

QUESTION BANK

BUSINESS LAW HUMAN RESOURCE MANAGEMENT MARKETING MANAGEMENT PRINCIPLES OF MANAGEMENT

Mrs. C. Magila,
MBA, M.Com.,



MANAGEMENT

**St. Joseph's College of Arts and Science for Women,
Hosur**

BUSINESS LAW

UNIT – I

Business Law – Meaning, Objectives – Sources – law of contract – meaning – types – essential elements of a valid contract.

UNIT – II

Discharge of contract – remedies for breach of contract – agreement not declared void – agreement expressly declared void – wagering agreements.

UNIT – III

Bailment – rights and duties of bailor and bailee - pledge – indemnity – guarantee – mortgage.

UNIT- IV

Law of sale of goods – sale and agreements to sale – their distinctions – types of goods – conditions and warranties – CAVEATEMPTOR– transfer of property – sale b non – owners – performance – remedies for breach – unpaid seller – auction sale

UNIT-V

Law of agency – creation of agency – classification of agents – duties and rights of an agent and principal – termination of an agency.

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TEST BOOK:

1. Kapoor N.D, Business Law, Sultan Chand & Sons

REFERENCE BOOKS

1. RSN Pillai, Bagavathi, Business Law, S. Chand.
2. Shukla M.C., Mercantile Law, S. Chand.
3. P.C. Tulsian, Business Law, TMH.



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UNIT – I

1. What is the primary objective of Business Law?
A. Profit Maximization B. Social Welfare
C. Market Domination D. Employee Satisfaction
2. Which of the following is not a source of Business Law?
A. Legislation B. Precedents
C. Industry Standards D. Company Policies
3. In the context of law, what does "contract" refer to?
A. Legal Document B. Agreement between parties
C. Business Plan D. Court Decision
4. What is the significance of the law of contract in business?
A. Setting Marketing Standards
B. Regulating Employee Relations
C. Facilitating Business Transactions
D. Enforcing Tax Laws
5. How many essential elements are required for a valid contract?
A. 3 B. 5
C. 7 D. 9
6. Which of the following is NOT an essential element of a valid contract?

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- A. Offer and Acceptance
 - B. Intention to Create Legal Relations
 - C. Approval by Shareholders
 - D. Consideration
7. What term is used to describe a contract where both parties exchange something of value?
- A. Gratuitous Contract
 - B. Unilateral Contract
 - C. Bilateral Contract
 - D. Void Contract
8. Which type of contract is formed by the conduct of the parties rather than by explicit words or writings?
- A. Express Contract
 - B. Implied Contract
 - C. Unilateral Contract
 - D. Voidable Contract
9. When does a contract become voidable?
- A. When it is breached
 - B. When it is illegal
 - C. When there is a mistake
 - D. When one party lacks capacity
10. What is a void contract?
- A. A contract that is unenforceable by law
 - B. A contract that is not valid from the beginning
 - C. A contract that is valid but has no legal consequences
 - D. A contract that is breached by one party

the subject matter of the contract is the duration of the contract. If the duration of contract involves an exchange for the other party, then it is a contract. If not, it is not a contract. B. If the duration of contract involves an exchange for the other party, then it is a contract. If not, it is not a contract. D. If the duration of contract involves an exchange for the other party, then it is a contract. If not, it is not a contract.

A. Offer
B. Acceptance
C. Intention to Create Legal Relations
D. Consideration

- A. It ensures fairness in the contract
- B. It establishes the legality of the contract
- C. It represents the subject matter of the contract
- D. It defines the duration of the contract

A. Bilateral Contract
B. Unilateral Contract
C. Executed Contract
D. Voidable Contract

A. Revocation
B. Rejection
C. Acceptance
D. Counteroffer

- A. A contract with an illegal purpose
- B. A contract with a minor
- C. A contract with a mistake
- D. A contract with a lack of consideration

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16. In a contract, what does the term "capacity" refer to?
- A. The physical space where the contract is signed
 - B. The financial value of the contract
 - C. The mental and legal ability to enter into a contract
 - D. The duration of the contract
17. What is the effect of illegality on a contract?
- A. It makes the contract voidable
 - B. It makes the contract void
 - C. It has no effect on the contract
 - D. It turns the contract into a unilateral contract
18. Which type of mistake in a contract involves both parties being mistaken about the same fact?
- A. Mutual Mistake
 - B. Unilateral Mistake
 - C. Common Mistake
 - D. Mistake of Law
19. What term is used to describe a situation where one party is forced into a contract under the threat of harm?
- A. Duress
 - B. Misrepresentation
 - C. Undue Influence
 - D. Mistake
20. What is the legal term for a contract in which one party is unfairly pressured into entering by the other party's dominating position?
- A. Duress
 - B. Misrepresentation
 - C. Undue Influence
 - D. Coercion

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ANSWERS

1.B,2.D,3.B,4.C,5.B,6.C,7.C,8.B,9.C,10.B,11.C,12.A,
13.B,14.A,15.A,16.C,17.B,18.A,19.A,20.C

5 Marks

1. Define Business Law and discuss its objectives. Provide examples to illustrate how Business Law contributes to social welfare.
2. Explore the various sources of Business Law. How do legislation, precedents, and industry standards contribute to the legal framework in the business environment?
3. Explain the meaning of the law of contract. Identify and discuss the different types of contracts, providing real-world examples for each.
4. Delve into the essential elements of a valid contract. Discuss in detail the significance of each element and how they collectively ensure the enforceability of contracts in business transactions.
5. Analyze the concept of "Offer" in contract law. Provide examples and discuss the legal implications of a valid offer, including the conditions that must be met for an offer to be considered legally binding.

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6. Elaborate on the role of "Acceptance" in the formation of a contract. Discuss the various methods of acceptance and their legal consequences in different business scenarios.
7. Explore the notion of "Consideration" in contracts. Discuss its importance and provide examples of situations where lack of consideration may render a contract unenforceable.
8. Discuss the types of contracts based on their enforceability. Explore the distinctions between valid, void, voidable, and unenforceable contracts, providing examples for each.
9. Examine the concept of "Intention to Create Legal Relations" in contracts. How does this element contribute to the enforceability of agreements, and what are the legal implications when parties lack such intention?
10. Investigate the capacity requirement in contracts. Explain the significance of mental and legal capacity in entering into a contract, and discuss the consequences of entering into a contract with a party lacking capacity.

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10 Marks

1. Examine the meaning and objectives of Business Law. Discuss how achieving these objectives contribute to a fair and transparent business environment.
2. Evaluate the various sources of Business Law, emphasizing the role of legislation, judicial precedents, and industry standards. How do these sources interact to form a comprehensive legal framework for businesses?
3. Analyze the intricacies of the law of contract. Explore its meaning, types, and the evolution of contract law in the business context, citing relevant examples.
4. Discuss in detail the essential elements of a valid contract. How do these elements ensure the legality and enforceability of contracts? Provide case studies to illustrate their practical application in business transactions.
5. Examine the concept of "Offer" in contract law. Explore the requirements for a valid offer and the legal implications of different types of offers in diverse business scenarios.
6. Elaborate on the complexities of "Acceptance" in contract formation. Discuss the methods of

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acceptance, their legal implications, and how technology has influenced the acceptance process in modern business transactions.

7. Evaluate the significance of "Consideration" in contracts. Discuss its role in establishing fairness and mutuality in contractual agreements, citing examples from business practices.
8. Differentiate between the types of contracts based on their enforceability, including valid, void, voidable, and unenforceable contracts. Provide real-world examples for each type and discuss the legal consequences.
9. Examine the concept of "Intention to Create Legal Relations" in contracts. How does this element impact the enforceability of contracts, and what are the exceptions or nuances that businesses should be aware of?
10. Investigate the capacity requirement in contracts, focusing on both mental and legal capacity. Discuss the implications of entering into contracts with parties lacking capacity and explore potential legal remedies or consequences.

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UNIT – II

1. What is the legal term for the termination of contractual obligations by the parties involved? -
A. Dissolution
B. Discharge
C. Rescission
D. Abrogation

2. In the context of contract law, what does "remedies for breach of contract" refer to?
A. Ways to end a contract
B. Legal actions available to the non-breaching party
C. Types of contracts
D. Contractual obligations

3. Which of the following is a remedy for breach of contract that requires the breaching party to fulfill their contractual obligations as originally agreed?
A. Damages
B. Specific Performance
C. Rescission
D. Novation

4. What is the purpose of awarding damages as a remedy for breach of contract?
A. To terminate the contract
B. To compensate the non-breaching party for losses
C. To renegotiate the contract terms
D. To enforce specific performance

5. When does anticipatory breach of contract occur?

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- A. Before the contract is formed
 - B. During the performance of the contract
 - C. After the contract is discharged
 - D. Before the actual performance is due
6. Which type of agreement is not declared void by law and remains legally enforceable?
- A. Void Agreement
 - B. Voidable Agreement
 - C. Valid Agreement
 - D. Illegal Agreement
7. What is the legal consequence of an agreement that is expressly declared void by law?
- A. It is voidable at the option of either party.
 - B. It is treated as a valid agreement.
 - C. It is unenforceable from the beginning.
 - D. It can be ratified by the parties involved.
8. Which type of agreement involves a promise to give money or something of value upon the determination of an uncertain event?
- A. Valid Agreement
 - B. Voidable Agreement
 - C. Wagering Agreement
 - D. Unilateral Agreement
9. In a wagering agreement, what is the legal status of the promises made by the parties?
- A. Legally binding
 - B. Enforceable by law
 - C. Void and unenforceable

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D. Voidable at the option of the promisor

10. What is the primary reason for the legal prohibition of wagering agreements?

- A. They are too complex to enforce.
- B. They lead to unfair business practices.
- C. They encourage speculation and gambling.
- D. They violate contract formalities.

11. In contract law, what does the term "discharge" refer to?

- A. Termination of contractual obligations
- B. Breach of contract
- C. Legal remedies
- D. Agreement not declared void

12. Which remedy for breach of contract involves the cancellation of the contract, returning the parties to their pre-contractual positions?

- | | |
|---------------|-------------------------|
| A. Damages | B. Specific Performance |
| C. Rescission | D. Novation |

13. What is novation in the context of remedies for breach of contract?

- A. A new contract replacing the original
- B. Compensation for losses incurred
- C. Legal action against the breaching party
- D. Termination of the contract

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14. When is specific performance typically granted as a remedy for breach of contract?

- A. When damages are not an adequate remedy
- B. In all breach of contract cases
- C. Only in cases involving real estate
- D. When the breach is minor

15. Which type of remedy for breach of contract aims to put the non-breaching party in the position they would have been in if the contract had been performed?

- A. Damages
- B. Specific Performance
- C. Rescission
- D. Quantum Meruit

16. In the context of breach of contract, what does the term "Quantum Meruit" mean?

- A. Punitive damages
- B. Damages based on the market value of the goods
- C. Damages for the value of services rendered
- D. Liquidated damages

17. Which legal doctrine allows a party to terminate a contract if the other party fails to fulfill a condition precedent?

- A. Anticipatory breach
- B. Doctrine of Frustration
- C. Condition subsequent
- D. Condition precedent

18. What is the primary purpose of the doctrine of frustration in contract law?

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- A. To award punitive damages
- B. To provide specific performance
- C. To excuse performance when unforeseen events make it impossible
- D. To enforce illegal agreements

19. Which of the following is a common equitable remedy for breach of contract, allowing a court to order a party to do or refrain from doing something?

- A. Liquidated damages
- B. Injunction
- C. Quantum Meruit
- D. Restitution

20. What is the effect of a party's failure to perform its obligations under a contract when the other party is willing and able to perform?

- A. It constitutes anticipatory breach.
- B. It leads to the discharge of the contract.
- C. It results in the automatic termination of the contract.
- D. It requires the non-breaching party to renegotiate the contract.

ANSWERS

1.B,2.B,3.B,4.B,5.D,6.C,7.C,8.C,9.C,10.C,11.A,12.C,
13.A,14.A,15.A,16.C,17.D,18.C,19.B,20.C

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5 MARKS

1. Explain the concept of discharge of a contract. Provide examples of situations where a contract may be discharged, highlighting both performance-related and legal reasons.
2. Discuss the different remedies available for breach of contract. Compare and contrast the remedies of damages, specific performance, and rescission, providing scenarios in which each remedy might be applicable.
3. Examine the legal status of agreements that are not declared void. What factors contribute to the validity of an agreement, and how do such agreements differ from those that are expressly declared void by law?
4. Explore the consequences of an agreement that is expressly declared void by law. Provide examples of agreements falling under this category and discuss the reasons for their legal unenforceability.
5. Analyze the nature and legal implications of wagering agreements. Discuss why these agreements are considered void and the public policy considerations that lead to their prohibition.
6. Evaluate the role of anticipatory breach in the discharge of a contract. How does the doctrine of anticipatory breach impact the rights and obligations

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of the parties involved? Provide a real-world example to illustrate this concept.

7. Discuss the principle of specific performance as a remedy for breach of contract. In what situations is specific performance typically granted, and what factors does a court consider when deciding to enforce this remedy?
8. Examine the concept of frustration in the discharge of a contract. Provide examples of situations where a contract may be frustrated and explain the legal consequences for the parties involved.
9. Compare and contrast voidable agreements with void agreements. Provide examples of each and discuss the circumstances under which these agreements may be rendered unenforceable.
10. Investigate the historical context and rationale behind the legal prohibition of wagering agreements. How has society's perception of gambling influenced the legal treatment of such agreements?

10 MARKS

1. Examine the various methods of discharging a contract, distinguishing between performance, agreement, and operation of law. Provide examples to illustrate each method and discuss their legal implications.

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2. Critically analyze the different remedies available for a breach of contract. Compare the principles of damages, specific performance, and injunctions, highlighting their applications in specific business scenarios.
3. Discuss the legal characteristics and enforceability of agreements not declared void. Provide insights into the factors that contribute to the validity of agreements, emphasizing the importance of meeting legal requirements.
4. Explore agreements that are expressly declared void by law. Explain the legal provisions that render certain agreements void and discuss the consequences for the parties involved. Provide examples to support your discussion.
5. Investigate the legal intricacies of wagering agreements. Discuss the reasons behind their void status, the public policy considerations, and any exceptions that may exist in certain jurisdictions.
6. Examine the concept of anticipatory breach in the context of contract discharge. Discuss the elements and consequences of anticipatory breach, and analyze its impact on the rights and obligations of the parties involved.

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7. Evaluate the principle of specific performance as a remedy for breach of contract. Illustrate situations where specific performance is an appropriate remedy and discuss the challenges associated with its enforcement.
8. Analyze the doctrine of frustration as a ground for the discharge of a contract. Provide examples of situations where a contract may be frustrated and discuss the legal implications for the parties.
9. Compare and contrast voidable agreements with void agreements. Discuss the circumstances that may render an agreement voidable and those that lead to an agreement being void. Provide case examples to support your analysis.
10. Investigate the historical context and legal evolution of the treatment of wagering agreements. Analyze how societal attitudes towards gambling have influenced the legal stance on wagering agreements and discuss any recent changes in legislation.

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UNIT – III

1. What is the primary characteristic of a bailment?
 - A. Exchange of goods for money
 - B. Transfer of ownership
 - C. Delivery of goods for a specific purpose
 - D. Long-term storage of goods

2. In a bailment, who is the party delivering the goods?
 - A. Bailee
 - B. Pledgee
 - C. Guarantor
 - D. Bailor

3. What is a key duty of a bailee in a bailment agreement?
 - A. Ownership transfer
 - B. Safekeeping of goods
 - C. Selling the goods
 - D. Altering the goods

4. In a pledge, what is the relationship between the pledgor and the pledgee?
 - A. Lessor and lessee
 - B. Guarantor and beneficiary
 - C. Bailor and bailee
 - D. Mortgagor and mortgagee

5. What type of security interest does a pledge create?
 - A. Mortgage
 - B. Lien
 - C. Guarantee
 - D. Indemnity

6. What is the primary purpose of a pledge?
 - A. Transfer of ownership
 - B. Safekeeping of goods

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- C. Providing security for a debt
- D. Leasing of assets

7. In a pledge, what is the pledged item referred to as?

- A. Chattel
- B. Indemnity
- C. Hypothecation
- D. Pawn

8. What is the legal principle that allows a bailee to recover expenses incurred for the bailment?

- A. Doctrine of Necessity
- B. Doctrine of Lien
- C. Doctrine of Pledge
- D. Doctrine of Subrogation

9. What term is used to describe the act of one party promising to compensate another in case of loss or damage?

- A. Bailment
- B. Pledge
- C. Indemnity
- D. Guarantee

10. In a guarantee, who is the party providing assurance for the performance of another party's obligations?

- A. Guarantor
- B. Bailee
- C. Pledgee
- D. Bailor

11. What is the legal relationship in a mortgage transaction?

- A. Lessor and lessee
- B. Mortgagor and mortgagee
- C. Pledgor and pledgee

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D. Bailor and bailee

12. In a mortgage, what does the mortgagor provide as security for the mortgagee?

- | | |
|------------------|-----------------------|
| A. Goods | B. Money |
| C. Real property | D. Personal guarantee |

13. What term is used to describe the act of one party promising to compensate another in case of loss or damage?

- | | |
|--------------|--------------|
| A. Bailment | B. Pledge |
| C. Indemnity | D. Guarantee |

14. In a guarantee, what is the legal obligation of the guarantor?

- A. To receive goods
- B. To repay a debt if the debtor defaults
- C. To hold pledged items
- D. To act as a bailee

15. What type of agreement is formed when a person pledges his own goods as security for a debt or obligation?

- | | |
|-------------|--------------|
| A. Bailment | B. Guarantee |
| C. Pledge | D. Mortgage |

16. What is the primary difference between bailment and pledge?

- A. Nature of goods involved

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- B. Duration of the agreement
- C. Transfer of ownership
- D. Presence of a third party

17. In a bailment, what duty does the bailee owe to the bailor regarding the use of the bailed goods?

- A. Complete control
- B. Ordinary care
- C. Full ownership
- D. No duty

18. Which of the following is a common remedy available to the bailor in case of wrongful refusal to return the bailed goods by the bailee?

