TDP (General) 5th Semester Exam., 2021
(Held in 2022)

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. Define marketing management. Is there any difference between marketing and sales management? State the various functions of marketing. 2+3+5=10

2. What is meant by marketing planning? State any three objectives of marketing planning. Describe the difficulties associated with marketing planning. 2+3+5=10

UNIT—II

3. Define market segmentation. Why is segmenting the market so essential? Mention any four bases for segmenting the consumer product markets. 2+4+4=10

4. (a) State any five factors affecting individual buying behaviour of the consumer.

    (b) What is e-marketing? State its significance in modern marketing environment. 5+2+3=10

UNIT—III

5. Define Human Resource Management. Distinguish between human resource management and personnel management. Why is human resource management necessary in business organization? 2+3+5=10

6. What do you mean by performance appraisal? State any four benefits of performance appraisal. Enumerate the drawbacks of performance appraisal. 2+4+4=10

UNIT—IV

7. What is collective bargaining? Explain the advantages and limitations of collective bargaining. 2+5+3=10

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8. (a) What do you mean by worker's participation in management? Enumerate the objectives of worker's participation in management.

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

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