

POST-GRADUATE COURSE
Term End Examination : June, 2017
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. a) What is Marketing ?
- b) Explain briefly the Nature and Scope of Marketing. $4 + 8 \frac{1}{2}$
2. a) What is Product Life Cycle ?
- b) Describe the various stages in the life of a successful product. $4 + 8 \frac{1}{2}$

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3. a) What is BCG Matrix ?
- b) How the concept is used in marketing ?

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

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

$6 \frac{1}{4} \times 2$

- a) New Product Development
- b) Cost plus or mark-up pricing
- c) Line and Staff Sales Organization
- d) Communication Process.

MODULE - II

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

5. a) What is Human Resource Management ?
- b) Differentiate between Human Resource Management and Personnel Management. $4 + 8 \frac{1}{2}$
6. "Workers' Participation in management is a myth or reality" Comment logically with example. $12 \frac{1}{2}$

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7. a) What is Performance Appraisal ?
- b) Explain the process of Performance Appraisal. $4 + 8 \frac{1}{2}$

8. Write short notes on any *two* of the following :

$$6 \frac{1}{4} \times 2$$

- a) Causes of Industrial Disputes
- b) Collective Bargaining
- c) Management by objectives
- d) Training Need Assessment (TNA).
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