



WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 3rd Semester Examination, 2021-22

BTHACOR05T-BBA(TAH) (CC5)

MARKETING MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Answer any two questions from the following

10×2 = 20

1. Discuss the traditional and modern concept of marketing.
2. What is market segmentation? Discuss its importance. 3+7
3. Discuss the stages of New Product Development.
4. Define Human Resource Management. Discuss its importance. 3+7
5. Discuss the meaning of employee training. Briefly explain five advantages and five disadvantages of employee training. 2+4+4
6. Explain the concepts of job analysis, job description and job specification. 4+4+2

GROUP-B

Answer any two questions from the following

15×2 = 30

7. Explain the concept of Product Mix with suitable example.
8. Discuss the concept of Product Life Cycle (PLC) with clear explanation of the features of each stage.
9. Discuss the elements of Macro and Micro marketing environment.

10. Discuss about the different methods of training.
11. What is selection? What are the steps of employee selection process? 3+12
12. What do you mean by industrial relation? What are the conditions for maintaining sound industrial relation? 3+12

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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