

BANKIM SARDAR COLLEGE

Semester II Examination B.Com Hons./Gen.

Subject: Marketing Management & Human resource management (CC2.2 Chg)

Answers of each group should be in separate answer-sheet

**Time: 2 Hours
Full Marks: 1(10+80)**

Group – A (F.M. 10)

Answer any five questions

2X5=10

- i. What do you mean by Green Marketing?
- ii. Mention four factors which influences consumer behaviour.
- iii. What do you mean by “market segmentation”?
- iv. Write down four features of marketing.
- v. What do you mean by selling?
- vi. What do you mean by Niche Market?
- vii. Define packaging.
- viii. Define “ on the job training”.

GROUP- B (F.M. 20)

(Answer any two)

2 x 10 =20

1. a) Distinguish between marketing and selling.
b) What is the modern concept of marketing. Explain its main features. (5+5)
2. a) Write on short note on 4P’s of marketing.
b) What are the elements of marketing mix? (5+5)
3. a) What are the different natures of consumer behaviour?
b) What are the factors influencing in consumer behaviour. (5+5)
4. a) What are the characteristics features of Branding?
b) Write down the importance of branding. (5+5)

(Answer any three)

3 x 20 =60

5. What are the different functions and responsibilities of a Marketing Manager.
6. What do you mean by product? Explain different types of consumer product.
7. What is PRODUCT LIFE CYCLE (PLC)? What are the different stages involve in PLC? Explain it.
8. What are the different features of Human resource planning (HRP). What are the need for Human Resource Planning, explain it.
9. What are the factors influencing in Recruitment Process. What are the different steps involved in selection procedure.