60. Which of the following is an advantage of on-the-job training?
- (A) Provides immediate transfer of training
  - (B) Allows employees to learn at their pace without any pressure to produce results
  - (C) Provides for more excellent group interaction
  - (D) Reduces the costs of supervision
61. Learning undertaken for the development of skills either on the job or off the job to enable effective performance in given role is called :
- (A) Coaching
  - (B) Education
  - (C) Training
  - (D) Mentoring
62. Which of the following is not a part of HRD activities?
- (A) Training
  - (B) Branding
  - (C) Coaching
  - (D) Mentoring

63. Stress management is about learning :
- (A) How to develop skills that would enhance our body's adjustment when we are subjected to the pressures of life
  - (B) How to avoid the pressures of life
  - (C) Both (A) & (B) are true
  - (D) None of the above
64. Which of the following is not a characteristic of human resource development?
- (A) Proactive
  - (B) Developing the competence of people
  - (C) Creative and continuous process
  - (D) Routine and administrative
65. Management Development programs are concerned about the development of :
- (A) Only supervisory & managerial personnel
  - (B) Supervisor and operatives personnel
  - (C) All personnel
  - (D) None of the above
66. The process of re-organizing the task, redesigning the duties and responsibilities for making it more satisfactory from human as well as organizations :
- (A) Job Design
  - (B) Job Redesign
  - (C) HR Audit
  - (D) None of the above
67. Which of the following statements are true?
- (A) Stress is not simple anxiety or nervous tension
  - (B) Stress cannot be avoided
  - (C) Stress need not always be damaging
  - (D) All of the above

68. HR audit is most meaningful if a neutral auditor conducts it. Comment
- (A) The above statement is true
  - (B) The above statement is false
  - (C) Nothing can be said firmly
  - (D) Confusing statement
69. HRD Manpower plays the role of :
- (A) HR Strategic advisor
  - (B) HR system designer and developer
  - (C) Organization change agent
  - (D) All of the above
70. Quality circle develops \_\_\_\_\_ awareness for safety :
- (A) Greater
  - (B) Lesser
  - (C) No
  - (D) Diminishing
71. Trade union means any combination formed primarily for the purpose of regulating the relations between :
- (A) Workmen and employers permanently
  - (B) Workmen and workmen permanently
  - (C) Workmen and employers, workmen and workmen, employers and employers temporary or permanent
  - (D) Workmen and employers, workmen and workmen, employers and employers permanently

72. Which of the following is not included in HRD?
1. To increase the investment on Industries and Roads
  2. Expenditure on Education and Health Facilities
  3. Prioritizing Social Benefit Program
- (A) Only 1  
(B) Only 1 and 2  
(C) Only 2  
(D) Only 1 and 3
73. The HR Audit is conducted to identify the \_\_\_\_\_ in the implementation of HR functions :
- (A) Lapses  
(B) Shortcomings  
(C) Gaps  
(D) All of the above
74. Which of the following is a method used in organizational training needs assessment?
- (A) Interviews  
(B) Rating scales  
(C) Consideration of current and projected changes  
(D) Questionnaires
75. HR Audit is \_\_\_\_\_ obligation :
- (A) Not a legal  
(B) A legal  
(C) A social  
(D) Not a official

76. Which of the following is a benefit of employee training?
- (A) Improves morale
  - (B) Helps people identify with organizational goals
  - (C) Provides a good climate for learning, growth and co-ordination
  - (D) None of the above
77. Which of the following includes in job enrichment?
- (A) Responsibility
  - (B) Recognition
  - (C) Achievement
  - (D) All of the above
78. Job rotation, coaching, and mentoring are examples of :
- (A) Off the job training
  - (B) Self-paced training
  - (C) On the job training
  - (D) None of the above
79. Which of the following is not a key activity in designing an HRD/Training program?
- (A) Selecting the trainer's Characteristics
  - (B) Setting objectives
  - (C) Preparing materials
  - (D) Selecting methods and techniques
80. If the employee doesn't meet the performance standards for an accountable task, what type of HRD program would be more appropriate?
- (A) Coaching
  - (B) Training
  - (C) Mentoring
  - (D) Counseling

