TDP (General) 5th Semester Exam., 2018

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

(General)

FIFTH PAPER (Group–II)

Full Marks : 40

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

Answer **one** question from each Unit

(MARKETING MANAGEMENT)

(Marks : 20)

UNIT—I

1. (a) What is marketing? Distinguish between marketing and selling.

 (b) Mention any five important objectives of marketing. (2+4)+4=10

2. (a) Define marketing control. What are the different steps involved in marketing control?

(b) State the different marketing control techniques adopted in practice.

(2+3)+5=1

UNIT—II

3. (a) What do you mean by product life cycle? Describe the different stages of product life cycle.

(b) Distinguish between market segmentation and market aggregation.

(2+5)+3=1

4. (a) Define consumer behaviour. Why is the study of consumer behaviour necessary?

(b) Describe, in brief, the concept of green marketing.

(3+4)+3=1

(HUMAN RESOURCE MANAGEMENT)

(Marks : 20)

UNIT—III

5. (a) Define human resource management. Is human resource management an art or a science?

(b) Describe any three operative functions of human resource management.

(2+3)+5=1

6. (a) What do you understand by performance appraisal? State the benefits of performance appraisal.

   (b) Enumerate the drawbacks of performance appraisal. (2+5)+3=10

UNIT—IV

7. (a) What is industrial relations? Classify the objectives of industrial relations.

   (b) How can better industrial relations be secured? (2+5)+3=10

8. (a) What is trade union? What are the causes of weaknesses of trade union in India?

   (b) "Workers' participation in management creates a vested interest group among the employees." Explain. (2+4)+4=10

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TDP (General) 5th Semester Exam., 2018

INFORMATION TECHNOLOGY AND E-COMMERCE

(General)

FIFTH PAPER (Group—I)

Full Marks : 40

Time :: 2 hours

The figures in the margin indicate full marks for the questions

Answer **four** questions, taking **one** from each Unit

UNIT—I

1. (a) What are the main functions of a digital computer system?

   (b) Explain the characteristics of a computer system.

   (c) Define system and application software with example. What are the functions of ALU and CU?   2+3+(2½+2½)=10

2. (a) Explain star and ring network topology with diagram.

(b) Define Internet and e-mail.

(c) Discuss the main functions of an operating system.   4+(2+2)+2=

UNIT—II

3. (a) How can you find and replace any text in a document? How can you change the text to Bold, Italic or Underline?

(b) How can you add header and footer in any document?

(c) Explain the mail merge process in any word document.   (2+2)+3+3=

4. (a) How can you insert and delete cells in a worksheet?

(b) Explain the uses of the following functions with examples in a spreadsheet :

   (i) AVERAGE()

   (ii) MIN()

   (iii) IF()

   (iv) ROUND()   2+(2×4)=

UNIT—III

5. (a) How can you create a table in MS-Access? Define the term 'form' in MS-Access.

(b) How can you add records to a form?

(c) Define the following terms :

    (i) Database management system (DBMS)

    (ii) Information and data

$$(2+2)+2+(2+2)=10$$

6. (a) How can you add a picture in PowerPoint?

(b) Discuss the different views in MS-PowerPoint.

(c) Define the following terms :

    (i) Custom animation

    (ii) PowerPoint object

$$2+4+(2+2)=10$$

UNIT—IV

7. (a) Define the following terms :

    (i) Web browser

    (ii) URL

(4)

(iii) Web site

(iv) Search engine

(b) Explain the role of payment gateway.

(2×4)+2=10

8. (a) What are the benefits of e-commerce?

(b) Explain the types of e-commerce with example.

4+6=10

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MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

(General)

FIFTH PAPER (Group–II)

Full Marks : 40

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

Answer **one** question from each Unit

UNIT—I

1. (a) Define marketing management. How does it differ from sales management?

   (b) Discuss the various functions of marketing. (2+3)+5=10

2. (a) What is marketing planning? What are the objectives of marketing planning?

   (b) State the characteristics of long-term marketing planning. (2+3)+5=10

UNIT—II

3. What do you mean by market segmentation? Discuss the commonly used bases for segmenting the consumer market.   2+8=10

4. Define marketing mix. Discuss the various elements of marketing mix.   2+8=10

UNIT—III

5. What is human resource management? Discuss its four objectives. Distinguish between human resource management and personnel management.   2+4+4=10

6. What is recruitment? Discuss the various methods of recruitment of workers.   2+8=10

UNIT—IV

7. Define collective bargaining. Explain the importance of collective bargaining. What are its essential prerequisites?   3+4+3=10

8. What is labour welfare? Enumerate the different labour welfare measures adopted in India.   2+8=10

TDP (General) 5th Semester Exam., 2019

INFORMATION TECHNOLOGY AND E-COMMERCE

(General)

FIFTH PAPER (Group—I)

Full Marks : 40

Time : 2 hours

The figures in the margin indicate full marks for the questions

Answer four questions, taking one from each Unit

UNIT—I

1. (a) Distinguish between primary memory and secondary memory.

   (b) What are the limitations of computer?

   (c) What is bandwidth?   5+3+2=10

2. (a) What do you mean by booting? Explain with its types.

(Turn Over)

(b) Write the name of any three operating systems.

(c) What is e-mail?

(d) What is virus?　　　　　3+3+2+2=10

UNIT—II

3. (a) What is page break in a word processor?

(b) What is filtering in MS-Excel?

(c) How to find and replace a word in a word processor?

(d) What is format painter in MS Word?

3+3+2+2=10

4. Explain the use of the following functions with example in a spreadsheet :　　2×5=10

(a) AVERAGE( )

(b) COUNT( )

(c) MAX( )

(d) POWER( )

(e) ROUND( )

UNIT—III

5. (a) Distinguish between data and information.

   (b) Define the following :
      (i) Database
      (ii) File
      (iii) Record
      (iv) Attribute

   $2+(2×4)=10$

6. (a) Write down the applications of MS-Access.

   (b) What do you mean by queries? How can you create queries in MS-Access?

   (c) What is Custom Animation in MS-PowerPoint?

   $2+(1+4)+3=10$

UNIT—IV

7. Write short notes on the following : $2½×4=10$

   (a) WWW

   (b) URL

   (c) Firewall

   (d) FTP

8. *(a)* What is e-commerce?

   (b) What is payment gateway? State the examples of some payment gateways.

   (c) Name two financial accounting packages available commercially.

$$3+(2+2)+3=10$$

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