

MANAGEMENT

(Paper I)

Time Allowed : Three Hours
Maximum Marks : 300

QUESTION PAPER SPECIFIC INSTRUCTIONS

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

There are EIGHT questions.

Candidate has to attempt any FIVE questions.

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.

1. The India Manufacturing Corporation (IMC) has one plant located on the outskirts of a city. Its production limited to two produces as naptha (X_1) and urea (X_2). The unit contribution for each product has been computed by the firm's costing department as Rs. 50 per unit for product naptha and Rs. 60 per unit for product urea. The time requirements for each product and total time available in each department (each product passes through two departments in the plant) are as follows:

Department Hours required Available Hours in a Month [?]	Neptha	Urea
1 [?]	3,000 [?]	1,500 [?]
2 [?]	2,000 [?]	1,500 [?]

In addition the demand for the products restricts the production to a maximum of 400 units of each of these products. The IMC wants to maximise is profit.

- (a) Make a Linear Programming Model for this problem.
- (b) Solve this problem graphically and state how many units of each product should be produced and how much will be the maximum profit for this company.

2. From the following data obtain the two regression equations

Sales	91	97	108	121	67	124	51	73	111	57
Purchase	71	75	69	97	70	91	39	61	80	47

3. Explain briefly the Current monetary and fiscal policies of the Government and their impact on enterprise decisions
4. Explain and illustrate with suitable diagrams the pricing decisions under different market structures.
5. Define strategy. What factors enter into the formulation of strategy? What steps does a chief executive take for the implementation of strategy?
6. (a) Explain the concept of Management by Objectives. Management philosophy underlies this concept?
- (b) Discuss Maslow's Theory of Need Hierarchy.
7. Discuss the Leadership styles as propounded by Rensis Likert and Blake and Mouton.
8. What causes conflict in organizations? Discuss the methods of conflict resolution.