

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 EIGHT questions divided in two Sections.

Candidate has to attempt FIVE questions in all.

Question Nos. 1 and 5 are compulsory and out of the remaining, any THREE are to be attempted choosing at least ONE question from each 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 'A'

1. Write notes on any three of the following (each note not to exceed 200 words):
 - (a) Marketing goes beyond selling
 - (b) Advertising reduces consumers' concern for price
 - (c) Transfers for job enrichment
 - (d) Exploratory marketing research for formulation of hypothesis
2. Identify preconditions for Industrial Democracy and Workers Participation in Management. How are these likely to better industrial relations? Cite some Indian experiences in support for your answer.
3. Explain the functions of Marketing Information System. What steps should be taken by an enterprise engaged in business of fast moving consumer goods (FMCG) to have continuous two-way flow of marketing information?
4. Planning and strategies for meeting the challenges from competitors in the context of domestic marketing and export marketing have to be: To a great extent, similar because of increasing globalization. Evaluate the statement with the help of some examples.

SECTION 'B'

5. Write short notes on any three of the following (each note not to exceed 200 words):
 - (a) Complementary relationship of financial and operating leverages.
 - (b) Cost of equity is a required rate of return.
 - (c) Role of 'Operating cycle' in determining the size of working capital
 - (d) Conditions under which an enterprise should buy a component instead of making it.
6. In what ways do the objectives of management of cash influence credit and collection policies of management of accounts receivable? How does a change in average collection period (ACP) affect the flows of cash?
7. Answer the following questions
 - (a) ABC Analysis classifies the items of inventory on the basis of number of units consumed over the year, and on the basis of value per unit. Therefore, ABC Classification for the current year may not serve its purpose in the future years. Do you agree? Give reasons and example (s) in support of your answer.

- (b)** Critically examine the assumptions of Economic Order Quantity (EOQ) model and explain the methods of protecting against variations in usage rate and supply lead time.
- 8.** Why should risk be considered while appraising the projects for investment decisions? Explain the methods used for adjustment, and incorporation of risk in capital expenditure (capital budgeting).