# IBPS SO Important Questions

## Marketing & Human Resource

# MCQ

Q1. _____ is a process of measuring the performance of a company's products, services, or processes against those of another business considered to be the best in the industry, aka “best in class.”

a) Benchmarking

b) Feedback

c) Ranking

d) Job evaluation

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# Explanation

Benchmarking is the practice of comparing business processes and performance metrics to industry bests and best practices from other companies. Dimensions typically measured are quality, time and cost.

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# MCQ

Q2. When a written record of the duties, responsibilities and conditions of job is defined is called_____.

a) Job Description

b) Job Specification

c) Job Profile

d) None of the Above

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# Explanation

A Job Description or JD is a written narrative that describes the general tasks, or other related duties, and responsibilities of a position. The analysis considers the areas of knowledge, skills and abilities needed to perform the job.

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# MCQ

Q3. An outline of chain of command and reporting relationships in form of chart, is stated in_____.

a) Process Chart

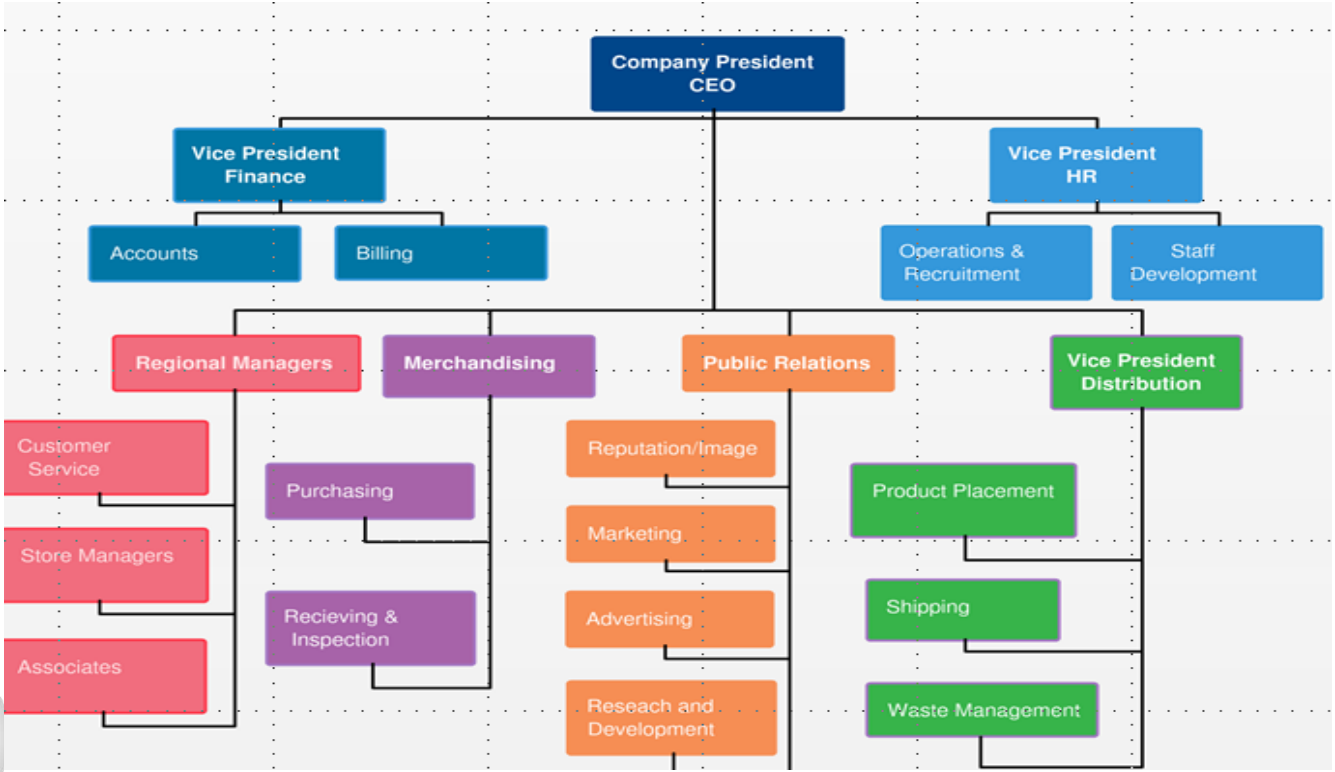
b) Process Management

c) Production Unit

d) Organization Chart

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The organization chart is a diagram showing graphically the relation of one official to another, or others, of a company. It is also used to show the relation of one department to another, or others, or of one function of an organization to another, or others.