- A. Damages
- B. Specific Performance
- C. Rescission
- D. Novation

19. What legal principle allows a pledgee to sell the pledged goods if the pledgor defaults on the debt?

- A. Doctrine of Subrogation
- B. Doctrine of Necessity
- C. Doctrine of Conversion
- D. Doctrine of Sale

20. In a mortgage, what is the legal consequence of the mortgagor's failure to repay the mortgagee?

- A. Pledge of additional assets
- B. Seizure of the mortgaged property
- C. Extension of the mortgage term
- D. Transfer of ownership to the mortgagor

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ANSWERS

1.C,2.D,3.B,4.C,5.B,6.C,7.D,8.B,9.C,10.A,11.B,12.C,
13.C,14.B,15.C,16.C,17.B,18.B,19.C,20.B

5 MARKS

1. Discuss the concept of bailment and elaborate on the rights and duties of both the bailor and bailee in a bailment agreement. Provide examples to illustrate the practical application of these rights and duties.
2. Explain the legal framework of a pledge and the relationship between the pledgor and the pledgee. Highlight the key characteristics of a pledge and discuss the significance of providing security through this arrangement.
3. Analyze the concept of indemnity in business transactions. How does indemnity function as a remedy, and what are the obligations of the indemnifier and indemnity holder? Provide real-world scenarios to illustrate the application of indemnity.
4. Explore the legal principles of a guarantee. Discuss the role of the guarantor, the rights of the beneficiary, and the circumstances under which a guarantee may be invoked. Provide examples to illustrate the functioning of a guarantee in different contexts.
5. Investigate the nature of a mortgage in business law. Explain the rights and duties of both the mortgagor

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and mortgagee, and discuss the legal consequences of defaulting on mortgage payments. Provide examples of situations involving mortgage transactions.

6. Compare and contrast bailment and pledge, emphasizing their distinct characteristics and legal implications. Discuss scenarios where one arrangement might be more suitable than the other in a business context.
7. Examine the concept of bailor's indemnity in a bailment agreement. What is the purpose of bailor's indemnity, and how does it operate in practical situations? Provide examples to illustrate the need for such indemnity.
8. Discuss the legal obligations of a guarantor in a guarantee agreement. How does the guarantor's liability differ from that of the principal debtor, and what legal remedies are available to the beneficiary in case of default?
9. Analyze the legal principles involved in a mortgage transaction. Discuss the difference between legal and equitable mortgages, and explain the process and implications of foreclosure. Provide case studies to illustrate these concepts.
10. Elaborate on the legal principles of a pledge and the rights of the pledgor and pledgee. Discuss the

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circumstances under which the pledgee may exercise the right to sell the pledged goods and the implications of such actions.

10 MARKS

1. Examine the legal concept of bailment and discuss in detail the rights and duties of both the bailor and bailee in a commercial context. Provide examples to illustrate how these rights and duties may be practically applied in business transactions.
2. Discuss the intricacies of a pledge arrangement, emphasizing the legal relationship between the pledgor and pledgee. Analyze the rights and obligations of each party and provide insights into the significance of using pledge as a security mechanism in business dealings.
3. Explore the concept of indemnity in business law. Explain the nature of indemnity and its role as a remedy. Provide examples to illustrate how indemnity operates in various situations and its importance in mitigating risks in commercial transactions.
4. Analyze the legal principles of a guarantee agreement. Discuss the rights and obligations of the guarantor, the beneficiary, and the principal debtor. Provide real-world scenarios to illustrate the practical implications of guarantee agreements in business contexts.

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5. Investigate the legal framework of mortgages. Explain the rights and duties of both the mortgagor and mortgagee, and discuss the legal consequences of defaulting on mortgage payments. Provide case studies to illustrate the complexities of mortgage transactions.
6. Compare and contrast bailment and pledge, highlighting their unique characteristics and applications in business. Discuss scenarios in which businesses might opt for one arrangement over the other, considering practical and legal implications.
7. Discuss the concept of bailor's indemnity in a bailment agreement. Explain the circumstances under which bailor's indemnity may be invoked, and provide examples to illustrate its importance in protecting the interests of the bailor in various business scenarios.
8. Elaborate on the legal obligations of a guarantor in a guarantee agreement. Analyze the legal remedies available to the beneficiary in case of default and discuss how the law balances the interests of all parties involved.
9. Analyze the legal principles involved in mortgage transactions. Differentiate between legal and equitable mortgages, and discuss the legal mechanisms available to address defaults and foreclosure. Provide examples to illustrate the practical application of these principles.

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10. Examine the concept of a pledge and the rights of the pledgor and pledgee. Discuss situations where the pledgee may exercise the right to sell the pledged goods and analyze the legal implications of such actions. Provide case studies to illustrate the complexities of pledge agreements in business contexts.



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UNIT – IV

1. What legal concept distinguishes a "sale" from an "agreement to sell" in the law of sale of goods?
 - A. Transfer of property
 - B. Consideration
 - C. Delivery
 - D. Payment

2. In the context of sale of goods, what is the key difference between conditions and warranties?
 - A. Conditions are essential terms; warranties are non-essential.
 - B. Conditions relate to price; warranties relate to quality.
 - C. Conditions are implied; warranties are express.
 - D. Conditions are oral; warranties are written.

3. Which Latin term signifies the principle "let the buyer beware" in the sale of goods?
 - A. Caveat Emptor
 - B. Res Ipsa Loquitur
 - C. Nolo Contendere
 - D. Ipso Facto

4. What is the primary concern of caveat emptor in the sale of goods?
 - A. Quality of goods
 - B. Delivery time
 - C. Payment terms
 - D. Seller's reputation

5. Which term refers to the transfer of ownership or title in goods from the seller to the buyer in a sale transaction?

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- A. Delivery
C. Transfer of Property
- B. Consideration
D. Warranty
6. In the law of sale of goods, what is the term for selling goods that the seller does not own or have the right to sell?
- A. Fraudulent Sale
C. Unauthorized Sale
- B. Sale by Non-Owner
D. Fictitious Sale
7. What are the legal remedies available to a buyer in case of a breach of contract in the sale of goods?
- A. Damages and specific performance
B. Liquidated damages only
C. Rescission and restitution
D. Injunction and punitive damages
8. In the context of sale of goods, what is an auction sale?
- A. Private sale negotiated between parties
B. Sale to the highest bidder in a public setting
C. Sale by installment payments
D. Sale by sample
9. What type of goods is characterized by their unique or personalized nature and are not easily replaceable in the market?
- A. Specific Goods
C. Future Goods
- B. Generic Goods
D. Unascertained Goods

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10. Which term refers to an agreement to sell goods that are not yet in existence or not yet identified?

- | | |
|------------------|----------------------|
| A. Sale | B. Agreement to Sell |
| C. Executed Sale | D. Future Sale |

11. What is the primary purpose of a warranty in the sale of goods?

- A. To transfer ownership
- B. To ensure delivery
- C. To provide assurance about the quality of goods
- D. To specify payment terms

12. In the context of sale of goods, when does the title to the goods pass from the seller to the buyer in a "sale on approval" contract?

- A. At the time of offer
- B. At the time of acceptance
- C. Upon delivery and acceptance
- D. Upon payment

13. What is the legal status of an agreement to sell goods at a future date at a price agreed upon today in the sale of goods?

- | | |
|--------------------|----------------------------|
| A. Void Agreement | B. Voidable Agreement |
| C. Valid Agreement | D. Unenforceable Agreement |

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14. Which type of goods is identified and agreed upon at the time the contract is made but the actual delivery is postponed?

- A. Specific Goods
- B. Unascertained Goods
- C. Generic Goods
- D. Future Goods

15. In a sale of goods, what term is used to describe a condition that is so vital that its breach entitles the innocent party to repudiate the contract and claim damages?

- A. Fundamental Condition
- B. Minor Condition
- C. Ancillary Condition
- D. Implied Condition

16. What is the primary legal principle governing the relationship between the buyer and the seller in a sale of goods under the doctrine of caveat emptor?

- A. Full disclosure
- B. Mutual trust
- C. Good faith
- D. Buyer's responsibility to inspect

17. In a sale of goods, what is the significance of the term "res Pisa loquitur"?

- A. Let the seller beware
- B. Let the buyer beware
- C. The thing speaks for itself
- D. Buyer's right to inspect

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18. What is the term for goods that are not specifically identified at the time of the contract but are part of the seller's existing stock or inventory?

- | | |
|-------------------|------------------------|
| A. Specific Goods | B. Unascertained Goods |
| C. Generic Goods | D. Future Goods |

19. What type of contract involves the sale of goods by sample, where the buyer has the right to inspect the goods before finalizing the contract?

- | | |
|--------------------|---------------------|
| A. Sale by Auction | B. Sale on Approval |
| C. Sale by Sample | D. Sale by Tender |

20. What is the legal implication if a seller in a sale of goods does not have the right to sell the goods at the time of making the contract?

- A. The contract is voidable at the buyer's option.
B. The contract is void.
C. The buyer must still pay for the goods.

ANSWERS

1.A,2.A,3.A,4.A,5.C,6.B,7.A,8.B,9.A,10.B,11.C,12.C,
13.C,14.A,15.A,16.D,17.C,18.C,19.C,20.B

5 MARKS

1. Explain the distinction between a "sale" and an "agreement to sell" in the law of sale of goods. Discuss

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the legal implications of each and provide examples to illustrate when each type of contract might be used in a business context.

2. Discuss the concept of "caveat emptor" in the sale of goods. What does this principle entail, and how does it affect the rights and responsibilities of buyers and sellers? Provide examples to illustrate the application of caveat emptor in commercial transactions.
3. Examine the various types of goods in the context of the law of sale. Differentiate between specific goods, unascertained goods, and generic goods. Provide real-world examples to illustrate the application of these classifications in business transactions.
4. Explore the legal distinctions between conditions and warranties in the sale of goods. Discuss the significance of these terms and how a breach of conditions may have different legal consequences than a breach of warranties. Provide examples to illustrate each scenario.
5. Discuss the concept of "sale by non-owners" in the law of sale of goods. Under what circumstances can a seller without ownership rights validly transfer property? Provide legal principles and examples to illustrate this concept.
6. Examine the legal mechanisms for the transfer of property in a sale of goods. Discuss the conditions that must be met for a valid transfer of property to occur

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and how this impacts the rights and obligations of both the buyer and the seller.

7. Investigate the legal remedies available to a buyer in case of a breach of contract in the sale of goods. Discuss the options a buyer has when the seller fails to perform, including specific performance and damages. Provide examples to illustrate these remedies.
8. Discuss the concept of an "unpaid seller" in the law of sale of goods. What are the rights of an unpaid seller, and under what circumstances can these rights be exercised? Provide examples to illustrate the practical application of these rights.
9. Examine the legal principles governing auction sales in the context of the sale of goods. Discuss the rights and obligations of both buyers and sellers in an auction, as well as any legal nuances that distinguish auction sales from other types of sales.
10. Explore the legal implications of performance in the context of the sale of goods. Discuss the duties of both the buyer and the seller regarding performance and how the law addresses issues such as delivery, acceptance, and payment in commercial transactions. Provide examples to illustrate the practical application of these principles.

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10 MARKS

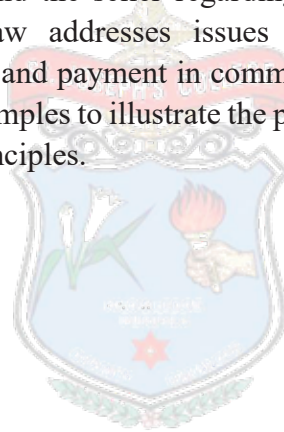
1. Examine the legal distinctions between a "sale" and an "agreement to sell" in the law of sale of goods. Discuss the key elements that differentiate these two types of contracts and the legal consequences of each. Provide examples to illustrate their application in business transactions.
2. Discuss the concept of "caveat emptor" in the sale of goods. How does this principle influence the legal relationship between buyers and sellers? Analyze the buyer's responsibilities and the seller's obligations in light of the caveat emptor principle.
3. Explore the classification of goods in the law of sale, including specific goods, unascertained goods, and generic goods. Discuss the legal implications of each type and provide real-world examples to illustrate their relevance in commercial transactions.
4. Explain the legal distinctions between conditions and warranties in the context of the sale of goods. How do these terms impact the rights and liabilities of parties involved? Illustrate your explanation with examples of conditions and warranties in business contracts.

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5. Discuss the legal principles surrounding the transfer of property in a sale of goods. What conditions must be met for a valid transfer of property, and how does this affect the rights of both buyers and sellers? Provide examples to illustrate the application of these principles.
6. Examine the concept of "sale by non-owners" in the law of sale of goods. Under what circumstances can a seller without ownership rights validly transfer property? Discuss the legal consequences and potential remedies in cases where the seller lacks ownership.
7. Investigate the legal remedies available to a buyer in the event of a breach of contract in the sale of goods. Discuss the options a buyer has when the seller fails to perform, including specific performance and damages. Provide examples to illustrate these remedies.
8. Discuss the rights and obligations of an "unpaid seller" in the law of sale of goods. What are the legal remedies available to an unpaid seller, and how do these rights vary depending on the circumstances? Provide examples to illustrate the practical application of these rights.

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9. Examine the legal principles governing auction sales in the sale of goods. Discuss the rights and obligations of both buyers and sellers in an auction setting, as well as any legal nuances that distinguish auction sales from other types of sales.
10. Explore the legal implications of performance in the context of the sale of goods. Discuss the duties of both the buyer and the seller regarding performance and how the law addresses issues such as delivery, acceptance, and payment in commercial transactions. Provide examples to illustrate the practical application of these principles.



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UNIT – V

1. What is the primary method of creating agency in business law?
A. Ratification
B. Contract
C. Estoppel
D. Operation of law
2. Which type of agent has the authority to act on behalf of the principal in all matters?
A. General agent
B. Special agent
C. Universal agent
D. Sub-agent
3. What duty of loyalty requires an agent to act in the best interests of the principal?
A. Duty of disclosure
B. Duty of obedience
C. Fiduciary duty
D. Duty of diligence
4. In agency law, what is the compensation or fee paid to an agent for their services called?
A. Commission
B. Remuneration
C. Salary
D. Bonus
5. What is the primary right of an agent in the law of agency?
A. Right to terminate the agency
B. Right to compensation
C. Right to give notice
D. Right to delegate authority

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6. What duty of an agent requires them to follow the lawful instructions of the principal?
- A. Duty of obedience B. Duty of diligence
C. Duty of loyalty D. Duty of disclosure
7. Which classification of agents is appointed to handle specific transactions or tasks for the principal?
- A. General agent B. Special agent
C. Universal agent D. Sub-agent
8. What right does a principal have to terminate an agency at any time and for any reason?
- A. Right of revocation
B. Right of indemnity
C. Right of sub-agency
D. Right of ratification
9. What type of agency termination occurs when the purpose for which the agency was created is achieved?
- A. Termination by operation of law
B. Termination by agreement
C. Termination by fulfillment of purpose
D. Termination by notice
10. What is the legal consequence when an agent exceeds their authority without the principal's knowledge?
- A. The principal is not bound by the unauthorized acts.
B. The principal is always bound by the unauthorized acts.

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- C. The agent is not liable for the unauthorized acts.
- D. The agent loses their commission.

10. What duty requires an agent to provide accurate and timely information to the principal regarding the agency transactions?

- A. Duty of obedience
- B. Duty of loyalty
- C. Duty of disclosure
- D. Duty of diligence

12. In the context of agency law, what is the term for a person who is not disclosed as a principal in a transaction?

- A. Silent principal
- B. Undisclosed agent
- C. Invisible principal
- D. Unacknowledged agent

13. What type of authority is explicitly given to an agent through spoken or written words?

- A. Implied authority
- B. Apparent authority
- C. Actual authority
- D. Ostensible authority

14. What is the legal term for the situation where a principal approves and adopts an act performed by an agent without prior authority?

- A. Authorization
- B. Ratification
- C. Confirmation
- D. Validation

15. In agency law, what is the term for an agent who is authorized to delegate their authority to another person?

- A. Special agent
- B. Sub-agent
- C. General agent
- D. Universal agent

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16. Which remedy is available to an unpaid agent who seeks compensation from the principal for services rendered?

- | | |
|-------------------------|---------------|
| A. Specific performance | B. Injunction |
| C. Quantum meruit | D. Rescission |

17. What is the legal term for the situation where a principal gives an agent the authority to perform a specific act without additional instructions?

- | | |
|----------------------|-----------------------|
| A. General authority | B. Specific authority |
| C. Special authority | D. Limited authority |

18. When does apparent authority arise in an agency relationship?

- A. When the agent has express authority
- B. When the agent has implied authority
- C. When the principal creates the appearance of authority
- D. When the agent exceeds their authority

19. What duty requires an agent to act with reasonable care and skill in performing their duties?

- | | |
|----------------------|----------------------------|
| A. Duty of obedience | B. Duty of loyalty |
| C. Duty of diligence | D. Duty of indemnification |

20. In the law of agency, what is the term for the situation where both the principal and the agent agree to end the agency relationship?

- A. Termination by operation of law

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- B. Mutual agreement
- C. Principal died
- D. Termination as per the period

ANSWERS

1.B,2.C,3.C,4.A,5.B,6.A,7.B,8.A,9.C,10.A,11.C,12.B,
13.C,14.B,15.B,16.C,17.B,18.C,19.C,20.D

5 MARKS

1. Discuss the legal process involved in the creation of an agency relationship. Highlight the key elements required for the formation of a valid agency contract and provide examples to illustrate the methods through which agency relationships can be established.
2. Classify agents based on their authority and responsibilities. Explain the distinctions between general agents, special agents, universal agents, and factors. Provide real-world examples to illustrate scenarios where each type of agent may be appropriately utilized.
3. Examine the duties of an agent in the law of agency. Discuss the fiduciary responsibilities that agents owe to their principals, including loyalty, obedience, and disclosure. Provide examples to illustrate situations where agents must adhere to these duties.

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4. Explore the rights of agents in the law of agency. Discuss the compensation, reimbursement, and indemnification rights that agents may possess and the legal principles governing these rights. Provide examples to illustrate how agents can assert their rights in various business contexts.
5. Examine the duties of a principal in the law of agency. Discuss the responsibilities of principals towards their agents, including compensation, reimbursement, and the duty to provide a safe working environment. Illustrate your discussion with practical examples.
6. Discuss the concept of "termination of an agency" in business law. Examine the various methods through which an agency relationship can be terminated, including by acts of the parties, by operation of law, and by the fulfillment of the agency's purpose. Provide examples to illustrate each termination method.
7. Evaluate the consequences of unauthorized acts performed by agents in the course of their agency. Discuss the legal principles governing the liability of both the agent and the principal in situations where the agent exceeds their authority. Provide examples to illustrate the potential legal consequences.

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8. Examine the concept of undisclosed principals in agency relationships. Discuss the legal implications of situations where the existence of the principal is not disclosed to a third party. Analyze the rights and liabilities of the undisclosed principal, the agent, and the third party involved.
9. Discuss the authority of agents in the context of the law of agency. Explore the distinctions between actual authority, apparent authority, and inherent authority. Provide examples to illustrate how these different types of authority can arise and impact the agency relationship.
10. Explain the legal principles governing the ratification of acts by principals in the law of agency. Discuss the conditions under which a principal can ratify acts performed by an agent without prior authority. Provide examples to illustrate situations where ratification may be applicable.

