

**1(CCE.M)2**  
**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 answer 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 (×) on blank pages of Answer Script.

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

(xii) No programmable Calculator is allowed.

(xiii) No stencil (with different markings) is allowed.

### SECTION–A

1. (a) Discuss the concept of marketing environment and identify the major environmental forces in the Indian context that have a bearing on the marketing functions.  
(b) Discuss the criteria that can be used by marketers to effectively segment the market. 30+30=60
2. Differentiate between cost plus pricing, perceived value pricing and group pricing by giving suitable examples illustrating the differentiation. 60
3. (a) Discuss and compare *one group pre-test post-test* and *static group* pre-experimental research designs.  
(b) Describe the scientific notation of causality and evidences required to establish causal relationship. 30+30=60

### SECTION–B

4. Write notes on the following :
  - (a) Value Analysis
  - (b) Quality Control
  - (c) DGS&D purchase process and procedure. 20×3=60
5. (a) Describe various types of decisions involved in designing an effective process.  
(b) Explain major factors which are responsible for production systems to operate at an *effective* capacity rather than at the *design* capacity. 30+30=60
6. Compare work scheduling in intermittent production with work scheduling in continuous productions. 60

### SECTION–C

7. Discuss the different classifications of a lease contract. Also enumerate the advantage offered to both lessee and the lessor in a lease agreement. 30+30=60
8. A firm has two options to raise money from the market to finance its investment requirement of Rs. One million. First one is to raise entire amount as equity and second one is to raise 30% of amount by way of debt carrying 9% interest and the balance using equity. The firm expects 20% return on assets and is in tax bracket of 30%. Which financing option would you recommend the company in the present situation ? In case the firm's expectations of ROA are revised to 10% prior to final decision of raising money, would you change debt equity ratio ? Explain using calculations. 60
9. (a) Discuss Forward and Future contracts.  
(b) Elaborate the factors that determine option pricing. 30+30=60

### SECTION–D

10. Why is training necessary for all employees ? Detail the objectives and methodology of training. Also comment why Indian training scenario is not at par with advanced countries. 60
11. (a) Discuss the assumptions underlying 360 degree appraisal systems. Comment if it serves the purpose of feedback.  
(b) Critically examine Performance appraisal systems that are both open and also provide enough information as feedback for growth and development. 30+30=60
12. 'Industrial Relations can be viewed from a systems perspective'. Analyze the statement in the light of Dunlop's model. Detail the objectives of a sound industrial relations system. 60