

KHUDIRAM BOSE CENTRAL COLLEGE
INTERNAL ASSESSMENT ONLINE EXAMINATION, 2020
B.COM 2ND SEMESTER, (HONS& GENERAL)
MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT
PAPER : 2.2 CHG

TIME : 1 HOUR

F.M : 25

Candidates are requested to give answers as far as practicable. Right hand side indicates the full marks of each question.

GROUP—A (ANSWER ONLY ONE QUESTION) 5*1=5

1. Discuss about the scope of marketing in brief. 5
2. What is marketing mix ? Describe about 4P's. (2+3)
3. How many activities involved in Human Resource Management Process ? Describe about them. (2+ 3)
4. What is Recruitment ? Describe in short the recruitment process of an enterprise. (1+4)

GROUP—B (ANSWER ANY TWO QUESTION) 10*2=20

5. What is Job Evaluation ? Mention its objectives . Describe about the process of job evaluation. What is performance appraisal ?(1+4+3+2)
6. Describe about the factors affecting human resource planning. What is selection ? Distinct selection from recruitment. (5+2+3)
7. What is branding ? What are the essentials of a good brand ? Describe about the stages of product life cycle. (2+4+4)
8. Define the term “ Pricing “. Distinguish between skimming pricing and penetrating pricing. Describe about the factors affecting choice of distribution channels. (2+3+5)

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