1(CCE-M)6

MANAGEMENT -I

(14)

Time Allowed : 3 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 any *FIVE* questions from the following. Each question carries *60* marks.

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 .

xii) No programmable Calculator is allowed.

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

xiv) In no circumstances help of scribe will be allowed.

1.   Regression line of y on x and x on y respectively are

      $2x-3y = -8$

      $5x-y=6$

      Then find

      a)   The mean value of x and y

      b)   Coefficient of correlation between x and y

      c)   Standard deviation of y for given variance of x=5.   (60)

2. Discuss the various method in computing national income. Also discuss the real indicators of economic growth. (60)

3. What are monetary and fiscal policies. Explain pricing decisions under different market structures. (60)

4. State the laws of Demand Curve and also state the various methods used for demand forecasting. (60)

5. Explain the properties of Normal Distribution curve. Also discuss the Applications of normal distribution in Business Research. (60)

6. What are the Applications of Linear Programming? Explain the procedure involved in Graphical Method of solving Linear prying problem. (60)

7. Assume that the biggest bottling arm of the world's largest beverage maker Hi - Cola in India has posted its lowest sales and profit growth in three years, indicating that much as in the rest of the world consumers in the country are moving away from sugar- laden fizzy drinks. Explain the environmental factors influencing the situation. (60)

8. Which type of organisational structure should be adopted in an electrical goods manufacturing company where there are four main activities: Marketing, Production, Finance and Personnel. Why? (60)

9. Explain the essence of Organisational change with focus on the various intervention techniques of implementing Organisational Change. (60)

10. What is meant by group Cohesiveness. How does cohesiveness affect diverse group variables such as group process and productivity? (60)

11. Write short notes on the following.
    a) Centralisation vs Decentralisation
    b) Importance of Business forecasting. (60)

12. Discuss the various steps in the process of decision making. Also explain the Delphi Method and Nominal group technique of decision making. (60)

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