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Roll No. _____

O.M.R. Serial No. :

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Question Booklet Number

BBA II Semester Examination, 2025-26
(NEP, Back-Paper)

F010202T - A : Human Resource Development

F010202T - B : Marketing Theory and Practices

Paper Code							
F	0	1	0	2	0	2	T

Question Booklet Series

A

Time : 1 : 30 Hours]

[Maximum Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. Booklet is in two Section : **Section-A (1-50) & Section-B (51-100)**. Candidate should select 37 and 38 questions respectively from both Sections. **All** questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.

(Remaining instructions on the last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। प्रश्न-पुस्तिका दो खण्डों : **खण्ड-अ (1-50) तथा खण्ड-ब (51-100)** में है। परीक्षार्थी को प्रत्येक खण्ड से क्रमशः 37 और 38 प्रश्न करने हैं। **सभी** प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गये हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

Rough Work

F010202T - A : Human Resource Development

1. HRD differs from HRM primarily in terms of:
 - (A) Scope
 - (B) Legal focus
 - (C) Salary structure
 - (D) Recruitment process
2. Stress consequences can be:
 - (A) Physical
 - (B) Psychological
 - (C) Behavioral
 - (D) All of these
3. Job enrichment increases :
 - (A) Employee autonomy
 - (B) Job monotony
 - (C) Work pressure
 - (D) Managerial control
4. Quality circles originated in:
 - (A) USA
 - (B) Japan
 - (C) Germany
 - (D) India
5. Training needs can be assessed at:
 - (A) Organizational level only
 - (B) Individual level only
 - (C) Organizational, job and individual levels
 - (D) Departmental level only
6. HRD system views employees as:
 - (A) Costs
 - (B) Assets
 - (C) Liabilities
 - (D) Expenses
7. Management development is a:
 - (A) One-time process
 - (B) Continuous process
 - (C) Occasional activity
 - (D) Seasonal activity
8. Stress arises when:
 - (A) Demands exceed capacity
 - (B) Work is easy
 - (C) Environment is calm
 - (D) Support is adequate

9. Training evaluation models measure:
- (A) Reaction
 - (B) Learning
 - (C) Behavior
 - (D) All of these
10. Job redesign includes:
- (A) Job enrichment
 - (B) Job rotation
 - (C) Job enlargement
 - (D) All of these
11. HRD promotes organizational effectiveness mainly by:
- (A) Centralization
 - (B) Employee empowerment
 - (C) Strict supervision
 - (D) Formal rules
12. Potential appraisal focuses on assessing an employee's :
- (A) Past performance
 - (B) Future capabilities
 - (C) Present salary
 - (D) Job satisfaction
13. Career management is a shared responsibility of:
- (A) Employees only
 - (B) Management only
 - (C) Both employees and organization
 - (D) Trade unions
14. Training primarily aims at improving:
- (A) Employee discipline
 - (B) Job-related skills
 - (C) Salary levels
 - (D) Union relations
15. Quality circles rely on:
- (A) Voluntary participation
 - (B) Forced membership
 - (C) Legal obligation
 - (D) Union pressure
16. One objective of management development is to:
- (A) Maintain status quo
 - (B) Prepare managers for future roles
 - (C) Reduce training costs
 - (D) Eliminate delegation

17. Stress management improves:
- (A) Employee well-being
 - (B) Organizational effectiveness
 - (C) Work-life balance
 - (D) All of these
18. HRD mainly focuses on:
- (A) Short-term staffing
 - (B) Long-term employee growth
 - (C) Payroll administration
 - (D) Industrial disputes
19. Job enrichment focuses more on:
- (A) Job depth
 - (B) Job width
 - (C) Job simplification
 - (D) Job standardization
20. Career development is a:
- (A) Short-term activity
 - (B) Continuous process
 - (C) One-time decision
 - (D) Occasional event
21. Which method emphasizes learning through real work situations?
- (A) Lecture method
 - (B) Case study
 - (C) On-the-job training
 - (D) Role play
22. The effectiveness of HRD depends largely on:
- (A) Organizational culture
 - (B) Market conditions
 - (C) Government policy
 - (D) Trade unions
23. Quality circles encourage:
- (A) Employee participation
 - (B) Centralized decisions
 - (C) Rigid control
 - (D) Formal communication
24. Management development primarily targets:
- (A) Workers
 - (B) Supervisors
 - (C) Executives
 - (D) Trade unions
25. Human Resource Accounting focuses on :
- (A) Financial assets
 - (B) Human assets
 - (C) Physical assets
 - (D) Intangible goodwill