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HUMAN RESOURCE MANAGEMENT

UNIT – I

Introduction – Meaning and Definition, Nature, Scope objectives and Importance of HRM – Functions of HRM.

UNIT – II

Human Resource Planning – Manpower planning Nature, Importance and Objectives of Manpower Planning – Process of Manpower Planning – Uses and Benefit of Manpower Planning.

UNIT – III

Recruitment and Selection – Source of Recruitment Selection of Employee – Difference between recruitment and selection.

UNIT – IV

Procedures for selection – tests – interviews – types of interview – Process of conducting interview - checking of references – final selection.

UNIT – V

Performance Appraisal — modern methods – Training and Development – Importance of training employee – Types of training – Methods of training

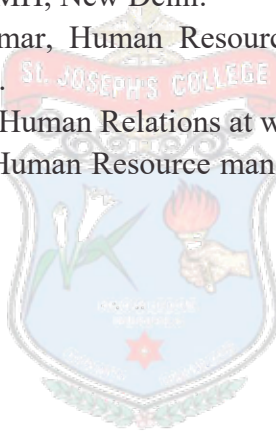
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TEXT BOOK

1. J. C.B. Mamoria, Personnel Management – Humalaya publications house.

REFERENCE BOOKS

1. G.R. Bassotia, Human Resources Management, Mangal Deep Publications.
- 2.. K. Aswathappa, Human Resources and Personnel Management, TMH, New Delhi.
- 3.. Kaushal Kumar, Human Resources Management – ABD Publishers.
- 4.. Keith Davis, Human Relations at work – TMH.
- 5.. Jayasankar, Human Resource management, Margham P



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UNIT-I

1. What does HRM stand for?
A) Human Resource Marketing
B) Human Resource Management
C) Human Resource Monitoring
D) Human Resource Manipulation

2. Who is the author of the textbook "Personnel Management" from Himalaya Publications House?
A) John C. Maxwell (B) J.C.B. Mamoria
C) Peter Drucker D) Stephen R. Covey

3. What is the primary focus of HRM?
A) Product Development
B) Customer Service
C) Employee Engagement and Management
D) Financial Accounting

4. Which of the following is NOT a function of HRM?
A) Recruitment and Selection
B) Marketing
C) Performance Appraisal
D) Training and Development

5. The scope of HRM includes:
A) Only Hiring Employees
B) Only Employee Discipline

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C) All aspects of managing and developing people in organizations

D) Only Financial Management

6. Why is HRM considered important in organizations?

A) To increase marketing efforts

B) To enhance employee well-being and productivity

C) To reduce financial risks

D) To improve customer service

7. What are the objectives of HRM?

A) Only Profit Maximization

B) Only Cost Minimization

C) Both A and B

D) Optimal utilization of human resources and employee development

8. Which of the following is a part of HRM functions related to acquiring employees?

A) Training

B) Compensation and Benefits

C) Performance Appraisal

D) Recruitment and Selection

9. What is the meaning of Personnel Management as compared to HRM?

A) They are the same concepts

B) Personnel Management is an out dated term for HRM

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- C) HRM is a subset of Personnel Management
- D) Personnel Management is a subset of HRM

10. Which of the following is not a stage in the recruitment process?

- A) Job Analysis
- B) Job Evaluation
- C) Interviewing
- D) Selection

11. What does HRIS stand for?

- A) Human Resource Information System
- B) Human Resource Interaction System
- C) Human Resource Improvement System
- D) Human Resource Integration System

12. Which function of HRM involves identifying and addressing performance issues within the organization?

- A) Recruitment
- B) Training and Development
- C) Performance Appraisal
- D) Compensation and Benefits

13. What is the process of systematically evaluating employees' performance against set criteria called?

- A) Recruitment
- B) Training
- C) Performance Appraisal
- D) Compensation

14. In HRM, what does the term "compensation" refer to?

- A) The act of compensating customers

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- B) The process of compensating for losses
- C) Payment in the form of wages, salaries, and benefits to employees
- D) Compensation for damaged equipment

15. Which of the following is a key element in employee training and development?

- A) Compensation
- B) Performance Appraisal
- C) On-the-job and off-the-job training
- D) Recruitment

16. What does the term "Human Resource Planning" involve?

- A) Planning for financial resources
- B) Planning for technology resources
- C) Planning for the effective use of human resources
- D) Planning for marketing resources

17. Which HRM function involves ensuring that employees are fairly compensated for their work?

- A) Recruitment
- B) Training and Development
- C) Compensation and Benefits
- D) Performance Appraisal

18. What is the primary goal of employee engagement in HRM?

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- A) To increase workload
- B) To enhance job satisfaction and commitment
- C) To reduce employee involvement
- D) To decrease communication

19. Which of the following is an external factor influencing HRM

- A) Company Policies
- B) Government Regulations
- C) Organizational Culture
- D) Employee Morale

20. In HRM, what does the term "Outsourcing" involve?

- A) Hiring more in-house employees
- B) Contracting out certain HR functions to external providers
- C) Training employees for new skills
- D) Employee counselling services

ANSWERS

1.B,2.B,3.C,4.B,5.C,6.B,7.D,8.D,9.B,10.B,11.A,12.C,
13.C,14.C,15.C,16.C,17.C,18.B,19.B,20.B

5 MARKS

- 1.Explain the meaning and definition of Human Resource Management (HRM). Discuss its evolution and how it differs from traditional Personnel Management.

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2. Define the nature of HRM and highlight its distinctive features. How does HRM contribute to the overall success and sustainability of an organization?
3. Discuss the scope of Human Resource Management as outlined Explain the key areas and activities that fall under the purview of HRM.
4. Outline the objectives of Human Resource Management and explain how achieving these objectives contribute to organizational effectiveness. Provide examples to support your explanation.
5. Elaborate on the importance of HRM in contemporary organizations. How does effective HRM positively impact employee performance, job satisfaction, and overall organizational success?
6. Examine the various functions of HRM as detailed Provide a comprehensive explanation of each function and discuss their interdependence in managing human resources effectively.
7. Discuss the role of HRM in recruitment and selection processes. Explain the steps involved in recruitment and how strategic HRM practices contribute to attracting and retaining top talent.

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8. Explain the significance of training and development in HRM. Discuss how organizations can design and implement effective training programs to enhance employee skills and contribute to organizational goals.
9. Analyze the role of HRM in performance appraisal. Discuss the objectives of performance appraisal, the methods commonly used, and the potential challenges faced by organizations in this process.
10. Examine the importance of compensation and benefits in HRM. Discuss the factors that influence the design of a compensation package and how a well-structured compensation system contributes to employee motivation and satisfaction.

10 MARKS

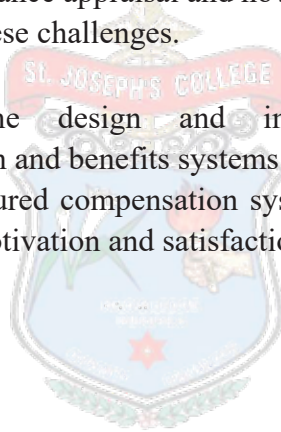
1. Provide a detailed analysis of the evolution of Human Resource Management (HRM) as discuss Explore the historical context, key milestones, and the transition from traditional personnel management to contemporary HRM practices.
2. Examine the nature of HRM in the context Discuss the essential characteristics that distinguish HRM from other management functions. Illustrate with examples to support your analysis.

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3. Discuss the comprehensive scope of Human Resource Management outlined . Evaluate how the scope has expanded over time and its implications for modern organizations.
4. Critically analyze the objectives of HRM, as presented by Discuss how these objectives align with the broader organizational goals and contribute to the success of an organization.
5. Explore the importance of HRM in the contemporary business environment. Assess the role of HRM in addressing challenges such as diversity, globalization, and technological advancements. Provide real-world examples to support your arguments.
6. Examine each function of HRM in detail, as per J.C.B. Mamoria's perspective. Discuss how these functions interrelate and contribute to the overall effectiveness of managing human resources in an organization.
7. Evaluate the strategic significance of recruitment and selection in HRM. Discuss the key strategies and best practices that organizations can adopt to attract and retain top talent, considering the insights provided by Mamoria in "Personnel Management."

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8. Analyze the role of training and development in HRM. Explore the impact of training programs on employee performance, and discuss how organizations can design and implement effective training initiatives.
9. Critically assess the role of performance appraisal in HRM according to J.C.B. Matoria. Discuss the purposes, methods, and potential challenges associated with performance appraisal and how organizations can overcome these challenges.
10. Examine the design and implementation of compensation and benefits systems in and discuss how a well-structured compensation system contributes to employee motivation and satisfaction.



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UNIT – II

1. What is Human Resource Planning (HRP) primarily concerned with?
 - A) Financial Management
 - B) Marketing Strategies
 - C) Forecasting and Managing Human Resources
 - D) Production Planning

2. In the context of Manpower Planning, what is the alternative term for Human Resource Planning?
 - A) Workforce Scheduling
 - B) Talent Acquisition
 - C) Manpower Forecasting
 - D) Labor Management

3. What is the nature of Manpower Planning?
 - A) Reactive
 - B) Short-term
 - C) Proactive and Future-oriented
 - D) Isolated

4. What is the primary objective of Manpower Planning?
 - A) Minimizing Employee Turnover
 - B) Reducing Workload
 - C) Ensuring Optimal Utilization of Human Resources
 - D) Enhancing Marketing Strategies

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5. Which of the following is a step in the process of Manpower Planning?
- A) Employee Recognition
 - B) Employee Termination
 - C) Employee Engagement
 - D) Workforce Analysis and Forecasting
6. What is one of the key uses of Manpower Planning in organizations?
- A) Reducing Employee Salaries
 - B) Addressing Short-term Goals Only
 - C) Identifying Surplus or Shortage of Talent
 - D) Ignoring Workforce Trends
7. How does Manpower Planning benefit organizations?
- A) By Ignoring Workforce Trends
 - B) By Increasing Employee Turnover
 - C) By Ensuring Optimal Utilization of Human Resources
 - D) By Reducing the Importance of Workforce Analysis
8. Which of the following is a long-term benefit of effective Manpower Planning?
- A) Increased Employee Turnover
 - B) Improved Workforce Productivity
 - C) Short-term Financial Gains
 - D) Limited Employee Development

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9. What does Manpower Planning help organizations anticipate?

- A) Only Employee Salaries
- B) Only Employee Termination
- C) Future Workforce Requirements
- D) Immediate Hiring Needs

10. What role does Manpower Planning play in organizational decision-making?

- A) Limited Impact on Decision-Making
- B) Enhances Informed Decision-Making
- C) Only Influences Financial Decisions
- D) Reduces the Importance of Forecasting

11. In Manpower Planning, what does "Workforce Analysis" involve?

- A) Analyzing Market Trends
- B) Analyzing Employee Performance
- C) Analyzing Financial Statements
- D) Analyzing the Current and Future Workforce

12. What is the significance of Manpower Planning in addressing organizational goals?

- A) Limited Impact on Organizational Goals
- B) Direct Alignment with Organizational Goals
- C) Focuses Only on Short-term Goals
- D) Excludes Employee Development

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13. Which phase of the business cycle is most closely associated with Manpower Planning activities?

- A) Expansion Phase
B) Recession Phase
C) Stagnation Phase
D) Isolation Phase

14. How does effective Manpower Planning contribute to employee satisfaction?

- A) By Ignoring Employee Development
B) By Reducing Workload
C) By Providing Career Development Opportunities
D) By Minimizing Employee Recognition

15. What is the primary focus of Manpower Planning in addressing workforce imbalances?

- A) Only Employee Termination
B) Identifying and Resolving Talent Surpluses or Shortages
C) Ignoring Workforce Trends
D) Reducing Employee Salaries

16. In the context of HRM, what is the primary role of Manpower Planning in the recruitment process?

- A) Reducing Employee Turnover
B) Identifying Surplus Talent
C) Forecasting Future Hiring Needs
D) Exclusively Focusing on Short-term Hiring

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17. How does Manpower Planning contribute to organizational flexibility and adaptability?
- A) By Ignoring Market Trends
 - B) By Increasing Workforce Rigidity
 - C) By Identifying and Addressing Changing Workforce Needs
 - D) By Limiting Employee Development Opportunities
18. What role does Manpower Planning play in succession planning within organizations?
- A) Only Employee Recognition
 - B) Ignoring Workforce Trends
 - C) Identifying and Developing Future Leaders
 - D) Limited Impact on Succession Planning
19. What is the primary benefit of integrating Manpower Planning with other HR functions?
- A) Isolating Workforce Trends
 - B) Enhancing Coordination and Effectiveness
 - C) Reducing Employee Recognition
 - D) Ignoring Talent Surpluses or Shortages
20. How does Manpower Planning align with the long-term sustainability of an organization?
- A) By Ignoring Employee Development
 - B) By Exclusively Focusing on Short-term Goals
 - C) By Ensuring Optimal Utilization of Human Resources over Time

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D) By Reducing Workforce Flexibility

ANSWERS

1.C,2.C,3.C,4.C,5.D,6.C,7.C,8.B,9.C,10.B,11.D,12.B,
13.A,14.C,15.B,16.C,17.C,18.C,19.B,20.C

5 MARKS

1. Explain the nature of Manpower Planning as discussed by J.C.B. Mammoria. Highlight the key characteristics that distinguish it from other HR functions.
2. Discuss the importance of Manpower Planning in the context of organizational success. How does effective Manpower Planning contribute to the achievement of strategic goals?
3. Outline the objectives of Manpower Planning according to J.C.B. Mammoria. Explain how these objectives align with the broader objectives of Human Resource Management and organizational effectiveness.
4. Describe the process of Manpower Planning as detailed by Mammoria. Identify and explain each step involved in the systematic planning of human resources within an organization.

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5. Examine the uses of Manpower Planning in organizations. How does it assist in addressing workforce challenges and ensuring the optimal utilization of human resources?
6. Discuss the benefits of Manpower Planning as highlighted by J.C.B. Mamoria. Explore how effective Manpower Planning positively impacts organizational efficiency, employee satisfaction, and overall performance.
7. Explain the role of Manpower Planning in addressing talent shortages or surpluses. How does it contribute to achieving a balanced and skilled workforce within an organization?
8. Discuss the relationship between Manpower Planning and organizational decisionmaking. How does Manpower Planning provide insights that influence strategic decisions in an organization?
9. Explore the role of Manpower Planning in workforce flexibility. How can organizations use Manpower Planning to adapt to changing market conditions and emerging trends in the industry?
10. Evaluate the integration of Manpower Planning with other HR functions. How does coordination between

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Manpower Planning and recruitment, training, and performance management enhance overall HR effectiveness?

10 MARKS

1. Provide a comprehensive analysis of the nature of Manpower Planning according to J.C.B. Mamoria. Discuss the inherent characteristics that define Manpower Planning and how they contribute to the overall strategic goals of an organization.
2. Examine the importance of Manpower Planning in the contemporary business environment. Discuss the critical role it plays in organizational sustainability, competitiveness, and adaptability to changing market conditions
3. Critically evaluate the objectives of Manpower Planning as outlined by Mamoria. Explain how these objectives align with the broader objectives of Human Resource Management and contribute to organizational effectiveness.
4. Discuss in detail the step-by-step process of Manpower Planning as presented by J.C.B. Mamoria. Illustrate each phase with practical examples and highlight the

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challenges organizations may face during the implementation of the process.

5. Explore the various uses of Manpower Planning in organizations. Discuss how it aids in addressing workforce imbalances, optimizing employee skills, and supporting strategic decision-making. Provide real-world examples to support your arguments.
6. Evaluate the benefits of effective Manpower Planning in organizations. Discuss how it positively impacts employee morale, organizational performance, and the overall achievement of business objectives.
7. Examine the role of Manpower Planning in talent management. Discuss how it contributes to identifying and nurturing talent within an organization, addressing skill gaps, and promoting employee development.
8. Discuss the relationship between Manpower Planning and organizational decisionmaking. How does the information derived from Manpower Planning influence strategic decisions related to staffing, training, and overall workforce management?
9. Analyze how Manpower Planning contributes to organizational agility. Discuss its role in helping organizations adapt to changes in the external

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environment, technological advancements, and evolving industry trends.

10. Evaluate the integration of Manpower Planning with other HR functions such as recruitment, training, and performance management. Discuss the synergies created and challenges faced when aligning Manpower Planning with broader HR strategies.



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UNIT- III

1. What is the primary purpose of recruitment in the context of HRM?
 - A) Training and Development
 - B) Identifying and Attracting Potential Candidates
 - C) Performance Appraisal
 - D) Compensation and Benefits

2. Which of the following is considered an internal source of recruitment?
 - A) Job Portals
 - B) Employee Referrals
 - C) Campus Recruitment
 - D) Recruitment Agencies

3. What is the main distinction between recruitment and selection?
 - A) Recruitment focuses on attracting candidates, while selection involves choosing the right candidate.
 - B) Recruitment and selection are interchangeable terms.
 - C) Recruitment is a subset of selection.
 - D) Selection is a subset of recruitment.

4. Which external source of recruitment involves hiring individuals with specific expertise for short-term projects?
 - A) Campus Recruitment
 - B) Employee Referrals

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- C) Temporary Employment Agencies
 - D) Advertisement
5. What does "Headhunting" refer to in the recruitment process?
- A) Attracting passive candidates
 - B) Conducting background checks
 - C) Screening resumes
 - D) Internal promotions
6. In the context of recruitment, what is the purpose of conducting a job analysis?
- A) Determining employee benefits
 - B) Identifying the skills and qualifications required for a specific job
 - C) Performance appraisal
 - D) Conducting employee training
7. Which method of external recruitment is commonly used for hiring entry-level positions and recent graduates?
- A) Campus Recruitment
 - B) Executive Search Firms
 - C) Headhunting
 - D) Employee Referrals
8. What is the primary goal of the selection process in HRM?
- A) Identifying potential candidates

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- B) Attracting applicants
 - C) Choosing the right candidate for a job
 - D) Conducting job analysis
9. Which assessment method in the selection process involves observing candidates performing tasks related to the job they are applying for?
- A) Aptitude Tests
 - B) Assessment Centers
 - C) Structured Interviews
 - D) Personality Tests
10. What is the purpose of background checks in the selection process?
- A) Identifying potential candidates
 - B) Verifying the accuracy of the candidate's resume and credentials
 - C) Conducting job analysis
 - D) Employee training
11. Which source of recruitment is particularly effective for filling senior-level positions and executive roles?
- A) Campus Recruitment
 - B) Employee Referrals
 - C) Executive Search Firms
 - D) Advertisement

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12. What is the primary purpose of a structured interview in the selection process?
- A) Assessing personality traits
 - B) Observing candidate behavior in group settings
 - C) Consistently evaluating candidates based on predetermined criteria
 - D) Verifying employment history
13. Which selection method is designed to assess a candidate's cognitive abilities, logical reasoning, and problem-solving skills?
- A) Personality Tests
 - B) Aptitude Tests
 - C) Structured Interviews
 - D) Assessment Centers
14. In the context of recruitment, what is the purpose of an "open position" or "job vacancy"?
- A) Employee Referral
 - B) Campus Recruitment
 - C) Advertisement
 - D) Temporary Employment Agencies
15. Which internal source of recruitment involves considering current employees for a higher-level position within the organization?
- A) Job Rotation
 - B) Internal Job Postings

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- C) Temporary Employment Agencies
- D) Headhunting

16. What is the primary advantage of using employee referrals as a source of recruitment?

- A) Limited pool of potential candidates
- B) High cost per hire
- C) Faster recruitment process
- D) Reduced employee engagement

17. Which phase of the recruitment process involves communicating with potential candidates to provide information about the job and assess their suitability?

