

CSM – 51/17
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 any **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) Design of Capital Structure
 - (b) Corporate Financial Policy and Strategy
 - (c) Brand Management
 - (d) Export-Import Procedures

2. "One of the objectives of Financial Management is maximizing the value of Shareholders." In the light of this statement, critically evaluate the importance of business organization to maximize the benefit to owners of the organization. Also discuss the difference between profit maximization and shareholders' value maximization objectives of a firm. What are the limitations of profit maximization goal ? 60

3. "A business organization should have its own marketing research program in order to make itself sustainable in business." What is Marketing Research and what is the importance in improving product quality in an organization ? Effectively evaluate the difference between business having a Marketing Research Program and without program in terms of its Sales Volume. 60

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4. Identify and assess the emerging areas of trade. Write a note on the changing composition of trade in goods and services. List and evaluate some International Trade Policies. 60

SECTION – B

5. Describe briefly any **three** of the following (Each description not beyond **200** words) : $20 \times 3 = 60$
- (a) Aggregate Production Planning
 - (b) Waste Management
 - (c) Compensation Management
 - (d) Different Product Pricing Strategies
6. What is Supply Chain Management ? What are the different players of a supply chain ? Discuss how a product reaches to the final consumer starting from its start in a supply chain giving an example. 60
7. What is Management Information System ? Discuss the role of a Management Information System in an organization. List and discuss the phases of a system development process in an organization. 60
8. What is Manpower Selection ? What are the considerations (or criteria to be followed) in selecting Manpower in organizations. Discuss the steps in the process of Manpower Selection giving an example. 60



