



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 3rd Semester Examination, 2020, held in 2021

BTHACOR05T-BBA(TAH) (CC5)
MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

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.*

GROUP-A

Answer any two questions from the following

10×2 = 20

1. Define Marketing Management. Discuss the distinction between selling and marketing. 2+8
2. Discuss the elements of micro marketing environment. 10
3. Discuss the stages of New Product Development. 10
4. Discuss the functions of HRM. 10
5. Discuss the benefits of training. What are its disadvantages? 6+4
6. Discuss the conditions for sound industrial relation. 10

GROUP-B

Answer any two questions from the following

15×2 = 30

7. What is Marketing Mix? What are its elements? 3+12
8. Discuss the concept of Product Life Cycle (PLC) with clear explanation of the features of each stage. 15
9. Discuss the functions of advertising. What are the essential qualities of a good salesman? 7+8

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| 10. | What is recruitment? What are its sources? | 3+12 |
| 11. | What is selection? What are the steps of selection process? | 3+12 |
| 12. | What do you mean by Performance Appraisal? Discuss the important methods of Performance appraisal. | 3+12 |

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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