- A) Job Analysis
- B) Job Rotation
- C) Interviewing
- D) Selection

18. What is the purpose of using personality tests in the selection process?

- A) Evaluating cognitive abilities
- B) Assessing problem-solving skills
- C) Gauging emotional and behavioural traits
- D) Verifying employment history

19. Which legal consideration is important to address during the recruitment and selection process?

- A) Discrimination based on gender

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- B) Encouraging diversity
- C) Providing employee benefits
- D) Ignoring job analysis

20. What is the primary goal of using different recruitment sources in HRM?

- A) Restricting the candidate pool
- B) Increasing the cost per hire
- C) Attracting a diverse and qualified candidate pool
- D) Ignoring the selection process

ANSWERS

1.B,2.B,3.A,4.C,5.A,6.B,7.A,8.C,9.B,10.B,11.C,12.C,
13.B,14.C,15.A,16.C,17.C,18.C,19.A,20.C

5 MARKS

1. Explain the concept of recruitment as discussed by What are the key objectives of the recruitment process, and how does it contribute to the overall human resource strategy of an organization?
2. Discuss the various internal sources of recruitment highlighted by. Provide examples and explain how organizations can effectively leverage internal talent for staffing needs.

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3. What is the significance of external sources of recruitment in the hiring process? Explore the advantages and challenges associated with external recruitment methods outlined
4. Examine the role of employee referrals in the recruitment process. How does this source contribute to the efficiency of hiring, and what considerations should organizations keep in mind when implementing an employee referral program?
5. Differentiate between recruitment and selection according to Highlight the key distinctions in their purposes, processes, and outcomes within the context of human resource management.
6. Discuss the role of job analysis in the recruitment and selection process. How does a well-conducted job analysis contribute to effective staffing decisions and employee performance?
7. Explain the purpose and benefits of conducting campus recruitment. Discuss how organizations can build relationships with educational institutions to enhance their talent acquisition strategies.
8. What is the importance of a structured interview in the selection process? Discuss the advantages of using a

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structured interview format compared to unstructured interviews.

9. Examine the significance of background checks in the selection process. Discuss the types of information typically verified during a background check and how it contributes to making informed hiring decisions.
10. Discuss the legal and ethical considerations organizations should be mindful of during the recruitment and selection process. How can organizations ensure fairness and compliance with relevant laws and regulations?

10 MARKS

1. Critically analyze the role of recruitment in the overall human resource management strategy. Discuss the internal and external sources of recruitment outlined by J.C.B. Mamoria and provide examples of how organizations can effectively utilize these sources.
2. Examine the challenges associated with external recruitment methods as discussed by Mamoria. How can organizations overcome these challenges and ensure a diverse and qualified pool of candidates?

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3. Discuss the significance of employee referrals in the recruitment process. Evaluate the advantages and potential drawbacks of relying on employee referrals as a primary source of talent acquisition.
4. Differentiate between recruitment and selection according to Mamoria's perspective. Provide a detailed analysis of the purposes, processes, and outcomes of each, and highlight their individual contributions to effective human resource management.
5. Examine the importance of job analysis in the context of recruitment and selection. How does a well-conducted job analysis contribute to effective staffing decisions and the overall success of an organization?
6. Discuss the benefits and challenges of campus recruitment as a source of talent acquisition. Provide recommendations on how organizations can enhance their campus recruitment strategies to attract high-caliber candidates.
7. Explain the significance of a structured interview in the selection process. Compare and contrast structured interviews with unstructured interviews, highlighting the advantages of adopting a structured format.

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8. Analyze the purpose and importance of background checks in the selection process. Explore the types of information typically verified during background checks and discuss how organizations can ensure ethical and legal practices in this regard.
9. Evaluate the legal and ethical considerations that organizations need to address during the recruitment and selection process. Discuss specific laws and regulations related to fair employment practices and how organizations can implement them effectively.
10. Critically assess the role of technology in modern recruitment and selection processes. Explore the impact of technologies such as applicant tracking systems, artificial intelligence, and online assessments on the efficiency and effectiveness of talent acquisition.

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UNIT – IV

1. What is the primary purpose of conducting selection procedures in the recruitment process?
 - A) Identifying potential candidates
 - B) Assessing the suitability of candidates for a job
 - C) Providing training opportunities
 - D) Establishing job responsibilities

2. Which selection procedure assesses a candidate's ability to perform specific tasks related to the job?
 - A) Personality tests
 - B) Aptitude tests
 - C) Work sample tests
 - D) Structured interviews

3. What is the purpose of an aptitude test in the selection process?
 - A) Assessing specific job-related skills
 - B) Evaluating cognitive abilities and problem-solving skills
 - C) Gauging emotional intelligence
 - D) Verifying employment history

4. Which type of interview allows the candidate to provide detailed responses and share experiences?
 - A) Structured interview

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- B) Unstructured interview
- C) Behavioural interview
- D) Group interview

5. What is the primary focus of a situational interview?

- A) Past experiences and behaviours
- B) Hypothetical scenarios and future actions
- C) Technical skills and qualifications
- D) Personality traits

6. In the context of the interview process, what is the purpose of checking references?

- A) Verifying the candidate's employment history and qualifications
- B) Assessing the candidate's personality traits
- C) Conducting a background check
- D) Evaluating the candidate's cognitive abilities

7. Which selection procedure is most effective in assessing a candidate's interpersonal skills and communication abilities?

- A) Personality tests
- B) Assessment centres
- C) Group interviews
- D) Structured interviews

8. What is the primary objective of an assessment centre in the selection process?

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- A) Evaluating individual performance in isolation
 - B) Assessing cognitive abilities through standardized tests
 - C) Evaluating candidates in simulated work scenarios
 - D) Conducting in-depth personality assessments
9. Which selection procedure is designed to assess a candidate's emotional intelligence, teamwork, and leadership skills?
- A) Personality tests
 - B) Group interviews
 - C) Behavioural interviews
 - D) Assessment centres
10. What is the primary advantage of using structured interviews in the selection process?
- A) Allowing for a conversational and flexible format
 - B) Consistently evaluating candidates based on predetermined criteria
 - C) Focusing solely on hypothetical scenarios
 - D) Providing an opportunity for unstructured responses
11. In the context of interviews, what is the purpose of a panel interview?
- A) Assessing the candidate's ability to perform specific tasks
 - B) Evaluating the candidate's cognitive abilities
 - C) Conducting a thorough background check

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D) Involving multiple interviewers from different departments

12. Which of the following is a limitation of unstructured interviews?

- A) Providing consistent and standardized evaluations
- B) Allowing for in-depth exploration of candidate experiences
- C) Introducing interviewer bias
- D) Focusing solely on hypothetical scenarios

13. What is the purpose of using a group interview in the selection process?

- A) Assessing individual performance in isolation
- B) Evaluating teamwork and interpersonal skills
- C) Conducting a background check
- D) Focusing solely on hypothetical scenarios

14. Which type of interview allows the candidate to discuss specific experiences and behaviours in past roles?

- A) Structured interview
- B) Unstructured interview
- C) Situational interview
- D) Behavioural interview

15. What is the primary focus of a competency-based interview?

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- A) Assessing technical skills
- B) Evaluating the candidate's cognitive abilities
- C) Identifying key competencies relevant to the job
- D) Conducting a background check

16. In the selection process, what does a job knowledge test assess?

- A) Emotional intelligence
- B) Specific technical skills and knowledge relevant to the job
- C) Communication abilities
- D) Personality traits

17. In the selection process, what does a job knowledge test assess?

- A) Emotional intelligence
- B) Specific technical skills and knowledge relevant to the job
- C) Communication abilities
- D) Personality traits

18. What is the primary goal of conducting a situational judgment test in the selection process?

- A) Assessing problem-solving skills
- B) Evaluating the candidate's response to real-world scenarios
- C) Verifying employment history
- D) Gauging emotional intelligence

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19. Which of the following is a potential drawback of using personality tests in the selection process?

- A) Assessing interpersonal skills
- B) Providing insight into emotional intelligence
- C) Being susceptible to faking or socially desirable responses
- D) Evaluating specific job-related skills

20. What is the purpose of a job simulation in the selection process?

- A) Evaluating cognitive abilities
- B) Assessing personality traits
- C) Simulating real job tasks to assess a candidate's abilities
- D) Conducting a background check

21. In the context of selection procedures, what is the significance of a structured situational interview?

- A) Focusing on hypothetical scenarios
- B) Consistently assessing candidates based on predetermined criteria
- C) Allowing for unstructured responses
- D) Evaluating past experiences and behaviours

ANSWERS

1.B,2.C,3.B,4.B,5.B,6.A,7.D,8.C,9.D,10.B,11.D,12.C,
13.B,14.D,15.C,16.B,17.B,18.B,19.C,20.C,21.B

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5 MARKS

1. Selection Procedures:

- Define the term "selection procedures" in the context of personnel management. Highlight the importance of a systematic selection process.

2. Testing in Selection:

- Discuss the role of tests in the selection process. Provide examples of different types of tests that organizations commonly used for assessing candidates.

3. Interview Types:

- Enumerate and explain the various types of interviews that are conducted during the selection process. Compare and contrast structured and unstructured interviews.

4. Conducting Interviews:

- Outline the key steps involved in the process of conducting an effective interview. Discuss the importance of interviewer training in ensuring a fair and unbiased selection process.

5. Reference Checking:

- Elaborate on the significance of checking references in the selection process. Discuss how effective reference checks contribute to making informed hiring decisions.

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6. Final Selection:

- Describe the criteria and considerations that organizations typically use for making the final selection decision. Discuss the importance of consensus among the hiring team in the final selection phase.

7. Personal management Perspective:

- Summarize viewpoint on personnel management, particularly in the context of selection procedures. Highlight any unique insights or perspectives presented in his work.

8. Challenges in the Interview Process:

- Identify and discuss common challenges faced during the interview process. Propose strategies for overcoming these challenges to ensure a fair and effective selection process.

9. Innovations in Selection:

- Explore and explain innovative approaches or technologies that are being incorporated into the selection process. Evaluate the potential benefits and challenges associated with these innovations.

10. Legal and Ethical Considerations:

- Analyze the legal and ethical considerations that organizations must adhere to during the selection process.

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Discuss the potential consequences of violating these considerations.

10 MARKS

1. Explain the key steps involved in the selection process according to Personnel Management.
2. Elaborate on the role of tests in the selection process. Provide examples of commonly used tests and their significance.
3. Differentiate between structured and unstructured interviews. Discuss the advantages and disadvantages of each type in the context of employee selection.
4. Outline the essential steps in the process of conducting a structured interview. How does it contribute to fair and effective employee selection?
5. Explore and compare various types of interviews, such as panel interviews, stress interviews, and behavioural interviews. Highlight their specific purposes and challenges.
6. Describe the sequential stages involved in a comprehensive interview process. What considerations should be taken into account at each stage?

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7. Discuss the significance of reference checks in the selection process. How can organizations ensure a thorough and reliable reference check?
8. Explain the factors that influence the final selection decision. How can organizations strike a balance between objective criteria and subjective judgment in this phase?
9. Personnel management, specifically focusing on his insights into the selection process. Highlight any unique contributions or approaches he advocates.

Integration of Selection Components:

10. Illustrate how tests, interviews, reference checks, and the final selection decision are integrated into a cohesive and effective employee selection strategy. Discuss the importance of alignment with organizational goals.

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UNIT - V

1. What is the primary purpose of performance appraisal in organizations?
 - A) Employee Recruitment
 - B) Employee Discipline
 - C) Employee Evaluation and Development
 - D) Employee Compensation

2. Which modern method of performance appraisal involves setting specific, measurable, and achievable goals for employees?
 - A) 360-Degree Feedback
 - B) Management by Objectives (MBO)
 - C) Graphic Rating Scale
 - D) Behaviourally Anchored Rating Scales (BARS)

3. In performance appraisal, what does the 360-Degree Feedback method involve?
 - A) Evaluation by peers, subordinates, and supervisors
 - B) Evaluation by immediate supervisors only
 - C) Self-evaluation by the employee
 - D) Evaluation by top management only

4. What is the benefit of using Behaviourally Anchored Rating Scales (BARS) in performance appraisal?
 - A) Emphasizes subjective judgments
 - B) Provides a quantitative score for each employee

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- C) Links specific behaviours to performance ratings
D) Focuses solely on overall performance
5. Which performance appraisal method involves comparing an employee's performance to that of their peers?
- A) Ranking Method
B) Paired Comparison Method
C) Forced Distribution Method
D) Critical Incident Technique
6. What is the primary importance of employee training in organizations?
- A) Improving Employee Morale
B) Enhancing Employee Discipline
C) Facilitating Employee Learning and Skill Development
D) Controlling Employee Turnover
7. Which type of training is focused on enhancing employees' interpersonal and communication skills?
- A) Technical Training
B) On-the-Job Training
C) Soft Skills Training
D) Cross-Training
8. What is the purpose of cross-training in employee development?

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- A) Focusing on one specific job role
 - B) Enhancing skills and knowledge in multiple job roles
 - C) Training for technical proficiency
 - D) Implementing leadership development programs
9. Which training method involves employees learning while working on actual job tasks?
- A) Classroom Training
 - B) Simulation Training
 - C) On-the-Job Training
 - D) E-learning
10. What is the advantage of using e-learning as a training method?
- A) Limited accessibility
 - B) Lack of flexibility in learning schedules
 - C) Cost-effectiveness and scalability
 - D) Exclusively focused on theoretical concepts
11. Which type of training focuses on improving specific job-related skills and knowledge?
- A) Soft Skills Training
 - B) Technical Training
 - C) Leadership Development
 - D) Cross-Training
12. In the context of employee development, what does leadership development aim to achieve?

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- A) Improving technical skills
- B) Enhancing communication skills
- C) Developing leadership competencies
- D) Providing basic job orientation

13. What is the purpose of a mentorship program in employee development?

- A) Enhancing technical skills
- B) Providing formal classroom training
- C) Facilitating the transfer of knowledge and experience
- D) Focusing on cross-training

14. Which training method involves employees participating in role-playing scenarios to simulate real work situations?

- A) On-the-Job Training
- B) Simulation Training
- C) E-learning
- D) Soft Skills Training

15. What is the primary focus of diversity training in organizations?

- A) Improving technical skills
- B) Enhancing communication skills
- C) Promoting inclusivity and understanding among employees
- D) Providing job-specific knowledge

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16. In the context of employee development, what does the term "mentoring" typically involve?
- A) Formal training sessions
 - B) Transfer of knowledge and experience from a more experienced individual to a less experienced one
 - C) On-the-Job Training
 - D) Simulation Training
17. Which method of training is particularly effective for teaching complex technical skills or procedures?
- A) Classroom Training
 - B) On-the-Job Training
 - C) E-learning
 - D) Simulation Training
18. What is the goal of on-the-job training programs in organizations?
- A) Providing theoretical knowledge in a classroom setting
 - B) Enhancing employees' soft skills
 - C) Developing job-specific skills while employees work
 - D) Focusing on cross-training
19. Which type of training is aimed at preparing employees for higher-level positions within the organization?
- A) Soft Skills Training

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- B) Technical Training
- C) Leadership Development
- D) On-the-Job Training

20. What is the primary advantage of providing on going and continuous training for employees?
- A) Increased employee turnover
 - B) Decreased employee morale
 - C) Improved employee performance and adaptability
 - D) Limited focus on skill development

ANSWERS

- 1.C,2.B,3.A,4.C,5.A,6.C,7.C,8.B,9.C,10.C,11.B,12.C,
13.C,14.B,15.C,16.B,17.D,18.C,19.C,20.C

5 MARKS

1. Explain the concept of modern methods of performance appraisal, as discussed by Provide examples of these methods and discuss how they contribute to employee development.
2. Critically evaluate the role of 360-Degree Feedback in the performance appraisal process. Discuss its advantages and potential challenges in fostering a comprehensive assessment of employee performance.

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3. Discuss the significance of Behaviourally Anchored Rating Scales (BARS) in performance appraisal. How does BARS contribute to more objective and specific evaluations of employee behaviours?
4. Examine the advantages and limitations of the Ranking Method in performance appraisal. How does this method contribute to the identification of highperforming employees within an organization?
5. Describe the key features of Management by Objectives (MBO) in the context of performance appraisal. Discuss how MBO aligns individual employee goals with organizational objectives.
6. Elaborate on the importance of training for employees in organizations, according to. How does effective training contribute to employee growth, productivity, and organizational success?
7. Differentiate between technical training and soft skills training. Provide examples of each type and discuss the specific skills that each type aims to develop in employees.
8. Examine the concept of cross-training in employee development. How does crosstraining contribute to

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organizational flexibility and the overall skill set of employees?

9. Discuss the significance of on-the-job training methods in employee development. Provide examples and explain how these methods enhance employees' jobspecific skills and knowledge.
10. Evaluate the importance of continuous training for employees. How does on going training contribute to employee adaptability and the organization's ability to stay competitive in a dynamic business environment?

10 MARKS

1. Performance Appraisal:

- Define performance appraisal and discuss its significance in the modern workplace. How does it contribute to understanding and implementing effective performance appraisal methods?

2. Modern Methods of Performance Appraisal:

- Explore contemporary methods of performance appraisal as highlighted by Discuss the advantages and challenges associated with these modern approaches.

3. Training and Development Importance:

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- Elaborate on the importance of training and development for employees in organizations. How does investing in employee training contribute to overall organizational success?

4. Types of Training:

- Differentiate between on-the-job and off-the-job training. Provide examples of each type and discuss the specific situations in which they are most effective.

5. Methods of Training:

- Discuss various training methods outlined, how do these methods cater to different learning styles and organizational needs?

6. Perspectives on Training:

The role and significance of training in personnel management. Highlight any unique insights or approaches he advocates in the context of employee development.

