

Management

Paper-I

Time Allowed: Three Hours

Maximum Marks: 300

Note: 1. The figures in the margin indicate full marks for the questions.

- 2. Candidate should answer questions No. 1 and 5 which are compulsory and any **three** of the remaining questions, selecting at least **one** from each section.*

SECTION – A

1. Define and distinguish between co-ordination and co-operation. Can management try to obtain co-ordination without ensuring co-operation among people? State the significance of co-ordination for an enterprise in achieving common objectives most efficiently. 60
2. “Motivation is need-based”. In the light of this observation, point out how Maslow’s need hierarchy and McClelland’s need theory help management, in initiating the motivational process. 60
3. (a) To study the performance of three detergents and three different water temperatures, the following ‘Whiteness’ readings were obtained with specially designed equipment: 30

Water Temp.	Detergent A	Detergent B	Detergent C
Cold Water	57	55	67
Warm Water	49	52	68
Hot Water	54	46	58

Perform a two-way analysis of variance, using 5% level of significance?

- (b) Estimate the (a) the sale for advertising expenditure of Rs. 100 lakhs and (b) the advertisement expenditure for sales of Rs. 47 crores from the data given below: 30

Sales (Rs. Crores) : 14 16 18 20 24 30 32

Adv. Exp. (Rs. lakhs) : 52 62 65 70 76 80 78

4. (a) Data for a network is given below: 30

Activity: 1-21-31-42-42-53-44-5

t_o : 4862323

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- (i) Draw the project network (ii) Find the Critical path (iii) Find the mean and standard deviation of the project completion time.
- (b) A small scale industry manufactures two products I and II. These products are processed on three machines A, B and C respectively. One unit of product I require 2 hours on machine A, 1 on machine B and 6 on machine C, while one unit of product II requires 2 hours, 5 hours and 2 hours on machines A, B and C. In a given period, there are 24 hours available on machine A, 44 on machine B and 60 on machine C respectively. The profit per unit on product I is Rs. 6 and on product II is Rs. 9. Given that the machines are available when required, Using simplex method, how many units of each product should be made during the period in order to maximize the total profit? 30

SECTION – B

5. Write short notes on any **three** of the following: 20×3=60
- (a) “If the sales forecast is subject to error then there is no purpose of budgeting” Elucidate
 - (b) State, how Zero Base Budgeting is superior to Traditional Budgeting.
 - (c) “The flex in the flexible budget relates solely to variable costs.” Do you agree? Explain.
 - (d) In what ways is variance analysis helpful to management?
 - (e) Cost drivers are significant determinants of costs in ABC system. Do you agree? Justify.
6. Why is it necessary to devise a scheme of transfer pricing when goods are transferred from one unit to another under the same management? Discuss the various bases available for inter-company transfer pricing? 60
7. Enumerate the general steps in target costing process. Give briefly the tools and techniques that facilitate an effective and efficient target costing process. 60
8. What kind of structural changes have taken place in national output in the post-independence of India? Has pace and pattern of structural changes in different periods been associated with the rate of economic growth? 60