



Question Bank For PG Course

Commerce

12th Paper

MARKETING AND HUMAN RESOURCE MANAGEMENT : PGCO-XII

Question 1

Marketing starts with

Question 2

Marketing strategy means

Question 3

Successful marketing aims at

Question 4

USP stands for

Question 5

A market survey is required for

Question 6

The stages of Product Life Cycle are

Question 7

Promotion in marketing means Group-B

Question 8

What should be the strategy of HRM?

Question 9

"Human resource management" involves the elements of

Question 10

Concept of MBO was first developed by

Question 11

Manpower planning consists of

Question 12

Job Analysis is a systematic procedure for securing and reporting information defining a

Question 13

Which of the following is a method of collection of information for job analysis?

Question 14

Resources and capabilities that serve as a source of competitive advantage for a firm over its rivals are called

Question 15

Why HRM has become a highly specialised job ?

Question 16

By nature, marketing management is a

Question 17

Marketing functions include

Question 18

Selling starts with

Question 19

Promotion includes

Question 20

Components of Marketing Mix are

Question 21

Components of PLC are

Question 22

VMS stands for

Question 23

Cost based pricing methods are

Question 24

Possible causes of employee grievances is/ are

Question 25

Conditions for empowering the employees in an organization are

Question 26

The trade unions are formed because of

Question 27

WPM stands for

Question 28

The Factories Act came into effect

Question 29

MBO stands for

Question 30

Welfare measures by employers include