

Roll No.

Question Booklet Number

O.M.R. Serial No.

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205140

BBA (SEM.-II) (NEP) EXAMINATION, 2024

BUSINESS ADMINISTRATION

F010202T - A : Human Resource Development

F010202T - B : Marketing Theory and Practice

Paper Code

F 0 1 0 2 0 2 T

**Question Booklet
Series**

D

Time : 1 : 30 Hours

Max. 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 Sections : 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.
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 :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. पश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. पश्न-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 गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छाँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)



SECTION-A : HUMAN RESOURCE DEVELOPMENT

1. Which of the following is a method used in group or organisational training needs assessment?
 - (A) Consideration of current and projected changes
 - (B) Rating scales
 - (C) Interviews
 - (D) Questionnaires
2. Which of these is a hindrance to effective training?
 - (A) Career planning workshop
 - (B) Aggregate time spending on training is inadequate
 - (C) Mentoring
 - (D) Career counselling
3. Staffing includes :
 - (A) Workload Estimation
 - (B) Termination
 - (C) Appointments of Personnel, Placement
 - (D) All of These
4. When appraisals are made by superiors, peers, subordinates and clients then it is called :
 - (A) 360-Degree feedback
 - (B) 180-Degree feedback
 - (C) Self-Appraisal
 - (D) All of these
5. Job Analysis is a systematic procedure for securing and reporting information defining a :
 - (A) Specific Job
 - (B) Specific Product
 - (C) Specific Service
 - (D) All of these
6. What should be the strategy of HRM?
 - (A) Making the long-term and short-term planning.
 - (B) Planning the optimum level of manpower.
 - (C) Introducing training programmes to personnel.
 - (D) All of the above
7. The factual statement of the duties and responsibilities of a specific job is known as :
 - (A) Job description
 - (B) Job specification
 - (C) Job analysis
 - (D) Job evaluation
8. Performance appraisals are designed to motivate workers by providing them with feedback, recognition and what?
 - (A) Better work facilities
 - (B) Equal opportunities
 - (C) Greater work autonomy
 - (D) Praise
9. Training increases the employees :
 - (A) Market value
 - (B) Earning power
 - (C) Job security
 - (D) All of these
10. _____ refers to the learning opportunities designed to help employees grow.
 - (A) Training
 - (B) Development
 - (C) Education
 - (D) All of these

11. Employees appraisal can be against :
- (A) Relative standards
 - (B) Objective
 - (C) Absolute standards
 - (D) Group
12. Sources of recruitment methods, procedures, techniques are for :
- (A) Selection
 - (B) Promotion
 - (C) Transfer
 - (D) Training
13. Movement of an employee from one job to another is :
- (A) Job Enlargement
 - (B) Retrenchment
 - (C) Job Rotation
 - (D) Job Design
14. Rotation is otherwise called as :
- (A) Replacement Transfer
 - (B) Shift Transfer
 - (C) Versatility Transfer
 - (D) Remedial Transfer
15. The process of analysing jobs from which job descriptions are developed are called:
- (A) Job Analysis
 - (B) Job Evaluation
 - (C) Job Enrichment
 - (D) Job Enlargement
16. Recruitment is _____ Process.
- (A) Positive
 - (B) Negative
 - (C) Both (A) and (B)
 - (D) None of the above
17. Functions of the personnel management can be described as :
- (A) Managerial
 - (B) Operative
 - (C) Developmental
 - (D) Both (A) and (B)
18. Managerial functions, in personnel management can be :
- (A) Planning / organising / directing and controlling
 - (B) Recruitment / placement / employment / development and motivation
 - (C) Compensation / maintenance of health / employers' welfare
 - (D) Both (A) and (B) only

19. Human Resource Departments are :

- (A) Line Departments
- (B) Authority Department
- (C) Service Department
- (D) Functional Department

20. Employee training requires to meet :

- (A) Job Requirement
- (B) Job Enhancement
- (C) Job Analysis
- (D) Job Enrichment

21. _____ can be promoted for the top level job.

- (A) Potential Employees
- (B) Legal Employees
- (C) Skilled Employees
- (D) Trained Employees

22. What is Harmonious relationship at Workplace?

- (A) Friendly in Nature
- (B) Pleasing and Consistent
- (C) Cordial and Available
- (D) All of the Above

23. Sending employees for higher studies is :

- (A) Process of Appraisal
- (B) Process of Selection
- (C) Motivation
- (D) Learning and Development

24. Attendance monitoring is pertinent to :

- (A) Career Appraisal
- (B) Performance Appraisal
- (C) Compensation and Benefits
- (D) Selection of the Employee

25. The actual achievements compared with the objectives of the job is :

- (A) Job Performance
- (B) Job Evaluation
- (C) Job Description
- (D) None of these

26. Job evaluation is based on the :

- (A) Complexity of the Job to Perform
- (B) Conceptual skill required by the Job
- (C) Relative Job worth for an organization
- (D) Physical skills required by the Job

27. _____ is a performance measure of both efficiency and effectiveness.

