

SEMESTER II INTERNAL EXAMINATION 2020

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT
PAPER CC 2.2 CHG

(Answer all the questions)

(2×5=10)

Tick the correct answer. THERE IS ONLY **ONE** CORRECT ANSWER FOR EACH QUESTION

IA 1 Newsletters catalogues and invitations to organization-sponsored events are most closely associated with the marketing mix activity of---

- A. Pricing
- B. Distribution
- C. Product development
- D. Promotion

IA 2 The process of providing information about the product on the product container is known as-

- A. Packaging
- B. Labeling
- C. Packing
- D. Regulating

IA 3 In the AIDA model, D stands for

- A. Demonstration
- B. Doing
- C. Desire
- D. Display

IA 4 HRM is-

- A. Employer oriented
- B. Employee oriented
- C. Trade-union oriented
- D. Politics oriented

IA 5 ----- is a vertical move in rank

- A. Promotion
- B. Retirement
- C. Increment
- D. None of the Above

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MODULE I: MARKETING MANAGEMENT

Tick the correct answer. THERE IS ONLY **ONE** CORRECT ANSWER FOR EACH QUESTION. (2×10=20)

1. Which of the following statements is correct?
 - A. Marketing is the term used to refer only to the sales function within a firm.
 - B. Marketing managers usually don't get involved in production or distribution decisions.
 - C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole.
 - D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
2. Which of the following is NOT an element of the marketing mix?
 - A. Distribution
 - B. Product
 - C. Target market
 - D. Pricing
3. The concept of "Marketing Mix" was developed by
 - A. Philip Kotler
 - B. N.H. Border
 - C. MC Karthy
 - D. None of the above
4. Match the following-

a. Product	i) Cost
b. Price	ii) Convenience
c. Place	iii) Communication
d. Promotion	iv) Customer

 - A. a-i, b-iv, c-ii, d-iii
 - B. a-iv, b-i, c-ii, d-iii
 - C. a-iv, b-iii, c-ii, d-i
 - D. a-i, b-iii, c-ii, d-iv
5. The ----- of a consumer influences his buying
 - A. Name
 - B. Behaviour
 - C. Both A and B
 - D. None of the above
6. Market can be segmented on the basis of –
 - A. Promotional nature
 - B. Purpose of buying
 - C. Pricing structure
 - D. None of the above

7. Activities of preparing a container for a product is known as-
- A. Labeling
 - B. Packaging
 - C. Branding
 - D. Coating
8. The product pricing strategy in which the company sets lower prices to share market share, is known as-
- A. Captive product pricing
 - B. Skim pricing
 - C. Quick pricing
 - D. Penetration pricing
9. In which form of activity, there is personal connection between the seller and the buyer-
- A. Advertising
 - B. Public relation
 - C. Personal selling
 - D. Publicity
10. The objective of advertising is/are
- A. To persuade
 - B. To remind
 - C. Both A and B
 - D. None of the above

(Answer all the questions)

MODULE II: HUMAN RESOURCE MANAGEMENT

Tick the correct answer. THERE IS ONLY **ONE** CORRECT ANSWER FOR EACH QUESTION. (2×10=20)

11. The scope of HRM includes-
- A. Recruitment and Selection
 - B. Training and Development
 - C. Motivation and Compensation
 - D. All of the above
12. Human Resource Planning helps in-
- A. Getting suitable workers
 - B. Meeting the man power requirement on time
 - C. Avoid the loss due to shortage of man power
 - D. All of the above
13. Recruitment comes-
- A. Before selection
 - B. After selection
 - C. After training
 - D. After placement
14. IQ refers to-
- A. Intelligent Question
 - B. Intelligent Quotient
 - C. Intellectual Question
 - D. None of the above

15. ----- refers to learning a job by actually doing it
- A. Modeling
 - B. Off the job training
 - C. On the job training
 - D. Practice
16. The record of outcomes on a job is known as-
- A. Appraisal
 - B. Performance
 - C. Activity
 - D. None of the above
17. The qualification of a candidate is decided in-
- A. Job specification
 - B. Job description
 - C. Job classification
 - D. None of the above
18. Development is ----- oriented
- A. Job
 - B. Growth
 - C. Information
 - D. Motivation
19. The fitting of an employee to a particular job position is known as-
- A. Recruitment
 - B. Selection
 - C. Promotion
 - D. Placement
20. Human Resource Planning has problems because-
- A. The future is uncertain
 - B. It is an expensive process
 - C. It is a time consuming process
 - D. All the above