

Roll No.

Total No. of Pages : 2

1(CCEM)0

Management

(14)

Paper—II

Time : Three 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 question.
(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.
(vi) Attempt **five** questions in all, but not more than **two** questions from any one Section.
(vii) If you encounter any typographical error, please read it as it appears in the text-book.

SECTION-I

1. Define Marketing. Is there any relationship between marketing and economic development ? Which are the five philosophies or concepts that guide organizations in carrying out their marketing work ? Discuss the problems and prospects of rural marketing in India. 60
2. 'Consumer markets and consumer buying behaviour have to be understood before sound marketing plans can be developed'. Discuss with reference to factors influencing consumer behaviour, types of consumer buying behaviour and the decision processes involved. 60

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3. (a) What is plant layout ? What are the factors influencing the decision of plant layout ? 30
(b) Explain the different types of manufacturing systems and functions of production planning and control. 30
4. (a) Explain the role and importance of materials management. 30
(b) 'Inventory management requires a balance of the trade-off between the costs of high inventory against the costs of low inventory levels'. Discuss with reference to inventory control. 30

SECTION-II

5. (a) 'Although the Net Present Value (NPV) investment rule maximizes the value of the firms, some firm use other techniques to evaluate investments and decide which project to use. Discuss. 30
(b) What is a capital market ? How are funds raised by a firm in the Indian primary capital market ? 30
6. 'What is working capital ? State the determinants of working capital. What is the difference between a firm's cash cycle and its operating cycle ? Examine the components of net working capital and their effects on the firm's value. 60
7. 'In India, the evolution of industrial relations has been 'incremental' and 'adaptive' and not 'discontinuous' and 'revolutionary'. Discuss. 60
8. (a) State the characteristics and significance of Human Resources. Discuss personnel policies of firms in India. 30
(b) What is Performance Appraisal ? What are the main purposes of performance appraisal ? How can performance appraisal be improved ? 30

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