

P.G. 1st Semester - 2017

COMMERCE

(Marketing Management & Human Resource
Management)

Paper : MCOMCCT-104

Full Marks : 40

Time : 2 Hours

The figures in the right-hand margin indicate marks.

Candidates are required to give their answers in their
own words as far as practicable.

MODULE-I

(Marketing Management)

(Marks : 20)

Answer any two of the following questions: $10 \times 2 = 20$

1. What do you mean by marketing management?
Explain various factors that affect marketing
environment. 2+8=10
2. Write short notes (any two): 5+5
 - a) Levels of Products
 - b) New Product Development Process
 - c) Target Market

3. Explain briefly the different pricing methods. What
are the factors that affect the pricing policy of a
business? 5+5

MODULE-II

(Human Resource Management)

(Marks : 20)

Answer any two of the following questions: $10 \times 2 = 20$

4. What do you mean by 'Human Resource
Management'? Explain various features of it. Is
there any difference between human resource
management and personnel management? Explain.
2+5+3=10
5. Explain various roles required to play by the HR
managers in the multinational organisations. 10
6. Differentiate between recruitment and selection.
Briefly explain the different steps in career
planning and development. 3+7=10
