

MANAGEMENT

63

PAPER—I

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* of the remaining questions, selecting at least **one** from each Section

SECTION—A

1. Write short notes on any *three* of the following in not more than 200 words each, supplementing your answers with relevant examples : 20×3=60
 - (a) Classical and Neoclassical systems
 - (b) The relevance of mission and objectives for an organization
 - (c) Time series analysis and forecasting techniques
 - (d) Conflict management

2. "Strategic Business Units are the keys to success." Explain the role of strategic business units in the growth of an organisation, citing example from real life situations. 60

3. What are the different types of tests of significance? Describe them in detail. Assuming a set of data, illustrate how the data can be tested through any one test of significance as selected by you. 60

4. "PERT and CPM are effective tools to control delays in projects." Justify the statement with the help of relevant examples. 60

SECTION—B

5. Write short notes on any *three* of the following in not more than 200 words each : 20×3=60
 - (a) Zero-based budget citing suitable example
 - (b) Cost drivers and their measurement
 - (c) Regulatory and promotional policies
 - (d) Control system in service organization

6. Discuss the various cost drivers using relevant illustrations. Also explain the role of value chain analysis in cost management. 60
7. "Liberalization and Globalization have strengthened India's Economy." Comment on the statement taking into account both the pre- and post-liberalization periods and citing examples along with relevant statistical data. 60
8. Enumerate the various Modern Control Methods in controlling a Global Enterprise. Evaluate the presence of Indian Enterprises in the Global Scenario citing examples. 60

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SECTION—A

1. Write short notes on any *three* of the following in not more than 200 words each : 20×3=60
 - (a) Mergers and acquisitions
 - (b) Social marketing and its impact
 - (c) Role of World Bank in fostering global growth
 - (d) The impact of E-business citing examples
2. Describe the relevance of CAPM and APM models in determining risk and return of portfolios. Can risk be completely eliminated? Justify your answer with relevant formulas and data. Give diagrams. 60
3. Taking the example of a newly-launched touch screen mobile phone, describe in detail various strategies that you would adopt for segmentation, targeting and positioning of the product so that it caters to the need of all age-groups. 60
4. Describe the role of SAARC countries in fostering regional economic cooperation. Justify whether a common currency such as Euro, would help the cause of economic growth amongst the SAARC countries. 60

SECTION—B

5. Write notes on any *three* of the following citing relevant examples in not more than 200 words each : 20×3=60
 - (a) Production Control
 - (b) DSS and RDBMS
 - (c) Human Resource Accounting and Audit
 - (d) Waste Management

6. "Aggregate production planning decreases the flexibility of an organisation." Justify your answer by describing the process of aggregate production planning and its impact on the overall health of an organisation. Give diagrams where necessary. 60
7. "Inventory control systems can bring about significant efficiency in an organisation." Comment on the statement in the light of both traditional and modern inventory control systems citing examples from the Indian industry. Also comment on the Japanese inventory control system. 60
8. Consider a real-life situation wherein you are the Human Resource manager of a Regional Rural Bank. Describe various strategies that you would adopt in regard to Manpower Planning, Recruitment, Selection and Training, Development, Promotion and Transfer of Employees for your bank. You are to keep in mind the mandate of Regional Rural Banks while formulating your strategies. 60
