

2014

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 : 5×2
- (a) State the functions of marketing management.
 - (b) Explain in brief, major sales promotion tools.
 - (c) Describe the bases that you will follow in segmenting the market for the following products :
 - (i) Hair dryer;
 - (ii) Light commercial vehicle.

$2\frac{1}{2} \times 2$

(Turn Over)

- (d) What kind of distribution channel would you recommend for the following products and why?
- (i) Personal computer;
 - (ii) Branded spices. 2½×2
2. Answer any *one* question from the following : 10×1
- (a) Discuss the distinct stages in Product Life Cycle, giving suitable examples.
 - (b) Explain the various factors influencing consumer behaviour taking example of any consumer durable of your choice.

Unit—II

[Marks : 20]

3. Answer any *two* questions : 5×2
- (a) Mention any five differences between personnel and Human Resource Management.
 - (b) State the objectives of human resource planning.
 - (c) Write a short note on Sources of Recruitment.
 - (d) Distinguish between 'craft union' and industrial union.
4. Answer any *one* of the following : 10×1
- (a) Briefly describe preventive machinery of industrial disputes.
 - (b) Discuss any two traditional methods of performance appraisal.

[Internal Assessment : 10 Marks]