26. Stress at workplace is influenced by:
- (A) Leadership style
 - (B) Work environment
 - (C) Organizational culture
 - (D) All of these
27. Job enrichment leads to:
- (A) Higher responsibility
 - (B) Skill variety
 - (C) Personal growth
 - (D) All of these
28. Training differs from development because training focuses on:
- (A) Future roles
 - (B) Immediate job needs
 - (C) Long-term growth
 - (D) Managerial skills
29. One major obstacle in potential appraisal is:
- (A) Clear standards
 - (B) Skilled assessors
 - (C) Bias and subjectivity
 - (D) Transparent procedures
30. Effective training leads to:
- (A) Lower morale
 - (B) Reduced commitment
 - (C) Increased absenteeism
 - (D) Higher productivity
31. Career planning benefits employees by:
- (A) Clarifying growth opportunities
 - (B) Increasing uncertainty
 - (C) Reducing motivation
 - (D) Limiting skills
32. HRD philosophy emphasizes:
- (A) Control over people
 - (B) Development of people
 - (C) Punishment for mistakes
 - (D) Strict hierarchy
33. The need for management development arises due to:
- (A) Technological changes
 - (B) Labour turnover
 - (C) Trade union pressure
 - (D) Legal compliance
34. Quality circles contribute to:
- (A) Continuous improvement
 - (B) Resistance to change
 - (C) Centralized control
 - (D) Reduced learning

35. Training programs should align with:
- (A) Personal interests only
 - (B) Union demands
 - (C) Organizational objectives
 - (D) Legal rules
36. Role ambiguity leads to:
- (A) Reduced stress
 - (B) Increased stress
 - (C) Job clarity
 - (D) Motivation
37. HRD contributes to organizational success by:
- (A) Reducing supervision
 - (B) Limiting employee participation
 - (C) Improving employee competencies
 - (D) Increasing work pressure
38. Training needs arise due to:
- (A) Technological changes
 - (B) Organizational growth
 - (C) Job redesign
 - (D) All of these
39. Job enrichment is based on:
- (A) Motivation theories
 - (B) Control theories
 - (C) Bureaucratic principles
 - (D) Scientific management only
40. Career management aims to:
- (A) Align individual and organizational goals
 - (B) Reduce training
 - (C) Increase rigidity
 - (D) Limit growth
41. Management development differs from employee training because it focuses on:
- (A) Technical skills
 - (B) Conceptual abilities
 - (C) Manual skills
 - (D) Routine tasks
42. Stress management programs should focus on:
- (A) Prevention
 - (B) Control
 - (C) Coping strategies
 - (D) All of these

43. HRA helps management in:
- (A) Strategic planning
 - (B) Career decisions
 - (C) Resource allocation
 - (D) All of these
44. HRD system integrates various subsystems mainly for:
- (A) Monitoring attendance
 - (B) Cost control
 - (C) Employee growth and effectiveness
 - (D) Conflict resolution
45. Quality circles meetings are held:
- (A) Daily
 - (B) Periodically
 - (C) Randomly
 - (D) Annually
46. Training evaluation is done to:
- (A) Justify cost
 - (B) Increase duration
 - (C) Measure effectiveness
 - (D) Improve attendance
47. Job redesign aims to:
- (A) Improve work systems
 - (B) Reduce employee involvement
 - (C) Increase control
 - (D) Limit flexibility
48. Which method emphasizes learning through discussion?
- (A) Lecture method
 - (B) Case study
 - (C) Apprenticeship
 - (D) Job rotation
49. HRD plays a significant role in:
- (A) Conflict creation
 - (B) Organizational growth
 - (C) Cost escalation
 - (D) Workforce reduction
50. One limitation of HRA is:
- (A) Difficulty in valuation
 - (B) High accuracy
 - (C) Universal acceptance
 - (D) Easy measurement

