

POST-GRADUATE COURSE
Term End Examination
December, 2014 / June, 2015
COMMERCE

Paper-XII (M&H) : Marketing & Human Resource Management

Time : 2 Hours

Full Marks : 50

(Weightage of Marks : 80%)

Special credit will be given for accuracy and relevance in the answer. Marks will be deducted for incorrect spelling, untidy work and illegible handwriting. The weightage for each question has been indicated in the margin.

MODULE – I

Answer any *two* questions : $12\frac{1}{2} \times 2 = 25$

1. Explain the evolving concept of Marketing.

$12\frac{1}{2}$

2. a) What is Service Mix ?
 b) Determine the significance of 'People' and 'Physical evidence' in the term 'Service Mix'.

$4 + 8\frac{1}{2}$

3. a) What is Pricing ?
 b) Describe the cost based pricing strategy.

$4 + 8\frac{1}{2}$

4. Write short notes on the following : (any *two*)

- a) Product Mix
 b) Market Skimming Pricing
 c) Committee Sales Organisation. $6\frac{1}{4} + 6\frac{1}{4}$

MODULE – II

Answer any *two* questions : $12\frac{1}{2} \times 2 = 25$

5. a) "Recruitment is a positive activity and selection is a negative activity." Expand your response on this statement.
 b) What do you understand by employee welfare ? Discuss some of the welfare activities stipulated under the factories Act, 1948. $6 + 6\frac{1}{2}$
6. a) What is Performance Appraisal ? What are the activities of Performance Appraisal ?
 b) Differentiate between Training and Development. Do you consider Training is an investment or expense ? Justify your response logically. $6 + 6\frac{1}{2}$

7. a) What is Industrial Dispute ? What are the causes and effect of Industrial Dispute ?

b) "Accidents do not happen, they occur."
Justify your response on this statement.

$$6 + 6\frac{1}{2}$$

8. a) Define Industrial Relations ? How many parties are involved in Industrial Relations.

Why are they interested to be party to IR ?

b) Differentiate between strike and lock out.

Discuss the causes and effects of both strike and lock out.

$$6 + 6\frac{1}{2}$$

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