

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 analytical notes on any THREE of the following in not more than 200 words each. Substantiate your answers, wherever possible, with real life situations/hypothetical illustrations:

3×20=60

 - (a) SWOT Analysis
 - (b) Distinction between delegation and decentralization
 - (c) Statistical tools for decision making in business
 - (d) Organisational Vision, Mission and Objectives.
2. There exist certain barriers to communication that tend to distort the message and directly retard the success of managers in the performance of their tasks. Discuss this statement and suggest the appropriate measures to overcome these barriers. **60**
3. Decision making is a solution selected after analysing and examining several alternatives. Discuss and explain various types of managerial decisions. **60**
4. A company manufactures three products X, Y and Z. Their profits per unit are ₹ 300, ₹ 200, and ₹ 400 respectively. The company has two machines and the required processing time in minutes on each machine for each product is given below: [Table: processing time in minutes of products X, Y and Z on Machines 1 and 2 – not reproduced in any available source] [?] Machines 1 and 2 have 2,000 and 2,500 machine-minute respectively. The upper limit for the production volumes of X, Y and Z are 100 units, 200 units and 50 units respectively. But the company must produce a minimum of 50 units of X to meet contractual obligations. Determine the optimum production policy for the company. Which technique did you employ for this? Explain the various underlying assumptions of the technique. **60**

SECTION 'B'

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

3×20=60

 - (a) Management of risk in business
 - (b) Value chain
 - (c) Globalisation and its implications for Indian business
 - (d) Cost drivers and their measurement.

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| 6. | Clearly distinguish between privatisation and disinvestments of public sector undertakings. Also examine the impact of each of these on the Indian business. | 60 |
| 7. | What do you understand by management control system? Discuss Computer integrated manufacturing and Computer aided design methods and bring out their implications for management control. | 60 |
| 8. | Discuss the concept of target costing and evaluate its relevance in the modern era of cut-throat competition in the corporate world. | 60 |