

M.Com. 2nd Semester Examination, 2012

**MARKETING MANAGEMENT AND HUMAN
RESOURCE MANAGEMENT**

PAPER—COM-202

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 from the following :

(a) Write short notes, in relation to a product, on :

$2\frac{1}{2} \times 2$

(i) Brand

(ii) Value.

(Turn Over)

- (b) What is target marketing ? Discuss market segmentation in relation to target marketing. 2 + 3
- (c) What is marketing communication ? What are the different types of marketing communication ? 1 + 4
- (d) What are the objectives of pricing a product ? 5

2. Answer any *one* question from the following :

- (a) What do you mean by consumer behaviour ? Explain the different factors that influence consumer behaviour. 2 + 8
- (b) What is Product Life Cycle (PLC) ? How PLC affects promotional strategy of a firm. 6 + 4

UNIT – II

3. Answer any *two* questions : 5 × 2

- (a) In what ways can effective HR contribute to profits ? 5
- (b) Write a short note on 'Collective Bargaining'. 5
- (c) What are the causes of industrial disputes ? 5

(d) Write a short note on levels of Human Resource Planning. 5

4. Answer any *one* question : 10 × 1

(a) What are the various sources of recruitment ?
List the merits and demerits of various sources of recruitment. 4 + 6

(b) What do you mean by performance appraisal ?
Describe in detail the process of performance appraisal. 2 + 8

[*Internal Assessment* : 10 Marks]
