

SYLLABUS MMHRM

Unit 1: Introduction

Meaning of market, Objectives and Importance of Marketing; Societal Marketing concept
Selling vs. Marketing; Marketing mix [concepts, components]
Marketing environment: concept, importance, and components.

Unit 2: Market Segmentation

Market segmentation: concept, importance and bases; Product differentiation vs. market segmentation.
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Unit 3: Product

Concept and importance, Product classifications; Concept of product mix;
Branding-Concept, packaging and labelling;
Product life-cycle [concept], New Product Development Process.

Unit 1: Nature and Scope

Concept and meaning of HR, Understanding the Nature and Scope of HRM,
Functions and importance of HRM

Unit 2: Human Resource Planning

Definition, Need of Human Resource Planning,
Factors affecting Human Resource Planning.

QUESTION PATTERN

GROUP-A

(MARKETING MANAGEMENT) (13 MARKS)

- 1. Answer any ONE out of the following : -** **(5x1)**
- 2. Answer any TWO out of the following :-** **(4x2)**

GROUP-B

(HUMAN RESOURCE MANAGEMENT) (12 MARKS)

- 1. Answer any ONE out of the following: -** **(2x1)**
- 2. Answer any TWO out of the following:-** **(5x2)**