

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 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 short notes on any three of the following in not more than 200 words each, supplementing with examples from real life situations/applications:

20×3=60

 - (a) Management of change
 - (b) Forecasting techniques
 - (c) Social responsibility of Business
 - (d) Knowledge based enterprises
2. In conducting an environment scan in India, describe the key elements that could impact on corporate decisions. **60**
3. Coping strategies for job stress exist at both the individual and the organizational levels. Summarize and evaluate these various strategies for preventing and/or more effectively managing stress. **60**
4. Comment and illustrate how statistical models enable quick and economical experimentation for finding an optimum solution for a given problem. **60**

SECTION 'B'

5. Write notes on any three of the following in about 200 words each:

20×3=60

 - (a) Strategy for dealing with global competition
 - (b) Cost, Volume and Profit Analysis
 - (c) Demerits and merits of Zero-Based Budgeting
 - (d) Cost driver analysis for competitive advantage
6. What are the major types and causes of business cycles. What steps should be taken to prevent and minimise the adverse impact of business cycles? **60**
7. Explain the impact of value chain management in the potential areas of business for strategic cost management. **60**
8. What are the criteria for deciding on the transfer pricing method used in an organisation? Discuss with reference to management control of domestic and global operations. **60**