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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

C

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

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

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

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

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

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

F010202T - B : Marketing Theory and Practices

51. 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
52. The combination of advertising, sales promotion, personal selling and publicity is called:
- (A) Marketing mix
 - (B) Promotion mix
 - (C) Distribution mix
 - (D) Product mix
53. The main aim of promotion is to:
- (A) Inform, persuade and remind customers
 - (B) Increase production
 - (C) Reduce competition
 - (D) Control labour
54. Publicity means:
- (A) Paid promotion
 - (B) Unpaid promotion through media
 - (C) Personal selling
 - (D) Packaging
55. Sales promotion refers to:
- (A) Short-term incentives to encourage purchase
 - (B) Long-term production strategy
 - (C) Financial planning
 - (D) Distribution strategy
56. Personal selling involves:
- (A) Direct interaction between salesperson and customer
 - (B) Television advertisement
 - (C) Radio advertisement
 - (D) Online promotion
57. Advertising is a form of:
- (A) Personal communication
 - (B) Non-personal communication
 - (C) Direct selling
 - (D) Distribution
58. Promotion mix includes:
- (A) Advertising
 - (B) Sales promotion
 - (C) Personal selling and publicity
 - (D) All of the above
59. Promotion means:
- (A) Increasing production
 - (B) Communicating product information to customers
 - (C) Reducing price
 - (D) Packaging goods

60. Price is the only element of marketing mix that:
- (A) Generates revenue
 - (B) Increases cost
 - (C) Creates demand
 - (D) Promotes product
61. 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
62. Pricing refers to:
- (A) Determining the value of a product in monetary terms
 - (B) Advertising
 - (C) Distribution
 - (D) Production
63. 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
64. Channels of distribution are:
- (A) Routes through which goods move from producer to consumer
 - (B) Advertising media
 - (C) Pricing strategies
 - (D) Production processes
65. Distribution is concerned with:
- (A) Production of goods
 - (B) Delivering products to consumers
 - (C) Advertising
 - (D) Pricing
66. Packaging refers to:
- (A) Designing and producing container or wrapper for a product
 - (B) Advertising the product
 - (C) Selling the product
 - (D) Storing goods
67. Branding means:
- (A) Giving a unique name or symbol to a product
 - (B) Increasing production
 - (C) Reducing price
 - (D) Promoting product

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

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

85. 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
86. A positioning strategy helps a company to:
- (A) Reduce production
 - (B) Differentiate its product from competitors
 - (C) Eliminate customers
 - (D) Avoid advertising
87. 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
88. Positioning refers to:
- (A) Place of product in warehouse
 - (B) Image of the product in consumer's mind
 - (C) Production process
 - (D) Sales method
89. Concentrated marketing strategy focuses on:
- (A) Entire market
 - (B) One specific market segment
 - (C) Many market segments
 - (D) International markets
90. When a company targets several segments with different products it is called:
- (A) Differentiated marketing
 - (B) Undifferentiated marketing
 - (C) Concentrated marketing
 - (D) Mass marketing
91. Which strategy targets the whole market with one product?
- (A) Differentiated marketing
 - (B) Undifferentiated marketing
 - (C) Concentrated marketing
 - (D) Niche marketing
92. 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

93. Market targeting means:
- (A) Dividing the market
 - (B) Selecting specific market segments to serve
 - (C) Promoting products
 - (D) Pricing products
94. Segmentation based on usage rate and benefits sought is called:
- (A) Behavioural segmentation
 - (B) Demographic segmentation
 - (C) Geographic segmentation
 - (D) Personal segmentation
95. Lifestyle and personality are examples of:
- (A) Demographic segmentation
 - (B) Psychographic segmentation
 - (C) Geographic segmentation
 - (D) Behavioural segmentation
96. Segmentation based on region, climate and population density is called:
- (A) Geographic segmentation
 - (B) Demographic segmentation
 - (C) Behavioural segmentation
 - (D) Psychographic segmentation
97. Dividing the market based on age, gender, income and education is called:
- (A) Geographic segmentation
 - (B) Demographic segmentation
 - (C) Behavioural segmentation
 - (D) Psychographic segmentation
98. 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
99. The main purpose of market segmentation is to:
- (A) Reduce cost
 - (B) Serve customers better
 - (C) Increase production
 - (D) Eliminate competition
100. Market segmentation refers to:
- (A) Dividing the market into small groups of buyers
 - (B) Increasing production
 - (C) Reducing prices
 - (D) Promoting products

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 B C D
- Q. 2 A B C D
- Q. 3 A B 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 B C D
- प्रश्न 2 A B C D
- प्रश्न 3 A B 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।