CBA/CM QUESTIONS

1. The art and science of formulating, implementing, and evaluating cross functional decisions to achieve organizational objectives are known as :
2. Marketing Management
3. Production Management
4. Strategic Management
5. Financial Management
6. Which one of the following is not involved in strategy formulation?
7. Vision and mission statement
8. Strengths and Weaknesses
9. Alternative Strategies
10. Motivating Employees
11. Strategy Implementation does not include -
12. Annual Objectives
13. Resource Allocation
14. Long term objectives
15. Motivating Employees
16. Which one of the following is a non-financial benefit of strategic management -
17. More profitable and successful
18. Reduced resistance to change
19. Improvement in sales, profitability, and productivity
20. None of the above
21. Mission statement answers the question -
22. What do we want to become?
23. What is our business?
24. Both of the above
25. None of the above
26. Vision statement answers the question -
27. What do we want to become?
28. What is our business?
29. Both of the above
30. None of the above
31. Which one of the following is not an external environmental force -
32. Political and legal forces
33. Socio-cultural forces
34. Corporate culture forces
35. Economic forces
36. Which one of the following is not a part of Michael Porter Five forces -
37. Bargaining power of suppliers
38. Socio-cultural forces
39. Bargaining power of consumers
40. Availability of substitute products
41. Internal audit of a firm deals with –
42. Bargaining power of suppliers
43. Socio-cultural forces
44. Management information system
45. Availability of substitute products
46. Review of organization culture is a part of –
47. Mission Statement
48. Vision statement
49. External environmental analysis
50. Internal assessment
51. The utilization of individuals to achieve organizational objectives is known as:

1. Marketing Management
2. Human Resource Management
3. Sales Management
4. Strategic Management
5. HRM is not a sub-set of broader management.
6. True
7. False
8. Effective HRM is the key to successful managing.
9. True
10. False
11. 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 :
12. Job Analysis
13. Recruitment
14. Staffing
15. training
16. Staffing involves recruitment and selection.
17. True
18. False
19. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ 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.
20. Performance Appraisal
21. Human Resource Development
22. Human Resource Information System
23. Compensation
24. The total of all rewards provided to employees in return of their services is known as:
25. Performance Appraisal
26. Human Resource Development
27. Human Resource Information System
28. Compensation
29. Health refers to the employees’ freedom from physical or emotional illness.
30. True
31. False
32. Compensation does not include indirect financial compensation.
33. True
34. False
35. Safety involves protecting employees from injuries caused by work-related incidents
36. True
37. False
38. Which one of the following is not included in the leadership definition:
39. The process by which an agent induces a subordinate to behave in a desired manner.
40. Directing and coordinating the work of group members
41. Taking care of competitor’s business
42. An interpersonal relation in which others comply because they want to, not because they have to.
43. Which one of the following is not included in leadership?
44. A complex form of social problem solving
45. Creating conditions for a team to be effective
46. The ability to get results and the ability to build teams
47. Demotivating Employees
48. Which one of the following statement reflects the true nature of leadership -
49. Leadership is an art
50. Leadership is science
51. Leadership is both science and art
52. Leadership is neither a science nor an art
53. Leadership includes actions and influences based on reason and logic as well as those based on inspiration and passion.
54. True
55. False
56. Since people are both rational and emotional, leaders can use both rational techniques and/or emotional appeals.
57. True
58. False
59. Which one of the following is not correct about leadership?
60. Leaders innovate
61. Leaders accept the status quo
62. Leaders have a long-term view
63. Leaders inspire
64. Which one of the following is correct about leadership?
65. Leaders administer
66. Leaders have a short-term view
67. Leaders ask how and when
68. Leaders challenge the status quo
69. Is it a myth that Leaders are born and not made -
70. True
71. False
72. It is not a myth that the only school you can learn leadership is from the School of Hard Knocks.
73. True
74. False
75. An interactional framework does not include –
76. Leader
77. Competitor
78. Situation
79. Followers
80. The social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others is known as :
81. Marketing Management
82. Production Management
83. Strategic Management
84. Financial Management
85. Marketing is about managing profitable customer relationships.
86. True
87. False
88. In sales-oriented firms, marketing means high pressure selling and collecting money.
89. True
90. False
91. The art and science of choosing target markets and building profitable relationships with them is called as
92. Relationship management
93. Marketing management
94. Targeting
95. Profitability management
96. Value proposition Includes the set of benefits or values a company promises to deliver to consumers to satisfy their needs-
97. True
98. False
99. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_focuses on the internal capabilities of the firm rather than on the desires and needs of the marketplace.
100. Marketing Concept
101. Sales Concept
102. Production Concept
103. Societal concept
104. In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_organizations focus their energy on making superior products and services.
105. Production concept
106. Sales concept
107. Product concept
108. Superiority concept
109. In \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_an organization focuses on aggressive selling and promotion effort.
110. Product concept
111. Sales concept
112. Aggressive concept
113. Marketing concept
114. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_concept focuses on the needs of buyers.
115. Product
116. Sales
117. Marketing
118. Production
119. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_concept involves on marketing of environment friendly and safe products.
120. Sales
121. Marketing
122. Production
123. Societal
124. Collecting information about production / operations department is part of –
125. Mission Statement
126. Vision statement
127. External environmental analysis
128. Internal assessment
129. Values, beliefs, rights, and rituals are part of –
130. Cultural products
131. Marketing products
132. Competitor analysis
133. Economic analysis
134. As a/an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ process, the HRM plays a key role in all stages of corporate strategy – strategy formulation, implementation, review and control.
135. upstream
136. downstream
137. lateral
138. None of the above
139. HR Research is not a distinct HRM function but it pervades all functional areas.
140. True
141. False
142. The capacity to produce effects on others, or the potential to influence others is known as:
143. Strategy
144. Tactics
145. Power
146. Efficiency
147. One person’s actual behaviors designed to change another person’s attitudes, beliefs, values, or behaviors could be called as:
148. Strategy
149. Influence tactics
150. Personality change tactics
151. Learning tactics
152. Which one of the following is not a source of power?
153. Referent power
154. Expert power
155. Strategy power
156. Reward power
157. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers. –
158. Marketing Research
159. Marketing Information System
160. Decision support system
161. None of the above
162. Marketing Intelligence collects the information from external sources –
163. True
164. False
165. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ refers to the buying behavior of final consumers – individuals and households who buy goods and services for personal consumption–
166. International buying behavior
167. Business buying behavior
168. Consumer buying behavior
169. Final buying behavior