

MANAGEMENT (Paper I)

Time Allowed : Three Hours

Maximum Marks : 250

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.

Attempts of questions shall be counted in sequential order. Unless struck off, attempt of a question shall be counted even if attempted partly. Any page or portion of the page left blank in the Question-cum-Answer Booklet must be clearly struck off.

SECTION 'A'

1. Write analytical notes on the following in not more than 150 words each:—

10×5=50

 - (a) 'Management is defined as attainment of organisational goals in an effective and efficient manner through its four functions'.
 - (b) Developing leaders through organisational structural design.
 - (c) The conceptual model of organisational behaviour is based on micro and applied analysis of human behaviour.
 - (d) 'Employee morale and productivity are not mutually dependant'.
 - (e) Empowerment of people for efficient and effective functioning in Teams.
2. Each answer shall not exceed 300 words:—
 - (a) 'High internal locus of control exhibits more political behaviour in an organisation.' Discuss. **20**
 - (b) Theory 'X and Y' model reflects the attitude of a person in performing the task. How? Does this influence the selection of the leadership style? Explain with examples. **15**
 - (c) Describe the 'Job Characteristics Model' (JCM) of Job design. How it can be useful in Employee motivation? **15**
3. Each answer shall not exceed 300 words:—
 - (a) Discuss the concept and advantages of Flexible Systems Management. **15**
 - (b) How technology enables an effective and efficient management in a Globalised Economy? Explain. **20**
 - (c) Explain how motivation is a function of valence, expectancy and instrumentality. **15**
4. Each answer shall not exceed 300 words:—
 - (a) Differentiate between 'Lateral thinking' and 'Vertical thinking'. How lateral thinking generates organisational creativity? **20**
 - (b) What is Job Stress? How do you assure work-life balance in an organisation? **15**
 - (c) What is 'extinction'? Do you think that Managers will be able to influence subordinates and their performance by using reward, punishment and extinction? Explain. **15**

SECTION 'B'

5. Write analytical notes on the following in not more than 150 words each:– **10×5=50**
- (a) Cost of Capital and Investment Decisions
 - (b) Financial Derivatives–Options and Futures
 - (c) Management of Corporate distress and restructuring
 - (d) Segmenting and targeting the market
 - (e) Internet Marketing: Issues and Challenges.
6. Each answer shall not exceed 300 words:–
- (a) Explain the ‘Value drivers’ and ‘Key managerial processes’ relevant to value-based management. **20**
 - (b) Explain the term ‘Margin of safety’ and ‘Angle of incident’. How is it related to break-even analysis? **15**
 - (c) What is meant by corporate financial models? Critically analyse the conditions for the use of corporate financial models. **15**
7. Each answer shall not exceed 300 words:–
- (a) Explain with examples, how ‘zero-based budgeting’ can be used as an effective instrument of cost control. **20**
 - (b) Raising long term funds through ‘IPO’ is better than ‘Venture Capital’. Critically analyse. **15**
 - (c) What is ‘present value’ of money? Why and how this concept is applied in capital investment decisions? **15**
8. Each answer shall not exceed 300 words:–
- (a) Explain the marketing-mix-strategies in relation to various stages of Product Life Cycle. **15**
 - (b) Discuss the concept and significance of ‘Holistic marketing’, citing suitable examples. **15**
 - (c) How marketing of services differ from marketing of products? Explain and illustrate. **20**