

Post-Graduate Course
Term End Examination – 2006

M. Com.

Marketing & HRM

Paper - XII

Time : Two 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. What is Human Resource Management ? Discuss the functions of a Human Resource Manager in any Organisation. 15
2. What is Recruitment and selection of employees in an organisation ? Discuss various external sources of recruitment of employees in industry. 15

Group — B

Answer *any one* question.

1. Distinguish between Training and Development. How do we assess training needs for various levels of employees in industry ? 10
2. Write short notes on *any two* of the following :— 5×2=10
a) Workers' Participation in industry.

P.T.O.

- b) Role of Trade Unions in Industrial Relations.
- c) On-the-job training.
- d) Causes of industrial disputes.

Group — C

Answer *any one* question.

- 1. What is marketing ? Describe in detail the nature, scope and importance of marketing. 15
- 2. What is Product Life Cycle ? Describe the stages that a product passes through in its life cycle. 15

Group — D

Answer *any one* question.

- 3. What is Pricing ? Distinguish between Market Skimming Pricing and Penetration Pricing. 10
 - 4. Describe the functions and responsibilities of a Sales Manager. 10
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