

Roll No.-----

Paper Code

282 / 283

(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

758092

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series

D

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 भरे, 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।

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(continued)

(Section First) प्रथम खण्ड

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

F010202T-A (Human Resource Development)

1. The _____ of any organization is the backbone, who plays a stupendous role.
(A) Employer
(B) Labor
(C) Worker
(D) Employees
2. The Human Resource Audit is the process to evaluate :
(A) Organization
(B) Training
(C) HR functions
(D) Development
3. 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
4. Off the Job Training Method consists :
(A) Role Playing Method
(B) Case Study Method
(C) Programmed Training
(D) All of the above
5. International Labour Day is celebrated across the world on :
(A) 01st April
(B) 01st May
(C) 01st June
(D) 01st July

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

12. An organization can develop only when it's HRD are developed :
- (A) All Resources
 - (B) Human Resources
 - (C) Financial Resources
 - (D) Both (B) & (C)
13. 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
14. 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
15. 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

16. 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
17. 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
18. Training refers to the process of imparting :
- (A) General skills
 - (B) Specific skills
 - (C) Important skills
 - (D) Over all skills
19. 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

20. 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
21. Which of the following is not a major function of HRD?
- (A) Coaching
(B) Training
(C) Development
(D) Retirement
22. 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
23. 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

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

29. 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
30. 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
31. The trainee is placed on a regular job and taught the skills necessary to perform it :
- (A) On the Job Training
(B) Off the Job Training
(C) Vestibule Training
(D) None of the above
32. _____ is concerned more with career growth than immediate performance :
- (A) Training
(B) Development
(C) Education
(D) Instruction

33. 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

34. 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

35. 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

36. 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

37. Which of the following is not on the job management development method?
- (A) Case Studies
 - (B) Job rotation
 - (C) Coaching
 - (D) Lateral transfer
38. Which of the following does not comes under HRD function?
- (A) Job rotation
 - (B) Training
 - (C) Recruitment
 - (D) Career development
39. HRD Focuses on :
- (A) Training
 - (B) Learning
 - (C) Organizational Development
 - (D) All of the above
40. 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
41. HRD is a development process :
- (A) True
 - (B) False
 - (C) Cannot say
 - (D) None of the above

42. Functions of Human Resource Management includes :
(A) HR Planning
(B) Employee Hiring
(C) Training and Development
(D) All of the above
43. 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)
44. Deciding what to audit depends largely on the perceived _____ in the organization's HR environment :
(A) Policies & Practices
(B) Weakness
(C) Implementation
(D) Process
45. 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
46. Which is an external environmental factor influencing employee behaviour?
(A) Technological changes
(B) Job redesigning
(C) Restructuring
(D) Empowering employees

47. 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
48. 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
49. 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
50. 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

51. 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
52. 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
53. Which of these is an off the job training method?
- (A) Television
 - (B) Job rotation
 - (C) Orientation training
 - (D) Coaching
54. _____ 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
55. Job design characteristics that managers can target :
- (A) Skill variety
 - (B) Task identity
 - (C) All of the above
 - (D) None of the above
56. 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

57. 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
58. 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
59. Training process is :
- (A) Short term
 - (B) Medium term
 - (C) Long term
 - (D) For life time
60. HRD system focuses on except :
- (A) Capabilities
 - (B) Payroll
 - (C) Review of HR system
 - (D) Knowledge and learning

61. 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
62. 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
63. Potential appraisal is a :
- (A) Forward looking process
 - (B) Backward looking process
 - (C) Present process
 - (D) Both (A) & (B)
64. 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
65. 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

66. Which of the following is not a function of HRD?
- (A) Organizational development
 - (B) Training & development
 - (C) Career development
 - (D) Career empowerment
67. 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
68. The process of evaluating the effectiveness of the HR function :
- (A) Job enrichment
 - (B) HR Audit
 - (C) Performance Appraisal
 - (D) Potential Appraisal
69. Benefits of quality circle is :
- (A) Better profits
 - (B) Management support
 - (C) Time-required
 - (D) Better Communication
70. Which of the following is not a sub-system of HRD?
- (A) Business Planning
 - (B) Career Planning
 - (C) Organizational Development
 - (D) Quality Circle