7. Employee Training and Organizational Performance:

- Analyze the relationship between employee training and organizational performance. How can a well-designed training program positively impact key performance indicators?

8. Innovations in Training Programs:

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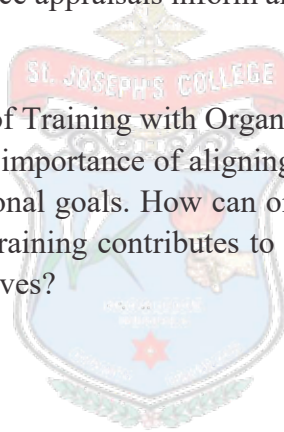
- Explore innovative approaches to employee training and development that align with modern workplace dynamics. How can organizations adapt to emerging trends in training?

9. Role of Performance Appraisal in Training:

- Explain how performance appraisal is linked to the training and development process. How can the feedback from performance appraisals inform and enhance training initiatives?

10. Alignment of Training with Organizational Goals:

- Discuss the importance of aligning training programs with organizational goals. How can organizations ensure that employee training contributes to the achievement of strategic objectives?



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MARKETING MANAGEMENT

UNIT-I

Marketing – Definition – Scope – Importance –changing Concepts of marketing – modern marketing concept. Marketing Environment – micro environmental factors – macro environmental factors.

UNIT – II

Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. Market segmentation – criteria - Bases of segmentation – benefit of segmentation

UNIT – III

Marketing Mix – Elements – Product mix – classifications of product – New product Development – Product Life cycle. Pricing mix - Pricing policies – kinds of pricing.

UNIT – IV

Channels of distribution– Types of middlemen– factors influencing channel selection. Promotion mix– Advertising–objectives-characteristics of Effective Advertising sales promotion–methods levels of sales promotion

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UNIT – V

Personnel Selling. –kinds of salesmanship–Qualities of successful salesperson- publicity. Recent trend in marketing– e-business–Telemarketing–Relationship marketing– Virtual Advertising.

TEXT BOOK:

1. Rajan NairN, Marketing Management, Sultan Chand & Sons.

REFERENCE BOOKS

1. Philip Kotler, Marketing Management, Millennium Edition, PHI.
2. Ramasamy V.S .and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, ExcelBooks.
5. Rajan Saxena, Marketing Management, TMH.
6. Sherlakar, S.A., Marketing Management, HPH.
7. R.S.N. Pillai, Marketing Management, S. Chand.
8. Dr.R. Murugesan, Marketing Management, Margam Publication

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UNIT – I

1. What is marketing?
 - A. Only selling products
 - B. Only advertising
 - C. Customer satisfaction through value exchange
 - D. Maximizing profits

2. What does the scope of marketing encompass?
 - A. Only production
 - B. Only sales
 - C. Activities from production to consumption
 - D. Only customer service

3. Why is marketing important for businesses?
 - A. It increases production costs
 - B. It enhances customer satisfaction
 - C. It reduces competition
 - D. It eliminates the need for advertising

4. What is a changing concept of marketing?
 - A. Production concept
 - B. Sales concept
 - C. Societal marketing concept
 - D. Barter concept

5. Which one is an example of a modern marketing concept?

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- A. Product-oriented marketing
- B. Customer-oriented marketing
- C. Sales-oriented marketing
- D. Production-oriented marketing

6. What does the marketing environment include?

- A. Only internal factors
- B. Only external factors
- C. Both internal and external factors
- D. None of the above

7. Micro environmental factors in marketing include:

- A. Cultural factors
- B. Economic factors
- C. Suppliers and competitors
- D. Political factors

8. Which one is a macro environmental factor?

- A. Customers
- B. Competitors
- C. Political stability
- D. Suppliers

9. According to Rajan Nair, what is the focus of marketing management?

- A. Only product development
- B. Only customer satisfaction
- C. Both product development and customer satisfaction
- D. Maximizing profits

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10. In modern marketing, what is the emphasis on?
- A. Production
 - B. Sales
 - C. Customer needs and satisfaction
 - D. Cost reduction
11. Which concept of marketing focuses on societal well-being?
- A. Societal marketing concept
 - B. Sales concept
 - C. Production concept
 - D. Product concept
12. What is the main characteristic of the production concept?
- A. Focus on customer needs
 - B. Focus on efficiency and cost-effectiveness
 - C. Focus on advertising
 - D. Focus on sales
13. How do macro environmental factors affect marketing decisions?
- A. Indirectly
 - B. Not at all
 - C. Directly
 - D. Both indirectly and directly
14. What is the primary goal of marketing?
- A. Maximizing profits
 - B. Customer satisfaction

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C.Minimizing production costs

D.Increasing competition

15. Which factor is not considered in the microenvironment?

A. Customers

B. Suppliers

C. Competitors

D. Economic conditions

16. What is the role of marketing in the changing business landscape?

A. Irrelevant

B. Less important

C. Essential for success

D. Only important for large corporations

17. What is the significance of the marketing concept in today's business environment?

A.It is outdated

B.It is irrelevant

C.It is crucial for success

D.It is only for small businesses

18. According to modern marketing, who is at the center of business activities?

A. Shareholders

B. Employees

C. Customers

D. Government

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19. How does the marketing environment impact a company's competitiveness?

- A. It has no impact
- B. It increases competition
- C. It decreases competition
- D. It depends on the industry

20. Which of the following is not a component of the marketing environment?

- A. Political factors
- B. Economic factors
- C. Technological factors
- D. Production factors

ANSWERS

1.C,2.C,3.B,4.C,5.B,6.C,7.C,8.C,9.C,10.C,11.A,12.B,
13.C,14.B,15.D,16.C,17.C,18.C,19.B,20.D

5 MARKS

1. Define marketing and elaborate on its scope. How does marketing go beyond just selling products?
2. Discuss the importance of marketing for businesses. Provide examples to illustrate how effective marketing can contribute to the success of a company.
3. Explain the concept of modern marketing according to the syllabus. How does it differ from traditional

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approaches, and why is it relevant in the current business landscape?

4. Describe the changing concepts of marketing highlighted in the syllabus. Provide examples to illustrate how these changes impact the strategies of modern businesses.
5. Elaborate on the micro environmental factors in marketing as mentioned in the syllabus. How do these factors influence the day-to-day operations and decision making of a company?
6. Discuss the macro environmental factors in the marketing environment. How can a company adapt its marketing strategies to cope with changes in these external factors?
7. According to Rajan Nair, what is the role of marketing management? Explain the key responsibilities and functions of marketing managers in ensuring the success of a business.
8. Examine the concept of customer-oriented marketing from the syllabus. How does it prioritize customer needs and satisfaction, and why is this approach crucial in the modern business environment?

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9. How does the marketing environment impact a company's competitiveness? Discuss the interplay between micro and macro environmental factors in shaping a company's marketing strategies.
10. In the context of modern marketing, discuss the significance of placing customers at the center of business activities. Provide examples of companies that have successfully adopted customer-centric approaches and the impact on their performance.

10 MARKS

1. Define marketing and discuss its broad scope. How has the scope of marketing evolved over time, and what role does it play in the overall business strategy?
2. Examine the importance of marketing for businesses in today's dynamic market. Discuss how effective marketing can contribute to both short-term and long-term success, citing relevant examples.
3. Compare and contrast the changing concepts of marketing, specifically focusing on the transition from traditional approaches to modern marketing concepts. Provide insights into the implications for businesses adopting modern marketing strategies.

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4. Explore the micro environmental factors in marketing outlined in the syllabus. How do these factors impact the internal workings of a company, and what strategies can businesses employ to navigate these influences successfully?
5. Analyze the macro environmental factors affecting marketing strategies. Discuss how these external factors pose challenges and opportunities for businesses, and suggest ways companies can adapt their marketing plans accordingly.
6. Evaluate the role of marketing management according to Rajan Nair. Discuss the key responsibilities of marketing managers and how their decisions influence the overall success of a company.
7. Explain the concept of modern marketing in detail. Discuss the key principles and approaches that define modern marketing, and provide examples of companies that have effectively embraced these principles in their operations.
8. Elaborate on the concept of customer-oriented marketing. How does this approach prioritize customer needs, and what strategies can companies adopt to create a customer-centric culture in their marketing practices?

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9. Discuss the impact of the marketing environment on a company's competitiveness. Provide a comprehensive analysis of both micro and macro environmental factors and their influence on shaping a company's marketing strategies.
10. In the context of modern marketing, explore the significance of placing customers at the center of business activities. How does this customer-centric approach impact various aspects of a company, including product development, communication, and long-term sustainability?



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UNIT – II

1. What is the focus of Consumer Behaviour in the given syllabus?
 - A.Product development
 - B.Understanding factors influencing buying behavior
 - C.Pricing strategies
 - D.Distribution channels

2. What are the key factors influencing buying behavior according to the syllabus?
 - A.Only economic factors
 - B.Only cultural factors
 - C.Both economic and cultural factors
 - D.Only psychological factors

3. Which of the following is a stage in the consumer buying decision process?
 - A.Product development
 - B. Market segmentation
 - B.Post-purchase evaluation
 - D. Pricing strategy

4. What are buying motives in the context of consumer behavior?
 - A.The reasons behind purchasing decisions
 - B.The availability of products in the market
 - C.The promotion strategies of a company
 - D.The cost of products

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5. Which of the following is an external influence on consumer behavior?
- A. Personal values
 - B. Social class
 - C. Personality traits
 - D. Lifestyle choices
- Answer: b. Social class
6. What is the purpose of market segmentation according to the syllabus?
- A. Reducing competition
 - B. Increasing production efficiency
 - C. Targeting specific customer groups
 - D. Lowering pricing strategies
7. What are the criteria for market segmentation?
- A. Only demographic factors
 - B. Only geographic factors
 - C. Both demographic and geographic factors
 - D. Only psychographic factors
8. What are the bases of segmentation mentioned in the syllabus?
- A. Only psychographic factors
 - B. Only behavioral factors
 - C. Both demographic and psychographic factors
 - D. Only geographic factors

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9. According to the syllabus, what is the purpose of benefits in market segmentation?

- A. Only for advertising
- B. Identifying consumer preferences
- C. Reducing production costs
- D. Maximizing profits

10. In the context of market segmentation, what role does Rajan Nair emphasize?

- A. Increasing competition
- B. Reducing production costs
- C. Understanding consumer needs
- D. Only geographic factors

11. Which of the following is a psychological factor influencing consumer behavior?

- A. Income level
- B. Social class
- C. Personality traits
- D. Geographic location

12. What is the final stage in the consumer buying decision process according to the syllabus?

- A. Information search
- B. Evaluation of alternatives
- C. Purchase decision
- D. Post-purchase evaluation

13. How do buying motives differ from influences in consumer behavior?

- A. They are the same
- B. Motives are internal, influences are external

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- C. Influences are internal, motives are external
- D. Both motives and influences are external

14. Which of the following is a cultural factor influencing consumer behavior?

- A. Age
- B. Reference groups
- C. Personality
- D. Lifestyle

15. What role does market segmentation play in marketing strategy?

- A. Reducing competition
- B. Identifying target customer groups
- C. Lowering pricing strategies
- D. Increasing production efficiency

16. Which demographic factor is commonly used in market segmentation?

- A. Personality
- B. Occupation
- C. Social class
- D. Lifestyle

17. What does psychographic segmentation focus on?

- A. Age and gender
- B. Lifestyle and personality
- C. Income level
- D. Geographic location

18. In the consumer buying decision process, what is the purpose of the evaluation of alternatives stage?

- A. Identifying information sources

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- B. Assessing different options before making a purchase decision
- C. Making the final purchase
- D. Post-purchase evaluation

19. What is the primary focus of benefits in market segmentation?

- A. Reducing production costs
- B. Maximizing profits
- C. Identifying consumer preferences
- D. Increasing competition

20. Which of the following is an example of a behavioral factor influencing consumer behavior?

- A. Age
- B. Lifestyle
- C. Brand loyalty
- D. Geographic location

ANSWERS

1.B,2.C,3.C,4.A,5.B,6.C,7.C,8.C,9.B,10.C,11.C,12.D,
13.B,14.B,15.B,16.B,17.B,18.B,19.C,20.C

5 MARKS

1. Explain the concept of consumer buying behavior. Identify and discuss three factors that influence consumers when making purchasing decisions.

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2. Describe the stages involved in the consumer buying decision process as highlighted by the syllabus. Provide an example for each stage to illustrate its significance.
3. Discuss the concept of buying motives in consumer behavior. Provide examples of different types of buying motives and explain how they influence consumer decisionmaking.
4. Examine the external influences on consumer behavior. Highlight three factors discussed by Rajan Nair in "Marketing Management" and explain their impact on consumers.
5. Define market segmentation and its importance in marketing strategy. Discuss the criteria used for market segmentation and provide examples to illustrate each criterion.
6. Elaborate on the bases of segmentation mentioned in the syllabus. Provide examples of how companies use demographic and psychographic segmentation to target specific consumer groups.
7. Explain the role of benefits in market segmentation. How do marketers use the concept of benefits to tailor

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their products/services to meet the needs of segmented markets?

8. Discuss the criteria used for market segmentation. How can a company determine the most appropriate criteria for segmenting its target market?
9. Explore the concept of influences in consumer behavior. How do social and cultural influences impact the decision-making process of consumers? Provide examples to support your explanation.
10. Evaluate the significance of understanding consumer buying behavior for marketers. How can this knowledge influence the development of effective marketing strategies?

10 MARKS

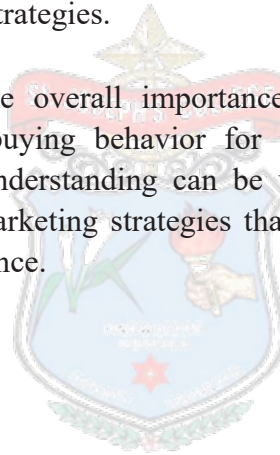
1. Discuss the factors that influence consumer buying behavior. Provide detailed examples of how these factors impact the purchasing decisions of consumers.
2. Examine the stages of the consumer buying decision process outlined in the syllabus. Illustrate each stage with real-world examples and discuss the marketing implications for businesses at each stage.

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3. Elaborate on the concept of buying motives in consumer behavior. Identify and analyze different types of buying motives, providing examples for each. Explain how understanding buying motives is essential for marketers.
4. Analyze the external influences on consumer behavior as discussed by Rajan Nair in "Marketing Management." Provide insights into how these influences shape consumer choices and impact marketing strategies.
5. Define market segmentation and discuss its significance in marketing. Explore the criteria used for market segmentation and explain how companies can effectively implement segmentation strategies.
6. Examine the bases of segmentation highlighted in the syllabus, focusing on demographic and psychographic segmentation. Provide examples of companies that have successfully utilized these segmentation approaches and discuss the outcomes.
7. Discuss the role of benefits in market segmentation. How do benefits serve as a crucial criterion for segmenting markets, and how can businesses tailor their products to meet the specific needs of segmented consumer groups?

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8. Explore the criteria used for market segmentation. How can companies identify and prioritize these criteria to create meaningful and actionable market segments? Provide a step-by-step approach.
9. Analyze the influences on consumer behavior, particularly social and cultural influences. Provide detailed examples of how these influences shape purchasing decisions and discuss the implications for marketing strategies.
10. Evaluate the overall importance of understanding consumer buying behavior for marketers. Discuss how this understanding can be utilized to develop effective marketing strategies that resonate with the target audience.



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UNIT – III

1. What is the marketing mix?
A. A set of marketing tools
B. A product catalog
C. The price of a product
D. Only promotional activities

2. Which element of the marketing mix involves creating, maintaining, and enhancing products to meet customer needs?
A. Promotion
B. Place
C. Product
D. Price

3. How are products classified in the product mix?
A. Only by price
B. Only by quality
C. By function, price, and quality
D. Only by function

4. What is the focus of new product development in marketing?
A. Only reducing costs
B. Meeting customer needs through innovative offerings
C. Expanding promotional activities
D. Increasing profit margins

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5. What stage of the product life cycle is characterized by rapid market acceptance and increasing profits?

- A. Introduction
C. Maturity
- B. Growth
D. Decline

6. What pricing mix element involves determining the initial price for a product?

- A. Promotional pricing
B. Distribution pricing
C. Cost-based pricing
D. Skimming pricing

7. Which pricing policy involves setting a high initial price to cover development costs quickly?

- A. Penetration pricing B. Skimming pricing
C. Cost-plus pricing D. Psychological pricing

8. What is the purpose of penetration pricing?

- A. Maximizing short-term profits
B. Quickly covering development costs
C. Establishing a premium brand image
D. Gaining market share by offering lower prices

9. Which pricing strategy is based on adding a percentage to the cost of production to determine the selling price?

- A. Penetration pricing
B. Cost-plus pricing
C. Skimming pricing
D. Value-based pricing

10. What is the goal of psychological pricing?

- ### A. Covering production costs

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- B. Maximizing profits
- C. Creating a perception of value in the consumer's mind
- D. Undercutting competitors

11. Which stage of the product life cycle is characterized by a decline in sales and profits?

- A. Introduction
- B. Growth
- C. Maturity
- D. Decline

12. What is the marketing focus during the introduction stage of the product life cycle?

- A. Building brand loyalty
- B. Expanding market share
- C. Maximizing short-term profits
- D. Raising awareness and generating trial

13. In the context of the product mix, what does the term "width" refer to?

- A. The number of product lines offered
- B. The different versions of a product
- C. The variety of products within a product line
- D. The total number of products in the mix

14. Which classification of products is characterized by consumer purchases with minimal effort and comparison?

- A. Shopping products
- B. Specialty products
- C. Convenience products
- D. Unsought products

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15. What pricing approach is based on what customers are willing to pay and the perceived value of the product?
- A. Cost-plus pricing B. Value-based pricing
C. Skimming pricing D. Psychological pricing
16. What is the primary goal of cost-plus pricing?
- A. Gaining market share
B. Setting competitive prices
C. Maximizing profits
D. Meeting customer needs
17. Which stage of the product life cycle is characterized by stable sales and increased competition?
- A. Introduction B. Growth
C. Maturity D. Decline
18. What is the purpose of a product in the product mix?
- A. To determine the price
B. To create awareness
C. To satisfy customer needs
D. To facilitate distribution
19. What is the primary consideration in developing a new product according to the syllabus?
- A. Reducing production costs
B. Meeting customer needs
C. Gaining market share
D. Maximizing short-term profits

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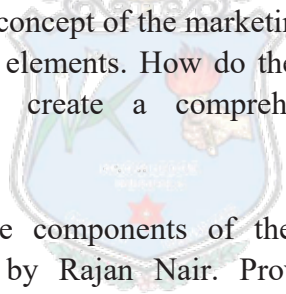
20. Which pricing mix element involves determining the method used to set prices, such as cost-based or value-based pricing?