- (A) Organisational Behaviour
- (B) Organisational Citizenship
- (C) Employee Productivity
- (D) None of these

28. Which performance appraisal methods consumes a lot of time?

- (A) Essay Method
- (B) Rating Scales
- (C) Critical Incident
- (D) Tests and Observation

29. Which of the following is a benefit of employee training?

- (A) Improves Morale
- (B) Helps people identify with organisational goals
- (C) Provides a good climate for learning, growth and co - ordination
- (D) None of these

30. What is the concept that studies the acquisition of knowledge, skills, and abilities required to perform future job responsibilities?
- (A) Knowledge management
 - (B) Training
 - (C) Human capital
 - (D) Human resource Development
31. Which of the following statements best describes the benefit of training and development?
- (A) Facilitates the execution of corporate strategy
 - (B) Decreases HR effectiveness
 - (C) Links business strategy to organizational strategy
 - (D) Promotes greater levels of team work
32. Which of the following could be characterized as a development program?
- (A) A new employee learning to use a new machine at work
 - (B) A high-potential employee participating in a management program
 - (C) An existing employee being cross-trained within his/her job family
 - (D) An existing employee being asked to participate in a remediation program to decrease his/her error rate
33. Planning, organizing and controlling of procurement, development, compensation, integration of human resources to the end that objectives of individual, organisation and society are achieved given by :
- (A) Storey
 - (B) Filippo
 - (C) Vetter
 - (D) F.W.Taylor
34. Operative functions of HRM includes :
- (A) Procurement, development, compensation & motivation
 - (B) Maintenance
 - (C) Integration and emerging trends
 - (D) All of these
35. Which of the following statement is/are correct?
- (A) HRM treats employees as responsibility
 - (B) Under HRM employee is treated as an Assets
 - (C) PM treats employees as an Assets
 - (D) HRM lacks the organisation to achieve its goals

36. Performance development plan is set for the employee by his :
- (A) Employer
 - (B) Department Head
 - (C) Immediate boss
 - (D) None of these
37. The process of providing the trainees the information about their performance is :
- (A) Feedback
 - (B) Observation
 - (C) Suggestion
 - (D) Research
38. The test which compare employee performance with job requirements is :
- (A) Selection test
 - (B) Preference test
 - (C) Achievement test
 - (D) Simulation
39. Which of the following helps the employee to improve their efficiency?
- (A) Development
 - (B) Training
 - (C) Promotion
 - (D) Transfer
40. Dispute between employees at different levels in an organization is known as :
- (A) Horizontal conflict
 - (B) Overall conflict
 - (C) Vertical conflict
 - (D) Organizational conflict
41. A kind of future oriented training is :
- (A) Employee training
 - (B) Employee development
 - (C) Employability
 - (D) Employee potential
42. Picking up suitable candidates by rejecting the unsuitable is :
- (A) Recruitment
 - (B) Training
 - (C) Selection
 - (D) Development
43. Performance appraisal refers to _____ of an employee.
- (A) Training
 - (B) Placement
 - (C) Assessment
 - (D) Induction

44. Which of these is an off-the-job training method?
- (A) Simulation
 - (B) Job rotation
 - (C) Orientation training
 - (D) Coaching
45. Which of the following is a barrier while doing human resource planning?
- (A) HR information often is incompatible with the information used in strategy formulation
 - (B) Implementing human resource information system
 - (C) Managing inventories
 - (D) Supply forecast
46. The following is (are) concerned with developing a pool of candidates in line with the human resources plan :
- (A) Development
 - (B) Training
 - (C) Recruitment
 - (D) All of these
47. The primary goal of HRD is :
- (A) To increase productivity of workers and organisational profitability
 - (B) Improve workers' skill and enhance motivation, to prevent obsolescence at all levels
 - (C) Prevent obsolescence and increase organisational profitability only
 - (D) Both(A) and (B)
48. Discuss the roles of the HR Manager :
- (A) Administrator / evaluator / career development advisor / instructor or facilitator
 - (B) marketing programmes and services / instructor material producer
 - (C) Needs analyst /organisational changer / researcher + (A) above
 - (D) Both (B) and (C)
49. The main barriers of communications are :
- (A) Organisational + Semantic
 - (B) Personal + psychological + resistance to new ideas
 - (C) Both (A) and (B)
 - (D) Organisational / psychological
50. Manpower planning consists of :
- (A) Determining the jobs to be done / identifying the skills / estimating the exits likely / filling up the requirements
 - (B) Identifying the skills / filling up the requirements
 - (C) Estimating the turnover likely to happen in near future
 - (D) Determining the jobs to be done

