

MANAGEMENT (PAPER-I) 2003

Section A

Q1. Write short notes on any three of the following in not more than 200 words each, supplementing with examples from real life situations/applications:

- a. Management of change
- b. Forecasting techniques
- c. Social responsibility of Business
- d. Knowledge based enterprises

Q2. In conducting an environment scan in India, describe the key elements that could impact on corporate decisions.

Q3. Coping strategies for job stress exist at both the individual and the organizational levels. Summarize and evaluate these various strategies for preventing and/or more effectively managing stress.

Q4. Comment and illustrate how statistical models enable quick and economical experimentation for finding an optimum solution for a given problem.

Section B

Q1. Write notes on any three of the following in about 200 words each:

- a. Strategy for dealing with global competition
- b. Cost, Volume and Profit Analysis
- c. Demerits and merits of Zero-Based Budgeting
- d. Cost driver analysis for competitive advantage

Q2. What are the major types and causes of business cycles. What steps should be taken to prevent and minimise the adverse impact of business cycles?

Q3. Explain the impact of value chain management in the potential areas of business for strategic cost management.

Q4. What are the criteria for deciding on the transfer pricing method used in an organisation? Discuss with reference to management control of domestic and global operations.

