



WEST BENGAL STATE UNIVERSITY

B.Com. Honours 2nd Semester Examination, 2021

FACACOR04T-B.Com. (CC4)

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any five questions from the following

2×5 = 10

1. Define marketing.
2. Mention any two features of marketing.
3. What are the 4P's of marketing?
4. What is consumer behaviour?
5. What is branding?
6. Mention two points of distinction between packaging and branding.
7. Mention two objectives of pricing.
8. Define channels of distribution.
9. Define salesmanship.
10. What do you mean by human resource management?
11. Point out two features of human resource management.
12. What is recruitment?
13. What do you mean by training?
14. Define performance appraisal.
15. What is job evaluation?
16. State two objectives of training.

GROUP-B**Answer any *four* questions from the following****5×4 = 20**

17. Distinguish between Selling and Marketing.
18. Discuss the Consumer Decision Making Process.
19. Discuss the Product Life Cycle.
20. Examine the benefits of Labeling.
21. Examine the role of Promotions in Modern Marketing.
22. Discuss the approaches of Marketing.
23. Explain in brief the importance of HRM.
24. Enumerate the advantages of External Sources of Recruitment.
25. State the uses of Job Analysis.
26. Mention the causes of Industrial Disputes.
27. Distinguish between Job Evaluation and Merit Rating.
28. State the Principle of Good Industrial Discipline.

GROUP-C**Answer any *two* questions from the following****10×2 = 20**

29. What is marketing environment? Discuss the micro and macro elements of marketing environment. 2+8
30. Define marketing mix. Explain the elements of marketing mix. 2+8
31. Define marketing segmentation. What are the different bases of marketing segmentation? 3+7
32. Define product. Explain the stages of product life cycle with the help of a suitable diagram. 3+7
33. What do you mean by promotion? What are the elements of promotion mix? 2+8
34. Discuss the steps in selection process of employees. 10
35. What is development? Distinguish between training and development of employees. 3+7
36. Discuss briefly the different methods of job evaluation. 10

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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