SECTION-B : MARKETING THEORY AND PRACTICE

51. Marketing is defined as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Who defined this?
- (A) Steve Jobs
 - (B) Philip Kotler
 - (C) Peter Drucker
 - (D) Abraham Maslow
52. In the 4Ps of marketing, what does 'Place' refer to?
- (A) The location where the product is made
 - (B) The location where the product is bought
 - (C) The location where the product is used
 - (D) The location where the product is advertised
53. Which of the following is an example of a product line?
- (A) A single product offered by a company
 - (B) A group of related products offered by a company
 - (C) The various pricing options for a product
 - (D) The methods used to distribute a product
54. Which of the following is a key benefit of market research?
- (A) Reducing the cost of production
 - (B) Improving the quality of the product
 - (C) Identifying customer needs and wants
 - (D) Increasing employee motivation
55. Marketing is defined as the activity, set of institutions, and processes for :
- (A) Creating, communicating, delivering, and exchanging offerings that have value for customers
 - (B) Promoting the product
 - (C) Focusing on sales and profit
 - (D) All of the above
56. What is Marketing?
- (A) Selling products
 - (B) Advertising
 - (C) Creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large
 - (D) Market research
57. Revival plans to reintroduce the product in a more modified form are adopted in which stage of the product life cycle?
- (A) Introduction
 - (B) Maturity
 - (C) Growth
 - (D) Decline

58. Which of the following is an example of direct marketing?
- (A) TV advertisement
 - (B) Personal selling
 - (C) Email marketing
 - (D) Public relations
59. A marketing strategy that aims to attract new customers to existing products is known as:
- (A) Market development
 - (B) Product development
 - (C) Diversification
 - (D) Market penetration
60. What does CRM stand for in marketing?
- (A) Customer Resource Management
 - (B) Customer Relationship Management
 - (C) Customer Retention Management
 - (D) Customer Revenue Management
61. In the BCG matrix, which category represents products with high market share and high market growth?
- (A) Stars
 - (B) Cash Cows
 - (C) Question Marks
 - (D) Dogs
62. The practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations is called:
- (A) Global marketing
 - (B) Mass marketing
 - (C) Micromarketing
 - (D) Target marketing
63. What does the term 'positioning' refer to in marketing?
- (A) The place a product occupies in consumers' minds relative to competing products
 - (B) The distribution strategy of a product
 - (C) The pricing strategy of a product
 - (D) The promotion strategy of a product
64. 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
65. The term brand equity refers to:
- (A) The value attached to the brand
 - (B) The financial value of a company's brand
 - (C) Its level of popularity
 - (D) All of the above
66. Companies can create brand equity for their products by making them _____.
- (A) Memorable
 - (B) Easily recognizable
 - (C) Superior in quality
 - (D) All of the above
67. Which of the following is a type of segmentation that divides the market based on personality traits and lifestyles?
- (A) Geographic segmentation
 - (B) Demographic segmentation
 - (C) Psychographic segmentation
 - (D) Behavioural segmentation

68. The _____ is a tool for identifying ways to create more customer value.
- (A) Value chain
 - (B) Customer survey
 - (C) Brand loyalty index
 - (D) Promotion channel
69. The data that were collected for another purpose and already exist somewhere is called :
- (A) Primary data
 - (B) Secondary data
 - (C) Tertiary data
 - (D) Ordinate
70. The only revenue producing element in the marketing mix is :
- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
71. Which of the following is NOT part of the 4Ps of marketing?
- (A) Product
 - (B) Price
 - (C) People
 - (D) Place
72. The marketing concept holds that companies should :
- (A) Focus on making a profit
 - (B) Focus on production efficiency
 - (C) Satisfy customer needs and wants while meeting organizational goals
 - (D) Spend heavily on advertising
73. In the AMA's definition of marketing, the key term is :
- (A) Profit
 - (B) Value
 - (C) Sales
 - (D) Promotion
74. Which of the following is NOT an element of the marketing mix?
- (A) Distribution
 - (B) Product
 - (C) Target market
 - (D) Pricing
75. Customer cost will be considered as which of the following Ps of marketing mix?
- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
76. _____ is attaching a tag with a product that describes it.
- (A) Branding
 - (B) Packaging
 - (C) Labelling
 - (D) Grading

