

Roll No.-----

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

463299

O.M.R. Serial No.

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BBA (Second Semester) Examination, 2024-25
(NEP)

F010202T – A : HUMAN RESOURCE DEVELOPMENT

F010202T – B : MARKETING THEORY AND PRACTICES

K-721

Paper Code						
F	0	1	0	2	0	T

(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका सीरीज
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 गए हों या प्रश्न एक से अधिक बार छप गए हो या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

SECTION-A : HUMAN RESOURCE DEVELOPMENT

1. "He is not formally dressed up in the office. He may be casual at work too!". This is an example of _____ bias in Performance Appraisal.
 - (A) Halo effect
 - (B) Central Tendency
 - (C) Horn effect
 - (D) Stereo Typing
2. "If a worker has few absences, his supervisor might give him a high rating in all other areas of work" this is an example of _____ bias in Performance Appraisal:
 - (A) Halo effect
 - (B) Central Tendency
 - (C) Personal Biases
 - (D) Stereo Typing
3. Which of the following is not a Performance Appraisal Biases?
 - (A) Halo effect
 - (B) Central Tendency
 - (C) Personal Biases
 - (D) Wrong survey
4. _____ method is used to have a detailed evaluation of an employee from all the perspectives.
 - (A) BARS
 - (B) Assessment Center
 - (C) MBO
 - (D) 360-degree Performance Appraisal
5. _____ is an entire exercise done under the trainer who observes the employee behavior and then discusses it with the rater who finally evaluates the employee's performance.
 - (A) Comparison method
 - (B) BARS
 - (C) Assessment Center
 - (D) 360 degrees

6. The purpose of Job Evaluation is to determine.
- (A) Worth of a job in relation to other jobs
 - (B) Time duration of a job
 - (C) Expenses incurred to make a job
 - (D) None of the above
7. Performance development plan is set for the employee by:
- (A) Employer
 - (B) Department Head
 - (C) Immediate boss
 - (D) Any of the above
8. Compensation is a systematic approach to providing monetary value to employees in exchange for _____ :
- (A) Skills
 - (B) Knowledge
 - (C) Work performed
 - (D) Damages held
9. The following factor would be relatively low if supply of labour is higher than demand.
- (A) Production
 - (B) Labour cost
 - (C) Wage
 - (D) All of the above
10. The _____ programme once installed must be continued on a long-term basis.
- (A) Job evaluation
 - (B) Training & Development
 - (C) Recruitment
 - (D) All of the above

11. Which of the following is an OJT method?
- (A) Apprenticeship training
 - (B) Vestibule training
 - (C) Committee assignments
 - (D) Classroom training
12. Remuneration includes:
- (A) Gifts
 - (B) Transfers
 - (C) Training
 - (D) Bonus
13. Attracting, motivating and retaining are the functions of:
- (A) Training
 - (B) Performance Appraisal
 - (C) T&D
 - (D) Compensation
14. Intrinsic Rewards exclude:
- (A) Stock Options
 - (B) Participation in decision making
 - (C) More Responsibility
 - (D) Interesting work
15. Which of the following is not a method of on-the-job training?
- (A) Supervision
 - (B) Job instruction
 - (C) Role play
 - (D) Job rotation

16. Which of the following is a Quantitative method of Job Evaluation?
- (A) Job Comparison
 - (B) Job Classification
 - (C) Factor Comparison
 - (D) None of the above
17. Job Evaluation helps in assessing
- (A) Number of employees to be hired
 - (B) Relative value of various jobs
 - (C) Performance
 - (D) Safety
18. Career planning involves determination of path of movement of an individual over-time :
- (A) Lateral
 - (B) Upward
 - (C) Downward
 - (D) Stationary
19. _____ may be defined as sequence of separate, but related work activities providing for continuity, order and meaning in a person's life.
- (A) Occupation
 - (B) Job
 - (C) Career
 - (D) Task
20. Which of the following comprise the compensation function of HRM?
- (A) Job evaluation
 - (B) Wage and salary Administration
 - (C) Bonus
 - (D) All of the above

