2015

M. Com.

2nd Semester Examination

MARKETING MANAGEMENT

PAPER — COM-202

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

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

Illustrate the answers wherever necessary.

Unit—I

[Marks : 20]

1. Answer any two questions : 2×5

(a) What is consumer behaviour? Explain how social factors influence consumer behaviour. 2+3

(b) Write a note on : Marketing channels. 5

(c) What do you understand by brand and branding? How does brand differ from trademark? 2+3

(Turn Over)
(d) An organisation can promote its goods or services either personally or non-personally. Which method would you suggest to a marketer of a FMCG company? Give reasons in support of your answer.

2. Answer any one question from the following: 1x10

(a) Explain how the marketing mix has to be changed during the different stages of the product life cycle. 10

(b) Discuss the different techniques for evaluating advertisement effectiveness. 10

Unit—II

[Marks: 20]

3. Answer any two questions: 2x5

(a) State the objectives of human resource planning.

(b) What is craft union? Give examples.

(c) Do you think that Performance Appraisal is indispensable for an organisation? Give reasons for your answer.

(d) Write a short note on Collective Bargaining.
4. Answer any one of the following: $1 \times 10$

(a) Describe different forms of workers participation in Management. $10$

(b) (i) What do you mean by Industrial Dispute?

(ii) As HR executive of a large size pharmaceutical & drugs factory what suggestion would you submit to the executive director for promoting healthy industrial relations of the factory. $4 + 6$

[Internal Assessment : 10 Marks]