

HUMAN RESOURCE MANAGEMENT PRACTICE QUESTIONS ANSWER KEY

CH 1: INTRODUCTION TO MARKETING MANAGEMENT

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

CH 2: MARKETING STRATEGY

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

CH 3: PRODUCT DECISION

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

CH 4: PRICING DECISION

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

CH 5: DISTRIBUTION DECISION

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

CH 6: PROMOTION DECISION

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

CH 7-8: CONSUMER BEHAVIOUR + CONSUMER PROTECTION

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

CH 9-10-11: SERVICE MARKETING + MARKETING RESEARCH + TRENDS IN MARKETING

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

CH 9-10: TRENDS IN HRM + INDUSTRIAL RELATIONS

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