

XA (I) - Fund of Mgt
(3)

2017-20

Time : 4 Hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. Define Human Resource Management. Explain the objectives of Human Resource management.
2. What do you mean by 'Recruitment'? Explain the Internal Sources of Recruitment.
3. Define Training. Discuss the importance of training
4. What is Succession Planning? Explain the importance of Succession Planning.
5. What do you mean by Performance Appraisal? Discuss the different methods of Performance Appraisal.

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(1)

(Turn over)

6. Define 'Marketing management'. Explain the main features of marketing management.
7. What is marketing mix? Explain the elements of marketing mix on the basis of four Ps" of marketing mix.
8. Write a note on Product Life Cycle.
9. What is 'Financial Management'? Explain the objectives of financial management.
10. What do you mean by Production Management? How it is important for a good management.

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(2)

(P-400)