81. Which of the following is not a sub-system of HRD?
- (A) Business Planning
  - (B) Career Planning
  - (C) Organizational Development
  - (D) Quality Circle
82. Benefits of quality circle is :
- (A) Better profits
  - (B) Management support
  - (C) Time-required
  - (D) Better Communication
83. The process of evaluating the effectiveness of the HR function :
- (A) Job enrichment
  - (B) HR Audit
  - (C) Performance Appraisal
  - (D) Potential Appraisal
84. A small group of employees, who work in same work area, who voluntarily meet, to analyze and resolve work related problems :
- (A) Quality control
  - (B) Quality Assurance
  - (C) Quality Circle
  - (D) Quality Management
85. Which of the following is not a function of HRD?
- (A) Organizational development
  - (B) Training & development
  - (C) Career development
  - (D) Career empowerment

86. Basic managerial functions of HRM are :
- (A) Planning, organizing, staffing
  - (B) Planning, organizing and coordinating
  - (C) Planning, organizing, directing and controlling
  - (D) None of these
87. Management development :
- (A) Is a short term in nature
  - (B) Aims at overall development of a manager
  - (C) Is an informal activity
  - (D) focuses on employee's current job
88. Potential appraisal is a :
- (A) Forward looking process
  - (B) Backward looking process
  - (C) Present process
  - (D) Both (A) & (B)
89. Which of the following sentences are false?
- (A) HRD develops the key competencies
  - (B) HRD improves the existing capabilities of employees
  - (C) HRD helps in achieving organizational as well as individual goals
  - (D) HRD is a broader management functions which includes HRM
90. Which of the following is not true about role of HRD manpower :
- (A) They provide framework for employees to develop their competencies
  - (B) They aims to maximize human capital potential
  - (C) They take the charge of recruiting employees in the organization
  - (D) They help employees to improve productivity

91. HRD system focuses on except :
- (A) Capabilities
  - (B) Payroll
  - (C) Review of HR system
  - (D) Knowledge and learning
92. Training process is :
- (A) Short term
  - (B) Medium term
  - (C) Long term
  - (D) For life time
93. Which of the following statement is false :
- (A) Potential appraisal evaluates the capacity, talent, unutilized talent of a person
  - (B) Performance appraisal evaluates the employee's performance on the job in terms of the requirement of the job
  - (C) Human resource audit evaluates the human resource functions in the organization
  - (D) None of the above statements
94. The main objective of potential appraisal is to identify and evaluate the potential of the employees to assume higher positions and responsibilities in the organization hierarchy :
- (A) The above statement is True
  - (B) The above statement is False
  - (C) Incomplete statement
  - (D) Can't say

95. An individual's response to a disturbing factor in the environment and the consequence of such reaction is known as :
- (A) Anxiety
  - (B) Stress
  - (C) Tension
  - (D) None of them
96. Job design characteristics that managers can target :
- (A) Skill variety
  - (B) Task identity
  - (C) All of the above
  - (D) None of the above
97. \_\_\_\_\_ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.
- (A) Motivation
  - (B) Development
  - (C) Training
  - (D) Leadership
98. Which of these is an off the job training method?
- (A) Television
  - (B) Job rotation
  - (C) Orientation training
  - (D) Coaching
99. The outcomes of HRD in any organization is/are :
- (A) Higher work commitment and job involvement
  - (B) Higher job satisfaction
  - (C) Better utilization of human resource
  - (D) All of the above
100. Vestibule training utilizes equipment which closely resemble the actual ones used on the job :
- (A) False
  - (B) True
  - (C) Can' t say
  - (D) Incomplete statement

**(Section Second) द्वितीय खण्ड**  
**[To be Filled in the OMR Sheet]**  
**(Paper Code-283)**

**F010202T-B (Marketing Theory and Practices)**

1. Packaging is associated with:
  - (A) Price mix
  - (B) Product mix
  - (C) Place mix
  - (D) Promotion mix
  
2. Which of the product is in the decline stage of PLC?
  - (A) HD TVs
  - (B) Tata salt
  - (C) I-phone
  - (D) Music CDs
  
3. Which of the following is not a type of decision usually made during the product development stage?
  - (A) Branding
  - (B) Product positioning
  - (C) Packaging
  - (D) Product screening
  
4. Customer cost will be considered as which of the following Ps of marketing mix?
  - (A) Product
  - (B) Price
  - (C) Place
  - (D) Promotion

