

B/JI/06
PG CO-XII

POST-GRADUATE COURSE

Term End Examination — December, 2008

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 : 12½×2=25

- 1.(a) Define marketing mix. State the components of marketing mix.
- (b) Describe in detail the concept of market segmentation. 7+5½
2. What is product life cycle? Describe the various stages in the life history of a product. 4½+8
3. What is branding? Describe in detail the various types of branding techniques. 4+8½
4. What is sales organisation? What are the various types of sales organisation? 5+7½

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PG CO-XII

(2)

Module - 2

Answer any two questions : 12½×2=25

- 5.(a) Give an account of the relevance and importance of human resource management (HRM) to the corporate entities in the present day competitive environment.
- (b) Discuss the difference between HRM and personnel management. 6+6½
- 6.(a) What do you mean by 'stress'?
- (b) Discuss the importance of introducing social security measures.
- (c) Give an account of the two different types of social security measures adopted by an organisation. 2½+5+5
- 7.(a) What do you mean by collective bargaining?
- (b) Suggest some strategies which may be adopted by the people concerned in collective bargaining. 4+8½
8. Write short notes on any two from the following : 6¼×2
 - (a) Potential evaluation matrix.
 - (b) Management by objectives (MBO).
 - (c) Trade Union.
 - (d) Delphi Technique.

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