

UMESCHANDRA COLLEGE (MAIN CAMPUS)

13, SURYA SEN STREET, KOLKATA-12

SEMESTER-II

PROF: KAHKASHAN ANWAR

SUBJECT: MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

CHAPTER 3. RECRUITMENT AND SELECTION

1. Recruitment process uses selection tools like:
 - a. Written test with objective questions
 - b. Interviews to test desired parameters
 - c. Reference checking
 - d. All the options
2. Which of these is the most important external factor governing recruitments?
 - a. Sons of soil
 - b. Labour market
 - c. Unemployment rate
 - d. Supply and demand
3. Internal recruitment:
 - a. Is a key factor behind employee motivation
 - b. Enhances employee satisfaction
 - c. Helps in retaining top talent and ensures future business success
 - d. All the options
4. Internal transfer means:
 - a. Within the country
 - b. Between countries (in case of MNC)
 - c. Both the options
5. The disadvantages of internal recruitment are that:
 - a. Promotion can create a ripple effect in the organisation
 - b. Promotion of one person may upset someone else
 - c. An insider continues with his in-built behaviour
 - d. All the options
6. How many kinds of e-recruitment are generally used by organisations?
 - a. 6
 - b. 4
 - c. 2
 - d. 1
7. E-recruitment sites provide access:
 - a. Eight hours/day
 - b. Round-the-clock
 - c. 12 hours/day
 - d. None of these

8. What steps are involved in the selection process?
 - a. Scrutiny of applications
 - b. A preliminary screening test
 - c. Written test
 - d. Preliminary and final interview
 - e. All the options
9. When for any reason a position becomes vacant, the organisation first searches a candidate:
 - a. Within the organisation
 - b. From external source
 - c. Both (a) and (b)
 - d. None of the above
10. Benchmarking is a technique which organizations frequently include in:
 - a. Recruitment strategy
 - b. Selection procedure
 - c. Appointment system
 - d. None of the above

Chapter 4. Training and Development

1. The need of training arises due to
 - a. changing technology
 - b. greater productivity
 - c. less supervision
 - d. all of the above
2. What are the techniques used for identifying the training needs
 - a. task analysis
 - b. performance analysis
 - c. both (a) and (b)
 - d. none the above
3. A program which combines on the job training and experience with classroom instructions.
 - a. Induction training
 - b. Job training or retraining
 - c. Apprenticeship training
 - d. Refresher training.
4. Which of the following is not a part of on the job training
 - a. Coaching
 - b. Job rotation
 - c. Case study
 - d. Job enlargement
5. The process by which people acquire skills and abilities required to perform jobs at hand, is known as
 - a. learning
 - b. training

- c. development
 - d. need analysis
6. Name the training system which facilities a two-way communication where teachers and students are at distant places
- a. internet based training
 - b. remote telecommunication live training
 - c. internet based training
 - d. all of the option.
7. Name the training used to enhance self-awareness:
- a. role play
 - b. sensitivity training
 - c. programmed instruction
 - d. simulation
8. There are certain barriers in the arena of training.
- a. lack of commitment of managers
 - b. inadequate budget on training
 - c. organized aged workers are not very interested in training
 - d. all the option
9. Cost incurred in training should be treated as
- a. expenditure and not investment
 - b. investment and not expenditure
 - c. both a and b
 - d. none of these
10. During a training session in the classroom, the trainer
- a. should not take feedback intermittently.
 - b. should ask question
 - c. interact with the participants
 - d. Set eye contact to the extend possible.

Chapter 5. Job evaluation and performance appraisal

1. Which factor is not considered during job evaluation?
 - a. Requisite knowledge and skill

- b. Specific training need or qualifications
 - c. family background of an employee
 - d. Accountability and responsibility
2. What is essential for multiskilling and multitasking?
- a. Requisite knowledge and skill
 - b. Duly identified cross training
 - c. Degree of supervision.
 - d. None of the above.
3. Which of the following is not a job evaluation method?
- a. Job ranking
 - b. job material
 - c. Job classification
 - d. None of the above
4. The steps of job classification method are
- a. Writing descriptions for different job categories
 - b. Grouping them based on similarities
 - c. Matching jobs to the categories
 - d. All the option
5. Prior to hiring , for any position, organizations need to identify:
- a. The criteria for job success
 - b. Characteristics required of the job holder
 - c. Attributes and qualification
 - d. All the options
6. Job analysis data doesn't include:
- a. Operator oriented activities
 - b. Complexion of the job holder
 - c. Machine, tools, and equipment
 - d. Mental ability
7. Recruit process needs:
- a. Job analysis
 - b. Job description
 - c. Job specification

d. all the option

8. Job analysis data includes:

a. Operator oriented activities

b. Work performance

c. Machine, tools, equipment

d. all the option

9. Emotional stability, reasonably submissiveness, and extroversion are example of

a. Physical specification

b. Mental specification

c. both of a and b

d. none of the above.

10. Helicopter managers are:

a. Generally idle

b. Approach problems in the workplace by running to the rescue and trying to fix everything themselves.

c. both a and b

d. none of the above.

Answer:

chap 3: 1-d, 2-d, 3-d,4-c,5-d,6-c,7-b,8-c,9-a,10-a.

chap 4 : 1-d,2-c,3-c, 4-c,5-b,6-b,7-b,8-d,9-b,10-a.

chap 5 : 1-c,2-b,3-b,4-d,5-d,6-b,7-d,8-f,9-b,10-b.