5. Suppose Nestle wants to expand its line of food products. The managers conduct surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?
- (A) Idea generation
  - (B) Idea screening
  - (C) Test marketing
  - (D) Business analysis
6. Which of the following is NOT an element of the marketing mix?
- (A) Distribution
  - (B) Product
  - (C) Target market
  - (D) Pricing
7. NPD stands for:
- (A) New Product Department
  - (B) National Production Division
  - (C) New Product Development
  - (D) New Product Division
8. ABC has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage, called \_\_\_\_, to arrive at a realistic number to adopt.
- (A) Idea generation
  - (B) Concept development
  - (C) Product concept
  - (D) Idea screening

9. Increasing profits will most likely occur at which stage of the PLC?
- (A) Introduction
  - (B) Growth
  - (C) Maturity
  - (D) Decline
10. Which stage in the PLC normally lasts longer and poses strong challenges to the marketing managers?
- (A) Decline
  - (B) Maturity
  - (C) Introduction
  - (D) Growth
11. Which of the following are the people who purchase new products almost as soon as the products reach the market?
- (A) Innovators
  - (B) Late majority
  - (C) Early majority
  - (D) Late adopters
12. Which one of the following 4Ps of marketing mix involves in decisions regarding list prices, discounts, allowances and payment periods or credit terms?
- (A) Product
  - (B) Price
  - (C) Place
  - (D) Promotion

13. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies the product or service?
- (A) Label
  - (B) Co-brand
  - (C) Brand
  - (D) Product
14. The term brand equity refers to:
- (A) The value attached to the brand
  - (B) The financial value of a company's brand
  - (C) It's level of popularity
  - (D) All of above
15. Companies can create brand equity for their products by making them\_\_\_\_\_.
- (A) Memorable
  - (B) Easily recognizable
  - (C) Superior in quality
  - (D) All of above
16. A brand name is one of the elements of the:
- (A) Discounted product
  - (B) Core benefit
  - (C) Augmented product
  - (D) Actual product

17. Sales are declining, profits are also declining & competition is increasing. These indicate that the product may be in:
- (A) Decline stage
  - (B) Growth stage
  - (C) Maturity stage
  - (D) All of above
18. The essential criteria for effective segmentation is:
- (A) Homogeneity
  - (B) Measurability
  - (C) Profitability
  - (D) All of these
19. Which of the following is not an element of demographic segmentation?
- (A) Family size
  - (B) Population density
  - (C) Income
  - (D) Religion
20. The process of assessing the relative worth of different market segments and selecting one or more segments in which to compete is called:
- (A) Target marketing
  - (B) Market segmentation
  - (C) Product differentiation
  - (D) None of these

21. Brands owned and developed by producers are known as:
- (A) Manufacturer brands
  - (B) Individual brands
  - (C) Family brands
  - (D) Dealer
22. The only revenue producing element in the marketing mix is:
- (A) Product
  - (B) Price
  - (C) Place
  - (D) Promotion
23. \_\_\_goods are purchased on a regular basis:
- (A) Staple
  - (B) Impulse
  - (C) Emergency
  - (D) None of these
24. Setting price on the basis of the competition for the product is known as \_\_\_\_.
- (A) Cost based pricing
  - (B) Demand based pricing
  - (C) Competition based pricing
  - (D) Value based pricing

25. Where sellers combine several products in the same package is known as \_\_\_\_.
- (A) Psychological pricing
  - (B) Captive product pricing
  - (C) Product bundle pricing
  - (D) Promotional pricing
26. \_\_\_\_ is the marketing of products that are regarded to be safe for the environment.
- (A) Green marketing
  - (B) Social marketing
  - (C) Gaimatias marketing
  - (D) None of these
27. Word of mouth marketing through electronic channels like email, internet etc. is known as \_\_\_\_ marketing.
- (A) Internet
  - (B) Digital
  - (C) Email
  - (D) Viral
28. As per the Maslow's Need Hierarchy Model, which need comes at the top of the pyramid?
- (A) Social
  - (B) Physiological
  - (C) Self- actualization
  - (D) Esteem

