

M.Com Second Semester Examination 2009

**MARKETING MANAGEMENT AND HUMAN
RESOURCE MANAGEMENT**

PAPER—CM - 1202

Full Marks : 50

Time : 2 hours

The figures in the right-hand margin indicate marks

*Candidates are required to give their answers in their
own words as far as practicable*

Illustrate the answers wherever necessary

UNIT—I

1. Answer any *two* questions : 5×2

(a) Distinguish between sales concept and marketing concept.

(b) Write a note on contents of marketing strategy.

(Turn Over)

(c) What factors would influence the willingness and ability of consumers to buy each of the following products ?

(i) Designer shirts

(ii) Two-wheelers.

(d) How to measure effectiveness of an advertisement programme ?

2. Answer any *one* question : 10 × 1

(a) What are the steps of setting price of a product ? 10

(b) (i) What is market segmentation ?

(ii) Define sales promotion. 5 + 5

UNIT—II

3. Answer any *two* questions : 5 × 2

(a) Briefly describe the meaning and features of Human Resource Management.

- (b) Discuss different techniques of recruitment of human resource.
- (c) Define workers' participation in management.
- (d) Explain the objectives of Human Resource Planning.

4. Answer any *one* of the following : 10×1

- (a) Describe the major functions of Human Resource Management. 10
- (b) (i) What are the causes of industrial disputes ?
(ii) Discuss different methods of appraisal of performance. 5 + 5

[*Internal Assessment* : 10 Marks]