

2019

B.Com.

3rd Semester Examination

MARKETING MANAGEMENT (Honours)

Paper—C 7-T

Full Marks : 60

Time : 3 Hours

*The figures in the margin indicate full marks.
Candidates are required to give their answers
in their own words as far as practicable.*

Human Resource Management

1. Answer *any ten* questions : 10×2=20
- (a) State two functions of human resource management. 2
 - (b) Define work life balance. 2
 - (c) What is training? 2
 - (d) What do you mean by career planning? 2
 - (e) State any two methods of training. 2
 - (f) Discuss briefly the concept of collective bargaining. 2

[Turn Over]

- (g) Define job evaluation. 2
- (h) What do you mean by Human Resource Planning? 2
- (i) Define 'Recruitment' in the perspective of Human Resource Management. 2
- (j) What is job Analysis? 2
- (k) What is cultural environment? 2
- (l) What do you mean by 'Job Rotation'? 2
- (m) What do you mean by Employee Welfare? 2
- (n) What do you mean by 'Fringe Benefits'? 2
- (o) What is industrial dispute? 2

2. Answer *any four* questions : $5 \times 4 = 20$

- (a) State the causes of industrial dispute. 5
- (b) Explain briefly the different methods of management development. 5
- (c) State the different components of pay structure. 5
- (d) Distinguish between 'Recruitment' and 'Selection.' 5

- (e) Discuss the Role of Trade Union in an Organization. 5
- (f) Give a comparison between Time Rate and Piece Rate wage payment system. 5
3. Answer any two questions : 2×10=20
- (a) Define industrial relations. State the different machineries available for settlement of industrial disputes. 10
- (b) Define compensation. State briefly the different factors that influence compensation levels. 10
- (c) Briefly discuss any two methods of performance Appraisal. 10
- (d) Outline the pre-requisites for the success of collective bargaining. 10
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