



WEST BENGAL STATE UNIVERSITY
B.Com. Honours 2nd Semester Examination, 2020

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

Answer any five questions from the following

2×5 = 10

1. What is Marketing Management?
2. What is extended marketing mix?
3. Define Marketing channel.
4. What is long-term Human Resource Planning?
5. What are the steps in job evaluation?
6. How to make training effective?
7. What are the challenges of Human Resource Management in Indian Economy?
8. Define job description.

GROUP-B

Answer any four questions from the following

5×4 = 20

9. Discuss the social responsibility of Marketing.
10. Discuss the importance of packaging.
11. What are the four views of buyer decision making?
12. What are the differences between job analysis and job evaluation?
13. Discuss the process and steps in employee training.
14. Discuss the principles of recruitment.

GROUP-C

Answer any two questions from the following

10×2 = 20

15. State the essential requirements of Market Segmentation.
16. Discuss the role of advertising in modern Marketing.
17. What is Human Resource Management? Describe the importance of Human Resource Management.
18. Discuss the importance and objectives of determining performance.

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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