

2016

M. Com.

2nd Semester Examination

MARKETING MANAGEMENT

PAPER – COM – 202

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

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

UNIT – I

1. Answer any two questions of the following: 5 X 2

- (a) Mention different methods of price determination.
- (b) Write short notes on – Types of Reference Groups & behavioural segmentation.
- (c) Distinguish between Market and Marketing.
- (d) Give brief description of chain marketing system.

2. Answer any one questions of the following: 10 X 1

- (a) Briefly explain the concept of Product Life Cycle. How can it be used as a tool to plan market share strategies? 6+4
- (b) Discuss different types of promotion used in Marketing Management. 10

(Turn Over)

UNIT – II

3. Answer any two questions of the following: 5 X 2

- a) 'Recruitment is positive but selection is negative' – enumerate the statement.
- b) 'Industrial Relations is an art of living together' – explain in your own language.
- c) Give the significance of Human Resources.
- d) Make a comparison between Personal Management & HRM.

4. Answer any one questions of the following: 10 X 1

- a) Discuss the major roles of Human Resource expert in the field of competitive market.
- b) What do you mean by Human Resource Planning? What are the importances of HR Planning in an Organization? 4+6

(Internal Assessment :10 marks)