29. Serving a small market not served by competitors is known as \_\_\_\_.
- (A) Local marketing
  - (B) Niche marketing
  - (C) Segment marketing
  - (D) Individual marketing
30. For a perishable products, channel has to be \_\_\_\_.
- (A) Short
  - (B) Long
  - (C) Medium
  - (D) None of these
31. “Rather than intermediaries creating demands for the product, consumers demand the products from”:
- (A) Push strategy
  - (B) Pull strategy
  - (C) Forward strategy
  - (D) None of these
32. Groups that have a direct or indirect influence on a person’s attitudes or behavior is known as \_\_\_\_\_.
- (A) Reference groups
  - (B) Family
  - (C) Roles
  - (D) Status

33. Industrial product are\_\_\_\_\_ products.
- (A) B2B
  - (B) B2C
  - (C) F M C G
  - (D) Convenience
34. When backed by buying power, wants become\_\_\_\_\_.
- (A) Social needs
  - (B) Exchanges
  - (C) Demands
  - (D) Physical needs
35. Which of the following reflects the marketing concept philosophy?
- (A) “You won’t find a better deal anywhere”
  - (B) “When it’s profits versus customer’s needs, profits will always win out”
  - (C) “We are in the business of making and selling superior product”
  - (D) “We won’t have a marketing department, we have a customer department”
36. What is price skimming?
- (A) Setting an initially high price which falls as competitors enter the market
  - (B) Setting a high price which consumers perceive as indicating high quality
  - (C) Setting a low price to “Skim off” a large number of consumers
  - (D) None of these

37. The four Cs are\_\_\_\_\_.
- (A) Customer focus, cost, convenience and communication
  - (B) Convenience, control, competition and cost
  - (C) Customer solution, cost, convenience and communication
  - (D) Competition, cost, convenience and communication
38. Maslow's need hierarchy theory deals with\_\_\_\_\_ levels.
- (A) Two levels
  - (B) Three levels
  - (C) Five levels
  - (D) Four levels
39. Bundle pricing is:
- (A) Providing a bundle of benefits for one price
  - (B) Packaging a group of products together
  - (C) Providing a group of prices for one product category
  - (D) None
40. Modern marketing begins and ends with\_\_\_\_\_.
- (A) Business
  - (B) Consumers
  - (C) Economic
  - (D) Company
41. \_\_\_\_\_ means the set of marketing intermediaries through which the goods flow from the producer to consumer.
- (A) Channel of distribution
  - (B) Direct marketing
  - (C) Intensive distribution
  - (D) None of these

42. Marketing management is\_\_\_\_\_.
- (A) Managing the marketing process
  - (B) Monitoring the profitability of the company's products and services
  - (C) Selecting target markets
  - (D) The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value
43. In marketing\_\_\_\_\_ is the focal point.
- (A) Profit
  - (B) Sales
  - (C) Customer
  - (D) All of the above
44. The process of collecting information about the external marketing environment is:
- (A) Environmental management
  - (B) Environmental scanning
  - (C) Marketing management
  - (D) Marketing research
45. \_\_\_\_\_ is known as the father of modern marketing.
- (A) Peter Drucker
  - (B) Philip Kotler
  - (C) Neil Armstrong
  - (D) Maslow

46. The concept of product mix which refers to wide range of product lines carried by the company is classified as:
- (A) Width of product mix
  - (B) Length of product mix
  - (C) Depth of product mix
  - (D) Consistency of product mix
47. The\_\_\_\_\_ of a product mix refers to how many variants are offered of each product in the line.
- (A) Width
  - (B) Length
  - (C) Depth
  - (D) Consistency
48. The customers in growth stage of life cycle of products are classified as:
- (A) Innovators
  - (B) Early adopters
  - (C) Middle majority customers
  - (D) Laggards
49. A\_\_\_\_\_ policy means that a firm sets one price for all buyers in a given product or service line.
- (A) Fixed-price
  - (B) Variable-price
  - (C) Dynamic-price
  - (D) Standard-price
50. In marketing channels, conflict occurs in marketing channels working at same level is classified as:
- (A) Steep conflict
  - (B) Slope conflict
  - (C) Vertical conflict
  - (D) Horizontal conflict

51. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?
- (A) Business marketing channels
  - (B) Customer marketing channels
  - (C) Service marketing channels
  - (D) Direct marketing channels
52. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?
- (A) Direct marketing channel
  - (B) Indirect marketing channel
  - (C) Horizontal channel
  - (D) Synthetic channel
53. Who sells to the consumers?
- (A) Semi wholesalers
  - (B) Wholesalers
  - (C) Retailer
  - (D) Distributor
54. The benefits of marketing channels are \_\_\_\_\_.
- (A) Cost saving
  - (B) Time saving
  - (C) Financial support given
  - (D) All of above

55. Selling Concept is followed by:
- (A) Product concept
  - (B) Production concept
  - (C) Marketing concept
  - (D) Societal marketing concept
56. According to promotional mix, method which follows corporate image building, handling unfavorable events and stories to get favorable publicity is called:
- (A) Sales promotion
  - (B) Personal selling
  - (C) Public relations
  - (D) Advertising
57. Which tool of the promotional mix is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor?
- (A) Advertising
  - (B) Public
  - (C) Direct marketing
  - (D) Sales promotion
58. Which of the following is/are component(s) of marketing Information System?
- (A) Marketing Research
  - (B) Internal records
  - (C) Marketing intelligence system
  - (D) All of these

59. The BCG (Boston Consulting Group) Matrix measures the market growth rate on the vertical axis and the relative market share on the horizontal axis:
- (A) TRUE
  - (B) FALSE
  - (C) Can't say
  - (D) None of these
60. In the BCG Matrix, a business that has a low market share in a industry characterized by high market growth is termed as:
- (A) Stars
  - (B) Question mark
  - (C) Dogs
  - (D) Cash cows
61. Marketing is \_\_\_\_\_.
- (A) Art
  - (B) Science
  - (C) Both
  - (D) Neither
62. The buying process starts when the buyer recognizes a \_\_\_\_\_.
- (A) Product
  - (B) An advertisement for the product
  - (C) A salesperson from a previous visit
  - (D) Problem or need

63. The most basic level of a product is called the:
- (A) Core product
  - (B) Central product
  - (C) Fundamental product
  - (D) Augmented product
64. FMCG stands for:
- (A) Fast Moving Convenience Goods
  - (B) Fast Moving Consumer Goods
  - (C) Fast Moving Customer Goods
  - (D) Free Moving Customer Groups
65. Marketing is a process which aims at \_\_\_\_\_.
- (A) Production
  - (B) Profit-making
  - (C) The satisfaction of customer needs
  - (D) Selling products
66. Which of the following is not a step of new product development?
- (A) Idea generation
  - (B) Prototyping
  - (C) Marketing research
  - (D) Concept development
67. Customer cost will be considered as which of the following Ps of marketing mix?
- (A) Product
  - (B) Price
  - (C) Place
  - (D) Promotion

68. Mr. Amar, marketer of XYZ Co. is selling his ice-cream in the market at Rs.20, 20% more than his competitors price. Still his sales are increasing. Now his aim is to maintain same pricing. He enjoys which type of leadership?
- (A) Promotion leadership
  - (B) Price leadership
  - (C) Cost leadership
  - (D) Product leadership
69. Price elasticity of demand means\_\_\_\_\_.
- (A) How much demand will change in response to a price change?
  - (B) The higher the price, the lower the demand
  - (C) That demand changes greatly with a small increase in price
  - (D) That demand hardly changes with a small increase in price
70. Which of the following is NOT considered a type of re-seller?
- (A) Whole seller
  - (B) Manufacturer
  - (C) Retailer
  - (D) Distributor
71. How many levels of intermediaries are there in a direct sales channel?
- (A) 0
  - (B) 1
  - (C) 2
  - (D) 3

72. Luxury goods such as high fashion and designer clothing would normally have very few, (possibly only one), distribution outlets. What is the term for this?
- (A) Selective distribution
  - (B) Exclusive distribution
  - (C) Marketing distribution
  - (D) Mass distribution
73. It is popularly known as free form of promotion:
- (A) Advertisement
  - (B) Publicity
  - (C) Personal selling
  - (D) Marketing
74. Which of the following statements is correct?
- (A) Advertising and Publicity are the same
  - (B) Advertising and Personal selling are the same
  - (C) Personal selling and Salesmanship are synonymous
  - (D) Advertising is included under Sales Promotion
75. \_\_\_\_\_ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share:
- (A) Market-skimming
  - (B) Value-based
  - (C) Market-penetration
  - (D) Leader

