

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.

The number of marks carried by a question/part is indicated against it.

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): **20×3=60**
- (a) Corporate distress and restructuring strategy
 - (b) Product name and Brand name
 - (c) Documentation in international business
 - (d) Demarketing and Remarketing
2. How would you analyse the performance of a financial institution with the help of ratios? Illustrate with assumed figures. **60**
3. Total deregulation while pricing the banking products is very much possible in India. Comment. **60**
4. Suggest a suitable methodology for overseas market research for an Indian company manufacturing and marketing herbal medicine. Channel selection, role of intermediaries, export pricing and risk management are the major objectives of the proposed research. **60**

SECTION 'B'

5. Write short notes on any three of the following (each note not to exceed 200 words): **20×3=60**
- (a) Waste management and environmental protection
 - (b) Essential features of systems analysis
 - (c) Promotion differs from up-gradation and transfer
 - (d) Human resource accounting
6. Result accelerators are a group of techniques that are basically used in Value Analysis to identify unnecessary costs, remove obstacles and promote a course of action that will ensure the development of value alternatives. Justify this statement by evaluating the techniques. **60**
7. Illustrate and evaluate conflict management strategies employed by decision makers. Use a conflict situation you have encountered or are familiar with to aid your response. **60**
8. Accurate appraisal of performance is very difficult. In the light of this statement discuss the problems in performance appraisal. **60**