21. Which of the following is a stated outcome of 'Job Analysis'?
- (A) Job description
 - (B) Job specification
 - (C) Job evaluation
 - (D) All of the given options
22. The use of process criteria in job selection means that the individual is being assessed on_____.
- (A) The number of tasks they can process simultaneously
 - (B) A methodological approach to task completion
 - (C) How many tasks can be processed in a set amount of time
 - (D) The right way to complete a task successfully
23. Intelligence and memory of a person constitute_____ characteristics:
- (A) Psychological
 - (B) Physical
 - (C) Mental
 - (D) Personal
24. That which adds more of the same type of duties requiring same skills is:
- (A) Job progression
 - (B) Job enrichment
 - (C) Job enlargement
 - (D) Job relatedness
25. _____ is a selection test which judges the emotional ability which will help to judge work in group.
- (A) Personality test
 - (B) Intelligence Test
 - (C) Mental Ability Test
 - (D) None of the above

26. _____ is the application form to be filled by the candidate when he goes for recruitment process in the organization.
- (A) Job application
 - (B) Formal application
 - (C) Application blank
 - (D) None of the above
27. Method of data collection to back up a forecast of personnel needs ____.
- (A) Intrusion Prevention System (IPS)
 - (B) Intrusion Detection Prevention System (IDPS)
 - (C) Patent Electronic System Verification (PAIR)
 - (D) Human Resource Information System (HRIS)
28. Statement describing the values, objectives and goal of HR department is called ____.
- (A) HR vision
 - (B) HR strategy
 - (C) HR mission
 - (D) HR design
29. Forecast requirements, besides demand, essentially take into account.
- (A) Processes
 - (B) Consumers
 - (C) Supply of labor
 - (D) Products
30. Which of the following is not involved in manpower planning?
- (A) Analysis of requirements
 - (B) Intuitive judgment
 - (C) Forecast
 - (D) Course of action

31. Reasonable balance between demand and supply of labor is necessary in:
- (A) Manpower planning
 - (B) Job Description
 - (C) Recruitment
 - (D) Job Analysis
32. Why is job analysis so infused with organizational politics? Is it:
- (A) The process which could lead to contraction of employees in a department and there for diminishing its power base.
 - (B) A result of interdepartmental rivalry.
 - (C) Because it is not an objective activity.
 - (D) The process through which companies try to shed labour.
33. Job Analysis process is:
- (A) Mostly informal
 - (B) Specialized
 - (C) Highly formal
 - (D) Mostly technical
34. Which activities are not associated with human resource planning?
- (A) Forward planning
 - (B) Scenario planning
 - (C) Time keeping
 - (D) Succession planning
35. How often HR planning process is implemented within an organization?
- (A) Continuously
 - (B) Annually
 - (C) Bi-annually
 - (D) Quarterly

36. HR managers are generally the _____ managers:
- (A) Line
 - (B) Middle
 - (C) Staff
 - (D) Top
37. Employees given authority to make decisions and take actions become:
- (A) Satisfied
 - (B) Empowered
 - (C) Managers
 - (D) Committed
38. Several ways in which HR activities can be done or practiced may be termed as:
- (A) HR Practices
 - (B) HR Planning
 - (C) HR Department
 - (D) HR Roles
39. Which of the following Procurement function of HRM?
- (A) Job analysis
 - (B) HRP
 - (C) Placement
 - (D) All of the above
40. _____ is any process that provides greater authority the sharing of relevant information and the provision of control over factors affecting job performance.
- (A) Collective Bargaining
 - (B) Empowerment
 - (C) Participation
 - (D) None of the above

