

Management

Paper -II

Time allowed : Three hours

Maximum Marks: 300

The figures in the margin indicate full marks for the questions.

Candidates should answer Question nos. **1** and **5** which are compulsory and any **three** from the remaining, selecting at least **one** from each section.

SECTION-A

1. Write short notes on any **three** of the following: 20 × 3 = 60
 - a. CAPM and APM
 - b. Ratio analysis and Funds flow analysis
 - c. Distribution and Logistics management
 - d. GATT and WTO
 - e. World Bank and IMF

2. Explain the role and importance of WTO in a globalised world and implication WTO agreements on an emerging economy like India. 60

3. Explain the key concepts in marketing strategy i.e. Segmentation, Targeting and Positioning as it can be implemented for a firm operating in mobile phone industry. 60

4. Describe the importance of capital management and cash management in a global firm. 60

P.T.O.

SECTION- B

5. Write short notes on any **three** of the following: 20 × 3 = 60
- a. Aggregate Production Planning
 - b. Recruitment and selection
 - c. Make or Buy decisions
 - d. Job description and Job enhancement
 - e. Database Management Systems
6. Illustrate the process of vendor selection and the importance of vendor evaluation and audit in a modern supply chain. 60
7. Explain System development management life-cycle with suitable example and diagram. 60
8. Describe the role and importance of a Human Resource Manager in a service industry like software applications. 60

Management

Paper -I

Time allowed : Three hours

Maximum Marks: 300

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Candidates should answer Question nos. **1** and **5** which are compulsory and any **three** from the remaining, selecting at least **one** from each section.

SECTION-A

1. Write short notes on any three of the following: 20 × 3 = 60
 - a. Vision and Mission
 - b. Opportunities and Threats
 - c. PERT and CPM
 - d. Managerial functions
 - e. Strategic business unit

2. Explain in detail the classical and neoclassical systems. 60

3. What do you understand by linear programming? Write in detail the different linear programming methods. 60

4. Explain the use of correlation and regression, and test of significance in business decision making. 60

P.T.O.

SECTION- B

5. Write short notes on any **three** of the following: 20 × 3 = 60
- a. Cost centers and Responsibility centers
 - b. Transfer pricing
 - c. Risks in global businesses
 - d. Zero-based budget and activity-based budget
 - e. Liberalization and Globalization
6. What are environmental factors that influence businesses and how environmental analysis can be carried out? 60
7. How the changes in regulatory and promotional policies have impacted the Indian economy both on the internal front as well as on external front? Explain with relevant statistics. 60
8. How globalization of a firm impacts its management control systems? Explain with relevant example of some Indian firms. 60