

Management

Paper-II

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. Write short notes on any **three** of the following: 20×3=60
 - (a) Demographic forces that marketers monitor.
 - (b) Methods of determining Break-Even Point.
 - (c) Relationship between New Issue Market and Stock Exchange.
 - (d) Valuation Methods and Venture Capital Investment.
 - (e) International Market Entry and Expansion strategies.
2. Identify the factors determining Dividend Policy of an IT Firm like Infosys. Critically evaluate the dividend theories of firm. 60
3. Assume that you inherited a company that makes and sells small-packed (sachet) shampoo products. Traditionally, the company has sold this small-packed shampoo in bulk to business customers like hotels. Now you want to sell it to consumers. Develop a Marketing Plan for your small-packed shampoo. 60
4. Outline the objectives, Scope and key functional areas deserving priority and sustained attention of South-South Cooperation (SSC). Also discuss India's role in SSC. 60

SECTION – B

5. Write short notes on any **three** of the following: 20×3=60
- (a) Decision Areas of Operations Management.
 - (b) Transaction Processing System (TPS) and Management Information System (MIS).
 - (c) Human Resource Planning Process and its benefits.
 - (d) Supplier Performance Assessment Factors.
 - (e) Dimensions of Product Quality.
6. What are the objectives of Compensation Management? 60
Distinguish between Job-based pay system and Skill/Knowledge-based pay system.
7. Explain the importance of capacity planning. 60
What are the determinants of effective capacity?
Explain the steps involved in capacity planning process.
8. Explain the characteristics of good information. 60
What are the information requirements for different levels of management?
Discuss the role of Information Systems in today's competitive business environment.