

QP Code: 22/PT/9/XII (Old)

POST-GRADUATE COURSE
Term End Examination — June, 2022/December, 2022
COMMERCE (Old Syllabus)
Paper-XII : MARKETING & HUMAN RESOURCE
MANAGEMENT
(Up to January 2021 Enrolment Session)

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.

Use of scientific calculator is strictly prohibited.

Module - I

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

1. (a) What is societal marketing ?
(b) Briefly point out the major functions of marketing. $5 + 7\frac{1}{2}$
2. (a) What is marketing mix ?
(b) What do you mean by strategic marketing planning ? $6 + 6\frac{1}{2}$
3. What is product life cycle ? Explain the different stages of product life cycle. $4 + 8\frac{1}{2}$
4. (a) What is brand positioning ?
(b) What do you mean by branding ? $6\frac{1}{2} + 6$

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[Turn over

Module - II

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

5. State the different roles of HR manager. $12\frac{1}{2}$
6. (a) Discuss the internal and external sources of recruitment.
(b) What do you mean by employee welfare ? $8 + 4\frac{1}{2}$
7. (a) How can a training programme be evaluated ?
(b) What are the barriers to effective training ? $6 + 6\frac{1}{2}$
8. (a) What is the need for performance appraisal ?
(b) What is the purpose of collective bargaining ? $6\frac{1}{2} + 6$
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