

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) Capital Market
 - (b) Regional Economic Co-operation
 - (c) Services Marketing
 - (d) Venture Capital
2. To what extent are firms able to establish a definite long-run dividend policy? How do these policies affect market value of a firm's securities? Discuss with examples. **60**
3. Marketing Research is an ancillary service that allows Management to manufacture with a better idea of what can be sold or how much can be sold, and how to combine the various tools of selling, minimising costs. Comment on this statement and analyse the various objectives of Marketing Research. **60**
4. Countrywise risk analysis is a difficult task and recent events in several countries have dramatised the importance of country risk analysis. Do you agree? Substantiate your answer with examples. **60**

SECTION 'B'

5. Write notes on any three of the following (Each note not to exceed 200 words): **20×3=60**
- (a) Vendor Evaluation and Audit
 - (b) Programmed Decisions and Non-programmed Decisions
 - (c) Sensitivity Training
 - (d) Career Development
6. Narrate the historical evolution of Production and Operations Management. Analyse the current challenges facing managers in the light of Economic Liberalisation and Globalisation. **60**
7. How can information technology help a business form strategic alliance with its customers, suppliers and others? Illustrate with examples. **60**
8. In one of the branches of an organisation with 200 staff (all white-collared) who cannot be considered a very docile type, where results were not up to the mark, by changing the **60**

seating pattern, increasing lighting and providing drinking water (without demand from the staff), the output increased by 80 percent. Discuss how and why this could happen.