



Biyani Girls College
I Internal Examination 2019-20
B.COM. - P&H (III Year)
Subject- Functional Management

Time: 1.30 Hrs.

Set: A

MM: 40

[I] Multiple Choice Questions

(10*1=10)

- 1) Human resource management is
 - a) A staff function
 - b) Align function
 - c) A staff function, align function and accounting function
 - d) All of the above
- 2) Finding ways to reduce..... is a key responsibility of management
 - a) Dissatisfaction
 - b) Uncertainty
 - c) Stress
 - d) None of the above
- 3) is the process of forecasting and organizations future demand for and supply of , the right type of people in the right number
 - a) Human resource planning
 - b) Recruitment
 - c) Human resource management
 - d) Human capital management
- 4) Human resource planning facilitates international expansion strategies ..
 - a) True
 - b) False
- 5) The recruitment and selection process aimed at right kind of people
 - a) At right place
 - b) At right time
 - c) To do right things
 - d) All of the above
- 6) Recruitment or man power selection process is the first step in the employment of
 - a) Labour
 - b) Management
 - c) Both a and b
 - d) None of the above
- 7) The following are the benefits of training
 - a) Increase productivity
 - b) Reduced accidents
 - c) Reduced supervision
 - d) All of the above
- 8) The following training aims to provide broad training to enable the trainee to take up a wide variety of tasks within his field of specialization
 - a) Demonstration
 - b) On the job training
 - c) Apprenticeship
 - d) All of the above
- 9) Term job enlargement means
 - a) Redesigning jobs for workers
 - b) Assigning additional activities for workers
 - c) Moving workers from one job to the other
 - d) None of above
- 10) Relationships section of job description defines whom would you
 - a) Supervise
 - b) Report to
 - c) Work with
 - d) All of above

[II] Long type Questions:

(10*3=30)

- 1) What is management development .Explain different methods and techniques of management development.
- 2) What is performance appraisal. Explain its process in detail.
- 3) What is marketing. Explain its functions in detail.



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[I] Multiple Choice Questions

(10*1=10)

- 1) In an organization initiating career planning, the career path model would essentially form the basis for:
a) Placement
b) Transfer
c) Rotation
d) All of the above
- 2) Performance development plan is set for the employee by his immediate boss
a) Employer
b) Department head
c) Immediate boss
d) Any of the above
- 3) The..... programme once installed must be continued on a permanent basis
a) Job evaluation
b) Training and development
c) Recruitment
d) All of the above
- 4) The basic managerial skills are:
a) To supervise
b) To stimulate
c) To motivate
d) All of the above
- 5) The extended Ps of service marketing mix is
a) People, product, place
b) Price, physical evidence,
promotion
c) Physical evidence, process, people
d) Product, process, physical
environment
- 6) What is the basic property of a service which makes it different from a product
a) Shape
b) Sixe
c) Very expensive
d) Intangibility
- 7) Which one of the following phrases reflects the marketing concept
a) The supplier is a king in the market
b) Marketing should be viewed as hunting not gardening
c) This is what I make, won't you please buy it
d) That is what I want , won't you please make it
- 8) Customers evaluations of the difference between all the benefits and all the costs of a marketing offer relative to those competing offers refers to which of the following options
a) Customer perceived value
b) Marketing myopia
c) Customer relationship management
d) Customer satisfaction
- 9) The solution to price competition is to develop a differentiated
a) Product, price and promotion
b) Offer, delivery and image
c) Package and label
d) International website
- 10) Which of the following is not one of the four philosophies of marketing
a) Production orientation
b) Social marketing orientation
c) Sales orientation
d) Promotion orientation

[II] Long type Questions:

(10*3=30)

- 1) What is human resource planning? Explain its techniques and approaches in detail.
- 2) Define recruitment. Explain different sources of recruitment.
- 3) What is human resource management .Explain its need and role of human resource manager.