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GURUDAS COLLEGE

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Date: 26.11.2020

INTERNAL EXAMINATION - 2020
B.COM SEMESTER-II (HONOURS & GENERAL)
Marketing Management & Human Resource Management
Paper: CC2.2Chg

Full Marks:50

Time:1hr 30mins

Attempt all questions: (10×5=50)

1. The third 'P' in Marketing Mix stands for _____. (5)
 - a) Product
 - b) Place
 - c) Price
 - d) Promotion

2. The constant up gradation and changes in products is due to the _____environment of marketing. (5)
 - a) Demographic
 - b) Social
 - c) Technological
 - d) Legal

3. The functions of warehousing & transport fall within which element of Marketing Mix? (5)
 - a) Product
 - b) Price
 - c) Place
 - d) Promotion

4. The modern concept of marketing is _____. (5)
 - a) Sales oriented
 - b) Customer oriented
 - c) Product oriented
 - d) None of the above

5. The concept of “Marketing Mix” was coined by _____. (5)
- a) Philip Kotler
 - b) E.J. McCarthy
 - c) N.H. Borden
 - d) None of the above
6. SHRM stands for _____. (5)
- a) Simple Human Resource Management
 - b) Stratified Human Resource Management
 - c) Strategic Human Resource Management
 - d) Short-term Human Resource Management
7. Which of the following is not a function of Human Resource Management?
- a) Recruitment
 - b) Financial Planning
 - c) Selection
 - d) Compensation
8. Human Resource Planning helps in _____. (5)
- a) Getting suitable workers
 - b) Meeting the manpower requirements on time
 - c) Avoid the loss due to shortage of manpower
 - d) All of the above
9. The method of getting some of the activities of the company done by outside service agencies is known as _____. (5)
- a) Outsourcing
 - b) Franchising
 - c) Licensing
 - d) None of the above
10. I). Walk in Interview is a/an _____ source of recruitment. (3)
- a) Internal
 - b) External
 - c) Private
 - d) None of the above
- II). Selection is a _____ process. (2)
- a) Positive
 - b) Negative
 - c) Sometimes positive and sometimes negative
 - d) None of the above