

**M.Com. 2nd Semester Examination, 2013**

**MARKETING MANAGEMENT AND  
HUMAN RESOURCE MANAGEMENT**

PAPER – COM- 202

*Full Marks : 50*

*Time : 2 hours*

Answer **all** questions

*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 : 5 × 2
- (a) What are the objectives of sales promotion ? 5
- (b) Mention the core concepts of marketing. 5

( Turn Over )

( 2 )

- (c) Write a short note on marketing channels. 5  
(d) What are the principles of personal selling? 5

Answer any *one* question from the following: 10 × 1

- (a) Briefly describe the steps in developing effective marketing communications. 10  
(b) (i) How does the demographic variables affect the segmentation of a market?  
(ii) Explain the role of advertisement in marketing communication. 5 + 5

## UNIT – II

Answer any *two* questions: 5 × 2

- (a) Why is recruitment called a positive process? 5  
(b) Briefly describe the scope of human resource management. 5  
(c) State different forms of Industrial Disputes. 5  
(d) Explain the objectives of industrial relations. 5

( 3 )

4. Answer any *one* question : 10 × 1

(a) Briefly describe the operative functions of a Human Resource Manager. 10

(b) (i) What is the difference between performance appraisal and potential appraisal ?

(ii) Write a short note on collective bargaining. 5 + 5

[*Internal Assessment* – 10 Marks ]

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