



Phone:2370-3841&2353-6653
E-mail:principal@gurudacollege.edu.in

GURUDAS COLLEGE

(GOVT.SPONSORED)

1/1 SUREN SARKAR ROAD, NARIKELDANGA, KOLKATA-700 054

Date: 22.07.2021

B.Com Semester-II (Honours & General)

Internal Assessment - 2021

Subject: Marketing Management & Human Resource Management

Subject Code: CC2.2Chg

Time: (01:00pm – 02:00pm)

Full Marks: 10

Attempt all questions (5x2=10 marks):-

1. The constant up gradation and changes in products is due to the _____environment of marketing.
 - a) Demographic
 - b) Social
 - c) Technological
 - d) Legal
2. The modern concept of marketing is _____.
 - a) Sales oriented
 - b) Customer oriented
 - c) Product oriented
 - d) None of the above
3. The elements of brand and packaging fall within which element of 'Marketing Mix'?
 - a) Product
 - b) Price
 - c) Promotion
 - d) Place
4. SHRM stands for_____.
 - a) Simple Human Resource Management
 - b) Stratified Human Resource Management
 - c) Strategic Human Resource Management
 - d) Short-term Human Resource Management
5. Which one of the following is not a function of Human Resource Management?
 - a) Recruitment
 - b) Accounting
 - c) Selection
 - d) Compensation