

2015

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) What is consumer behaviour? Explain how social factors influence consumer behaviour. 2+3
- (b) Write a note on : Marketing channels. 5
- (c) What do you understand by brand and branding? How does brand differ from trademark? 2+3

(Turn Over)

- (d) An organisation can promote its goods or services either personally or non-personally. Which method would you suggest to a marketer of a FMCG company? Give reasons in support of your answer.

5

2. Answer any *one* question from the following : 1×10

- (a) Explain how the marketing mix has to be changed during the different stages of the product life cycle.

10

- (b) Discuss the different techniques for evaluating advertisement effectiveness.

10

Unit—II

[Marks : 20]

3. Answer any *two* questions : 2×5

- (a) State the objectives of human resource planning.
- (b) What is craft union? Give examples.
- (c) Do you think that Performance Appraisal is indispensable for an organisation? Give reasons for your answer.
- (d) Write a short note on Collective Bargaining.

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

(a) Describe different forms of workers participation in Management. 10

(b) (i) What do you mean by Industrial Dispute ?

(ii) As HR executive of a large size pharmaceutical & drugs factory what suggestion would you submit to the executive director for promoting healthy industrial relations of the factory.

4+6

[Internal Assessment : 10 Marks]
