

**M.Com. 2nd Semester Examination, 2011**

**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 : 5 × 2

(a) Discuss the following terms briefly :

(i) Product positioning

(ii) Niche marketing.

( Turn Over )

- (b) Discuss marketing programme in brief.
- (c) Discuss the steps of developing effective marketing communications.
- (d) Discuss five types of pricing methods of a product.

2. Answer any *one* question : 10 × 1

- (a) What are the different techniques for evaluating advertisement effectiveness?
- (b) What do you mean by sales promotion measure? What are the different types of sales promotion tool? When to apply which type of sales promotion measures?

### UNIT – II

3. Answer any *two* questions : 5 × 2

- (a) Discuss the effects of technological changes on Human Resource Management. 5
- (b) Explain different characteristics of Collective Bargaining. 5

(c) Briefly discuss the factors that influence industrial relation. 5

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

(i) Recruitment yield pyramid

(ii) Management by objective (MBO).

4. Answer any *one* question: 10 × 1

(a) Define Human Resource Planning (HRP). Discuss the problem in HRP. How can you make it effective? 2 + 4 + 4

(b) What do you mean by Industrial Dispute? Differentiate between conciliation and arbitration. 3 + 7

[ *Internal Assessment* : 10 Marks ]

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