76. Launching a product in a small part of the market is called:
- (A) Competitive response
  - (B) Competitive analysis
  - (C) Test marketing
  - (D) None of these
77. \_\_\_\_\_ involves designing and producing the container or wrapper for a product.
- (A) Packaging
  - (B) Product line
  - (C) Service
  - (D) Branding
78. A \_\_\_\_\_ is a detailed version of the idea stated in meaningful consumer terms.
- (A) Product idea
  - (B) Product image
  - (C) Product concept
  - (D) Product feature
79. \_\_\_\_\_ set(s) the floor for the price that the company can charge for its product.
- (A) Supply
  - (B) Demand
  - (C) Costs
  - (D) Non-profit factors
80. A physical, concrete product you can touch is:
- (A) A service
  - (B) A good
  - (C) An idea
  - (D) A concept

81. According to the text, a product is:
- (A) Everything the customer receives in an exchange
  - (B) The physical object the customer receives in an exchange
  - (C) The service that is rendered to a customer
  - (D) The idea that the customer receives in an exchange
82. Marketing is a process of converting the potential customers into \_\_\_\_\_.
- (A) Actual customers
  - (B) Prospective customers
  - (C) Marketers
  - (D) None of these
83. Marketing is a \_\_\_\_\_ process.
- (A) Goal oriented
  - (B) Exchange
  - (C) Social
  - (D) All of these
84. The group of elements price, product, promotion and place constitute:
- (A) Market mix
  - (B) Marketing mix
  - (C) Product mix
  - (D) Promotion mix
85. The markets in which goods are bought and sold in bulk quantities:
- (A) Wholesale market
  - (B) Retail market
  - (C) World market
  - (D) None of these

86. Marketing Environment is:
- (A) Largely uncontrollable
  - (B) Changing fast
  - (C) Influencing marketing decisions
  - (D) All of these
87. Which of the following is not included in the micro environment?
- (A) Suppliers
  - (B) Publics
  - (C) Economic
  - (D) Customers
88. The retailer sells goods in \_\_\_\_.
- (A) Huge quantity
  - (B) Small quantity
  - (C) Not sufficient
  - (D) None of these
89. USP stands for:
- (A) Universal Service Provider
  - (B) Upper Service Position
  - (C) Unique Selling Proposition
  - (D) None of these
90. An exchange process take place when at least two parties:
- (A) Are willing
  - (B) Are capable
  - (C) Add value to each other
  - (D) All of these

91. Which of the following is not a sales promotion tool?
- (A) Discount
  - (B) Dealer contest
  - (C) Advertisement
  - (D) Consumer contest
92. AIDAS stands for:
- (A) Attention, interest, desire, action, satisfaction
  - (B) Action, interest, decision, attention, service
  - (C) Attention, interest, attitude, action, satisfaction
  - (D) None of these
93. Many companies are now turning their attention to \_\_\_\_\_ markets.
- (A) Urban
  - (B) Rural
  - (C) World
  - (D) None of these
94. For rural marketing \_\_\_\_\_ pricing is more suitable.
- (A) Penetration
  - (B) Skimming
  - (C) Going rate
  - (D) None of these
95. Rural consumers are \_\_\_\_\_.
- (A) Price sensitive
  - (B) Less price sensitive
  - (C) Quality conscious
  - (D) None of these

96. Which of the following is not a characteristic of service marketing?
- (A) Intangibility
  - (B) Separability
  - (C) Heterogeneity
  - (D) Perishability
97. Which of the following is not an element of service marketing mix?
- (A) People
  - (B) Packaging
  - (C) Process
  - (D) Physical evidence
98. Which of the following is NOT a service?
- (A) Hospital
  - (B) Banking
  - (C) Insurance
  - (D) None of these
99. Which one of the following is an example of impulse good?
- (A) Toothpaste
  - (B) Chocolate
  - (C) T.V.
  - (D) All of these
100. \_\_\_\_\_ is also known as buzz marketing.
- (A) Word of mouth marketing
  - (B) Viral marketing
  - (C) Gorilla marketing
  - (D) Morph marketing

\*\*\*\*\*

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