

## **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.

All questions carry equal marks.

Wherever any assumptions are made for answering a question, they must be clearly indicated.

Word limit in questions, wherever specified, should be adhered to.

*Questions 6 and 7 of this paper could not be traced in any available source and are not reproduced.*

### **SECTION 'A'**

1. Write analytical notes on the following in not more than 200 words each. Suitable real-life/hypothetical illustrations may be incorporated, wherever relevant, to buttress your answers:
  - (a) Transformational Leadership and Global Environment
  - (b) Compensation Packages and Retention of Employees
  - (c) Avoidance of Conflicts and Transactional Analysis
  - (d) Concept of Fit and Stretch in decision-making
2. "Successful managers are motivated to seek power. However, they don't want this power for personal gain or for the thrill they might experience from wielding power over others. Instead good managers have a socialized power orientation." Elucidate this in the context of present day socio-economic and political environment.
3. "The centre of a modern society, economy and community is not technology, nor information, nor productivity but management and managed institutions." (Peter Drucker) Comment upon this statement and discuss in brief, new paradigms of managing business enterprises in the competitive landscape.
4. "India is emerging as a globe IT superwork [?]. However, it is not possible to sustain the growth in qualitative terms unless the performance management system of the organisation [?] are geared to meet the inherent challenges of expansion." In the light of this statement, give outline of an ideal performance management system for the IT sector.

### **SECTION 'B'**

5. Write in short on any three of the following in about 200 words each:
  - (a) Exchange-trade rupee Future [?]
  - (b) Zero-base Budgeting and Market-driven Economy
  - (c) Customer Experience Management as a Strategic Approach for Meeting Marketing Challenges of the 21st Century
  - (d) Relevance of Modigliani-Miller Dividend Model in Indian Context
8. An entrepreneur is contemplating to launch a product in health-care sector. Presuming yourself to be a marketing expert, describe the sequence of activities that would be required

to be undertaken prior to the actual launch of the product.