Civil Services (Main) Examination, 1995

MANAGEMENT

(Paper II)

Time Allowed : Three Hours **Maximum Marks : 300**

QUESTION PAPER SPECIFIC INSTRUCTIONS

(Please read each of the following instructions carefully before attempting questions)

There are TWELVE questions divided in four Sections of three questions each.
Candidate has to attempt any FIVE questions, selecting not more than TWO questions from any one Section.
All questions carry equal marks.
Wherever any assumptions are made for answering a question, they must be clearly indicated.
Word limit in questions, wherever specified, should be adhered to.

SECTION I

1. (a) Define the term marketing Does it mean something different in the context of Indian economy particularly after the process of liberalisation has commenced?

(b) How does rural marketing differ from urban marketing? Illustrate your answer taking at least three products

2. (a) How are market segmentation targeting and positioning interrelated? Illustrate how these three concepts can be used to develop a market strategy for a product of your choice?

(b) Describe three innovative methods which marketers can use to reach their target markets in an economical way.

3. (a) Do you think there is any place for export incentives now in India in the context of liberalization of economy and membership of WTO? Highlight the advantages or limitations, if any, arising therefrom.

(b) Marketing research has traditionally been associated with manufacturers of consumer goods. Today we are experiencing an increasing number of organizations both profit making and non profit using marketing research. Why do you think this trend exists? Give some examples.

SECTION II

4. (a) In what ways can the location decision have an impact on the productive system?

(b) What is the goal of the line balancing? What happens if a line is unbalanced?

5. (a) Compare and contrast three different methods of aggregate planning; graphical, linear programming and a heuristic approach.

(b) What are the main decision areas of job shop scheduling?

6. (a) What is meant by ABC classification? How might on organisation’s inventory be analysed using the ABC classification?

(b) What is the relationship between inventory control and the determination of economic order quantities?

SECTION III

7. (a) A higher rate of return on capital employed implies that the firm is managed efficiently Is this true in every situation? Why or why not?

(b) Under what circumstances do the net present value and internal rate of return methods differ? What method would you prefer and why?

English version compiled from published transcriptions and cross-checked across sources; not a facsimile of the official UPSC question paper.

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8. **(a)** It makes sense for companies that pay no taxes to lease from companies that do. Explain.

(b) The certainty equivalent approach is theoretically superior to the risk adjusted discount rate. Do you agree? Give reasons.

9. **(a)** Break-even analysis is a great stuff but lacks practical realism. Discuss.

(b) How can the appropriate level or working cash balance be determined? How does uncertainty affect this problem?

SECTION IV

10. **(a)** Discuss the significance of human resources in modern industry. Why has the management of human resources become a challenging job?

(b) If you were to interview a candidate for employment what preparations would you make and with what type of information would you first acquaint yourself.

11. **(a)** Analyze the significance of job satisfaction, status pay and authority pay as motivational factors, What type of mix you would recommend in your organisation?

(b) State the requirements of a good industrial relations programme in the context of Indian environment?

12. **(a)** What do you understand by the term multiplicity of trade unions? What are the problems that emerge from this phenomenon? Suggest measures to take care of interunion rivalry.

(b) Describe the machinery provided under the industrial Disputes Act, 1947, for the prevention and settlement of industrial disputes. Do on think that the machinery has worked satisfactory.

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