

M.Com. 2nd Semester Examination, 2010

**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 x 2
- (a) Define marketing. What are the features of a
marketing plan? 2 + 3
- (b) What is market opportunity? How opportunity
can be used in marketing? 5

- (c) Discuss the steps of developing an effective advertisement programme. 5
- (d) How a company initiates price changes? How it should respond to competitor's price changes? 5
2. Answer any *one* question: 10 x 1
- (a) How the following factors affects buying pattern of a consumer: 5 + 5
- (i) Social Factor
- (ii) Personal Factor.
- (b) What is product life cycle? How different marketing strategies should be adopted in different phases of product life cycle? 3 + 7

UNIT-II

3. Answer any *two* questions: 5 x 2
- (a) Explain role of HR manager in any organisation. 5

(b) Briefly describe the methods of prevention and settlement of industrial dispute. 5

(c) Explain different forms and ways of participative management. 5

(d) Write short notes on : $2\frac{1}{2} + 2\frac{1}{2}$

(i) Checklist method

(ii) BARS.

4. Answer any *one* question : 10 x 1

(a) Differentiate PM from HRM.

(b) Briefly explain different sources of recruitment and their advantages and disadvantages.

[*Internal Assessment* : 10 Marks]
