1[CCE.M]1

Management–II

(14)

Time : Three Hours   Maximum Marks : 300

INSTRUCTIONS

(i)   Answers must be written in English.

(ii)   The number of marks carried by each question is indicated at the end of the question.

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

(iv) Your answers should be precise and coherent.

(v)   The part/parts of the same question must be answered together and should not be interposed between answers to other questions.

(vi) Candidates should attempt **five** questions 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.

(viii) Candidates are in their own interest advised to go through the General Instructions on the back side of the title page of the Answer Script for strict adherence.

(ix) No continuation sheets shall be provided to any candidate under any circumstances.

(x) Candidates shall put a cross (X) on blank pages of Answer Script.

(xi) No blank page be left in between answer to various questions.

SECTION–A

1. Why should there be market segmentation ? Explain the different bases of market segmentation.   20+40=60

2. Describe the steps in Marketing Research Process. Differentiate between 'Exploratory Research' and 'Descriptive Research' by giving appropriate examples.   30+30=60

3. (a) What is marketing control process ? What questions should be asked for Marketing Environment Audit and Marketing Organization Audit ?

   (b) Describe the role of Government in promoting export marketing.   30+30=60

SECTION–B

4. Write notes on the following :

   (a) Equipment replacement and maintenance

   (b) ABC analysis for inventory management

   (c) Continuous repetitive manufacturing system.   20×3=60

5. 'Production planning in the intermediate range of time is termed as 'aggregate planning'. Explain the statement with the help of a suitable example of the use of Transportation Problem Method for 'aggregate planning'.   60

6. (a) Why is codification of materials important ? Describe the characteristics of a good coding system.

   (b) What is standardization of inventory ? Explain the advantages of standardization. Is there a difference between standardization and variety reduction ?   30+30=60

SECTION–C

7. What are the methods used for evaluating investment proposals, keeping in view the time-value of money ? Comment on the suitability of each of these methods.   60

8. (a) What is 'leasing' ? How does it help a firm in expanding the business ? Give an example.

   (b) What are the factors that determine the size of working capital ?   30+30=60

9. Describe the methods used for determining cost of capital of funds raised by issuing debentures and equity shares. Why should the weighted average cost of capital be used to make investment decisions ?   40+20=60

SECTION–D

10. Discuss the concept of Performance Appraisal and its objectives. Critically examine whether 360 degree Appraisal has any advantage over other methods. Explain with suitable examples.   60

11. (a) Give an account of various types of Wage Differentials. Are they necessary in the interest of efficiency and justice ? Explain with examples.   30

    (b) Distinguish between the following :

        (i) Conciliation and Adjudication

        (ii) Dismissal and Retrenchment

        (iii) Min. Wage, Fair Wage and Living Wage.   10×3=30

12. Write short notes on any **three** of the following :

    (a) Job Evaluation Process

    (b) Executive Search

    (c) Quality of work life

    (d) ESOP

    (e) Training and Development.   20×3=60