77. Which pricing strategy involves setting a high price initially and then lowering it over time?
- (A) Penetration pricing
 - (B) Economy pricing
 - (C) Skimming pricing
 - (D) Psychological pricing
78. What does the term 'brand loyalty' refer to?
- (A) High market share
 - (B) Repeat purchases by customers
 - (C) Low production costs
 - (D) High advertising spending
79. Which of the following is a feature of relationship marketing?
- (A) Focus on short-term sales
 - (B) Building long-term relationships with customers
 - (C) Emphasis on product features
 - (D) Using aggressive sales techniques
80. Which of the following is NOT a digital marketing tool?
- (A) Social media
 - (B) Email marketing
 - (C) Television commercials
 - (D) Search engine optimization
81. Which of the following is an example of primary data?
- (A) Surveys
 - (B) Websites
 - (C) Company reports
 - (D) Encyclopaedia
82. Which concept focuses on meeting the current needs of consumers and businesses while also preserving the ability of future generations to meet their needs?
- (A) Sustainable marketing
 - (B) Relationship marketing
 - (C) Direct marketing
 - (D) Digital marketing
83. In the context of marketing, what does "CLV" stand for?
- (A) Customer Lifetime Value
 - (B) Cost-Leadership Value
 - (C) Customer Loyalty Value.
 - (D) Consumer Length Value
84. In marketing, what does the acronym "USP" stand for?
- (A) Unique Selling Proposition
 - (B) Universal Sales Plan
 - (C) Ultimate Sales Point
 - (D) Uniform Selling Price
85. _____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.
- (A) The marketing information system
 - (B) Marketing intelligence
 - (C) Competitive intelligence
 - (D) Marketing research

86. Good marketing is no accident but a result of careful planning and:
- (A) Promotion
 - (B) Selling
 - (C) Policies
 - (D) Execution
87. The only revenue-producing element in the marketing mix is:
- (A) Product
 - (B) Price
 - (C) Place
 - (D) Promotion
88. Marketing segmentation is useful for:
- (A) Identifying prospects
 - (B) Understanding customer tastes and preferences
 - (C) Targeting current clients
 - (D) All of the above
89. Who coined the term "marketing myopia"?
- (A) Philip Kotler
 - (B) Theodore Levitt
 - (C) Peter Drucker
 - (D) Michael Porter
90. The concept which suggests that 'businesses will do better if they concentrate on meeting the needs of the customers rather than on selling products' is called :
- (A) Marketing myopia
 - (B) Brainstorming
 - (C) Buzz marketing
 - (D) Customer delight
91. The term 'B2B' stands for :
- (A) Business-to-Business
 - (B) Business-to-Brand
 - (C) Brand-to-Business
 - (D) Business-to-Buyer
92. Which of the following strategies focuses on offering unique product features that are valued by customers?
- (A) Cost leadership
 - (B) Differentiation
 - (C) Focus
 - (D) Diversification
93. A strategy that involves adjusting one or more elements of the marketing mix to meet consumer demands is called:
- (A) Customization
 - (B) Differentiation
 - (C) Standardization
 - (D) Market adaptation

94. A type of marketing that uses digital technologies, such as the internet, mobile phones, and other digital media, to reach and engage consumers is known as:
- (A) Traditional marketing
 - (B) Direct marketing
 - (C) Digital marketing
 - (D) Content marketing
95. The use of short-term incentives to encourage the purchase or sale of a product or service is known as:
- (A) Advertising
 - (B) Public relations
 - (C) Sales promotion
 - (D) Personal selling
96. A strategy that aims to increase market share within existing markets using existing products is called:
- (A) Market penetration
 - (B) Market development
 - (C) Product development
 - (D) Diversification
97. Marketers are most interested in consumers':
- (A) Gross income
 - (B) Disposable income
 - (C) Inflationary income
 - (D) Discretionary income
98. Positioning by emphasizing the special attributes and benefits of a product is known as :
- (A) Positioning by brand endorsement
 - (B) Positioning by use, occasion, and time
 - (C) Positioning by corporate identity
 - (D) Positioning by product attributes & benefits
99. Which one of the following sets represents the 4C's of the marketing mix?
- (A) Customer solution, cost, convenience, communication
 - (B) Customer, cost, convenience, comfort
 - (C) Convenience, communication, coverage, cost
 - (D) Cost, coverage, communication, consultancy
100. Early adopters tend to :
- (A) Buy new products first and influence others
 - (B) Avoid new products
 - (C) Buy only tried and tested products
 - (D) Be from upper income classes

Rough Work / रफ कार्य

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.

Impt. 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.

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 ओ०एम०आर० 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. ओ०एम०आर० 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: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरिज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।