71. 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
72. 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
73. 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
74. Which of the following includes in job enrichment?
- (A) Responsibility
 - (B) Recognition
 - (C) Achievement
 - (D) All of the above
75. 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

76. HR Audit is _____ obligation :
- (A) Not a legal
 - (B) A legal
 - (C) A social
 - (D) Not a official
77. 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
78. 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
79. 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

80. 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
81. Quality circle develops _____ awareness for safety :
- (A) Greater
 - (B) Lesser
 - (C) No
 - (D) Diminishing
82. 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
83. 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

84. 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
85. 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
86. 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
87. 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
88. 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

89. Which of the following is not a part of HRD activities?
- (A) Training
 - (B) Branding
 - (C) Coaching
 - (D) Mentoring
90. 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
91. 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
92. 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

93. 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
94. 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
95. _____ refers to the learning opportunities designed to help employee grow :
- (A) Development
 - (B) Training
 - (C) Education
 - (D) All of the above
96. 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)

97. 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

98. 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)

99. 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

100. Human resource development is an integral part of human resource management :

- (A) False
- (B) True
- (C) Incomplete
- (D) None of the above

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

F010202T-B (Marketing Theory and Practices)

1. 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
2. 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
3. The customers in growth stage of life cycle of products are classified as:
(A) Innovators
(B) Early adopters
(C) Middle majority customers
(D) Laggards
4. 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
5. 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

6. _____ is known as the father of modern marketing.
- (A) Peter Drucker
 - (B) Philip Kotler
 - (C) Neil Armstrong
 - (D) Maslow
7. The process of collecting information about the external marketing environment is:
- (A) Environmental management
 - (B) Environmental scanning
 - (C) Marketing management
 - (D) Marketing research
8. In marketing _____ is the focal point.
- (A) Profit
 - (B) Sales
 - (C) Customer
 - (D) All of the above
9. 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

10. _____ 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
11. Modern marketing begins and ends with _____.
- (A) Business
 - (B) Consumers
 - (C) Economic
 - (D) Company
12. 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
13. Maslow's need hierarchy theory deals with _____ levels.
- (A) Two levels
 - (B) Three levels
 - (C) Five levels
 - (D) Four levels
14. 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

15. 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
16. 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"
17. When backed by buying power, wants become _____.
- (A) Social needs
 - (B) Exchanges
 - (C) Demands
 - (D) Physical needs
18. Industrial product are _____ products.
- (A) B2B
 - (B) B2C
 - (C) F M C G
 - (D) Convenience

19. 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
20. "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
21. For a perishable products, channel has to be ____.
- (A) Short
 - (B) Long
 - (C) Medium
 - (D) None of these
22. Serving a small market not served by competitors is known as ____.
- (A) Local marketing
 - (B) Niche marketing
 - (C) Segment marketing
 - (D) Individual marketing

23. 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
24. Word of mouth marketing through electronic channels like email, internet etc. is known as _____ marketing.
- (A) Internet
 - (B) Digital
 - (C) Email
 - (D) Viral
25. _____ 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
26. 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

27. 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
28. ____ goods are purchased on a regular basis:
- (A) Staple
 - (B) Impulse
 - (C) Emergency
 - (D) None of these
29. The only revenue producing element in the marketing mix is:
- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
30. Brands owned and developed by producers are known as:
- (A) Manufacturer brands
 - (B) Individual brands
 - (C) Family brands
 - (D) Dealer

31. 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
32. Which of the following is not an element of demographic segmentation?
- (A) Family size
 - (B) Population density
 - (C) Income
 - (D) Religion
33. The essential criteria for effective segmentation is:
- (A) Homogeneity
 - (B) Measurability
 - (C) Profitability
 - (D) All of these
34. 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

35. A brand name is one of the elements of the: _____
- (A) Discounted product
 - (B) Core benefit
 - (C) Augmented product
 - (D) Actual product
36. Companies can create brand equity for their products by making them ____.
- (A) Memorable
 - (B) Easily recognizable
 - (C) Superior in quality
 - (D) All of above
37. 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
38. 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

