

This question paper contains 4 printed pages]

Code No. : 14(II)

Roll No.

0(CCEM)9

MANAGEMENT

Paper : II

Time Allowed : 3 hours]

[Maximum Marks : 300

Note : (i) *Answers must be written in English.*

(ii) *Number of marks carried by each question are indicated at the end of the questions.*

(iii) *Part/Parts of the same question must be answered together and should not be interposed between answers to other questions.*

(iv) *The answer to each question or part thereof should begin on a fresh page.*

(v) *Your answers should be precise and coherent.*

(iv) *Attempt five questions in all, but not more than two questions from any one Section.*

SECTION – A

1. What is 'Marketing' ? How is the concept of marketing being utilised by Indian companies in urban and rural markets ? Support your answer with examples.

20 + 40 = 60

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2. How are consumer purchases influenced by cultural and social factors ? Explain by taking the case of consumer durables. 60

3. Explain with the help of appropriate Indian examples, the following product-mix pricing strategies : 15 × 4 = 60

- (i) Product Line Pricing,
- (ii) Optional Product Pricing,
- (iii) Captive Product Pricing,
- (iv) By-product Pricing.

SECTION - B

4. Describe 'Production Planning.' How are production planning problems and solutions different for long-range and short-range ? 30 + 30 = 60

5. (a) What are underlying assumptions of the basic Economic Order Quantity Formula ? 30

(b) AB Electronics makes air-conditioners. It purchases 12,000 units of a particular type of compressor part each year at a cost of Rs. 500 per unit. The company requires a 12 per cent rate of return on investment. In addition, relevant carrying costs are Rs. 20 per unit per year. Relevant costs per purchase order are Rs. 1,200.

Calculate :

(i) EOQ,

(2)

- (ii) Total relevant ordering and carrying costs, and
- (iii) Re-order point, assuming that demand is uniform throughout the year and is known with certainty and the purchasing lead time is half a month. 30

6. Write short notes on the following : $20 \times 3 = 60$
- (a) Machine Line Balancing,
- (b) Plant size and scale of operations,
- (c) D G S & D purchase process and procedure.

SECTION – C

7. How does cost-volume-profit analysis help in profit planning, and decisions about product mix to be manufactured and sold ? Give examples. 60
8. How does ratio analysis help in evaluating solvency, profitability and activity of a firm ? Give examples. 60
9. (a) How does credit policy of a firm affect the size of funds blocked in receivables ? 30
- (b) "Performance budgeting considers the scope and constraints of business activities of a firm." Elaborate. 30

SECTION - D

10. (a) What impedes the objectivity of Performance Evaluation ? How can subjectivity in Performance Appraisal be minimised ? Explain with example. 30
- (b) What are essential pre-conditions for effective performance coaching in an organisational setup ? Explain with suitable examples. 30
11. (a) How does Orientation help enhance the efficacy of an organisation ? What should be its essential components ? Explain with examples. 30
- (b) Has the process of globalisation affected the Trade Union movement in India ? Explain with reasons. 30
12. (a) Distinguish between Registration and Recognition of Trade Unions. What are the criteria prescribed for recognition of Trade Unions under the Code of Discipline ? 30
- (b) "The payment of Bonus Act - 1965 has no relevance in the present economic scenario of the country." Do you agree ? Explain with examples. 30