41. Which of the following is/are the development function of HRM?
- (A) Training and Executive Development
 - (B) Career Planning & Development
 - (C) Performance and Potential Appraisal
 - (D) All of the above
42. _____ employees make companies more competitive.
- (A) Motivated
 - (B) Empowered
 - (C) Qualified
 - (D) Skilled
43. The _____ approach is based on the belief that employees have certain inalienable rights as human beings and it's the duty of the employer to protect these rights.
- (A) Paternalistic
 - (B) Behavioral
 - (C) Humanitarian
 - (D) None of the above
44. Which one is the first step in any human resource program?
- (A) Selection
 - (B) Planning
 - (C) Training
 - (D) Appraising
45. A statement about the values of employees to the firm that in turn shapes HR policy contents is called:
- (A) HR programs
 - (B) HR strategy
 - (C) HR philosophy
 - (D) HR function

46. HRM function does not involve:
- (A) Recruitment
 - (B) Selection
 - (C) Cost Control
 - (D) Training
47. 1970s represent the evolution of new discipline under the name of_____.
- (A) Personnel management
 - (B) HRM
 - (C) Industrial sociology
 - (D) Organizational sociology
48. Who takes an active role on HRM?
- (A) CEOs
 - (B) Employees
 - (C) HR Staff
 - (D) Senior Manager
49. The difference between HRM and Personnel Management is:
- (A) Insignificant
 - (B) Marginal
 - (C) Narrow
 - (D) Wide
50. HRM aims to maximize employees' as well as organizations'.
- (A) Effectiveness
 - (B) Economy
 - (C) Efficiency
 - (D) Performance

SECTION-B : MARKETING THEORY AND PRACTICES

51. Which of the following is an example of a marketing strategy?
- (A) Conducting a survey to understand consumer preferences
 - (B) Launching a new product in the market
 - (C) Setting a specific price for a new product
 - (D) Developing a plan to expand into international markets
52. What does the AIDA model stand for?
- (A) Attention, Interest, Desire, Action
 - (B) Analysis, Interest, Decision, Action
 - (C) Awareness, Interest, Desire, Action
 - (D) Attention, Interaction, Decision, Action
53. In which of the following cases would a company most likely use a penetration pricing strategy?
- (A) When a company wants to maximize revenue from early adopters
 - (B) When a company enters a competitive market with a low price to capture market share
 - (C) When a company aims to position its product as a premium offering
 - (D) When a company is releasing a unique and highly specialized product
54. Which of the following best describes the Boston Consulting Group (BCG) Matrix?
- (A) A tool used to analyze a company's product portfolio based on market growth and market share
 - (B) A method for forecasting future demand
 - (C) A strategy to increase brand awareness
 - (D) A model for pricing products
55. Which of the following is the best definition of brand positioning?
- (A) The way a product is priced in relation to competitors
 - (B) The target market's perception of a brand in comparison to its competitors
 - (C) The amount of advertising spent to promote a brand
 - (D) The physical location of a product in a retail store

56. Which of the following is an example of relationship selling?
- (A) A sales representative selling one-time products to customers
 - (B) A customer service representative providing excellent service to maintain customer loyalty
 - (C) A company offering deep discounts on products to increase sales
 - (D) A sales representative making cold calls to new prospects
57. What is the primary goal of guerrilla marketing?
- (A) To more money than competitors
 - (B) To shock or confuse customers
 - (C) To reach customers through traditional media
 - (D) To achieve maximum impact with minimal investment
58. What is the primary objective of advertising?
- (A) To create awareness of a product or service
 - (B) To reduce product cost
 - (C) To increase product availability
 - ~~(D) To persuade customers to buy more~~
59. Which of the following is an example of psychological pricing?
- (A) Offering discounts on bulk purchases
 - (B) Pricing a product at ₹999 instead of ₹1000
 - (C) Offering a payment plan for high-priced products
 - (D) Setting a price based on competitors prices
60. Which of the following is NOT a component of the marketing mix (4Ps)?
- (A) Product
 - (B) Price
 - (C) Place
 - (D) People

