

# 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 of the following :

4×10=40

- (a) What is rural marketing?
- (b) Explain the concept of ABC analysis.
- (c) What is cash budget?
- (d) Explain the significance of workers' participation in management of an organization.
- (e) What are the different techniques of selection of manpower?
- (f) Distinguish between assembly line balancing and machine line balancing.
- (g) What do you mean by management control?
- (h) What is financial structure of an organization?
- (i) "Marketing audit is a part of marketing control." Comment.
- (j) What is branding?
- (k) What is LIFO?
- (l) What is conflict management?

2. Answer any *eight* of the following :

5×8=40

- (a) What is marketing mix?
- (b) What are the export incentives given by the Government of India?
- (c) What are the different types of manufacturing systems?
- (d) Write on scrap disposal for quality control of waste.
- (e) Write the limitations of ratio analysis.
- (f) What are the internal sources of financing?
- (g) Write the major provisions of the Industrial Disputes Act, 1947.
- (h) What is collective bargaining?
- (i) What is job evaluation?
- (j) What is make or buy decision?

3. Answer any *five* of the following :

8×5=40

- (a) Define 'marketing'. Discuss the concept of marketing with regard to its application in Indian economy.
- (b) Discuss the relevance of plant size in the economy of scale of operations.
- (c) What is working capital management? What are the factors determining the size of working capital of a firm?
- (d) Do you prefer democracy in a workplace? Give your views in the light of the Trade Union Act, 2001.
- (e) Discuss the role of transfer and promotion in human resource management.
- (f) What is capital expenditure? Explain the various steps involved in capital expenditure management.
- (g) How will management of change bring development in an organization?

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

- (a) Write a note on urban marketing and its problems.
- (b) Briefly explain the different functions of production planning and control.
- (c) "Indian managers tend to build strong emotional bonds with their subordinates, peers and superiors." Briefly discuss the Indian management styles.
- (d) What are the effects of inflation on working capital management?
- (e) What do you mean by plant location? What are the principal factors which influence the choice of location?

5. Answer any *two* of the following : 20×2=40

- (a) "Job evaluation needs to be differentiated from job analysis." Elaborate the statement in the light of how jobs are evaluated.
- (b) As a marketing executive, construct models for consumer behaviour that might be useful in tools for brand management in markets for fast-moving consumer goods.
- (c) Define materials management. Discuss its role and importance in a manufacturing concern.

6. Answer any *four* of the following : 10×4=40

- (a) What is spare parts management? How could it reduce program cost? Explain.
- (b) "A public sector enterprise can discharge its social obligations better if it operates in a profitable manner." Discuss.
- (c) Enumerate the provisions of the Payment of Bonus Act, 1965.
- (d) Why do businesses need to invest? What are the criteria in making investment decision?
- (e) What is inventory? Why to control inventory? What is the concept of economic order quantity in inventory control?



7. Answer any *two* of the following : 20×2=40
- (a) "Money holds the key to work motivation in modern business organizations." How can managers use money to motivate people? Discuss.
  - (b) "Recent advances in data collection and data storage techniques enabled marketing researchers to study the characteristics of many actual transactions and purchases, that is, revealed preference data." Elaborate the statement in the light of advances in marketing researches in the present corporate world.
  - (c) Discuss the basic risk concept and its precise expression-sensitivity analysis, scenario analysis and simulation.
8. Define export marketing. Discuss the significance of export marketing in the light of difficulties faced by Indian exporters. 40
9. Analyze the need for working capital as related to operating/cash cycle, permanent and temporary working capital. 40
10. "Performance appraisal is the systematic evaluation of the individual with respect to his performance on the job and his potential for development." Discuss the options available to you in the design of a performance appraisal system to achieve this goal. 40

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