

B/J1/07
PG CO-XII

POST-GRADUATE COURSE

Term End Examination — December, 2009

M.Com.

MARKETING &
HUMAN RESOURCE MANAGEMENT

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.

Module – 1

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

- 1.(a) What is "Social marketing"?
- (b) What do you mean by "marketing myopia"?
- (c) Distinguish between selling and marketing. $3+3+6\frac{1}{2}$
- 2.(a) What are the differences between private and public distribution system ?
- (b) What are various types of sales organisations ? $4+8\frac{1}{2}$
- 3.(a) Define the marketing mix. What are the components of marketing mix ?
- (b) What is meant by market segmentation ? $8\frac{1}{2}+4$

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(2)

- 4.(a) What do you mean by branding ?
- (b) Discuss the various factors that influence pricing decisions. $4\frac{1}{2}+8$

Module – 2

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

- 5.(a) What is the objective of collective bargaining ?
- (b) Outline the strategies that may be adopted in collective bargaining. $6+6\frac{1}{2}$
- 6.(a) What do you mean by employee welfare ? 4
- (b) Explain in brief the need for instituting labour welfare packages in an organisation. $8\frac{1}{2}$
- 7.(a) How can a training programme be conducted ? 5
- (b) Discuss in brief about the way in which training can lead to development of employees of an organisation. $7\frac{1}{2}$
8. Write short notes on **any two** : $6\frac{1}{4} \times 2$
 - (i) Stress.
 - (ii) Lockouts.
 - (iii) Industrial disputes.
 - (iv) Performance appraisal.