

**TDP (General) 5th Semester Exam., 2024
(held in 2025)**

**MARKETING MANAGEMENT AND HUMAN
RESOURCE MANAGEMENT
(General)**

FIFTH PAPER (Group—II)

Full Marks : 80

Time : 3 hours

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

GROUP—A

- 1. Answer the following questions : 2×20=40**
- (a) What do you mean by marketing?
 - (b) What is product mix?
 - (c) What is meant by market segmentation?
 - (d) What is marketing planning?
 - (e) What do you mean by e-marketing?
 - (f) What is green marketing?

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(Turn Over)

- (g) What do you mean by relationship marketing?
- (h) Mention two important factors influencing market segmentation.
- (i) Mention two differences between Selling and Marketing.
- (j) What is promotion in marketing?
- (k) What is Human Resource Management?
- (l) What is job analysis?
- (m) Write two importances of performance appraisal.
- (n) What do you mean by collective bargaining?
- (o) What do you mean by industrial relations?
- (p) What are the 5 P's of Human Resource Management?
- (q) What is job evaluation?
- (r) What is induction programme?
- (s) What is selection in Human Resource Management?
- (t) What is employee leasing?

GROUP—B

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

UNIT—I

2. What is marketing environment? State any five important objectives of marketing. Briefly discuss the scope of marketing. $2+4+4=10$
3. (a) Define marketing control. State the different marketing control techniques used in practice.
- (b) What do you mean by marketing organization? $(2+5)+3=10$

UNIT—II

4. (a) Describe the importance of consumer behaviour in marketing decision-making process.
- (b) What is marketing mix? State the different constituents of marketing mix. $4+(2+4)=10$
5. (a) Discuss the advantages of green marketing.
- (b) Discuss the problem of introducing new products.

(Turn Over)

- (c) What do you mean by socially responsible marketing? $4+4+2=10$

UNIT—III

6. (a) Describe the important role and functions of Human Resource Management.
- (b) What do you mean by Human Resource Planning? $(3+4)+3=10$
7. Define recruitment. Write the difference between Recruitment and Selection. Briefly describe the various procedures adopted in model recruitment process. $2+3+5=10$

UNIT—IV

8. (a) Enumerate the basic objectives of industrial relations.
- (b) "Is Trade Unions are necessary in industrial organizations?" Briefly discuss the Indian scenario in the present-day context. $5+5=10$
9. What do you mean by 'social security' measures? Enumerate the various employee welfare and social security measures adopted in India. $2+(4+4)=10$

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