39. 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
40. 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
41. Which stage in the PLC normally lasts longer and poses strong challenges to the marketing managers?
- (A) Decline
 - (B) Maturity
 - (C) Introduction
 - (D) Growth
42. Increasing profits will most likely occur at which stage of the PLC?
- (A) Introduction
 - (B) Growth
 - (C) Maturity
 - (D) Decline

43. 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
44. NPD stands for:
- (A) New Product Department
 - (B) National Production Division
 - (C) New Product Development
 - (D) New Product Division
45. Which of the following is NOT an element of the marketing mix?
- (A) Distribution
 - (B) Product
 - (C) Target market
 - (D) Pricing
46. 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

47. Customer cost will be considered as which of the following Ps of marketing mix?
- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
48. 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
49. Which of the product is in the decline stage of PLC?
- (A) HD TVs
 - (B) Tata salt
 - (C) I-phone
 - (D) Music CDs
50. Packaging is associated with:
- (A) Price mix
 - (B) Product mix
 - (C) Place mix
 - (D) Promotion mix

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

56. Rural consumers are _____.
(A) Price sensitive
(B) Less price sensitive
(C) Quality conscious
(D) None of these
57. For rural marketing _____ pricing is more suitable.
(A) Penetration
(B) Skimming
(C) Going rate
(D) None of these
58. Many companies are now turning their attention to _____ markets.
(A) Urban
(B) Rural
(C) World
(D) None of these
59. 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
60. Which of the following is not a sales promotion tool?
(A) Discount
(B) Dealer contest
(C) Advertisement
(D) Consumer contest

61. 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
62. USP stands for:
- (A) Universal Service Provider
 - (B) Upper Service Position
 - (C) Unique Selling Proposition
 - (D) None of these
63. The retailer sells goods in ____.
- (A) Huge quantity
 - (B) Small quantity
 - (C) Not sufficient
 - (D) None of these
64. Which of the following is not included in the micro environment?
- (A) Suppliers
 - (B) Publics
 - (C) Economic
 - (D) Customers
65. Marketing Environment is:
- (A) Largely uncontrollable
 - (B) Changing fast
 - (C) Influencing marketing decisions
 - (D) All of these

66. 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
67. The group of elements price, product, promotion and place constitute:
- (A) Market mix
 - (B) Marketing mix
 - (C) Product mix
 - (D) Promotion mix
68. Marketing is a _____ process.
- (A) Goal oriented
 - (B) Exchange
 - (C) Social
 - (D) All of these
69. Marketing is a process of converting the potential customers into _____.
- (A) Actual customers
 - (B) Prospective customers
 - (C) Marketers
 - (D) None of these
70. 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

71. A physical, concrete product you can touch is:
- (A) A service
 - (B) A good
 - (C) An idea
 - (D) A concept
72. _____ 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
73. 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
74. _____ involves designing and producing the container or wrapper for a product.
- (A) Packaging
 - (B) Product line
 - (C) Service
 - (D) Branding
75. 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

76. _____ 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
77. 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
78. It is popularly known as free form of promotion:
- (A) Advertisement
 - (B) Publicity
 - (C) Personal selling
 - (D) Marketing
79. 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

80. How many levels of intermediaries are there in a direct sales channel?
- (A) 0
 - (B) 1
 - (C) 2
 - (D) 3
81. Which of the following is NOT considered a type of re-seller?
- (A) Whole seller
 - (B) Manufacturer
 - (C) Retailer
 - (D) Distributor
82. 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
83. 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

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

89. 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
90. Marketing is _____.
(A) Art
(B) Science
(C) Both
(D) Neither
91. 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
92. 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

93. 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
94. 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
95. 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
96. Selling Concept is followed by:
- (A) Product concept
 - (B) Production concept
 - (C) Marketing concept
 - (D) Societal marketing concept

97. The benefits of marketing channels are _____.

- (A) Cost saving
- (B) Time saving
- (C) Financial support given
- (D) All of above

98. Who sells to the consumers?

- (A) Semi wholesalers
- (B) Wholesalers
- (C) Retailer
- (D) Distributor

99. 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

100. 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

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