IBPS SO Important Questions

Marketing & Human Resource

MCQ

Q1. _____ defines the opinion of the consumer towards a product determined.

a) Brand Positioning
b) Brand Relationship
c) Brand Image
d) Brand Attitude
e) None of these

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Explanation

- **Brand Attitude** will tell what people think about a product or service, whether the product answers a consumer need, and just how much the product is wanted by the consumer.
- **Brand Positioning** is basically positioning strategy of the brand that what the brand want its customers to think i.e. to create a unique impression in the minds of the customers and at the marketplace. An effective brand positioning strategy will maximize customer relevancy and competitive distinctiveness, in maximizing brand value.
- **Brand Relationship** is the repeated interactions between a brand and a customer that start to reflect similar characteristics of relationships between people, such as love, connection, interdependence, intimacy, and commitment.
- **Brand Image** is how customers think of a brand and what is the perception of the brand in mind of the customers. It develops over time. The customers form an image based on their interactions and experience with the brand.

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Q2. In a _____, the population is divided into mutually exclusive groups and random samples are drawn from each group.

a) Simple Random Sample
b) Stratified Random Sample
c) Cluster Sample
d) Both a and c
e) None of the above

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Types of Sampling	Selection Strategy
Simple Random	Select from a full list of the population (sampling frame). Can use a random number table to do this.
Systematic	Start at random, at a point on the sampling frame, and choose every tenth case (or some other frequency) depending on sampling frame size.
Stratified	Sampling frame stratified (for example by class, race, sex) then random sampling
Cluster	Population divided into units or clusters each containing individuals in a range of circumstances (for example, different types of young offender institution could be sampled).
Multi-stage	An extension of the cluster sample, in which samples are drawn from within clusters (for example sampling by age, sex and ethnicity from within young offender institutions identified through cluster sampling).

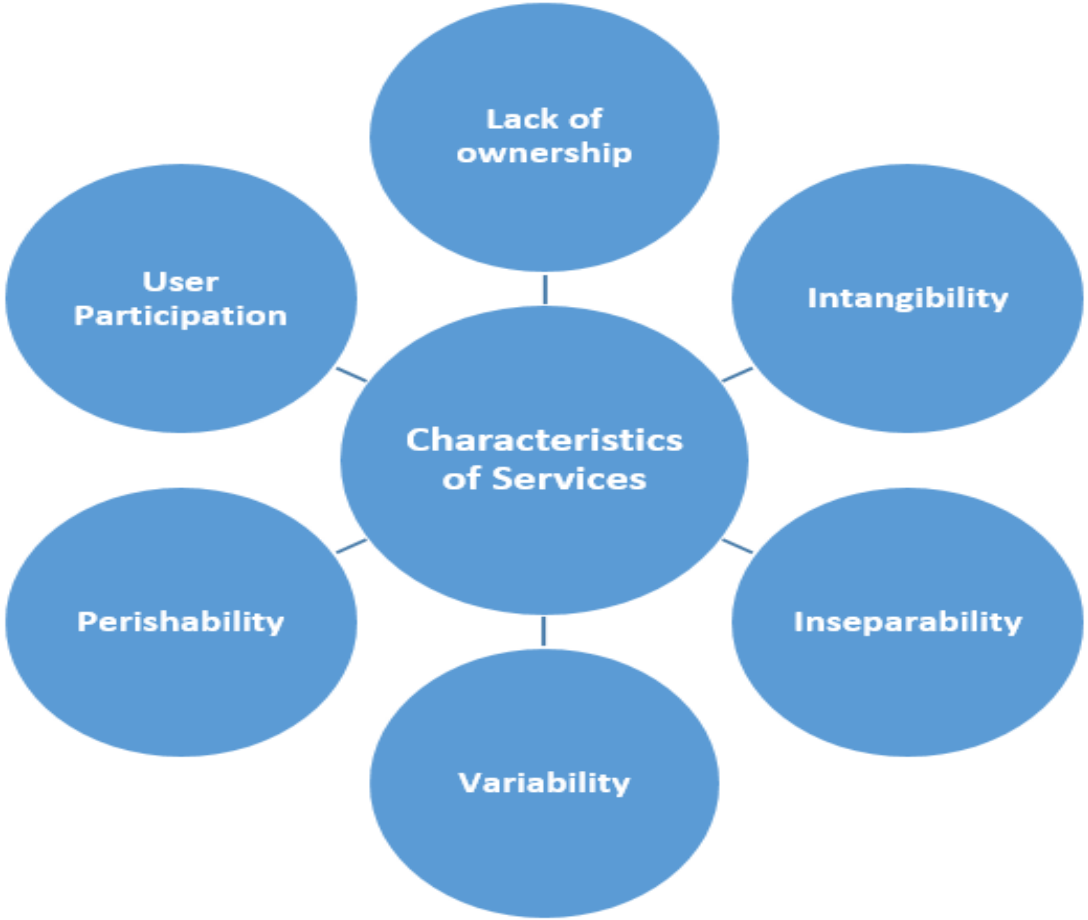
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Q3. Services are characterized by all of the following characteristics except for which of the following?

a) Intangibility
b) Homogeneity
c) Perishability
d) Inseparability
e) None of these

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Lack of ownership
User Participation
Intangibility
Characteristics of Services
Perishability
Inseparability
Variability

MCQ

Q4. Moving employees from one job to another in a pre-determined way is called _____.

a) Job rotation

b) Job Re-Engineering

c) Work mapping

d) Job Enrichment

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Explanation

Moving employees from one job to another in a predetermined way is called Job rotation. Job rotation is a strategy where employees rotate between jobs at the same business. Employees take on new tasks at a different job for a period of time before rotating back to their original position.

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Q5. _____ involves a one to one discussion between the participant and administrator.

a) Counseling

b) Training

c) Motivation

d) Conflict Resolving

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Explanation

Counseling involves a one to one discussion between the participant and administrator. Counseling is the process that occurs when a client and counselor set aside time to explore difficulties which may include the stressful or emotional feelings of the client.

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Q6._____ can be defined as a written record of the duties, responsibilities and conditions of the job.

a) Job Description

b) Job Specification

c) Job Profile

d) None of the above

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Explanation

Job Description can be defined as a written record of the duties, responsibilities and conditions of job. It generally includes duties, purpose, responsibilities, scope, and working conditions of a job along with the job's title, and the name or designation of the person to whom the employee reports.

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