

MANAGEMENT (PAPER-I) 2009

Section A

Q1. Write analytical notes on any three of the following in not more than 200 words each:

(a) Strategic planning and implementation in the context of a business organization, and the various steps in the strategic alternatives devised by L. C. Sorell.

(b) The concept of enlightened self-interest, and how this relates to the social responsibility of a business.

(c) Knowledge- based enterprises.

(d) Distinction between innovation and creativity, and how organisations can encourage both.

Q2. Explain the following an about 200 words each:

(a) Networked and virtual organization

(b) Competency mapping

(c) Models in Human Resource Accounting

Q3. Outline some of the characteristics of super teams and self-managed teams. Discuss guidelines for making teams more effective. "Conflict is normal and natural when different people attempt to act in an integrated way." Discuss this statement and suggest 'ways to deal 'with conflicts "within teams.

Q4. Discuss the misconceptions surrounding the efficient market hypothesis. Explain the alternative paradigm of 'noise trading and arbitrage'.

Section-B

Q5. Write analytical notes on any three of the following in note more than 200 words each:

(a) ETOP analysis

(b) Time value of money

(c) Brand equity

(d) Internal marketing

Q6. Discuss each of the following in about 200 words:

(a) Absorption Costing

(b) Training Audit

(c) Inventory Valuation

Q7. Describe the alternative methods used by companies to finance long-term capital needs. What is the role of capital markets vis- a -vis venture capitalists? What role can the Government play to promote new enterprises?

Q8. What are the different approaches to performance management? How do companies balance between internal equity and merit-based pay?