

# T.Y.B.Com Examination, March 2012

## M.H.R.M.

Con. 105 & (a)-12

(Revised Course) – [Old Pattern]  
(2 Hours)

BM-2071  
[Total Marks: 100]

- N.B.** (1) Answer to all questions are **compulsory**.  
(2) **Figures** to the **right** indicate **full** marks.  
(3) Answer to **both** the sections should be written in the same answer-book.

### Section I

1. What is Marketing? Bring out the importance of marketing to business firm. (10)

**OR**

What is Marketing Information System? Explain the importance of Marketing Information System to business organisation.

2. What is Consumer Behaviour? Explain the factors influencing it. (10)

**OR**

What is Marketing Segmentation? Explain the bases of market segmentation.

3. Define Marketing Mix. Discuss its importance. (10)

**OR**

What is Place Mix? Explain its features.

4. What is Rural Marketing? Explain its features. (10)

**OR**

What is Internet Marketing? Explain its merits and demerits.

5. Write short notes on any **two** of the following:- (10)

- (a) Marketing Concept  
(b) Buying Decision Process  
(c) Product Mix  
(d) Retail Marketing.

**OR**

Read the following case and answer the questions given below.

Bhaveshbhai Kotak started his small grocery shop 30 years ago. He personally sold his goods. He was an extrovert by nature. This helped him in developing good personal relationship with a number of customers.

Soon he became a socially prominent person. This enabled him to expand his business operations. He had many shop like a Medical shop, Electronic shop, a hotel and so on along with the grocery shop. Furthermore the shop had become a meeting place for his old friends.

However, his son Ritesh who had become a Management Graduate felt that his father's style of management was improper. People were unnecessarily dropping at the shop and wasting everybody's time. He felt the business should be managed in a more professional manner.

**Questions:-**

- (a) Do you agree with Ritesh's approach of management? Justify.  
(b) How important is personal relationship in business?

## Section II

6. Define Human Resource Management. Explain its nature. (10)

**OR**

What is Employment Test? Explain the role of employment tests in selection process.

7. What is Training? Explain the importance of training and development. (10)

**OR**

What is Performance Appraisal? Explain the various techniques of performance appraisal.

8. Define Human Relations. Explain the importance of maintaining Human relations. (10)

**OR**

Define Leadership and explain the qualities of an effective leader.

9. What is Human Resources Audit? Explain its objectives. (10)

**OR**

What is Career Planning and Development? Bring out the importance of career planning and development.

10. Write short notes on any **two** of the following:- (10)

- (a) Induction Training
- (b) Compensation and Incentives
- (c) McGregor's X & Y Theory
- (d) Outsourcing

**OR**

Read the following case and answer the questions given below.

Mr. Vivek is the Chief Executive of a medium-sized pharmaceutical firm in Bangalore. He hold a Ph.D in Pharmacy. However, he has been involved in research and development of new product for two decades. Though the turnover is not a problem for the company. Mr. Vivek and his senior colleagues noticed that the permanent workers were not working up to their full potential. It is a well-known fact that they filled their days with unnecessary and unproductive activities and worked only for the sake of a pay cheque. In the recent past, the situation demanded immediate managerial attention and prompt rectification measures. Mr. Vivek knew very well that the only way to progress and prosper is to motivate workers to peak performance through various incentive plans and training them.

Mr. Vivek wanted the Personal Manager to look into the problem more closely and find out ta solution to the problem of permanent workers.

**Questions:-**

- (a) The Personnel Manager seeks yours help to know about the different factors affecting motivation.
- (b) Why Mr. Vivek does wants the Personnel Manager to provide training for the employees? Advice the Personnel Manager on the advantages of training.