



**WEST BENGAL STATE UNIVERSITY**  
B.Com. Honours 2nd Semester Supplementary Examination, 2021

**FACACOR04T-B.Com. (CC4)**

**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 *five* questions from the following**

2×5 = 10

1. Briefly highlight the meaning of Advertising.
2. Define the term Product Planning.
3. Mention two objectives of pricing.
4. What do you mean by Consumer Behaviour?
5. What do you mean by job evaluation?
6. What do you mean by performances appraisal?
7. Distinguish between job description and job specification.
8. Define Human Resource planning.

**GROUP-B**

**Answer any *four* questions from the following**

5×4 = 20

9. Briefly point out the steps of consumer decision making process.
10. Explain the term “product Differentiation”.
11. Discuss the essential qualities of a good salesman.
12. Briefly explain the objectives of job analysis.

13. Discuss the process of human resource planning.
14. Distinguish between Personal Management and Human Resource Management.

**GROUP-C**

**Answer any *two* questions from the following**

10×2 = 20

15. Describe the principal methods of pricing.
16. What is Branding? Discuss various legal provisions of Branding. 2+8
17. Discuss, in brief, the different methods of performance appraisal of employees.
18. What is industrial relation? Discuss the various factors influencing industrial relation.

**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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