# MCQ

Q4. Which of the following is the immediate product of Job Analysis?

a) Jon Enrichment

b) Job Rotation

c) Job Description

d) Job Enlargement

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# Explanation

A Job Analysis is a process used to collect information about the duties, responsibilities, necessary skills, outcomes, and work environment of a particular job. You need as much data as possible to put together a job description, which is the frequent output result of the job analysis.

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# MCQ

Q5. Indicators to show job accomplishment and to measure performance of key areas of job are classified as _____.

a) Mobility Standards

b) Performance Standards

c) Description Standards

d) Responsive Standards

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# Explanation

Performance Standards are the establishment of organizational or system standards, targets, and goals to improve health practices. Performance standards provide the employee with specific performance expectations for each major duty. They are the observable behaviors and actions which explain how the job is to be done, plus the results that are expected for satisfactory job performance.

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# MCQ

Q6. Which of the following is NOT true about a Marketing Environment?

a) Marketing environment includes internal and external factors.

b) It surrounds the businesses.

c) It influences marketing operations.

d) Some factors are uncontrollable while others can be controlled by the businesses.

e) Marketing environment does not influence businesses.

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# MCQ

Q7. Which of the following is not an internal factor in a marketing environment for a business?

a) Employees

b) Customers

c) Retailers

d) Distributors

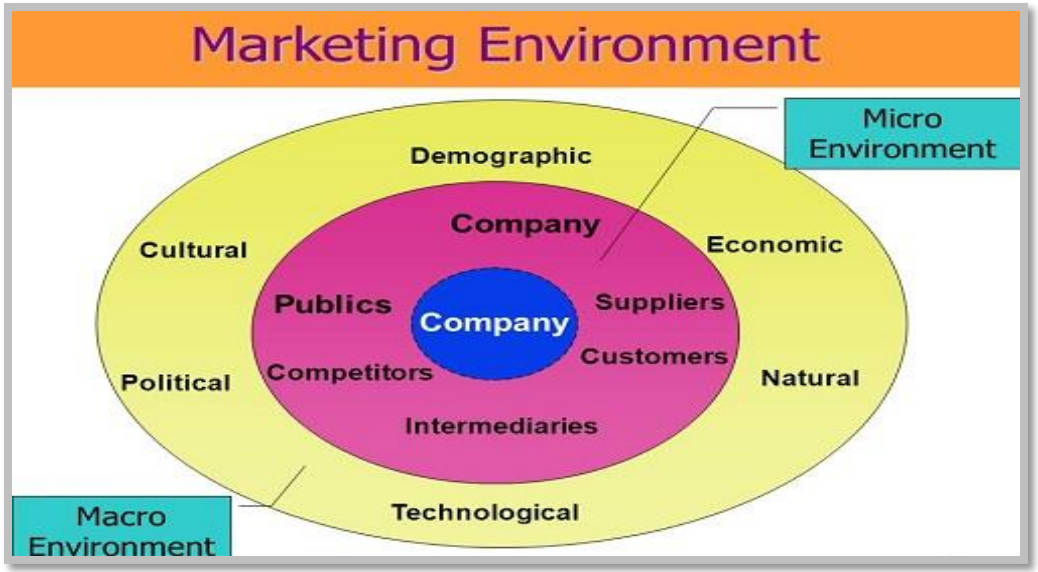
e) Environmental Regulators

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# Explanation

All businesses will be affected by the environment they operate in.

The Marketing Environment includes the Internal factors (employees, customers, shareholders, retailers & distributors, etc.) and the External factors( political, legal, social, technological, economic) that surround the business and influence its marketing operations.



# MCQ

Q8. X is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. X analysis is frequently used to identify an industry's structure to determine corporate strategy. What is X?

a) Keynesian theorem

b) Engels's effects

c) Porter's Five Forces

d) Pareto's Law of indifference

e) Theory of Independence

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# Explanation

Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy. Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability.

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# MCQ

Q9. Which of the following is NOT among the five forces of Porter's Five Forces?

a) Competition in the industry

b) Potential of new entrants into the industry

c) Power of suppliers

d) Threat of substitute products

e) External Influences

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# Explanation

- **Rationale-** The five forces of Porter's Five Forces are Competition in the industry, Potential of new entrants into the industry, Power of suppliers, Power of customers and Threat of substitute products.



# MCQ

Q10. Which of the following is NOT a method of gathering data from customers?

a) Interviews

b) Surveys

c) Customer Data

d) Randomization

e) Field Sampling

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# Explanation

**Randomization** refers to the practice of using chance methods (random number tables, flipping a coin, etc.) to assign subjects to treatments. In this way, the potential effects of lurking variables are distributed at chance levels (hopefully roughly evenly) across treatment conditions.

Randomization reduces the sanctity of data and hence, is not desirable for data profiling.

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