

CSM – 51/16

Management

Paper – II

Time : 3 hours

Full Marks : 300

The figures in the right-hand margin indicate marks.

*Candidates should attempt Q. No. 1 from Section – A and Q. No. 5 from Section – B which are compulsory and **three** of the remaining questions, selecting at least **one** from each Section.*

SECTION – A

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1. Write notes on any **three** of the following. Each note not to exceed **200** words : $20 \times 3 = 60$
- (a) Corporate Dividend Policies – Importance
 - (b) Social Marketing
 - (c) Consumer Protection
 - (d) Regional Economic Cooperation

2. (a) What do you mean by Funds Flow Statement ?
What is the difference between Funds Flow and Cash Flow Statements ? Explain the steps involved in preparation of Funds Flow Statement. **Techofworld.In**
- (b) What is Leasing ? What are its advantages and disadvantages ? $30 \times 2 = 60$
3. What are four P's of Marketing ? Explain them. Also explain different pricing methods adopted by the organizations as strategic pricing decisions. 60
4. Explain the following : $20 \times 3 = 60$
- (a) What are Trade Policies ? What are the instruments of Trade Policy ?
- (b) Explain about Trips and Trims.
- (c) Role of IMF in International Buisness.

SECTION – B

5. Describe briefly any **three** of the following. Each description not beyond **200** words : $20 \times 3 = 60$
- (a) Aggregate Production Plan
- (b) Business Process Re-Engineering

- (c) Information Resource Management
- (d) Human Resources Accounting
6. (a) What is Capacity Planning ? Explain different types of plant capacities and factors to be considered in planning the plant capacity.
- (b) What is the importance of Inventory Management ? Explain different techniques used in Inventory Management. $30 \times 2 = 60$
7. (a) What do you mean by System Development ? Explain about System Development Management Life Cycle.
- (b) What is the need for control of project ? Explain the steps involved in implementation and control of project with suitable example.
- $30 \times 2 = 60$
8. (a) What is Manpower Planning ? Explain the factors to be considered in planning the Manpower needs of the organizations.

(b) What is Organizational Climate ? What are the parameters used to understand the Industrial Relations situations in an organization ? Also explain the steps required to take to manage organizational climate in the desired manner. 30×2 = 60

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