Civil Services (Main) Examination, 2007

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 exceeding 200 words): **20×3=60**

- **(a)** Credit Policy of India
- **(b)** Social Marketing
- **(c)** UNCTAD
- **(d)** Brand Loyalty

2. Is working capital different from management of cash? In what ways? What are the factors which influence working capital requirements? Discuss the models of cash management. **60**

3. Define total product concept. What are the possible changes which could be brought out in Product-Mix? Discuss the strategies that suit to different phases of product life cycle. **60**

4. The future of International Marketing belongs to India. Discuss this statement in view of your understanding of trends in international marketing environment and the emergence of new markets. **60**

SECTION 'B'

5. Write notes on any THREE of the following (Each note not to exceed 200 words): **20×3=60**

- **(a)** Quality Management
- **(b)** Trends in Information Technology
- **(c)** Employees Morale
- **(d)** Two Bin System

6. Spending money on materials management is waste because it adds to costs only and does not improve the quality and efficiency of production. Discuss. Give the methods of material handling and build up argument for the best mechanism of material handling. **60**

7. You have completed the task of system development for a business firm of your choice. Discuss the model you adopted, define system objectives, draw document flow chart and system flow chart, define the input and output document, and how they are processed. **60**

8. You are a Human Resource Manager of an IT-Organisation operating in India and also in Germany, Sri Lanka and Saudi Arabia. In the recent meeting of Board of Directors, the Chairman of the Company made a statement by offering peanuts you will attract monkeys **60**

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only. Based on this statement he expected you to prepare a compensation plan.

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