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QUESTION 1

Which of the following is NO the step in developing job descriptions and job specifications?

- A. Draft job descriptions and specifications
- B. Review and compile data
- C. Review drafts with managers and employees
- D. Identify recommendations

Correct Answer: B

QUESTION 2

Costs that are associated with efforts to ensure conformance to requirements, generally through measurement and analysis of data to detect non-conformances are called:

- A. Appraisal costs
- B. Prevention cost
- C. Internal cost
- D. Training cost

Correct Answer: A

QUESTION 3

Database marketing offers companies for which of the following four abilities?

- A. Addressability, Measurability, Flexibility, and Reproduction
- B. Attainability, Measurability, Liveness, and Accountability
- C. Addressability, Expressiveness, Flexibility, and Accumulation
- D. Addressability, Measurability, Flexibility, and Accountability

Correct Answer: D

QUESTION 4

Means used to anticipate and manage the supply of and demand for human resources is known as:

- A. HR development



- B. HR management
- C. HR strategies
- D. HR business decisions

Correct Answer: C

QUESTION 5

The marketing concept consists of the following fundamental principle?

- A. the organization exists to identify and to satisfy the needs and wants of its potential and existing customers
- B. Satisfying customer needs is accomplished through an integrated effort throughout the organization
- C. the organizational focus should be long-term cooperative trading relationships with customers as opposed to short-term exploitation of customers
- D. All of the above

Correct Answer: D

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