- | | |
|-----------------------|-------------------------|
| A. Skimming pricing | B. Distribution pricing |
| C. Cost-based pricing | D. Promotional pricing |

ANSWERS

1.A,2.C,3.C,4.B,5.B,6.D,7.B,8.D,9.B,10.C,11.D,12.D,
13.A,14.C,15.B,16.C,17.C,18.C,19.B,20.C

5 MARKS

- 
1. Explain the concept of the marketing mix and discuss its four key elements. How do these elements work together to create a comprehensive marketing strategy?
 2. Describe the components of the product mix as highlighted by Rajan Nair. Provide examples of different classifications of products within the product mix and their significance in marketing.
 3. Discuss the stages of the product life cycle. What are the key characteristics of each stage, and how can marketing strategies be adapted at different stages of a product's life cycle?

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4. Examine the process of new product development. What are the key steps involved, and how does effective new product development contribute to a company's competitiveness?
5. Define the pricing mix and explore the various pricing policies outlined by Rajan Nair. Provide examples of different kinds of pricing strategies and their implications for businesses.
6. Explore the concept of cost-plus pricing. How is this pricing strategy determined, and what are its advantages and disadvantages for businesses?
7. Discuss the significance of psychological pricing in marketing. How does this strategy influence consumer behavior, and what considerations should marketers keep in mind when implementing psychological pricing?
8. Define market skimming and market penetration pricing strategies. Compare and contrast the two approaches, highlighting when each might be most appropriate for a business.
9. Explain the concept of value-based pricing. How does this strategy align with customer perceptions of value,

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and what benefits does it offer to both consumers and businesses?

10. Discuss the role of the product life cycle in shaping pricing strategies. How should pricing policies evolve as a product progresses through the various stages of its life cycle?

10 MARKS

1. Examine the four elements of the marketing mix as discussed by Rajan Nair. How do these elements interact to form a cohesive marketing strategy, and why is it essential for businesses to carefully balance these components?
2. Discuss the components of the product mix outlined by Rajan Nair. Provide detailed examples of different product classifications and explain how a diversified product mix can contribute to a company's success.
3. Explore the stages of the product life cycle in detail. How does the marketing approach change at each stage, and what challenges and opportunities do businesses face in managing products through their life cycle?

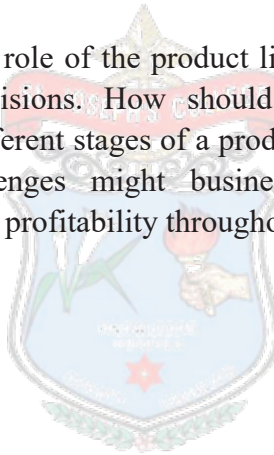
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4. Analyze the process of new product development as highlighted in "Marketing Management." What are the key considerations and steps involved in bringing a new product to market, and how does successful new product development contribute to a company's growth?
5. Define the pricing mix and elaborate on the various pricing policies discussed by Rajan Nair. How do these policies address different market scenarios, and what factors should businesses consider when selecting an appropriate pricing strategy?
6. Discuss the concept of cost-plus pricing. How is the pricing determined under this strategy, and what are the advantages and disadvantages of using cost-plus pricing in various industries?
7. Evaluate the significance of psychological pricing in marketing. How does this strategy influence consumer behavior, and what psychological factors should marketers be aware of when implementing this pricing approach?
8. Compare and contrast market skimming and market penetration pricing strategies. Provide examples of industries or products where each strategy might be

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most effective, considering factors such as competition and consumer behavior.

9. Explain the concept of value-based pricing and its relevance in the market. How does this strategy align with customer perceptions of value, and how can businesses determine and communicate the value of their products effectively?
10. Discuss the role of the product life cycle in shaping pricing decisions. How should pricing strategies adapt at different stages of a product's life cycle, and what challenges might businesses encounter in maintaining profitability throughout the life cycle?



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UNIT- IV

1. What is the primary focus of the Channels of Distribution in the given syllabus?
 - A. Product development
 - B. Cost reduction
 - C. Efficient product delivery to consumers
 - D. Market research

2. Which of the following is a type of middleman in the distribution channel?
 - A. Consumer
 - B. Manufacturer
 - C. Retailer
 - D. Producer

3. What is a key factor influencing channel selection in the distribution process?
 - A. Only product price
 - B. Only customer preferences
 - C. Both product price and customer preferences
 - D. Only production efficiency

4. In the Promotion Mix, what is the specific communication tool that aims to inform, persuade, and remind potential buyers about a product or service?
 - A. Personal selling
 - B. Public relations
 - C. Advertising
 - D. Sales promotion

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5. What is a common objective of advertising as discussed in the syllabus?

- A.Reducing production costs
- B.Creating brand awareness
- C.Increasing competition
- D.Maximizing short-term profits

6. What are the characteristics of effective advertising according to the syllabus?

- A.Only entertainment value
- B.Creativity and humor
- C.Clarity, memorability, and persuasiveness
- D.Only cost-effectiveness

7. Which element of the Promotion Mix involves short-term incentives to encourage the purchase or sale of a product or service?

- | | |
|---------------------|---------------------|
| A. Advertising | B. Public relations |
| C. Personal selling | D. Sales promotion |

8. What is a method of sales promotion that involves offering a discounted price on a product for a limited time?

- | | |
|--------------------|----------------|
| A. Coupons | B. Premiums |
| C. Price reduction | D. Sweepstakes |

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9. Which level of sales promotion involves offering consumers the chance to win prizes through a random drawing?

- A. Coupons
- B. Premiums
- C. Contests
- D. Sweepstakes

10. What is a factor influencing the selection of channels of distribution?

- A. Only product features
- B. Only production capacity
- C. Both product features and production capacity
- D. Only consumer preferences

11. Which of the following is a type of middleman involved in the distribution channel?

- A. Manufacturer
- B. Wholesaler
- C. Consumer
- D. Producer

12. What is the primary purpose of advertising in the Promotion Mix?

- A. Increasing production efficiency
- B. Creating brand awareness and influencing consumer behavior
- C. Maximizing short-term profits
- D. Lowering product prices

13. According to the syllabus, what are the objectives of effective advertising?

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- A. Only entertainment
- B. Cost-effectiveness
- C. Clarity, memorability, and persuasiveness
- D. Only humor

14. Which element of the Promotion Mix involves face-to-face communication with potential buyers?

- A. Advertising
- B. Public relations
- C. Personal selling
- D. Sales promotion

15. What type of sales promotion method involves offering an item at a reduced price when another item is purchased?

- A. Coupons
- B. Price bundling
- C. Premiums
- D. Samples

16. Which level of sales promotion involves offering consumers a small amount of money as a refund after a purchase?

- A. Rebates
- B. Samples
- C. Contests
- D. Sweepstakes

17. In the context of channels of distribution, what role do middlemen play?

- A. Only production
- B. Facilitating the movement of products from producers to consumers
- C. Only advertising

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D.Reducing product prices

18. What is a criterion for selecting channels of distribution according to the syllabus?

- A.Only consumer preferences
- B.Only product features
- C.Both consumer preferences and product features
- D.Only production capacity

19. Which type of advertising aims to create a positive image for a company or product without a specific sales message?

- A. Informative advertising
- B. Persuasive advertising
- C. Institutional advertising
- D. Comparative advertising

20. What sales promotion method involves offering a free amount of a product to encourage trial or purchase?

- A. Samples
- B. Coupons
- C. Premiums
- D. Price bundling

ANSWERS

1.C,2.C,3.C,4.C,5.B,6.C,7.D,8.C,9.D,10.C,11.B,12.B,
13.C,14.C,15.B,16.A,17.B,18.C,19.C,20.A

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5 MARKS

1. Explain the concept of channels of distribution. Outline the different types of middlemen involved in the distribution process and discuss their roles in facilitating the movement of products from producers to consumers.
2. Discuss the factors influencing channel selection as highlighted by Rajan Nair. How should companies consider these factors when designing an effective distribution strategy?
3. Define the Promotion Mix and its key elements. Elaborate on the objectives of advertising within the Promotion Mix and discuss how effective advertising contributes to the overall marketing strategy.
4. Examine the characteristics of effective advertising as outlined by Rajan Nair. How do clarity, memorability, and persuasiveness contribute to the success of advertising campaigns? Provide examples to support your explanation
5. Explore the different methods of sales promotion, focusing on their levels. Discuss how businesses can strategically use sales promotion to boost sales and achieve marketing objectives.

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6. Explain the significance of middlemen in the channels of distribution. How do they add value to the distribution process, and what challenges might arise in managing relationships with middlemen?
7. Evaluate the criteria for selecting channels of distribution. How can a company align its product features and consumer preferences with the most suitable distribution channels for optimal results?
8. Discuss the objectives of advertising in the context of the Promotion Mix. How can advertising contribute to building brand awareness, creating a positive brand image, and influencing consumer behavior?
9. Analyze the factors influencing the selection of channels of distribution. Provide examples of how changes in consumer behavior or market trends might necessitate adjustments in a company's distribution strategy.
10. Elaborate on the methods or levels of sales promotion discussed in the syllabus. How do activities like coupons, samples, and contests impact consumer behavior and contribute to achieving specific sales and marketing goals?

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10 MARKS

1. Discuss the concept of channels of distribution and the role of middlemen. Explore the various types of middlemen in the distribution process, highlighting their functions and contributions.
2. Examine the factors influencing channel selection in marketing. How do considerations such as product characteristics, market conditions, and consumer behavior impact the decision-making process for channel selection?
3. Define the Promotion Mix and delve into the objectives of advertising within this mix. How does advertising contribute to achieving marketing goals, and what specific objectives can companies set for their advertising campaigns?
4. Elaborate on the characteristics of effective advertising as discussed by Rajan Nair. Provide insights into how these characteristics contribute to the success of advertising campaigns and influence consumer perceptions.
5. Explore the various methods or levels of sales promotion. Compare and contrast these methods,

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discussing their effectiveness in achieving different marketing objectives.

6. Evaluate the role of middlemen in the context of channels of distribution. How do middlemen facilitate the movement of products, and what challenges might arise in managing relationships with them?
7. Analyze the criteria for selecting channels of distribution. How can companies align their distribution strategies with product features and consumer preferences to maximize efficiency and customer satisfaction?
8. Discuss the objectives of advertising within the Promotion Mix. How can advertising contribute to brand building, creating brand awareness, and influencing consumer attitudes and behaviors?
9. Examine the factors influencing the selection of channels of distribution. Provide examples of how changes in technology or market dynamics may impact the choice of distribution channels for a company.
10. Delve into the methods or levels of sales promotion outlined in the syllabus. How can businesses strategically employ tactics like coupons, samples,

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and contests to achieve both short-term and long-term marketing objectives?



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UNIT – V

1. What is a personnel selling in the context of marketing?
 - A. Product promotion
 - B. Selling to individuals
 - C. Automated sales
 - D. Sales through intermediaries

2. What are the different kinds of salesmanship mentioned by Rajan Nair in "Marketing Management"?
 - A. Direct and indirect
 - B. Retail and wholesale
 - C. Personal and impersonal
 - D. Online and offline

3. According to the syllabus, what qualities contribute to the success of a salesperson?
 - A. Only technical knowledge
 - B. Only aggressiveness
 - C. Effective communication, empathy, and integrity
 - D. Only persuasion skills

4. What is the focus of publicity in marketing?
 - A. Personal selling
 - B. Building brand awareness
 - C. Sales promotions
 - D. Online advertising

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5. What recent trend in marketing involves conducting business activities electronically over the internet?

- A. Traditional marketing
- B. Telemarketing
- C. E-business
- D. Relationship marketing

6. Which marketing trend involves selling and promoting products or services over the telephone?

- A. E-business
- B. Telemarketing
- C. Relationship marketing
- D. Virtual advertising

7. What is the primary focus of relationship marketing?

- A. Acquiring new customers
- B. Building long-term customer relationships
- C. Mass advertising
- D. Online transactions

8. What type of advertising is characterized by the use of online platforms and virtual spaces for promotional activities?

- A. Traditional advertising
- B. Telemarketing
- C. Virtual advertising
- D. Personal selling

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9. According to the syllabus, what is a key quality of a successful salesperson?

- A. Only technical expertise
- B. Only aggressiveness
- C. Adaptability and a customer-centric approach
- D. Only persuasion skills

10. What recent marketing trend involves creating a digital presence and promoting products or services in online environments?

- A. Telemarketing
- B. E-business
- C. Relationship marketing
- D. Virtual advertising

11. In salesmanship, what is the significance of being customer-centric?

- A. Focusing only on product features
- B. Prioritizing customer needs and preferences
- C. Ignoring customer feedback
- D. Aggressively pushing sales agendas

12. What is the primary goal of telemarketing as a marketing strategy?

- A. Building brand awareness
- B. Direct selling through phone calls
- C. Conducting online transactions
- D. Establishing long-term relationships with customers

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13. What role does integrity play in successful salesmanship according to the syllabus?
- A. It is irrelevant
 - B. It hinders sales success
 - C. It builds trust and credibility
 - D. It is only required in online transactions
14. What aspect of salesmanship involves the use of various media to create a positive image for a product or brand?
- A. Publicity
 - B. Aggressiveness
 - C. Persuasion
 - D. Virtual advertising
15. What recent trend in marketing focuses on personalized interactions and communication with individual customers to build loyalty?
- A. E-business
 - B. Relationship marketing
 - C. Telemarketing
 - D. Virtual advertising
16. Which marketing trend involves conducting transactions and business activities through online platforms and digital technologies?
- A. Telemarketing
 - B. Virtual advertising
 - C. E-business
 - D. Relationship marketing

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17. What is the primary goal of virtual advertising in the marketing landscape?

- A. Personal selling
- B. Creating a digital presence
- C. Building long-term customer relationships
- D. Enhancing brand awareness in virtual spaces

18. According to Rajan Nair, what are the recent trends in marketing discussed in "Marketing Management"?

- A. Only traditional methods
- B. Both online and offline methods
- C. Only telemarketing
- D. Only relationship marketing

19. In the context of salesmanship, why is effective communication considered a key quality for success?

- A. To mislead customers
- B. To build trust and understanding
- C. To focus only on product features
- D. To avoid customer feedback

20. What is the primary focus of publicity in marketing?

- A. Direct selling
- B. Building brand awareness
- C. Online transactions
- D. Establishing long-term relationships

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ANSWERS

1.B,2.C,3.C,4.B,5.C,6.B,7.B,8.C,9.C,10.D,11.B,12.B,
13.C,14.A,15.B,16.C,17.B,18.B,19.B,20.B

5 MARKS

1. Define personnel selling and discuss its importance in the marketing context. Provide examples of situations where personnel selling would be more effective than other marketing methods.
2. Explain the different kinds of salesmanship highlighted by Rajan Nair. How do personal and impersonal salesmanship differ, and in what scenarios would each be most appropriate?
3. Identify and elaborate on the qualities that contribute to the success of a salesperson according to the syllabus. How do these qualities enhance the effectiveness of the sales process?
4. Discuss the role of publicity in marketing. How does publicity contribute to brand building, and what are the key considerations for creating an effective publicity strategy?
5. Examine the recent trends in marketing, focusing on e-business. How has e-business transformed traditional

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business models, and what advantages does it offer to both businesses and consumers?

6. Explore the concept of telemarketing and its significance in modern marketing strategies. Discuss the benefits and challenges associated with using telemarketing as a promotional tool.
7. Define relationship marketing and its role in building long-term customer connections. How does relationship marketing differ from traditional transactional approaches, and what are the advantages of cultivating customer relationships?
8. Explain the concept of virtual advertising and its impact on the contemporary marketing landscape. How does virtual advertising leverage digital platforms to reach and engage consumers?
9. Discuss the importance of adaptability and a customer-centric approach in a successful salesperson. How can these qualities contribute to building trust and fostering long-term customer relationships?
- 10 Evaluate the role of integrity in salesmanship. How does integrity contribute to a salesperson's credibility, and why is it essential for maintaining a positive brand image?

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10 MARKS

1. Discuss the concept of personnel selling and its significance in the marketing mix. How does it differ from other promotional methods, and what are the key situations where personnel's selling is most effective?
2. Examine the various kinds of salesmanship as outlined by Rajan Nair. Provide detailed examples of personal and impersonal salesmanship, highlighting their respective strengths and weaknesses.
3. Elaborate on the qualities that contribute to the success of a salesperson in the modern business environment. How can effective communication, adaptability, and empathy enhance the overall sales process?
4. Discuss the role of publicity in marketing and its impact on brand building. How can businesses effectively use publicity as part of their promotional strategy, and what considerations should be taken into account?
5. Examine the recent trends in marketing, focusing specifically on e-business. How has ebusiness transformed traditional business models, and what challenges and opportunities does it present for companies?

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6. Explore the concept of telemarketing as a marketing strategy. Discuss the advantages and disadvantages of telemarketing, and provide examples of industries where telemarketing is most commonly employed.
7. Define relationship marketing and its role in building and maintaining customer connections. How does relationship marketing contribute to customer loyalty, and what strategies can businesses implement to cultivate strong customer relationships?
8. Explain the concept of virtual advertising and its implications for contemporary marketing. How does virtual advertising leverage digital platforms, and what are the key considerations for businesses engaging in virtual advertising?
9. Evaluate the importance of adaptability and a customer-centric approach in the success of a salesperson. How can these qualities contribute to long-term customer satisfaction, and what challenges might salespersons face in demonstrating these qualities?
10. Discuss the ethical considerations related to salesmanship, with a focus on integrity. How does integrity impact a salesperson's credibility, and what

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measures can companies take to ensure ethical practices in their sales teams?



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PRINCIPLES OF MANAGEMENT

UNIT – I

Management– Definition – Importance – Nature – Scope and Functions – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor - Henry Fayol – Elton Mayo – Hawthorne Experiment.

UNIT – II

Planning – Importance – Advantage – Steps in planning – Types of Plans – Management by Objectives (MBO) – Process – Merits – Limitations. Decision Making – Definition – Types of decision – process of decision making

UNIT – III

Organisation – Need for Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation. Span of Management – Delegation – Centralization and Decentralization – Staffing – Nature & Purpose of Staffing

UNIT – IV

Directing – Meaning, Importance, Principles – Leadership – Styles of Leadership – Qualities for effective leadership. Motivation – Theories of motivation – Maslow's need

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hierarchy theory, Herzberg's two factor theory and their comparison.

UNIT – V

Co-ordination – Need – Principles – Approaches to achieve effective Co-ordination. Controlling – Meaning – Elements and significance – Steps in control process – control techniques

TEXT BOOKS

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons.