F010202T - B : Marketing Theory and Practices

51. Market segmentation refers to:
- (A) Dividing the market into small groups of buyers
 - (B) Increasing production
 - (C) Reducing prices
 - (D) Promoting products
52. The main purpose of market segmentation is to:
- (A) Reduce cost
 - (B) Serve customers better
 - (C) Increase production
 - (D) Eliminate competition
53. Market segmentation is based on the idea that:
- (A) All consumers are similar
 - (B) Consumers have different needs and preferences
 - (C) Products are identical
 - (D) All markets are same
54. Dividing the market based on age, gender, income and education is called:
- (A) Geographic segmentation
 - (B) Demographic segmentation
 - (C) Behavioural segmentation
 - (D) Psychographic segmentation
55. Segmentation based on region, climate and population density is called:
- (A) Geographic segmentation
 - (B) Demographic segmentation
 - (C) Behavioural segmentation
 - (D) Psychographic segmentation
56. Lifestyle and personality are examples of:
- (A) Demographic segmentation
 - (B) Psychographic segmentation
 - (C) Geographic segmentation
 - (D) Behavioural segmentation
57. Segmentation based on usage rate and benefits sought is called:
- (A) Behavioural segmentation
 - (B) Demographic segmentation
 - (C) Geographic segmentation
 - (D) Personal segmentation
58. Market targeting means:
- (A) Dividing the market
 - (B) Selecting specific market segments to serve
 - (C) Promoting products
 - (D) Pricing products

59. The process of evaluating and selecting one or more market segments is called:
- (A) Market positioning
 - (B) Market targeting
 - (C) Market segmentation
 - (D) Market planning
60. Which strategy targets the whole market with one product?
- (A) Differentiated marketing
 - (B) Undifferentiated marketing
 - (C) Concentrated marketing
 - (D) Niche marketing
61. When a company targets several segments with different products it is called:
- (A) Differentiated marketing
 - (B) Undifferentiated marketing
 - (C) Concentrated marketing
 - (D) Mass marketing
62. Concentrated marketing strategy focuses on:
- (A) Entire market
 - (B) One specific market segment
 - (C) Many market segments
 - (D) International markets
63. Positioning refers to:
- (A) Place of product in warehouse
 - (B) Image of the product in consumer's mind
 - (C) Production process
 - (D) Sales method
64. Brand positioning means:
- (A) Placing brand in shops
 - (B) Creating a distinct image of brand in customer 's mind
 - (C) Increasing product quality
 - (D) Reducing product price
65. A positioning strategy helps a company to:
- (A) Reduce production
 - (B) Differentiate its product from competitors
 - (C) Eliminate customers
 - (D) Avoid advertising
66. Repositioning means:
- (A) Introducing new product
 - (B) Changing the existing product image in consumer's mind
 - (C) Removing product from market
 - (D) Increasing product price

67. Segmentation helps marketers to:
- (A) Identify customer needs
 - (B) Design suitable marketing strategies
 - (C) Improve customer satisfaction
 - (D) All of the above
68. Effective segmentation should be:
- (A) Measurable
 - (B) Accessible
 - (C) Substantial
 - (D) All of the above
69. A market segment should be large enough to be:
- (A) Profitable
 - (B) Competitive
 - (C) Social
 - (D) Promotional
70. Selecting the right target market helps firms to:
- (A) Increase marketing efficiency
 - (B) Reduce competition
 - (C) Improve customer satisfaction
 - (D) All of the above
71. The first step in STP process is :
- (A) Targeting
 - (B) Segmentation
 - (C) Positioning
 - (D) Promotion
72. STP stands for:
- (A) Segmentation, Targeting, Positioning
 - (B) Selling, Targeting, Promotion
 - (C) Segmentation, Trading, Promotion
 - (D) Strategy, Targeting, Planning
73. Positioning is mainly related to:
- (A) Product image
 - (B) Price
 - (C) Distribution
 - (D) Packaging
74. Which factor is important while selecting a target market?
- (A) Market size
 - (B) Profit potential
 - (C) Competition
 - (D) All of the above
75. Market segmentation helps companies to:
- (A) Focus on specific customer groups
 - (B) Reduce marketing waste
 - (C) Improve product design
 - (D) All of the above

