

Sr. No 100732

Roll No. \_\_\_\_\_

**BA.LL.B. - 3<sup>rd</sup> SEMESTER EXAMINATIONS; DECEMBER -2017**  
**(SUBJECT HUMAN RESOURCE MANAGEMENT ; PAPER CODE- 08060304)**

**Time : 03:00 Hours**

**Maximum Marks – 75**

**Instruction :**

1. Write your Roll No. on the question paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaints in this regard, if any, should be reported to the invigilator on duty in the examination hall within 15 minutes of the commencement of the exams. No complaints shall be entertained thereafter.
3. Attempt all questions as per instruction Mentioned below with such part. Marks are indicated against each question.
4. Draw diagram whenever required.

**PART- A**

- Q1. Short Notes: (Attempt any 5) (5x3=15)
- a) International Human Resource Management
  - b) Induction
  - c) Compensation
  - d) Executive development
  - e) Quality of work life
  - f) Personnel management vs. HRM

**PART – B**

Attempt any four questions. All questions carry equal marks. (4x15=60)

- Q2. What is Job evaluation? Discuss different methods of job evaluation. (15)
- Q3. What is training? Discuss different types of training methods. (15)
- Q4. What do you understand by Human Resource planning? Discuss the process of human Resource planning. (15)
- Q5. Explain the meaning of selection along with the steps involved in selection process. (15)
- Q6. What do you understand by Recruitment? Discuss different sources of recruitment. (15)

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Sr. No 100733

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**BBA.LL.B (Hons) - 3<sup>rd</sup> SEMESTER EXAMINATIONS; DECEMBER -2017  
(SUBJECT- MARKETING MANAGEMENT; PAPER CODE- 08060305)**

**Time : 03:00 Hours**

**Maximum Marks – 60**

**Instruction :**

1. Write your Roll No. on the question paper.
2. Candidate should ensure that they have been provided with correct question paper. Complaints in this regard, if any, should be reported to the invigilator on duty in the examination hall within 15 minutes of the commencement of the exams. No complaints shall be entertained thereafter.
3. Attempt all questions. Parts of a question should be attempted in sequential order.
4. Draw diagram whenever required.

**PART- A**

**Q1. Answer any five. All questions carry equal marks.(50 words)**

**(5x4=20)**

- Q1. What is Marketing?
- Q2. What do you understand by Value chain concept given by Michael Porter?
- Q3. What do you understand by demographic factors of segmentation?
- Q4. Define Market Targeting
- Q5. Define positioning
- Q6. Define Direct Marketing
- Q7. Define Brand

**PART - B**

**Q1. Answer any four questions. All questions carry equal marks. (200 words)**

**(4x10=40)**

- Q1. Explain the evolution of marketing as a concept, discuss all the stages of evolution with suitable examples
- Q2. What do you understand by Marketing Mix and discuss the product mix with suitable Examples
- Q3. Explain the process of decision making and also explain the rate of adoption in case of new invention.
- Q4. Define market segmentation and explain the factors on which market is being segmented.
- Q5. Discuss and differentiate Penetration Pricing and Skimming pricing, and comment over the supremacy of skimming pricing over penetration pricing while launching a new product.
- Q6. Explain the relevance of Packaging and Labelling in marketing of any product and on what basic packaging should be decided.

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