

SREE CHAITANYA MAHAVIDYALAYA

B.COM (GEN.) SEMESTER – VI :: INTERNAL EXAMINATIONS 2021

Paper code : FACGGEC02T :: MARKETING MANAGEMENT & HUMAN RESOURCE MANAGEMENT

Time : 1 hour

Full Marks : 20

MODULE - I

Group A

1. Answer **any FIVE** questions. (1 X 5)
- (a) What do you mean by Distribution Channels?
 - (b) What are the elements of Marketing Mix?
 - (c) What is product?
 - (d) What are the different elements of Product Mix?
 - (e) What is Price?
 - (f) What do you mean by Promotion?
 - (g) What are the elements of Promotion Mix?
 - (h) Write the definition of Market Segmentation.

Group B

(Answer **any ONE** question)

(5 X 1)

- 2. What factors are to be considered while pricing of a product?
- 3. What factors determine the choice of Distribution Channels?
- 4. What are the different stages of Product Life Cycle?

MODULE - II

Group C

5. Answer **any FIVE** questions. (1 X 5)
- (a) Explain the term HRD.
 - (b) What is human resource planning?
 - (c) What is 'job analysis'?
 - (d) What is e-recruitment?
 - (e) What is job evaluation?
 - (f) What is self development?
 - (g) Differentiate between On-Job and Off-Job Training.
 - (h) What is the major objective of performance appraisal?

Group D

(Answer **any ONE** question)

(5 X 1)

- 6. What are the different roles played by a human resource manager?
- 7. What are the different sources of recruitment?
- 8. 'The basic wage and the incentive compensation plans are the constituents of a good pay structure'. Discuss.

To submit the Answer-Script, click on the link below.

<https://forms.gle/xWkqMVmHxaF6Aqnb7>