REFERENCE BOOKS

1. Dingar Pagare, Business Management, Sultan Chand & Sons
2. Tripathi P.C. & P.N. Reddy, Principal of Management, TMH
3. Bhusan Y.K. Business Organization and Management, McGraw Hill
4. Koontz and O. Donnel, Essentials of Management, McGraw Hill
5. Ramasamy. T, Principles of Management, Macmillan India Ltd.,
6. Basu Organisation & Management, S. Chand

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7. M.C. Shukla, Business Organisation and Management, S.Chand
8. RustomDavar, Management Process, Progressive Corporation Pvt., Ltd
9. J. Jayashankar, Principles of Management, Margham Publications.
10. Dr.V.R. Palanivelu, Principles of Management, Himalaya publishing House, Mumbai
11. Dr.S. Karthick, Principles of Management, Shanlax Publication.



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UNIT-I

1. What is management?
 - A. Controlling resources
 - B. Achieving organizational goals
 - C. Directing employees
 - D. All of the above

2. Why is management important?
 - A. Increases costs
 - B. Enhances efficiency
 - C. Decreases productivity
 - D. None of the above

3. Which of the following is a management function?
 - A. Marketing
 - B. Finance
 - B. Planning
 - D. Human Resources

4. What are the principles of management?
 - A. Guidelines for decision-making
 - B. Rules for employees
 - C. Budgetary constraints
 - D. None of the above

5. Who contributed to the Evolution of Management Thoughts?
 - A. Bill Gates
 - B. F.W. Taylor
 - C. Steve Jobs
 - D. Elton Mayo

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6. What did F.W. Taylor focus on in management?
A. Human relations
B. Scientific management
C. Marketing strategies
D. Financial planning
7. Who proposed the 14 Principles of Management?
A. Elton Mayo
B. Henry Fayol
C. C.B. Gupta
D. Hawthorne Mayo
8. What is the Hawthorne Experiment associated with?
A. Scientific management
B. Human relations
C. Marketing research
D. Financial planning
9. Which management thinker emphasized the social aspect of work?
A. F.W. Taylor
B. Henry Fayol
C. Elton Mayo
D. C.B. Gupta
10. Who is the author of "Business Organization & Management"?
A. F.W. Taylor
B. Henry Fayol
C. Elton Mayo
D. C.B. Gupta
11. What does the scope of management encompass?
A. Only planning

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- B. Only organizing
- C. Both planning and organizing
- D. None of the above

12. Which function of management involves assigning tasks and arranging resources?

- A. Planning
- B. Organizing
- C. Leading
- D. Controlling

13. What is the primary focus of the Hawthorne Experiment?

- A. Financial incentives
- B. Human behavior at work
- C. Scientific management
- D. Time and motion studies

14. Which management function involves setting goals and deciding on the course of action?

- A. Planning
- B. Organizing
- C. Leading
- D. Controlling

15. What is the significance of the principles of management?

- A. Provide a basis for decision-making
- B. Dictate strict rules
- C. Limit creativity
- D. None of the above

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16. Who is known for the concept of the "scalar chain" in management?

- A. F.W. Taylor
- C. Elton Mayo

- B. Henry Fayol
- D. C.B. Gupta

17. What did Elton Mayo's research at the Hawthorne Works focus on?

- A. Scientific management
- B. Human relations and social factors
- C. Financial planning
- D. Time and motion studies

18. Which management function involves influencing and motivating employees?

- A. Planning
- C. Leading

- B. Organizing
- D. Controlling

19. What is the primary aim of scientific management?

- A. Improving efficiency through employee motivation
- B. Enhancing productivity through scientific methods
- C. Fostering better human relations at work
- D. All of the above

20. According to C.B. Gupta, what is the role of management in business organizations?

- A. Solely financial decision-making
- B. Directing employees

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- C. Achieving organizational goals through effective coordination
D. None of the above

ANSWERS

1.D,2.B,3.C,4.A,5.B,6.B,7.B,8.B,9.C,10.D,11.C,12.B,
13.B,14.A,15.A,16.B,17.B,18.C,19.B,20.C

5 MARKS

1. Define Management and discuss its importance in the context of organizational success. Provide examples to illustrate your points.
2. Explain the nature of management, highlighting its dynamic and interdisciplinary characteristics. Support your explanation with real-world examples.
3. Explore the scope of management, distinguishing between managerial levels and areas. Provide insights into how the scope varies at different organizational levels.
4. Elaborate on the functions of management and discuss how each function contributes to organizational success. Provide examples to support your explanation.

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5. Discuss the principles of management proposed by Henry Fayol. How do these principles guide managerial decision-making and actions in organizations? Illustrate with relevant examples.
6. Analyze the evolution of management thoughts with a focus on the contributions of F.W. Taylor. How did Taylor's ideas impact the field of management, and what relevance do they hold in contemporary organizations?
7. Evaluate the contributions of Elton Mayo to management thought, particularly in the context of the Hawthorne Experiment. How did Mayo's findings influence management practices? Provide examples.
8. Compare and contrast the contributions of F.W. Taylor and Henry Fayol to the field of management. How do their principles complement each other, and in what ways do they differ? Provide examples.
9. Examine the significance of C.B. Gupta's work in "Business Organization & Management." How does his perspective contribute to contemporary business practices, and what key insights can be drawn from his writings? Provide examples.

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10. Discuss the lasting impact of the Hawthorne Experiment on management theory and practice. How have the findings influenced the understanding of employee motivation and productivity in organizations? Provide examples.

10 MARKS

1. Define management and elaborate on its importance in the contemporary business environment. Discuss how effective management practices contribute to organizational success.
2. Examine the nature of management, emphasizing its dynamic and interdisciplinary characteristics. Discuss how these aspects impact managerial decision-making and adaptation to changing business environments.
3. Explore the scope of management, distinguishing between different managerial levels and areas. Discuss how the scope evolves at each level and in various functional areas within an organization.
4. Elaborate on the functions of management and discuss how these functions are interrelated. Provide examples to illustrate the interdependence of planning, organizing, leading, and controlling in achieving organizational objectives.

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5. Discuss the principles of management proposed by Henry Fayol. Analyze how these principles guide managerial decision-making and actions, emphasizing their relevance in contemporary organizational settings. Provide examples.
6. Analyze the evolution of management thoughts with a focus on the contributions of F.W. Taylor. Evaluate the impact of Taylor's scientific management on organizational practices, and discuss its relevance in today's business context.
7. Evaluate the contributions of Elton Mayo to management thought, specifically in the context of the Hawthorne Experiment. Discuss how Mayo's findings changed perspectives on human relations in the workplace and influenced contemporary management practices.
8. Compare and contrast the contributions of F.W. Taylor and Henry Fayol to the field of management. Highlight the complementarity and differences in their approaches, and discuss how organizations can integrate their principles for effective management. Provide examples.
9. Examine the significance of C.B. Gupta's work in "Business Organization & Management." Discuss key

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insights from his writings and their application in contemporary business practices. How can Gupta's perspectives contribute to effective organizational management?

10. Discuss the lasting impact of the Hawthorne Experiment on management theory and practice. Evaluate how its findings influenced the understanding of employee motivation and productivity in organizations. Provide examples of how organizations apply these insights in the contemporary business environment.



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UNIT-II

1. What is the first step in the planning process?
 - A.Setting objectives
 - B.Formulating strategies
 - C.Evaluating alternatives
 - D.Identifying opportunities

2. Which type of plan specifies the allocation of resources over a specific time frame to accomplish specific goals?
 - A. Strategic plan
 - B. Tactical plan
 - C. Operational plan
 - D. Contingency plan

3. What is the primary advantage of effective planning in an organization?
 - A.Improved decision making
 - B.Increased employee morale
 - C.Enhanced organizational performance
 - D.Reduced managerial workload

4. Management by Objectives (MBO) is a process that emphasizes:
 - A. Autocratic decision making
 - B. Employee empowerment
 - C. Centralized control
 - D. Hierarchical structure

5. In the MBO process, what is the first step?

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- A.Setting goals
 - B.Monitoring performance
 - C.Establishing objectives
 - D.Providing feedback
6. What is a limitation of Management by Objectives (MBO)?
- A. Lack of employee involvement
 - B. Overemphasis on short-term goals
 - C. Rigidity in goal setting
 - D. Slow decision-making process
7. Decision making involves:
- A. Identifying opportunities only
 - B. Identifying and solving problems
 - C. Establishing objectives only
 - D. Setting goals and monitoring performance
8. Which type of decision is routine and repetitive, requiring minimal decision-making effort?
- A. Programmed decision
 - B. Non-programmed decision
 - C. Strategic decision
 - D. Tactical decision
9. The decision-making process typically involves the following steps, EXCEPT:
- A.Identifying alternatives

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- B.Implementing decisions
- C.Evaluating alternatives
- D.Setting objectives

10. L.M. Prasad's "Principles of Management" primarily focuses on:

- A.Human resource management
- B.Financial management
- C.General principles of management
- D. Marketing management

11. What is the role of objectives in the planning process?

- A. They serve as a roadmap for decision making
- B. They provide a basis for performance evaluation
- C. They help in resource allocation
- D. All of the above

12. A strategic plan is concerned with:

- A.Day-to-day operations
- B.Long-term goals and overall direction
- C.Contingency planning
- D. Tactical decisions

13. What is a potential drawback of centralized decision making?

- A. Slow response to local issues
- B. Increased innovation
- C. Enhanced coordination

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D. Improved employee morale

14. Which type of decision is typically made by top-level management?

- A. Programmed decision
- B. Non-programmed decision
- C. Tactical decision
- D. Operational decision

15. The MBO process involves:

- A. Setting goals only
- B. Setting goals and monitoring performance
- C. Evaluating alternatives
- D. Identifying opportunities

16. What is a key benefit of involving employees in the decision-making process?

- A. Increased job satisfaction
- B. Reduced accountability
- C. Slower decision-making
- D. Lack of commitment

17. In the decision-making process, what comes after identifying alternatives?

- A. Evaluating alternatives
- B. Setting objectives
- C. Implementing decisions
- D. Monitoring performance

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18. A limitation of strategic planning is:

- A. Short-term focus
- B. Lack of direction
- C. Rigidity in implementation
- D. Overemphasis on innovation

19. What is the primary focus of operational plans?

- A. Long-term goals
- B. Day-to-day operations
- C. Contingency planning
- D. Employee motivation

20. Who is credited with the development of Management by Objectives (MBO)?

- A. Peter Drucker
- B. Henri Fayol
- C. Frederick Taylor
- D. Elton Mayo

ANSWERS

1.D,2.B,3.C,4.B,5.C,6.C,7.B,8.A,9.D,10.C,11.D,12.B,
13.A,14.B,15.B,16.A,17.A,18.C,19.B,20.A

5 MARKS

1. Explain the importance of planning in the context of business organization and management. Provide at least three reasons supporting the significance of effective planning.

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2. Describe the steps involved in the planning process. How does each step contribute to the overall effectiveness of the planning function in an organization?
3. Differentiate between strategic plans and operational plans, providing examples for each. How do these types of plans contribute to the achievement of organizational objectives?

Management by Objectives (MBO):

4. Outline the process of Management by Objectives (MBO) and its role in aligning individual and organizational goals. How does MBO contribute to improved organizational performance?
5. Discuss the merits of implementing Management by Objectives (MBO) in a business organization. Provide examples to illustrate how MBO can positively impact managerial decision making.
6. Identify and elaborate on one limitation of Management by Objectives (MBO). Propose a strategy or modification that organizations can adopt to overcome this limitation.

Decision Making:

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7. Define decision making in the context of business management. Explain the different types of decisions that managers typically encounter, providing examples for each.
8. Discuss the decision-making process, highlighting its key stages. How does effective decision making contribute to the overall success of an organization?
9. How can businesses ensure that ethical considerations are integrated into the decision-making process? Provide examples to illustrate the importance of ethical decision making in business.
- 10 Explain the process of MBO and advantages disadvantages of MBO.

10 MARKS



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3. Compare and contrast the different types of plans that organizations utilize, including strategic plans, tactical plans, and operational plans. How do these plans align with the overall objectives of an organization?

Management by Objectives (MBO):

4. Define Management by Objectives (MBO) and explain its underlying principles. Discuss the role of MBO in enhancing organizational performance and employee motivation.
5. Detail the process of Management by Objectives (MBO) from setting objectives to performance evaluation. How can organizations effectively implement MBO to improve goal alignment and employee engagement?
6. Evaluate the merits of Management by Objectives in fostering a goal-oriented organizational culture. Provide examples to illustrate how MBO can positively impact both individual and organizational performance.
7. Identify and critically analyze one limitation of Management by Objectives (MBO). Propose strategic measures that organizations can adopt to mitigate or overcome this limitation.

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Decision Making:

8. Define decision making in the context of business management and highlight its significance in the decision-making process. How does effective decision making contribute to the overall success of an organization?
9. Classify decisions into programmed and non-programmed categories, providing examples for each. Discuss the factors that influence the type of decision-making process organizations adopt.
10. Discuss the ethical considerations in the decision-making process. How can businesses ensure ethical decision making, and what role does it play in building a socially responsible organizational culture?
11. Summarize the key principles or concepts related to planning and decision making as presented by C.B. Gupta in "Business Organization & Management." How do these principles contribute to the understanding of effective managerial practices?

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UNIT – III

1. What is the primary need for organizing in a business?

- A. To increase costs
- B. To enhance confusion
- C. To facilitate coordination
- D. To reduce efficiency

2 What is the process of organizing in management?

- A. Decision making
- B. Controlling
- C. Planning
- D. Structuring resources

3. In the context of organizational structure, what does "Line and Staff" refer to?

- A. A type of budgeting
- B. Different levels of hierarchy
- C. Types of departments
- D. A combination of line authority and staff specialists

4. What is the purpose of organizational structure?

- A. To create confusion
- B. To facilitate communication
- C. To hinder coordination
- D. To increase bureaucracy

of tasks assigned to a
of levels in the hierarc
of subordinates a mana
f decision-making auth

A. Project teams
B. Hierarchical levels
C. Specialized functions
D. Geographic locations

A. Matrix structure B. Line structure
C. Network structure D. Functional structure

- A. The number of tasks assigned to a manager
- B. The number of levels in the hierarchy
- C. The number of subordinates a manager can effectively supervise
- D. The range of decision-making authority

A. Centralization
B. Decentralization
C. Increased efficiency
D. Increased bureaucracy

A. Micromanagement
B. Trust
C. Decentralization
D. Centralization

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10. Delegation is essential for:
- A. Increasing the workload of managers
 - B. Reducing employee morale
 - C. Empowering subordinates
 - D. Encouraging micromanagement
11. In a centralized organization, where are major decisions typically made?
- A. At various levels throughout the organization
 - B. Only by top-level management
 - C. By middle management
 - D. By front-line employees
12. Decentralization is characterized by:
- A. Greater decision-making authority at lower levels
 - B. Limited decision-making authority at all levels
 - C. Minimal autonomy for lower-level managers
 - D. Strict hierarchy with no delegation
13. What is the nature of staffing in organizational management?
- A. A one-time activity
 - B. A continuous process
 - C. A process that occurs only at the top level
 - D. A non-essential managerial function
14. What is the primary purpose of staffing in an organization?

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- A. To increase bureaucracy
 - B. To reduce efficiency
 - C. To ensure the right people with the right skills are in the right positions
 - D. To limit employee autonomy
15. Staffing involves activities such as:
- A. Organizing resources
 - B. Recruiting, training, and retaining employees
 - C. Controlling day-to-day operations
 - D. Planning long-term strategies

ANSWERS

1.C,2.D,3.D,4.B,5.C,6.B,7.C,8.C,9.B,10.C,11.B,12.A,
13.B,14.B,15.B

5 MARKS

1. Explain the need for organizing in a business context.
How does effective organizing contribute to the overall efficiency and effectiveness of an organization?
2. Outline the process of organizing in management.
Discuss each step and its significance in achieving organizational goals.
3. Define the term "Organizational Structure." Discuss the differences between Line, Functional, and Line &

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Staff organizational structures. Provide examples for each.

4. How does organizational structure impact communication within an organization? Discuss the advantages and disadvantages of a formalized organizational structure.
5. What is the concept of "Span of Management"? Discuss the factors that influence the determination of an appropriate span of management. How does it impact organizational effectiveness?
6. Compare and contrast a wide span of management with a narrow span of management. What are the implications of each on managerial roles and organizational dynamics?
7. Define delegation in the context of management. Explain the importance of effective delegation for organizational success. Provide examples to illustrate the delegation process.
8. Discuss the challenges that managers might face in the delegation process and suggest strategies to overcome these challenges.

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9. Differentiate between centralization and decentralization in organizational management. Discuss the advantages and disadvantages of each approach, providing real-world examples.
10. How can an organization determine the appropriate degree of centralization or decentralization? Discuss the factors that influence this decision and their impact on organizational performance.
11. Define staffing and explain its nature in the context of organizational management. How does staffing contribute to the overall success of an organization?
12. Discuss the purpose of staffing in an organization. How does effective staffing contribute to employee morale and organizational productivity?

10 MARKS

1. Discuss in detail the need for organizing within a business. How does a well-structured organization contribute to achieving the goals of an enterprise? Provide examples to illustrate your points.
2. Explore the process of organizing in management. Explain the various steps involved and the critical role each step plays in establishing an effective

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organizational structure. Provide practical insights into the organizing process.

3. Define the concept of organizational structure. Compare and contrast the Line, Functional, and Line & Staff organizational structures. Evaluate the suitability of each structure in different organizational contexts, providing examples to support your analysis.
4. Examine how organizational structure influences communication and decision-making within an organization. Discuss the advantages and disadvantages of formalized organizational structures, emphasizing their impact on organizational dynamics.
5. Elaborate on the concept of "Span of Management." Analyze the factors influencing the determination of an appropriate span of management. Discuss how the chosen span of management affects managerial roles and organizational performance.
6. Compare and contrast a wide span of management with a narrow span of management. Evaluate the implications of each approach on organizational efficiency, employee engagement, and managerial responsibilities.

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7. Define and elaborate on the concept of delegation in management. Explore the importance of effective delegation for organizational success. Provide real-world examples to illustrate successful delegation practices.
8. Discuss the challenges managers may encounter in the delegation process. Propose strategies and best practices to overcome these challenges, emphasizing the role of effective communication and trust.

Centralization and Decentralization:

9. Differentiate between centralization and decentralization in organizational management. Evaluate the advantages and disadvantages of each approach. Provide examples of organizations that have successfully implemented centralization or decentralization.
10. Explore how organizations can determine the appropriate degree of centralization or decentralization. Discuss the factors influencing this decision and their impact on organizational flexibility, responsiveness, and decision-making.

Staffing:

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11. Define staffing and discuss its nature in the context of organizational management. Explain the purpose of staffing and how it contributes to the overall success and sustainability of an organization.
12. Analyze the challenges organizations may face in the staffing process. Propose strategies and approaches to address these challenges, emphasizing the importance of aligning staffing with organizational goals.



