



NETAJI SUBHAS OPEN UNIVERSITY

POST-GRADUATE COURSE

Assignment — June, 2020

COMMERCE

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

QUESTION PAPER CUM ANSWER BOOKLET

(Full Marks : 50)

(Weightage of Marks : 20%)

Special credit will be given for precise and correct answer. Marks will be deducted for spelling mistakes, untidiness and illegible handwriting. The figures in the margin indicate full marks.

Name (in Block Letter) :

Enrolment No.

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Study Centre Name : Code :

To be filled by the Candidate	Serial No. of question answered																				TOTAL	
For Evaluator's only	Marks awarded																					

Q.P. Code : **PA/5/XII (M)&(H)**

PG-COM.-AP-17088

Signature of Evaluator with Date



NETAJI SUBHAS OPEN UNIVERSITY

POST-GRADUATE COURSE

Assignment — June, 2020

COMMERCE

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

STUDENT'S COPY

Name (in Block Letter) :

Enrolment No.

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Study Centre Name : Code :

Q.P. Code : **PA/5/XII (M)&(H)**

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Received Answer Booklet
Signature with seal by the Study-Centre

**জরুরি নির্দেশ / Important Instruction**

আগামী শিক্ষাবর্ষান্ত পরীক্ষায় (T.E. Exam.) নতুন ব্যবস্থা অর্থাৎ প্রশ্নসহ উত্তর পুস্তিকা (QPAB) প্রবর্তন করা হবে। এই নতুন ব্যবস্থার সঙ্গে পরীক্ষার্থীদের অভ্যস্ত করার জন্য বর্তমান অনুশীলন পত্রে নির্দেশ অনুযায়ী প্রতিটি প্রশ্নের উত্তর নির্দিষ্ট স্থানেই দিতে হবে।

New system i.e. Question Paper Cum Answer Booklet (QPAB) will be introduced in the coming Term End Examination. To get the candidates acquainted with the new system, assignment answer is to be given in the specified space according to the instructions.

**Detail schedule for submission of assignment for the
PG Term End Examination June-2020**

1. Date of Publication : 20/06/2020
2. Last date of Submission of answer script by the student to the study centre : 19/07/2020
3. Last date of Submission of marks by the examiner to the study centre : 16/08/2020
4. Date of evaluated answer scripts distribution by the study centre to the students (Students are advised to check their assignment marks on the evaluated answer scripts and marks lists in the study centre notice board. If there is any mismatch / any other problems of marks obtained and marks in the list, the students should report to their study centre Co-ordinator on spot for correction. The study centre is advised to send the corrected marks, if any, to the COE office within five days. No change / correction of assignment marks will be accepted after the said five days.) : 23/08/2020
5. Last date of submission of marks by the study centre to the Department of C.O.E. on or before : 31/08/2020

এখানে কিছু লিখবেন না

Do Not Write Anything Here

**MODULE - I**Answer any *two* questions :

$$12\frac{1}{2} \times 2 = 25$$

1. a) What do you understand by Marketing Management ?
b) Elucidate the differences between Marketing & Selling. $4 + 8\frac{1}{2}$
2. a) Explain the concept of product.
b) Describe with a diagram the different stages in the life cycle of a product. $4 + 8\frac{1}{2}$
3. a) What is Resale Price Maintenance ?
b) Explain the different categories of Demand Based Pricing. $4 + 8\frac{1}{2}$
4. Write short notes on any *two* of the following : $6\frac{1}{4} \times 2$
 - a) Channel Management Decisions
 - b) Difference between Advertising and Publicity
 - c) Communication process
 - d) Functions and Responsibilities of a Sales Manager.

First Answer :



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Second Answer :



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**MODULE - II**

Answer any *two* questions :

$$12 \frac{1}{2} \times 2 = 25$$

5. What are the different roles performed by a Human Resource Manager in an organization? Do you consider that to-day's Human Resource Manager is playing the same Role as that of yesterday's Personnel Manager? Justify your views with suitable examples.
 $6 + 6 \frac{1}{2}$
6. "Employee Welfare is primary accountability of the employer." Comment on this statement in the context of various welfare schemes existing in Indian Industries. Give suitable examples.
 $12 \frac{1}{2}$
7. Elaborate the variety of safety provisions as provided in the Factories Act, 1948. Comment upon their effectiveness.
 $8 + 4 \frac{1}{2}$
8. Write notes with examples on any *two* of the following :
 - a) BARS
 - b) Potential Evaluation
 - c) Difference between Training and Development
 - d) Workers' Participation in Management.

First Answer :



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Second Answer :



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