

## MANAGEMENT

### Paper III

**Time : 2½ Hours]**

**[Max. Marks : 200**

**Instructions :** This paper has **four (4)** Sections. Each Section has its own separate instruction regarding the length of the answer, the choice of questions, and the marks assigned to each question to be answered. There are totally **19** questions to be answered. Maximum marks are **200**.

#### SECTION I

**Instructions :** There are **2 (two)** questions (Q. No. **1** and Q. No. **2**) to be answered in about **500** words. These questions are based on the four electives. Select *one* of the electives and answer **2 (two)** questions given below it. Each question is assigned **20** marks. Both the questions should be answered from **one** elective only.

#### Elective I

1. Define job evaluation. Explain various techniques of job evaluation.

*Or*

Elaborate in detail various human resource management records.

2. What is career planning ? Explain the objectives, stages and techniques of career planning.

*Or*

What is employee welfare ? Explain the statutory welfare facilities in detail.

#### Elective II

1. How external environmental forces such as demographic, economic conditions, social and cultural trends can affect organization's marketing plan ?

*Or*

Marketing is "managing profitable customer relationships". Discuss.

2. What issues will you consider in designing a questionnaire for assessing the brand positioning of a well known national brand of a toilet soap ? Design a questionnaire to analyse brand positioning.

*Or*

Explain the different bases of segmenting consumer markets.

**Elective III**

1. How does the 'modern' financial manager differ from the 'traditional' financial manager ? Does the role of modern financial manager differ for the large diversified firm and SME ?

*Or*

“Diversification of risk in the asset selection process allows the investor to combine risky assets in a way that risk of a portfolio is less than the risk of the individual assets.” Elaborate the statement with appropriate example.

2. Discuss the importance of ratio analysis for interfirm and intrafirm comparisons, including circumstances responsible for its limitations if any.

*Or*

“Capital budgeting technique of evaluating a merger proposition is the most appropriate.” Elucidate the statement.

**Elective IV**

1. Discuss the concept and importance of Export Oriented Units (EOUs) and assess their contribution to India's Foreign Trade.

*Or*

Define Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII). Which of these two should be preferred by India ?

2. (a) Define and distinguish between the Current Account Convertibility and Capital Account Convertibility.  
(b) Is it desirable for India to move on to Capital Account Convertibility ?

*Or*

- (a) Explain the concept of Global Supply Chain Management and its advantages.  
(b) Discuss the *two* distinct components of International Logistics.

















**SECTION II**

**Instructions :** There are **3 (Three)** questions (Q. No. **3** to Q. No. **5**) to be answered each in about **300** words. These questions are based on the four electives. Select *one* of the electives and answer **3 (three)** questions given below it. Each question is assigned **15** marks. **All** questions should be answered from **one** elective only.

**Elective I**

3. Distinguish between training and development. Explain various methods of employee training.
4. Explain the concept of grievance management, along with grievance handling procedure.
5. What is Industrial Dispute ? Explain machineries to solve Industrial Dispute.

**Elective II**

3. Bring out the conceptual linkage between the “Product Life Cycle” and the “BCG Matrix”.
4. Explain how a firm’s pricing strategy may influence the promotional strategy and positioning of a product.
5. Explain the consumer decision making process as a consumer is making the following purchases :
  - (a) Educational Programme
  - (b) Emergency Medicines
  - (c) Soft-drink.

**Elective III**

3. Explain briefly the various methods of evaluating risky projects.
4. “..... an analysis of the magnitude and stability of cash flows relative to fixed charges is extremely important in determining an appropriate capital structure.” Comment.
5. What are the economic functions performed by the derivatives market ?

**Elective IV**

3. Discuss the effectiveness of the Dispute Settlement Mechanism of WTO.
4. Explain the export documentation required to be completed by Indian firms, planning to export their products.
5. How can the Information Communication Technology (ICT) be leveraged for growth and development of international business firm ?











































**AUG - 51311/III**

**ROUGH WORK**

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