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UNIT- IV

1. What does directing in management encompass?
 - A. Planning and organizing
 - B. Leading and motivating
 - C. Controlling and coordinating
 - D. Budgeting and forecasting

2. What is the importance of directing in the management process?
 - A. It focuses on budgeting
 - B. It emphasizes control
 - C. It ensures effective utilization of resources
 - D. It solely involves planning

3. Which of the following is a principle of directing?
 - A. Centralization
 - B. Delegation
 - C. Span of Management
 - D. Planning

4. What is leadership in the context of management?
 - A. Strict supervision
 - B. Decision-making
 - C. Influencing and guiding others
 - D. Budgeting and forecasting

5. Which of the following is a leadership style?
 - A. Budgetary
 - B. Autocratic
 - C. Contingency
 - D. Hierarchical

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6. What are qualities required for effective leadership?
- A. Dependence and rigidity
 - B. Flexibility and adaptability
 - C. Micromanagement and isolation
 - D. Autocracy and indifference
7. What is motivation in the context of management?
- A. Planning activities
 - B. Influencing employee behavior
 - C. Budgetary control
 - D. Coordinating tasks
8. Which theory of motivation is based on a hierarchy of human needs?
- A. Expectancy theory
 - B. Equity theory
 - C. Maslow's need hierarchy theory
 - D. Theory X and Theory Y
9. According to Herzberg's two-factor theory, what are motivators?
- A. Factors that prevent dissatisfaction
 - B. Factors that cause dissatisfaction
 - C. Factors that enhance job satisfaction
 - D. Factors that determine salary levels
10. Question: How does Maslow's need hierarchy theory differ from Herzberg's two-factor theory?

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- A. They are the same theory
- B. Maslow focuses on hygiene factors, Herzberg on psychological needs
- C. Maslow's theory is about physiological needs, Herzberg's is about social needs
- D. They represent different aspects of motivation

11. What is directing in the context of management?

- A. Controlling operations
- B. Guiding and overseeing employees
- C. Budgeting processes
- D. Resource allocation

12. Why is directing important in an organization?

- A. To set financial goals
- B. To enhance coordination and communication
- C. To develop marketing strategies
- D. To analyze market trends

13. Which is a principle of directing according to

C.B. Gupta's principles of management?

- A. Financial forecasting
- B. Clarity of instructions
- C. Market segmentation
- D. Product pricing strategies

14. What is leadership in the context of management?

- A. Budgeting and financial planning

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- B.Guiding and influencing individuals or groups
- C.Human resource management
- D.Product development

15. Which leadership style involves centralized decision-making?

- A.Democratic leadership
- B.Autocratic leadership
- C.Transformational leadership
- D. Laissez-faire leadership

16. What qualities are essential for effective leadership?

- A.Budgeting skills
- B.Technical expertise only
- C.Vision, communication skills, and integrity
- D. Marketing prowess

17. What is motivation in the context of management?

- A.Financial analysis
- B.Employee satisfaction
- C.Product pricing
- D.Market research

18. Which theory categorizes human needs into a hierarchy?

- A.Expectancy theory
- B.Maslow's need hierarchy theory
- C.Equity theory

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D.Reinforcement theory

19. According to Maslow, which needs must be satisfied first before higher-level needs become motivators?

- A. Social needs
- B. Safety needs
- C. Physiological needs
- D. Self-actualization needs

20. What does Herzberg's two-factor theory distinguish between?

- A. Intrinsic and extrinsic motivation
- B. Motivators and de motivators
- C. Financial and non-financial rewards
- D. Leadership and management

21. Which of the following is a similarity between Maslow's and Herzberg's theories?

- A. Both focus on financial rewards
- B. Both emphasize social needs
- C. Both are hygiene factors
- D. Both address the importance of job satisfaction

22. According to Herzberg, which factors prevent dissatisfaction but do not motivate?

- A. Hygiene factors
- B. Motivators
- C. Self-actualization factors

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D. Esteem factors

23. Which theory focuses on the concept of a hierarchy of needs?

- A.Expectancy theory
- B.Equity theory
- C.Maslow's need hierarchy theory
- D.Reinforcement theory

24. According to Herzberg, which factors contribute to job satisfaction?

- A. Hygiene factors
- B. Motivators
- C. Safety factors
- D. Physiological factors

25. What is a key difference between Maslow's and Herzberg's theories?

- A. Maslow focuses on financial needs, Herzberg on psychological needs
- B. Maslow's hierarchy is static, Herzberg's is dynamic
- C. Maslow's theory is applicable only to managers, Herzberg's to employees
- D. Maslow's theory is universal, Herzberg's is industry-specific

26. Which theory suggests that certain needs must be satisfied before others become motivators?

- A. Expectancy theory
- B. Equity theory

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- C. Maslow's need hierarchy theory
- D. Reinforcement theory

27. According to Herzberg, which factors contribute to job dissatisfaction?

- A. Motivators
- B. Hygiene factors
- C. Safety factors
- D. Esteem factors

28. What does Maslow's need hierarchy theory propose as the highest-level need?

- A. Safety needs
- B. Esteem needs
- C. Self-actualization needs
- D. Social needs

29. Which theory focuses on job enrichment and recognizing individual achievement?

- A. Maslow's need hierarchy theory
- B. Expectancy theory
- C. Herzberg's two-factor theory
- D. Reinforcement theory

30. Which theory emphasizes the role of self-motivation and personal growth?

- A. Expectancy theory
- B. Equity theory
- C. Maslow's need hierarchy theory
- D. Reinforcement theory

31. According to Herzberg, which factors contribute to job satisfaction?

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- A. Hygiene factors
- C. Safety factors

- B. Motivators
- D. Physiological factors

32. Which theory suggests that individuals are motivated by the perceived link between effort, performance, and outcomes?

- A. Expectancy theory
- B. Equity theory
- C. Maslow's need hierarchy theory
- D. Reinforcement theory

33. Which theory proposes that individuals compare their inputs and outcomes to those of others?

- A. Expectancy theory
- B. Equity theory
- C. Maslow's need hierarchy theory
- D. Reinforcement theory

34. What is the main focus of Maslow's need hierarchy theory?

- A. Job enrichment
- B. Recognition and achievement
- C. Hierarchy of human needs
- D. Hygiene factors

ANSWERS

1.B,2.C,3.B,4.C,5.B,6.B,7.B,8.C,9.C,10.D,11.B,12.B,
13.B,14.B,15.B,16.C,17.B,18.B,19.C,20.B,21.D,22.A,

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23.C,24.B,25.B,26.C,27.B,28.C,29.C,30.C,31.B,32.A,
33.B,34.C

5 MARKS

1. Define directing in the context of management. Explain its importance and how it contributes to the overall success of an organization.
2. Discuss two principles of directing as outlined by L.M. Prasad. Provide examples to illustrate the application of these principles in a managerial context.
3. Describe the concept of leadership and its significance in organizational management. Explain how effective leadership contributes to achieving organizational goals.
4. Identify and explain two different styles of leadership as discussed by L.M. Prasad. Discuss situations where each style might be most appropriate.
5. Enumerate and elaborate on three qualities that are essential for effective leadership. How do these qualities influence a leader's ability to guide and motivate a team?

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6. Define motivation in the context of management. Discuss the key components of Maslow's need hierarchy theory and how it relates to employee motivation.
7. Explain Herzberg's two-factor theory of motivation. Differentiate between motivators and hygiene factors, providing examples for each.
8. Compare and contrast Maslow's need hierarchy theory and Herzberg's two-factor theory. Highlight the similarities and differences in their approaches to understanding employee motivation.
9. Discuss one contemporary theory of motivation not covered by Maslow or Herzberg. How does this theory contribute to our understanding of employee motivation in the modern workplace?
10. Explain the importance of aligning leadership styles with motivational theories in the workplace. How can a leader use different styles to enhance employee motivation based on the principles?

10 MARKS

1. Define directing and elaborate on its meaning in the context of management. Discuss the importance of

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effective directing in achieving organizational objectives. Provide real-world examples to illustrate the role of directing in managerial functions.

2. Discuss three principles of directing as outlined by L.M. Prasad. How do these principles guide managers in leading and coordinating organizational activities? Provide practical scenarios to demonstrate the application of these principles.
3. Explain the concept of leadership and its role in organizational success. Explore the various styles of leadership discussed by L.M. Prasad, providing examples of situations where each style might be most effective.
4. Enumerate and discuss five qualities that are crucial for effective leadership. How do these qualities contribute to building a positive organizational culture and fostering employee engagement?
5. Define motivation in the context of management. Explore Maslow's need hierarchy theory, highlighting each level of need and its impact on employee behavior. Discuss how this theory can be practically applied in a workplace setting.

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6. Elaborate on Herzberg's two-factor theory of motivation. Compare and contrast motivators and hygiene factors, and explain how organizations can use this theory to enhance employee job satisfaction and performance.
7. Compare Maslow's need hierarchy theory with Herzberg's two-factor theory. Analyze the similarities and differences between the two theories, and discuss their implications for understanding and managing employee motivation.
8. Discuss a contemporary theory of motivation not covered by Maslow or Herzberg. How does this theory contribute to our understanding of employee motivation in the dynamic and diverse workplace of today?
9. Explain the importance of aligning leadership styles with motivational theories in the workplace. Provide examples of how effective leadership can enhance employee motivation based on the principles discussed by L.M. Prasad.
10. Reflect on a real-world case study where an organization effectively applied principles of directing, leadership styles, and motivation theories to achieve

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success. Analyze the key factors that contributed to the organization's positive outcomes.



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UNIT-V

1. What is the primary need for coordinating in the management process?
 - A. To increase complexity
 - B. To create confusion
 - C. To facilitate collaboration
 - D. To discourage teamwork
2. Identify a principle of coordinating as discussed by L.M. Prasad.
 - A. Isolation
 - B. Autonomy
 - C. Fragmentation
 - D. Integration
3. What is a common approach to achieve effective coordination?
 - A. Encouraging silos
 - B. Promoting individualism
 - C. Emphasizing isolation
 - D. Encouraging open communication and teamwork
4. Define controlling in the context of management.
 - A. Facilitating chaos
 - B. Preventing accountability
 - C. Monitoring activities and ensuring goals are achieved
 - D. Promoting inefficiency

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5. What are the elements of control as outlined by L.M. Prasad?
- A. Planning, organizing, leading, and staffing
 - B. Setting objectives, strategizing, and evaluating
 - C. Establishing standards, measuring performance, comparing results, and taking corrective action
 - D. Ignoring deviations and inconsistencies
6. What is the significance of control in the management process?
- A. To encourage disorganization
 - B. To limit efficiency
 - C. To enhance organizational performance
 - D. To promote unpredictability
7. What is the first step in the control process?
- A. Establishing standards
 - B. Evaluating results
 - C. Taking corrective action
 - D. Measuring performance
8. Which control technique involves comparing actual performance with planned performance?
- A. Feedforward control
 - B. Concurrent control
 - C. Feedback control
 - D. Strategic control
9. What does feedforward control focus on?
- A. Past performance
 - B. Current performance

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C. Future performance

D. External factors

10. In the context of control, what is a benefit of concurrent control?

A. It focuses on historical data

B. It allows real-time adjustments

C. It ignores deviations

D. It encourages inefficiency

11. What is coordination in management?

A. Delegating tasks

B. Organizing resources

C. Aligning and integrating activities

D. Setting goals

12. Why is coordination important in an organization?

A. To create competition

B. To enhance confusion

C. To improve efficiency and effectiveness

D. To discourage teamwork

13. Which principle of coordination emphasizes the unity of effort?

A. Unity of command

B. Unity of direction

C. Unity of effort

D. Unity of purpose

14. Which approach to achieve effective coordination focuses on clear communication and information sharing?

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- A. Direct supervision
- B. Liaison devices
- C. Integrating roles
- D. Standardization of procedures

15. What is the role of integrating roles in achieving coordination?

- A. Encouraging conflict
- B. Assigning conflicting tasks
- C. Aligning responsibilities
- D. Creating confusion

16. Which is a coordination principle that emphasizes the importance of avoiding dual subordination?

- A. Scalar principle
- B. Functional principle
- C. Reciprocal principle
- D. Principle of continuity

17. Which of the following is an approach to achieve coordination through standardizing rules and procedures?

- A. Liaison devices
- B. Direct supervision
- C. Standardization of outputs
- D. Integrating roles

18. What is controlling in the context of management?

- A. Establishing goals
- B. Monitoring performance
- C. Delegating tasks
- D. Coordinating activities

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19. What are the key elements of the control process?
- A.Planning, organizing, leading, and controlling
 - B.Setting goals, coordinating, and supervising
 - C.Establishing standards, measuring performance, comparing, and taking corrective action
 - D. Budgeting, forecasting, and decision-making
20. Why is controlling significant in management?
- A.To create chaos
 - B.To discourage improvement
 - C.To enhance employee dissatisfaction
 - D. To ensure goal achievement and improve future performance
21. Which step in the control process involves determining whether actual performance meets established standards?
- A.Establishing standards
 - B.Measuring performance
 - C.Taking corrective action
 - D.Comparing performance with standards
22. Which control technique involves comparing actual performance with budgeted figures?
- A. Budgetary control B. Feedforward control
 - C. Concurrent control D. Feedback control
23. What is the purpose of feedforward control?

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- A.To control past performance
- B.To control current performance
- C.To control future performance by preventing problems
- D.To control future performance by correcting problems

24. Which element of the control process involves taking corrective action to address deviations from standards?

- A.Establishing standards
- B.Measuring performance
- C.Comparing performance with standards
- D. Taking corrective action

25. What does concurrent control focus on?

- A.Correcting past mistakes
- B.Preventing future problems
- C.Monitoring ongoing activities
- D. Evaluating long-term goals

26. Which control technique is applied during the actual performance of activities?

- | | |
|------------------------|-----------------------|
| A. Feedforward control | B. Concurrent control |
| C. Feedback control | D. Budgetary control |

27. What is the primary aim of feedback control?

- A. To prevent problems
- B. To monitor ongoing activities
- C. To correct past mistakes
- D. To evaluate long-term goals

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28. Which control technique involves setting standards for performance and then comparing actual performance against those standards?

- | | |
|------------------------|-----------------------|
| A. Feedforward control | B. Concurrent control |
| C. Feedback control | D. Budgetary control |

29. What is the role of budgetary control in the control process?

- A. Evaluating long-term goals
- B. Correcting past mistakes
- C. Monitoring ongoing activities
- D. Comparing actual performance with budgeted figures

30. Which step in the control process involves defining the expected performance standards?

- A. Establishing standards
- B. Measuring performance
- C. Taking corrective action
- D. Comparing performance with standards

ANSWERS

1.C,2.D,3.D,4.C,5.C,6.C,7.A,8.C,9.C,10.B,11.C,12.C,
13.C,14.B,15.C,16.C,17.C,18.B,19.C,20.D,21.D,22.A,
23.C,24.D,25.C,26.B,27.C,28.C,29.D,30.A

5 MARKS

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1. Define the need for coordinating in the management process. How does effective coordination contribute to the overall efficiency and effectiveness of an organization?
2. Discuss two principles of coordinating as outlined by L.M. Prasad. How do these principles guide managers in achieving harmonious collaboration among various departments?
- 3 Explain one approach to achieve effective coordination in an organization. Provide practical examples to illustrate the application of this approach in a managerial context.
4. What role does communication play in achieving coordination in an organization? Discuss the significance of open communication channels for effective coordination.
5. Define controlling in the context of management. Discuss the elements of control as presented by L.M. Prasad. How do these elements contribute to the control process?
6. Explore the significance of control in the management process. How does effective control contribute to organizational success, and what are the potential consequences of inadequate control?

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7. Outline the steps in the control process as discussed by L.M. Prasad. How does each step contribute to the overall effectiveness of the control function in an organization?
8. Discuss one control technique used in management. Provide examples to illustrate how this technique can be applied to monitor and manage organizational performance.
9. Compare and contrast feed forward control and feedback control. How do these two types of control contribute to the management of organizational activities?
10. Explain the significance of concurrent control in the management of day-to-day operations. Provide examples to illustrate how concurrent control can help organizations adapt to changing circumstances.

10 MARKS

1. Define the need for coordinating in the management process. How does effective coordination contribute to the overall success of an organization? Discuss the challenges that may arise in the absence of proper coordination.

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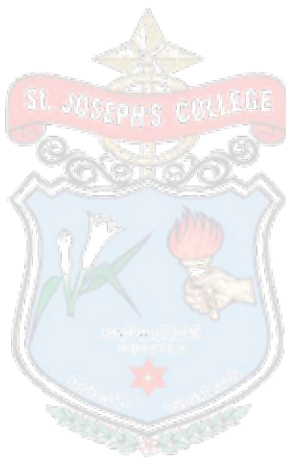
2. Discuss three principles of coordinating as outlined by L.M. Prasad. How do these principles provide a framework for managers to achieve effective collaboration among various departments? Provide examples to illustrate the application of these principles.
3. Explore different approaches to achieve effective coordination in an organization. Evaluate the strengths and weaknesses of each approach and provide recommendations for selecting the most suitable approach in different organizational contexts.
4. Analyze the role of communication in achieving coordination within an organization. How can effective communication channels be established to enhance coordination? Provide examples to support your analysis.
5. Define controlling in the context of management. Discuss the elements of control as presented by L.M. Prasad. How do these elements contribute to the overall control process, and how can they be practically applied in organizational settings?
6. Examine the significance of control in the management process. Discuss how effective control contributes to organizational performance and the achievement of

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strategic goals. Provide examples to illustrate the positive impact of control.

7. Outline the steps in the control process as discussed by L.M. Prasad. How do these steps guide managers in ensuring that organizational activities align with established standards? Provide realworld examples to illustrate each step.
8. Discuss two control techniques used in management. Compare and contrast their applications, strengths, and limitations. Provide examples of how these techniques can be applied to monitor and improve organizational performance.
9. Compare and contrast feed forward control and feedback control. How do these two types of control contribute to the effective management of organizational activities? Provide examples to illustrate the application of each.
10. Explain the significance of concurrent control in the management of day-to-day operations. How does concurrent control contribute to organizational adaptability and responsiveness to changing circumstances? Provide examples to support your explanation.

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ABOUT THE AUTHOR

Mrs. C. Magila was born in Uddanapalli. She is currently working as an Assistant Professor in the Department of Management Studies at St. Joseph's College of Arts and Science for Women, Hosur. She has completed MBA., in Anna University Coimbatore and M.Com., in Periyar University, Salem. Her area of Specialisation is Finance and Human Resource Management. She actively Participated and Presented papers in National Conference and International Conference and seminars. Her Passion for Innovative ideas in Business and Agricultural Sectors.

