

1(CCE-M)6
MANAGEMENT-II

[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 **FIVE** questions in all, choosing at least **ONE** question from each 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.*
- xii) *No programmable Calculator is allowed.*
- xiii) *No stencil (with different markings) is allowed.*
- xiv) *In no circumstances help of scribe will be allowed.*

SECTION-A

1. a) Explain the role of Marketing Management in a developing economy ? Briefly describe the prospects and problems faced by Rural and Urban marketing with the support of suitable example? (30)
- b) What do you understand by Marketing Information System ? Explain its significance in today's marketing environment? (30)

2. Briefly describe the concept of Marketing Mix. How Market Segmentation is being used by various organizations in today's competitive business environment? Explain with the support of suitable illustration? (60)
3. a) Explain the importance of Planning and Strategy in Export Marketing? What are the probable prospects of Export Marketing? (30)
- b) What do you understand by Consumer Behaviour? Explain the impact of consumer Motivation on the sales performance with the support of a suitable example. (30)

SECTION-B

4. a) What is aggregate production planning? Explain the factors influencing the location of plant with an example. (30)
- b) What are the various types of Manufacturing systems? Briefly describe their advantages and dis-advantages? (30)
5. Write a short note on the following: (3x20=60)
- a) Production, planning and Control.
- b) Make or Buy decision.
- c) Quality control.
6. What are the objectives of Material Management? Briefly explain ABC Analysis with the support of suitable illustration? (60)

SECTION-C

7. Write a short note on the following: (3x20=60)
- a) Cash Budgeting.
- b) Cost volume profit Analysis.
- c) Cost of Capital.
8. What do you understand by Capital Expenditure Management? What role does Risk Analysis play in investments decisions? Explain with the support of suitable example. (60)

9. a) How companies are estimating their financial requirements? (30)
b) What is working Capital Management Cycle? Explain the effects of inflation on working Capital Management. (30)

SECTION-D

10. What do you understand by Recruitment and Selection ? Explain the importance of Training and Development in today's organizations with the support of suitable example? (60)
11. Why organizations are giving much importance to Employee Motivation ? How Motivation is being used by different organization in resolving conflict Management. (60)
12. a) What do you understand by collective Bargaining ? Explain the role of collective Bargaining in managing Industrial Relations. (30)
b) What is performance appraisal ? Explain the importance of wages and salary administration in an organisation. (30)