



WEST BENGAL STATE UNIVERSITY
B.Com. Honours 2nd Semester Examination, 2022

FACACOR04T-B.COM. (CC4)

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Define Marketing management.
 - (b) What is Human Resource Planning?
 - (c) Define Sales Promotion.
 - (d) What do you mean by Fringe benefits?
 - (e) Define Advertising.
 - (f) What is meant by the term 'industrial relations'?
 - (g) Define Distribution function in Marketing Management.
 - (h) What is Publicity?
 - (i) What do you mean by human resources?
 - (j) Point out two features of Marketing Management.
 - (k) What is Potential appraisal?
 - (l) What do you mean by distribution channel?
 - (m) Define Job Description.
 - (n) What is Vestibule Training?
 - (o) Define Pricing.
 - (p) What is meant by selection?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) Write a short note on Marketing Environment.
 - (b) Discuss about external sources of recruitment.
 - (c) Explain briefly the modern marketing concepts.
 - (d) Distinguish between personnel management and human resource management.

- (e) Distinguish between the traditional and modern marketing concepts.
- (f) Explain the importance of Human Resource Management.
- (g) Distinguish between packing and packaging.
- (h) Discuss the objectives of human resource management.
- (i) Discuss the objectives of advertising.
- (j) Explain the conditions of sound industrial relations.
- (k) Explain the importance of Pricing.
- (l) Discuss about any two types of training.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Discuss the marketing strategies to be adopted in growth and declining stages of product life cycle. 5+5
 - (b) Explain the importance of industrial relations. 10
 - (c) Discuss the factors to be considered in pricing of a product. 10
 - (d) Explain the process of human resource planning in an organization. 10
 - (e) Discuss the essential qualities of good salesmen. 10
 - (f) Explain the different methods of performance appraisal. 10
 - (g) Discuss the importance of Marketing Management. 10
 - (h) Define Selection. Distinguish between Recruitment and Selection. 3+7

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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