

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 Budgeting
 - (b) Techniques of Environmental Scanning
 - (c) Overseas Market Research
 - (d) Ethics in marketing
2. Financial analysis is the X-ray of a business firm. Argue the statement. In your opinion, which is the best method of financial analysis? **60**
3. It is said Selling makes the world go around Comment on this statement while discussing the role of sales-force. Taking the example of fast food industry, trace out the role of sales manager. **60**
4. There is hardly any difference in the methods of determining price in domestic market and overseas market. Discuss this statement by taking suitable examples. **60**

SECTION 'B'

5. Write notes on any three of the following (each note not to exceed 200 words): **20×3=60**
- (a) International Buying
 - (b) Models of database
 - (c) Industrial Relations
 - (d) Value Analysis
6. Good inventory management is the backbone of an industry's managerial effectiveness. Explain this statement and also discuss various techniques of inventory management. **60**
7. How do you justify the statement, Conventional role of Management Information System as standard information reporting system has changed to real time information support system? Give the components of emerging MIS in the contemporary environment. **60**
8. Training is different from management development. Explain this statement by giving suitable examples. Discuss various methods of management development. How would you justify huge costs incurred on training and development? **60**