

2316

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Class – M. Com II Sem

Subject – Marketing & Human Resource

Management

Paper – MC-204

Time Allowed : 3 Hours

Maximum Marks : 100

SECTION-A

Attempt any 10 questions out of 12. Each question carries 2 marks

1. (i) Job Enrichment Vs Job Enlargement.
- (ii) Niche Marketing.
- (iii) Idea generation in product development.
- (iv) Brand Equity.
- (v) Skimming Pricing Policy.
- (vi) Succession Planning.
- (vii) Publicity Vs Public Relation.
- (viii) Resale Price Maintenance.
- (ix) Difference between training and development.
- (x) Marketing Mix.
- (xi) Recruitment (External).
- (xii) Graphology test.

SECTION-B

Attempt any 2 questions out of 4. Each question carries 20 marks.

2. Discuss Product life cycle and explain how its understanding helps the marketer to design effective marketing strategies.

3. Define pricing and explain the different types of pricing policies and strategies, a marketer can adopt for setting the prices for his products.
4. Narrate the concept of Market segmentation. Explain its importance and also discuss the bases on which a market is segmented.
5. Define marketing channels. Explain its types. Also explain different factors which affects the choice of distribution channel.

SECTION-C

Attempt any 2 questions out of 4. Each question carries 20 marks.

6. Discuss the need and importance of HRP in context of modern organizational environment. What are the factors that affect HRP.
7. Define interview and discuss various types of interviews with their merits and demerits and the relevance of type of interview in various situation.
8. Define job specification with its contents. How it differs from job description. Explain in detail.
9. Define training. Explain various methods of training to improve human resource performance. Explain the methods to measure the training effectiveness.
