

SECTION - D

②

10. "Human Resource Management is a basic management function pertaining to all levels and all types of management". Discuss (60)
11. Briefly discuss various methods of performance appraisal. State the requirements of an effective performance appraisal programme. (60)
12. a) What do you mean by Industrial Relations ? What measures would you suggest to improve Industrial relations in a firm ? (30)
- b) Discuss the objectives and functions of trade union in India. Also discuss their pattern of structure in India. (30)

MANAGEMENT-II

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Time : 3 Hours **Maximum Marks : 300**

INSTRUCTIONS

- i) Answer 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 (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.

SECTION -A

1. a) Discuss characteristics of old marketing concept. Explain difference between new and old concept of marketing. (30)

b) What do you mean marketing environment? Analyze the effects of its Macro and Micro components of a Marketing Decisions. (30)

2. Briefly explain the various stages in the buying process. What is the role of influence, deciders, buyers, and users in the buying process? Illustrate with suitable examples. (60)

3. a) Explain the product mix and discuss its structure and the factors affecting the product mix. (30)

b) Explain the meaning types, Justification and situation where price discrimination policy is used. (30)

SECTION -B

4. a) Discuss the relationship between material management and production planning functions (30)

b) What is the role of EOQ in Inventory control? Discuss the assumptions underlying the basic EOQ. (30)

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(2)

5. Write short notes on the following: (3×20=60)

a) Plant design

b) Inventory control

c) Equipment replacement and maintenance

6. With the increasing emphasis on flexibility in production, how should the planning of plant layout made supportive of this trend? Discuss. (60)

SECTION -C

7. Write short notes on the following: (3×20=60)

a) Fund flow Analysis

b) Capital Markets

c) Performance Budgeting

8. Discuss how the cost of capital enters into the process of evaluating capital budgeting proposal? Particularly, how is it related to the various discounted cash flow techniques for determining project acceptability? (60)

9. Discuss the influence of the following two factors on the choice of a specific mode of financing a company. (2×30=60)

a) General financing position of a company; and

b) General market conditions.

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(3)

[Turn Over