

16/10/07

B/JI/05
PG CO-XII

POST-GRADUATE COURSE
Term End Examination — December, 2007

M.Com.
MARKETING & HRM
PAPER XII

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.

Group - A

Answer any one question.

1. Human resources planning is a prerequisite for effective human resource management of an organisation. Discuss the significance of human resource planning. 15
2. Differentiate between Recruitment and Selection. Evaluate different external and Internal Sources of Recruitment. 5+10=15

Group - B

Answer any one question.

3. Discuss the causes of industrial disputes with suitable examples.

W-80

Elippo, Hoxie, E.W. Vattel, P.T.O.
Bence Coleman, #

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Behaviorally Anchored Rating Scale (BARS) (1970)

(2)

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

- (a) Strike and lock out
- (b) Collective Bargaining
- (c) BARS
- (d) Performance Appraisal. 5+5=10

Group - C

Answer any one question.

1. Explain the concept of Marketing. Differentiate between marketing and selling with examples. 5+10
2. What is meant by Branding ? Discuss the various types of branding techniques. 3+12

Group - D

Answer any one question.

3. What is Market Segmentation ? Briefly discuss the different types of market segmentation. 2+8
4. What do you mean by Sales Promotion ? Discuss, in brief, the various types of consumer promotion tools. 2+8

Handwritten notes in blue ink, including the words 'Recruitment and Selection' and 'P. A. O. M.'.

10

P.T.O.

W-80