61. Which of the following is an example of a niche market?
- (A) A company targeting young adults for a new smartphone
 - (B) A car manufacturer targeting all types of consumers
 - (C) A brand selling eco-friendly and sustainable products to environmentally conscious consumers
 - (D) A fast-food restaurant targeting all income groups
62. Which of the following is a disadvantage of personal selling as a promotional tool?
- (A) It is a very cost-effective way to reach large audiences.
 - (B) It allows for personalized communication with customers.
 - (C) It is time-consuming and expensive.
 - (D) It can create immediate customer loyalty.
63. Which of the following refers to the perceived value of a product?
- (A) The actual cost of production
 - (B) The subjective worth a customer places on a product
 - (C) The market price of the product
 - (D) The physical features of the product
64. Which of the following is NOT a marketing channel for distributing products?
- (A) Manufacturer
 - (B) Retailer
 - (C) Wholesaler
 - (D) Agent
65. Which of the following is a method used for primary research?
- (A) Conducting surveys and interviews
 - (B) Analyzing census data
 - (C) Reviewing company reports
 - (D) Using publicly available market research reports

66. What is the term for a company's strategy of adapting its marketing mix to the needs of individual customers or small groups of customers?
- (A) Micromarketing
 - (B) Target marketing
 - (C) Mass marketing
 - (D) Differentiated marketing
67. Which is the correct order for the stages in the consumer decision-making process?
- (A) Need recognition, Information search, Evaluation of alternatives, Purchase, Post-purchase behaviour
 - (B) Need recognition, Evaluation of alternatives, Information search, Purchase, Post-purchase behaviour
 - (C) Information search, Need recognition, Evaluation of alternatives, Purchase, Post-purchase behaviour
 - (D) Purchase, Need recognition, Information search, Evaluation of alternatives, Post-purchase behaviour
68. Which of the following is NOT a characteristic of services?
- (A) Intangibility
 - (B) Inseparability
 - (C) Variability
 - (D) Durability
69. What is brand equity?
- (A) The cost of producing a brand
 - (B) The value that a brand adds to a product
 - (C) The market share of a brand
 - (D) The popularity of a brand on social media
70. Which type of marketing research involves gathering data from people, usually through surveys or interviews?
- (A) Secondary research
 - (B) Primary research
 - (C) Qualitative research
 - (D) Observational research

71. Which of the following pricing strategies involves setting a high initial price to recover costs quickly and gain maximum profits before competition enters the market?
- (A) Penetration pricing
 - (B) Skimming pricing
 - (C) Cost-plus pricing
 - (D) Value-based pricing
72. Which of the following is NOT a factor affecting consumer buying behaviour?
- (A) Personal factors
 - (B) Psychological factors
 - (C) Technological factors
 - (D) Social factors
73. The main goal of relationship marketing is to:
- (A) Maximize product variety
 - (B) Increase short-term sales
 - (C) Build long-term relationships with customers
 - (D) Reduce production costs
74. What is the first step in the marketing research process?
- (A) Data collection
 - (B) Problem definition
 - (C) Data analysis
 - (D) Report preparation
75. Which of the following is an example of market penetration pricing?
- (A) A company prices a new product low to attract customers and then raises the price gradually.
 - (B) A company prices a product based on the perceived value to customers.
 - (C) A company sets a high initial price to skim maximum revenue.
 - (D) A company offers the product at a very low price to gain market share.

76. Which stage of the Product Life Cycle is characterized by a decline in sales and profits?
- (A) Introduction
 - (B) Growth
 - (C) Maturity
 - (D) Decline
77. Which promotional tool offers incentives to customers or intermediaries to encourage the purchase of a product?
- (A) Public relations
 - (B) Sales promotion
 - (C) Advertising
 - (D) Direct marketing
78. Which distribution strategy involves the use of a few select intermediaries?
- (A) Intensive distribution
 - (B) Selective distribution
 - (C) Exclusive distribution
 - (D) Direct distribution
79. A company's total marketing communications mix includes all the following EXCEPT:
- (A) Direct marketing
 - (B) Personal selling
 - (C) Advertising
 - (D) Competitor analysis
80. Which of the following is an example of a non-store retailing method?
- (A) Supermarket
 - (B) Online retailing
 - (C) Specialty store
 - (D) Department store

