

MANAGEMENT (PAPER-II) 2001

Section A

Q1. Write notes on any three of the following (each note not to exceed 200 words):

- a. Concept of Social Marketing
- b. Cash Management Models
- c. Role of IMF and World Bank in the International Financial System
- d. Ethics in Marketing

Q2. Working capital management deals with decisions regarding the appropriate mix and level of current assets and current liabilities. Elucidate the statement along with describing the factors which are taken into account in determining the working capital needs of the firm.

Q3. Top management of a large multiline firm is giving serious consideration to buying a smaller company that manufactures a wide range of food products. This would be an entirely new line for the larger corporation. Develop a marketing research proposal that would cover the important questions raised about the potential company that may be acquired.

Q4. Answer the following questions

- a. Define international business and bring out the differences between the domestic business and international business.
- b. Do you think international business is expanding in India? If so, explain the causes for growth.

Section B

Q1. Write notes on any three of the following (each note not to exceed 200 words):

- a. Importance of Inventory Control under the present circumstances of India.
- b. Changing trends in Information Technology.
- c. There is need for Human Resource Development not only at micro level but also at macro level. Evaluate the statement with reference to India.
- d. Significance of Materials Management in a developing economy with particular reference to our country.

Q2. How does Value Analysis differ from Value Engineering? What are the objectives of value analysis? Explain the modern approach to value analysis.

Q3. Answer the following questions

a. How would you identify the training needs for different levels in an organisation? Explain with example.

b. Why should an organisation have well defined promotion and reward policies and processes?

Explain with examples

Q4. Examine the advantages of Management Information System for a service organisation. What are the functions in which it differs from the Management Information System application in manufacturing organisation?