

**SRI PADMAVATI MAHILA VISVAVIDYALAYAM  
(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)  
CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)**

**Master of Commerce (M. Com)**

**Assignment Question Paper for Semester – II**

**M.COM 201 Marketing Management**

**Answer any TWO Questions**

**All questions carry equal marks**

**2X10=20**

1. What is Marketing? Explain in brief various types of marketing environment.
2. What are the factors that influence the consumer buying behaviour of the Customers?
3. Explain various stages in new product development
4. Define Price. Discuss various methods of pricing.

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**M.COM 202 Human Resource Management**

**Answer any TWO Questions**

**All questions carry equal marks**

**2X10=20**

1. Define Human Resource Management along with Objectives, Importance & Scope?
2. Explain Human Resource Planning in detail with demand and supply forecasting techniques?
3. Discuss in detail about steps in the job analysis process with relevant examples?
4. Selection is indeed an elimination process. Elaborate?

*Katanyu*