81. Philip Kotler is best known as the:
- (A) Father of Modern Marketing
 - (B) Father of Advertising
 - (C) Father of Consumerism
 - (D) Founder of Market Research
82. The concept where marketing begins and ends with the customer is called:
- (A) Marketing concept
 - (B) Production concept
 - (C) Selling concept
 - (D) Product concept
83. Which pricing method is based on what the customer is willing to pay?
- (A) Value-based pricing
 - (B) Skimming pricing
 - (C) Cost-based pricing
 - (D) Penetration pricing
84. Goods that are bought frequently, immediately, and with minimal comparison are known as:
- (A) Shopping goods
 - (B) Convenience goods
 - (C) Specialty goods
 - (D) Unsought goods
85. 'Societal Marketing Concept' emphasizes:
- (A) Only profitability
 - (B) Short-term satisfaction
 - (C) Customer and societal well-being
 - (D) Product availability

86. Which of the following reflects how customers perceive a product or brand?
- (A) Brand extension
 - (B) Positioning
 - (C) Marketing mix
 - (D) Differentiation
87. The strategy of launching a new brand for a new product category is called:
- (A) Line extension
 - (B) Brand extension
 - (C) Multibranding
 - (D) New brand strategy
88. Which of the following is NOT part of the original 4 Ps of the marketing mix?
- (A) Product
 - (B) Pricing
 - (C) Packaging
 - (D) Promotion
89. Which type of marketing targets a very small and specialized market segment?
- (A) Local marketing
 - (B) Mass marketing
 - (C) Niche marketing
 - (D) Segment marketing
90. Which pricing strategy involves combining several products at a reduced price?
- (A) Captive pricing
 - (B) Product bundle pricing
 - (C) Optional pricing
 - (D) Skimming pricing

91. What do we call the total number of items a company carries within its product lines?
- (A) Width
 - (B) Depth
 - (C) Length
 - (D) Consistency
92. What is the key characteristic of 'services' that distinguishes them from goods?
- (A) Durability
 - (B) Inseparability
 - (C) Profitability
 - (D) Price sensitivity
93. What is the term for a new product category introduced under an existing brand name?
- (A) Product extension
 - (B) Line extension
 - (C) Brand extension
 - (D) Multibranding
94. The tool used to analyze the stages of consumer decision-making includes all EXCEPT:
- (A) Need recognition
 - (B) Evaluation of alternatives
 - (C) Brand extension
 - (D) Purchase decision
95. Which term refers to a group that has a direct or indirect influence on a person's attitude or behaviour?
- (A) Family
 - (B) Reference group
 - (C) Peer group
 - (D) Culture

96. In which stage of the Product Life Cycle are profits highest?
- (A) Introduction
 - (B) Growth
 - (C) Decline
 - (D) Maturity
97. Which promotional mix element involves personal interaction between a company's sales force and potential customers?
- (A) Sales promotion
 - (B) Public relations
 - (C) Advertising
 - (D) Personal selling
98. The process of distinguishing a product or offering from others in the market is called:
- (A) Market targeting
 - (B) Segmentation
 - (C) Differentiation
 - (D) Penetration
99. The process of evaluating each market segment's attractiveness and selecting one or more segments to enter is called:
- (A) Market segmentation
 - (B) Targeting
 - (C) Positioning
 - (D) Differentiation
100. Which of the following is an example of a psychographic segmentation variable?
- (A) Personality
 - (B) Income
 - (C) Age
 - (D) Gender

4. Four alternative answers are mentioned for each question as – A, B, C & D in the question 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)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

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 and 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.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर— A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से एक सही उत्तर छोटना है। उत्तर को OMR आन्सर-शीट 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)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उत्तर निरस्त कर दिया जाएगा।

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 के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, 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 प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।