

Question Bank for PG Course

Commerce

Paper-XII

Marketing & Human Resource Management : PGC0-XII

1. From where the Marketing starts with ?
2. What do you mean by Marketing strategy ?
3. Successful marketing aims to what?
4. What do you mean by Promotion in marketing means ?
5. What do you mean by USP ?
6. A market survey is required for_____.
7. What are the stages of Product Life Cycle ?

Group B

8. What should be the strategy of HRM?
9. State the elements of “Human resource management”.
10. Who developed the concept of MBO and when?
11. State the functions of Manpower planning.
12. What is the purpose of Job Analysis ?
13. What is the method of collection of information for job analysis?
14. What do you mean by core competency?
15. Why HRM has become a highly specialised job?