

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.

Illustrate the answers wherever necessary.

Unit—I

[Marks : 20]

1. Answer any two questions : 2×5
- (a) Distinguish between advertising and sales promotion.
 - (b) Distinguish between traditional and modern concept of marketing.

(Turn Over)

- (c) Discuss various steps involved in the buying process.
- (d) Why new products fail? How can we avoid new product failure? 3+2
2. Answer any *one* question from the following : 1×10
- (a) What do you mean by consumer behaviour? Explain the different factors that influence consumer behaviour. 2+8
- (b) What are the objectives of market segmentation? Discuss the various basis of segmentation. 2+8

Unit—II

[Marks : 20]

3. Answer any *two* questions : 2×5
- (a) Distinguish between human resource planning and manpower planning.
- (b) What are the causes of industrial disputes?
- (c) Industrial relations is 'art of living together'. —
Comment on the statement.

(d) Describe the highest form of workers' participation in management in India.

4. Answer any *one* of the following : 1×10

(a) Discuss in brief the operating functions of Human Resource Manager.

(b) What do you mean by performance appraisal? Describe in detail the process of performance appraisal. 2+8

[Internal Assessment : 10 Marks]
