CBA/CM Questions

1. The utilization of individuals to achieve organizational objectives is known as:
2. Marketing Management
3. Human Resource Management
4. Sales Management
5. Strategic Management
6. HRM is not a sub-set of broader management
7. True
8. False
9. Effective HRM is the key to successful managing.
10. True
11. False
12. The process through which an organization ensures that it always has the proper number of employees with the appropriate skills in the right jobs, at the right time, to achieve organizational objectives is known as :
13. Job Analysis
14. Recruitment
15. Staffing
16. training
17. Staffing involves recruitment and selection.
18. True
19. False
20. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a major HRM function consisting not only of training & development but also of individual career planning and development activities, organization development, and performance management and appraisal.
21. Performance Appraisal
22. Human Resource Development
23. Human Resource Information System
24. Compensation
25. The total of all rewards provided to employees in return of their services is known as:
26. Performance Appraisal
27. Human Resource Development
28. Human Resource Information System
29. Compensation
30. Health refers to the employees’ freedom from physical or emotional illness.
31. True
32. False
33. Compensation does not include indirect financial compensation.
34. True
35. False
36. Safety involves protecting employees from injuries caused by work-related incidents
37. True
38. False
39. When Trade Unions represent a firm’s employees, the HR activity is referred as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
40. Upstream HR
41. Downstream HR
42. Industrial Relations
43. Legal framework
44. As a/an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ process, the HRM plays a key role in all stages of corporate strategy – strategy formulation, implementation, review and control.
45. upstream
46. downstream
47. lateral
48. None of the above
49. HR Research is not a distinct HRM function but it pervades all functional areas.
50. True
51. False
52. A HRM Manager is an individual who normally acts in an advisory or staff capacity, working with other managers to help them deal with human resource matters.
53. True
54. False
55. As an upstream process, HR issues needed to be looked at carefully during strategy implementation and review stages
56. True
57. False
58. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers. –
59. Marketing Research
60. Marketing Information System
61. Decision support system
62. None of the above
63. Marketing Intelligence collects the information from external sources –
64. True
65. False
66. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying behavior of final consumers – individuals and households who buy goods and services for personal consumption–
67. International buying behaviour
68. Business buying behaviour
69. Consumer buying behaviour
70. Final buying behaviour
71. Activities, interests and opinions are the part of –
72. Perception
73. Lifestyle
74. Learning
75. None of the above
76. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is based on Freud and it looks for hidden and subconscious motivation–
77. Strategy research
78. Pricing research
79. Distribution research
80. Motivation research
81. The process by which people select, organize, and interpret information is known as–
82. Perception
83. Motivation
84. Learning
85. Life style
86. Learning describes changes in an individual’s behavior arising from experience–
87. True
88. False
89. Selective attention, selection distortion and selective retention are the part of –
90. Motivation
91. Perception
92. Lifestyle
93. Competition
94. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_describes a person’s evaluations, feelings and tendencies toward an object or idea: –
95. Beliefs
96. Personality
97. Attitude
98. Lifestyle
99. Needs cannot be triggered by external stimuli: –
100. True
101. False
102. B2B is part of: –
103. Consumer buying behaviour
104. Business buying behaviour
105. Services buying behaviour
106. Ideas buying behaviour
107. Which of the following is not a part of B2B Buying behaviour: –
108. Straight rebuy
109. Modified rebuy
110. New task
111. Ideas rebuy
112. Dividing a market into distinct groups with distinct needs, characteristics, or behavior who might require separate products or marketing mixes is known as: –
113. Marketing-mix
114. Marketing
115. Market penetration
116. Market segmentation
117. Lifestyle, social class, and personality-based segmentation is part of: –
118. Geographical segmentation
119. Demographic segmentation
120. Psychographic segmentation
121. Behavioral segmentation
122. The place the product occupies in consumers’ minds relative to competing products is known as: –
123. Segmentation
124. Targeting
125. Positioning
126. Mind game
127. Adding new, but un related, products or services could be a part of : –
128. Product development strategy
129. Conglomerate diversification strategy
130. Concentric diversification strategy
131. Horizontal diversification strategy
132. Adding new, but un related, products or services for present customers could be a part of : –
133. Product development strategy
134. Conglomerate diversification strategy
135. Concentric diversification strategy
136. Horizontal diversification strategy
137. Joint venture is a kind of : –
138. Defensive strategy
139. Diversification strategy
140. Focus strategy
141. Cost leadership strategy
142. Two or more sponsoring firms forming a separate organization for cooperative purposes could be known as–
143. Retrenchment strategy
144. Diversification strategy
145. Joint Venture
146. Cost leadership strategy
147. Regrouping through cost and asset reduction to reverse declining sales and profit could be known as–
148. Retrenchment strategy
149. Diversification strategy
150. Joint Venture
151. Cost leadership strategy
152. Selling a division or part of an organization could be known as–
153. Retrenchment strategy
154. Diversification strategy
155. Joint Venture
156. Divestiture strategy
157. Selling all of a company’s assets, in parts, for their tangible worth could be known as–
158. Retrenchment strategy
159. Liquidation strategy
160. Joint Venture
161. Divestiture strategy
162. Which one of the following is not a part of Porter’s generic strategies:
163. Cost leadership
164. Differentiation strategy
165. Focus strategy
166. Retrenchment strategy
167. Which one of the following is not a part of Porter’s generic strategies:
168. Cost leadership
169. Differentiation strategy
170. Focus strategy
171. Liquidation strategy
172. Which one of the following is part of Porter’s generic strategies:
173. Retrenchment strategy
174. Differentiation strategy
175. Focus strategy
176. Liquidation strategy
177. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ profiles leader behavior on two dimensions: concern for people and concern for production:
178. OCEAN Model of Personality
179. Learning
180. Leadership Grid
181. Triarchic Theory of Intelligence
182. Exertion of minimum effort to get the required work done is known as:
183. Task Management
184. Impoverished Management
185. Country club management
186. Team management
187. According to Leadership Grid the 9,1 management is:
188. Task management
189. Impoverished management
190. Country club management
191. Team management
192. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ outlines leader development through organizational levels from first-line supervisor to functional manager to CEO:
193. Task management
194. Leadership pipeline
195. Learning strategy
196. Emotional Intelligence
197. Leadership pipeline provides a useful framework for considering how leadership competencies change as people are promoted through organizations:
198. True
199. False
200. The Hierarchy of Needs theory is promoted by:
201. Alderfer
202. Hertzberg
203. David Goleman
204. Maslow
205. The need of friendly coworkers and pleasant supervisor are the part of:
206. Safety needs
207. Social needs
208. Achievement needs
209. Self-actualization needs
210. The drive to excel and succeed are the part of:
211. n/Aff
212. n/Ach
213. n/Pwr
214. None of the above
215. A system of shared backgrounds, norms, values, or beliefs among members of a group is known as:
216. Organisation strategy
217. Organisational effectiveness
218. Organisation culture
219. Organisation system
220. VUCA deals with:
221. Leadership environment
222. Leadership behaviour
223. Leadership trait
224. None of the above