

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

UG DEPARTMENT OF COMPUTER APPLICATIONS

18UBC2A2 - MARKETING & HR MANAGEMENT

Unit-I

1. The word market is derived from _____
a) English b) Latin c) German d) Portugese
2. _____ is irregular in nature
a) Sales promotion b) Discount coupon c) Media planning d) Trade promotion
3. Management is _____
a) A science b) An art c) Both d) None of the above
4. _____ gets things done through other people
a) Manager b) People c) Management d) Marketing
5. _____ is an art of getting things done through others
a) Management b) Marketing c) People d) Objectives
6. Ability to solve problems in ways that will benefit the enterprise is _____ skills
a) Conceptual b) Human c) Technical d) Design
7. Management is a _____ process
a) Continuous b) Ongoing c) Dynamic d) All the above
8. _____ is a part of management
a) Administration b) Marketing c) Supervisor d) Production manager
9. Pathologist analysing a blood sample is an example of _____
a) Human b) Conceptual c) Diagnostic d) Technical

10. _____ management involves specific method of determination of facts through observation.
a) Relative b) Scientific c) Administrative d) Conceptual

Unit-II

11. _____ is the coordination of marketing activities which includes publicity, sales promotion.

a) Promotion mix b) Products c) Advertising d) Direct marketing

12. Promotion mix is an allocation of resource among _____ primary elements

a) 6 b) 5 c) 4 d) None of these

13. _____ and publicity are more suitable for the consumer goods

a) Market b) Product c) Advertising d) Customer

14. _____ plays an important role in deciding on promotion mix

a) Type of product b) Use of product c) Complexity of product d) Type of market

15. Product passes through _____ stages of its life cycle

a) 1 b) 2 c) 3 d) 4

16. The print media advertising is _____

a) Radio b) News paper c) Catalogues d) Railway

17. In advertisement, companies spend _____ percentage of sales on advertising

a) Large b) Half c) Small d) Medium

18. Which of these does a customer need not know about a product?

a) About the product b) Age of seller
c) Advantages of the product d) Value for money.

19. _____ involves huge amount of money

a) Marketing b) Management c) Advertising d) Media

20. Which of these is not a characteristic of an advertisement?

a) Inspire a customer
b) Arouse a desire

- c) Discourage the buyer
- d) Convince the buyer

Unit-III

21. _____ is the art of getting things done through others.
- a) Management b) Decision Making c) Leadership d) Team Building
22. _____ is the most basic or primary function of management.
- a) Controlling b) Planning c) Staffing d) Directing
23. Managerial functions are _____ in nature.
- a) Iterative b) Social c) Composite d) All the above
24. _____ skills comprise the ability to see the whole organisation and the interrelationships between its parts.
- a) Technical skills b) Human Skills c) Conceptual skills d) Diagnostic skills
25. _____ skills consist of the ability to work effectively with other people.
- a) Technical skills b) Human Skills c) Conceptual skills d) Diagnostic skills
26. Low energy and low focus are the qualities of _____ managers.
- a) disengaged b) procrastinate c) purposeful d) distracted
27. _____ management comprises departmental or divisional heads.
- a) Top b) Upper Middle c) Supervisory d) Middle
28. In _____ role a manager performs symbolic duties required by the status of his office.
- a) Leader b) Figurehead c) Monitor d) Negotiator
29. _____ management involves planning, organising, directing and controlling the procurement.
- a) Personnel b) Marketing c) Production d) Financial
30. Employers expect their managers to _____ new employees.
- a) interview b) hire c) train d) All

Unit-IV

31. _____ is both a philosophy and a technique of management

- a) Management principles b) Management process
- c) Management by objectives d) Managerial functions

32. Management by objectives is intended primarily to enhance communication between _____

- a) Supervisor and superiors b) Superiors and subordinates
- c) Subordinates and manager d) Supervisors and management

33. Decision making is a _____ process

- a) Goal-oriented b) Management oriented c) Managers oriented d) Performance oriented

34. _____ specifies the level of profit.

