

WEST BENGAL STATE UNIVERSITY
B.Com. Cor 2nd Semester Examination, 2024

BCMCOR204T-B.COM. (COR)

MARKETING AND HRM

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

1. Answer any *five* questions from the following:

2×5 = 10

- Define Marketing Mix.
- What do you mean by human resources?
- Define Sales Promotion.
- Define Fringe Benefits.
- Mention two functions of Advertising.
- Why Performance Appraisal is required?
- Elaborate the concept of Macro environment of marketing.
- Define Job evaluation.

GROUP-B

2. Answer any *four* questions from the following:

5×4 = 20

- Distinguish between Selling and Marketing.
- Briefly discuss the process of Human Resource Planning.
- Explain the factors to be considered in pricing of a product.
- Distinguish between Recruitment and Selection.
- Discuss the essential qualities of a Good Salesman.
- Explain the conditions for sound industrial relations.

GROUP-C

3. Answer any *two* questions from the following:

10×2 = 20

- What is Market Segmentation? Explain the different bases of Market Segmentation.
- Discuss the objectives and scope of Human Resource Management.
- Explain the different stages of Product Life Cycle (PLC) with a Diagram.
- Explain the steps involved in the selection process.