

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) 'The dividend policy is irrelevant for valuation'
 - (b) Social marketing
 - (c) Issues of TRIPs
 - (d) New Product Pricing Strategies
2. The overall capitalization rate of the firm (K_0) does not change with any degree of financial leverage. Elucidate and debate. **60**
3. Comment on the efficacy of winning competitive strategies suggested by Michael Porter. In what way these strategies influence competitive strategies based on the roles firms play in the target market? **60**
4. Regional economic cooperation promotes trade, increases investments and leads to economic efficiency. Discuss keeping in view the present state of competitiveness of Indian industries to meet global market requirements. **60**

SECTION 'B'

5. Write notes on any three of the following (each note not to exceed 200 words): **20×3=60**
- (a) 'Quality Circle' for quality management
 - (b) Future trends in Information Technology
 - (c) Decision Support Systems (DSS)
 - (d) Constituents of Organisational Climate
6. Aggregate Production Plan is an intermediate range production plan. Elucidate and briefly explain the Linear Programming Model and the Transportation Problem Approach to aggregate planning. **60**
7. Present an overview of Systems and Design and explain some important tools which have been used for system development. **60**
8. Training refers to the Organisation's efforts to improve an individual's abilities to perform a job or organisational role whereas development refers to the Organisation's efforts to enhance an individual's abilities to advance in his organisation to perform additional job **60**

duties. Discuss and make a case for nature and purpose of training policy that may contribute to development.