- a) Productivity b) workers performance c) Innovation d) profitability

35. In _____ alternatives are evaluated in terms of cost and benefits

- a) Cost effectiveness analysis b) Key factor analysis
- c) Differential approach d) Marginal approach

36. Creativity is a complex process consisting of _____ steps

- a) Five b) Four c) Six d) Three

37. Attribute listing was developed by _____

- a) Robert Crawford b) George Odiorina c) George Washington d) Lea Lacocca

38. Decision makers using _____ style focus on the long term and seek creativity solution

- a) Behavioural style b) Directive style c) Analytical style d) Conceptual style

39. _____ experiment and model are the main bases of decision making

- a) Experiences b) Preparation c) Illumination d) Verification

40. In _____ a sense of timing is necessary to make good decisions

- a) Communication b) Follow through c) Proper timing d) Decision making

Unit-V

41. The success of the business enterprise is also dependent on _____

- a) Leader b) Manager c) Worker d) Client

42. Autocratic leadership style may be _____

- a) Appropriate b) Constant c) Change d) Stable

43. According to Rensis likert, leaders act as _____ between the work group and forces outside it.

- a) Friend b) Linking pins c) Moderator d) Intermediate

44. Autocratic leadership style permits _____

- a) Delay decision making b) Quick decision making
c) Time decision making d) Slow decision making

45. Who does not get a guidance and support of the leader?

- a) Superior b) Subordinates c) Group people d) Clients

46. Free-rein leader avoids _____ and relinquishes the leadership position.

- a) Ability b) Authority c) power d) disability

47. Systematic appraisal reveals deficiency and weakness of _____

- a) groups b) individuals c) management d) organisation

48. Performance Appraisal is also known as _____

- a) Judging b) Ranking Method c) Merit Rating d) Paired Comparison Method

49. Managerial appraisal should measure _____

- a) performance in accomplishing goals b) performance as a manager
c) both a and b d) labor productivity indices

50. The leader has minimum concern for both

- a) production and people b) production and management
c) cost and productivity d) cost and productivity

ANSWER KEY:

- 1) B 2) A 3) C 4)A 5)A 6)C 7)B 8)A 9)D 10)B
11)A 12)B 13)C 14)A 15)D 16)B 17)C 18)B 19)C 20)A
21)A 22)B 23)D 24)C 25)B 26)B 27)B 28)B 29)B 30)D
31)C 32)B 33)A 34)D 35)A 36)B 37)A 38)D 39)A 40)C
41)A 42)A 43)B 44)B 45)B 46)C 47)B 48)C 49)C 50)A

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18UBC2A2 – Marketing And HR Management

K3-Level Questions

1. Examine the functional areas of management. (K3)
2. Analyze the description of management functions. (K3)
3. List the types of decision making. (K3)
4. Discuss the Contingency theory with example. (K3)
5. List out the main pillars or elements of classical organization theory. (K3)
6. Discover the Line – Staff conflict categories. (K3)
7. List out any four methods in Trait based Appraisal. (K3)
8. Analyze the methods of human resource valuation. (K3)
9. Examine the significance and obstacles of appraisal. (K3)
10. Inspect the various process and concept of team building. (K3)
11. Analyze the scope of marketing. (K3)
12. List any five products with caption and discuss how a company should market their product. (K3)
13. Compare the benefits of brand for the consumer and for the firm. (K3)
14. List out the importance and functions of advertising. (K3)
15. Examine the usage of advertising agencies. (K3)
16. List out the elements of promotion included in companies. (K3)
17. Analyze the scope of management. (K3)
18. List out the various types of staff and explain. (K3)
19. Compare the Line and Staff Authority Relationship. (K3)
20. Discuss the benefits and problems of HRA. (K3)

K4-Level Questions.

1. List out the stages in product life cycle and explain. (K4)
2. Analyze the core concepts of marketing. (K4)
3. Analyze the factors influencing Promotion-Mix in detail. (K4)
4. List out the various roles played by an advertising agency and elaborate. (K4)
5. Analyze the importance of Media Selection in advertising. (K4)
6. Distinguish between management and administration. (K4)
7. List the various features of management. (K4)
8. Categorize the various companies available in market with it's name and caption. (K4)
10. Examine how a manager plays an important role in marketing. (K4)
11. Conclude the fundamentals and importance of management. (K4)
12. List out the various managerial functions and levels. (K4)
13. Simplify the role of decision making in management. (K4)
14. Survey on the importance of Line and Staff functions in a management. (K4)
15. Examine the leadership styles and its types. (K4)
16. List out the four broad categories of Systems Organisation theory. (K4)
17. Analyze the Principles of Management. (K4)
18. Explain in detail about bases and approaches of decision making. (K4)
19. Discover the advantages and limitations of Management by Objectives. (K4)
20. Evaluate the Human Resource Accounting in detail. (K5)