

UNDERGRADUATE INTERMEDIATE EXAMINATION,2020
KISHORE BHARATI BHAGINI NIVEDITA COLLEGE (CO-ED)(542)
B.COM SEMESTER II(HONOURS/GENERAL/MAJOR)EXAMINATION(UNDER
CBCS),2020

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT
(CC 2.2CHG)

FULL MARKS -40

TIME- 1HOUR

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SEND THE PHOTO OF YOUR ANSWER SHEET IN THE ABOVE EMAIL-ID.

Marketing Management

1.Distinguish between Traditional and Modern concept of marketing.Distinguish between marketing and selling. (10+10=20)

Or,

Write short note : (5X4=20)

- | | |
|-------------------|-----------------------|
| a)Niche Marketing | b)Penetrating Pricing |
| c)Green Marketing | d)Consumer Behaviour |

Human Resource Management

2.What are the functions of Human Resource Management? Distinguish between Recruitment and Selection.(10+10=20)

Or,

Write short note : (10+10=20)

- | | |
|-------------------------|------------------|
| a)Performance Appraisal | B)Job Evaluation |
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