

312002

COMBINED COMPETITIVE EXAMINATION (MAIN)

MANAGEMENT

Paper-II

Time : 3 Hours

Full Marks : 200

- Note : (1) The figures in the right-hand margin indicate full marks for the questions.
(2) Attempt five questions in all.
(3) Question No. 1 is compulsory.

1. Answer any *ten* questions from the following : 4×10=40
- (a) Briefly explain machine line balancing.
 - (b) Write a short note on internal rate of return.
 - (c) What do you understand by the term collective bargaining?
 - (d) Write a short note on ratio analysis.
 - (e) What is budgetary control?
 - (f) Briefly explain the concept of derivatives.
 - (g) What is operating leverage?
 - (h) Briefly explain the term quality control.
 - (i) What is an assembly line?
 - (j) Explain the term voluntary arbitration.
 - (k) What is penetration price?
 - (l) Define statutory bonus as per the Payment of Bonus Act.
2. Answer any *eight* questions from the following : 5×8=40
- (a) What is batch production system? Explain briefly.
 - (b) What are the main objectives of market research?

- (c) Differentiate between training and development.
- (d) Distinguish between recruitment and selection.
- (e) What do you understand by financial leverage?
- (f) Define channels of distribution of marketing.
- (g) What is optimum capital structure?
- (h) What is the role of marketing plan?
- (i) What do you understand by the terms 'prioritisation' and 'expediting' in the context of operations management?
- (j) What is change management?

3. Answer any *five* questions from the following : 8×5=40

- (a) How does the choice of the physical layout affect the operational performance of an organisation?
- (b) Discuss the selection criteria for wholesaler in the distribution channel. Differentiate between wholesaler and retailer.
- (c) Evaluate the role of pricing in the marketing decisions.
- (d) Briefly explain budgetary control.
- (e) Distinguish between Trading Account and Profit and Loss Account.
- (f) Briefly discuss the importance of marketing research.
- (g) What is human resources planning? What factors will you consider while forecasting manpower needs for an organisation?

4. Answer any *four* questions from the following : 10×4=40

- (a) Explain the concept and importance of working capital management. How do you estimate the working capital requirement for a company?
- (b) Elaborate different methods or techniques that are used in sales forecasting.
- (c) Why should organizations introduce a grievance procedure? What are the pre-requisites of a grievance procedure?
- (d) Discuss the importance of competitive intelligence. How is it used in a marketing information system?
- (e) What is the difference between forward scheduling and backward scheduling? Which one is better?

5. Answer any *two* questions from the following : 20×2=40
- (a) What are various factors influencing factory location? State and explain any three locational analysis techniques.
 - (b) Explain the product life cycle and identify the key characteristics that make up each of the stages.
 - (c) What are trade unions? Explain the functions of trade unions with reference to the Trade Unions Act of India.
6. Answer any *four* questions from the following : 10×4=40
- (a) Describe the principles of branding and explain different types of branding.
 - (b) Define market segmentation and explain the Segmentation Targeting Positioning (STP) process.
 - (c) Briefly explain the methods of job evaluation.
 - (d) Define profit planning and control. How is it related to business planning? What are its objectives?
 - (e) Why is inventory management required in organisations? What are different types of inventory?
7. Answer any *two* questions from the following : 20×2=40
- (a) What are the essentials of effective selling? Describe the main elements of the sales process in modern organisations.
 - (b) Define operation processes and explain its key components. What challenges do production and operation managers face in managing the processes?
 - (c) What is the role of a change agent in organisational development? Describe the skills and qualities that a change agent needs to possess to bring about effective transformations in an organisation.
8. Write an essay on various elements and subelements of marketing mix. How can you differentiate products from services? 40
9. What is financial management? What major decisions are required to be taken in a financial discipline? Explain the role played by financial managers in a business enterprise. 40
10. What are the causes of industrial disputes? Explain, in detail, various machineries available for settlement of industrial disputes. 40