76. Marketing mix refers to:
- (A) Combination of marketing tools used by a firm
 - (B) Production process
 - (C) Financial planning
 - (D) Human resource management
77. The traditional marketing mix consists of:
- (A) 3 Ps
 - (B) 4 Ps
 - (C) 5 Ps
 - (D) 6 Ps
78. Which of the following is NOT a part of the marketing mix?
- (A) Product
 - (B) Price
 - (C) Promotion
 - (D) Personnel
79. Product refers to:
- (A) Physical goods only
 - (B) Goods and services offered to satisfy customer needs
 - (C) Raw materials
 - (D) Machinery
80. A product mix means:
- (A) Total number of product lines offered by a company
 - (B) Price of product
 - (C) Advertising strategy
 - (D) Distribution channel
81. New product development refers to:
- (A) Modifying existing product
 - (B) Introducing a completely new product in the market
 - (C) Increasing production
 - (D) Reducing price
82. The stages of Product Life Cycle include:
- (A) Introduction
 - (B) Growth
 - (C) Maturity and Decline
 - (D) All of the above
83. In which stage of the Product Life Cycle do sales grow rapidly?
- (A) Introduction stage
 - (B) Growth stage
 - (C) Maturity stage
 - (D) Decline stage

84. Branding means:
- (A) Giving a unique name or symbol to a product
 - (B) Increasing production
 - (C) Reducing price
 - (D) Promoting product
85. Packaging refers to:
- (A) Designing and producing container or wrapper for a product
 - (B) Advertising the product
 - (C) Selling the product
 - (D) Storing goods
86. Distribution is concerned with:
- (A) Production of goods
 - (B) Delivering products to consumers
 - (C) Advertising
 - (D) Pricing
87. Channels of distribution are:
- (A) Routes through which goods move from producer to consumer
 - (B) Advertising media
 - (C) Pricing strategies
 - (D) Production processes
88. A direct channel of distribution means :
- (A) Goods sold through retailers
 - (B) Goods sold directly to consumers
 - (C) Goods sold through wholesalers
 - (D) Goods sold through agents
89. Pricing refers to:
- (A) Determining the value of a product in monetary terms
 - (B) Advertising
 - (C) Distribution
 - (D) Production
90. Price discrimination means:
- (A) Charging same price from all customers
 - (B) Charging different prices for same product in different markets
 - (C) Reducing price
 - (D) Increasing price
91. Price is the only element of marketing mix that:
- (A) Generates revenue
 - (B) Increases cost
 - (C) Creates demand
 - (D) Promotes product

92. Promotion means:
- (A) Increasing production
 - (B) Communicating product information to customers
 - (C) Reducing price
 - (D) Packaging goods
93. Promotion mix includes:
- (A) Advertising
 - (B) Sales promotion
 - (C) Personal selling and publicity
 - (D) All of the above
94. Advertising is a form of:
- (A) Personal communication
 - (B) Non-personal communication
 - (C) Direct selling
 - (D) Distribution
95. Personal selling involves:
- (A) Direct interaction between salesperson and customer
 - (B) Television advertisement
 - (C) Radio advertisement
 - (D) Online promotion
96. Sales promotion refers to:
- (A) Short-term incentives to encourage purchase
 - (B) Long-term production strategy
 - (C) Financial planning
 - (D) Distribution strategy
97. Publicity means:
- (A) Paid promotion
 - (B) Unpaid promotion through media
 - (C) Personal selling
 - (D) Packaging
98. The main aim of promotion is to:
- (A) Inform, persuade and remind customers
 - (B) Increase production
 - (C) Reduce competition
 - (D) Control labour
99. The combination of advertising, sales promotion, personal selling and publicity is called:
- (A) Marketing mix
 - (B) Promotion mix
 - (C) Distribution mix
 - (D) Product mix
100. Marketing mix helps a company to:
- (A) Satisfy customer needs
 - (B) Achieve organizational goals
 - (C) Compete effectively in the market
 - (D) All of the above

Rough Work

4. Four alternative answers are mentioned for each question as – A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

- Q. 1 (A) ● (C) (D)
- Q. 2 (A) (B) ● (D)
- Q. 3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Imp't. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question booklet, then after showing it to the invigilator, get another question booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C तथा D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

- प्रश्न 1 (A) ● (C) (D)
- प्रश्न 2 (A) (B) ● (D)
- प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ.एम.आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ.एम.आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण : प्रश्न-पुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्न-पुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।