



V.M.G.R.R SRI SARADA SAKTHI MAT. HR. SEC. SCHOOL
REVISION EXAM-2 (UNIT-4,5)
COMMERCE

STD:XII-B

MARKS:90

I)Choose the best answer

20x1=20

1. Planning is a ----- function.
 - a) selective b) pervasive c) both a and b d) none of the above
2. Recruitment is the process of identifying ----- .
 - a) right man for right job b) good performer c) Right job d) All of the above
3. The recruitment and Selection Process aimed at right kind of people.
 - a) At right people b) At right time c) To do right things d) All of the above
4. Which of the following orders is followed in a typical selection process.
 - a) application form test and or interview, reference check and physical examination
 - b) Application form test and or interview, reference check, and physical examination
 - c) Reference check, application form, test and interview and physical examination
 - d) physical examination test and on interview application term and reference check.
5. Scrutiny of application process is the
 - a) Last step in Selection process b) First step in Selection process
 - c) Third step in Selection Process d) None of the above
6. Off the Job training is given
 - a) In the class room b) On off days c) Outside the factory d) In the playground
7. Vestibule training is provided
 - a) On the job b) In the class room
 - c) In a situation similar to actual working environment d) By the committee
8. Training methods can be classified into training ----- training
 - a) Job rotation and Job enrichment b) On the Job and Off the Job
 - c) Job analysis and Job design d) Physical and mental
9. The marketer initially wants to know in the marketing is .
 - a) Qualification of the customer b) Quality of the product
 - c) Background of the customers d) Needs of the customers
10. Stock Exchange Market is also called
 - a) Spot Market b) Local Market c) Security Market d) National Market
11. The initial stage of Marketing system is.....
 - a) Monopoly system b) Exchange to Money c) Barter system d) Self producing
12. Marketing mix means a marketing program that is offered by a firm to its target... to earn profits through satisfaction of their wants.
 - a) Wholesaler b) Retailer c) Consumer d) Seller
13. Which is gateway to internet?
 - a. Portal b.CPU c. Modem d.Webnaire
14. Social marketing deals with:
 - a. Society b.Social Class c. Social change d.Social evil
15. Effective use of Social media marketing increase conversion rates of -
 - a. Customer to buyers b.Retailer to customers c. One buyer to another buyer's d.Direct contact of marketer
16. A company's products and prices is visually represented by
 - a. Shopping cart b.Web portal c. Electronic catalogue d. Revenue model.
17. Green Shelter concept was introduced by group:
 - a. ACME b.Tata c. Reliance d.ICI
18. Pure play retailers are called
 - a.Market creators b.Transaction brokers c.Merchants d.Agents
19. A group interview is a screening process where multiple candidates are interviewed at the same time.

Reason :On line interview is similar to fact to face interview.

Code (a) Both (A) and (R) are true and (R) is the correct explanation of (A).
 (b) Both (A) and (R) are true and (R) is not the correct explanation of (A).
 (c) (A) is true, but (R) is false.
 (d) (A) is false, but (R) is true
20. Assertion:Transport means carrying of goods, materials and men from one place to another.

Reason :It plays an important role in the marketing.

Codes:(a) Both (A) and (R) are true and (R) is the correct explanation of (A).

(b) Both (A) and (R) are true and (R) is not the correct explanation of (A).

(c) (A) is true, but (R) is false.

(d) (A) is false, but (R) is true

II)ANSWER ANY SEVEN QUESTIONS IN WHICH QUESTION NO.30 IS COMPULSORY

7X2=14

21. What is Human Resource Management ?

22. Mention two characteristics of Human Resource.

23. Give the meaning of Recruitment.

24.State E-Learning methods?

25.Define Marketer.

26.Define Marketing Mix.

27.What is Ambush Marketing?

28.What is meant by Grading?

29. What is Role play?

30. I am the HR head of Aircel limited now I required marketing head vacancy in my company. instead of giving advertisement I directly recruit marketing head of Airtel by offering more salary. What kind of recruitment is this?

III)ANSWER ANY SEVEN QUESTIONS IN WHICH QUESTION NO.40 IS COMPULSORY

7X3=21

31. What is the significance of Human resource? (any 3)

32. State the steps in Recruitment process outsourcing.

33. What do you mean by achievement test?

34. What is need for market and Explain the concept of Marketing?

35. Mention any three Role of Marketer?

36. Write down various steps in a training programme

37. What is meant by unsolicited applicants?

38. What is the characteristics of Human Resource?

39. What is Stress interview?

40. 'A' sells to 'B' a product. In these sales 'A' gets commission on sale to 'B' him turn sells to 'C, D, and E. A gets certain percentage commission on B's sales to C,D, and E. what type of marketing strategy is this? Explain ?

III)ANSWER ALL QUESTIONS

7X5=35

41.a) Explain the External sources of Recruitment .

(or)

b) Differentiate Recruitment and selection.

42.a) Explain the important methods of Interview

(or)

b) Explain the benefits of Training.

43.a) Discuss about the Evolution of Marketing..

(or)

b) How the market can be classified?

44.a) Narrate the elements of Marketing Mix.

(or)

b) Explain in detail how traditional marketing differ from E-Marketing .

45.a) How the Market can be classified on the basis of Economics?

(or)

b) Discuss any two new methods of Marketing

46.a) What are the different types of Training.

(or)

b) What is the recent trends in Recruitment?.

47.a) Difference between on the Job training and Off the Job training.

(or)

b) Discuss the Operative functions of HRM.

***** ALL THE BEST*****

www.Padasalai.Net