(This question paper contains 4 printed pages]

Roll Number

ASME-21-MGMT-(I)

MANAGEMENT (PAPER-I)

Time Allowed : 3 Hours]   [Maximum Marks : 100

QUESTION PAPER SPECIFIC INSTRUCTIONS

Please read each of the following instructions carefully before attempting questions.

1.   There are **EIGHT** questions printed in English.

2.   Candidate has to attempt **FIVE** questions in all.

3.   Question No. 1 is compulsory. Out of the remaining SEVEN questions, **FOUR** are to be attempted.

4.   *All* questions carry equal marks. The number of marks carried by a question/ part is indicated against it.

5.   Write answers in legible handwriting. Each part of the question must be answered in sequence and in the same continuation.

6.   Assume suitable data, if considered necessary, and indicate the same clearly.

7.   Attempts of questions shall be counted in sequential order. Unless struck off, attempt of a question shall be counted even if attempted partly. Any page or portion of the page left blank in answer-book must be clearly struck off.

8.   Re-evaluation/Re-checking of answer-book of the candidate is not allowed.

1. "Trying to manage without understanding motivation becomes an endless game (of "whack-a-mole," an arcade game designed to see how many rodents you can hit with a bat as they pop out of numerous burrows." Explain this statement. How do different theories of motivation help provide perspective to the above statement ? Elucidate with help of different theories.   20

2. "When your company is small, it's hard to imagine that you'd ever lose track of what everyone is doing. As you grow, these silos become more distinct from each other." Substantiate the statement while highlighting the role of various systems and objectives of organization design and structure.   20

3. "Initiation of Indian economic reforms in general and changes in policies and regulations have been instrumental in bringing changes in the market structures of India. The change has in turn influenced the Conduct of the stakeholders of the economy and their performance in the post-reform era, especially during the last decade." Discuss the interlinkage of SCP and resulting trends.   20

4. The quantitative information associated with national income can be used to determine the effect of various economic policies. Explain in context of monetary and fiscal policy.   20

5. Communication by the strict chain of command is often ineffective. However, effective communication occurs when the right people receive the right information in a timely manner. Violating any of these three conditions results in a communication episode that is ineffective. How can you achieve the three conditions required for effective communication episode without strict chain of command ? Discuss in light of principles of communication.   20

6. You and some friends have decided to test the validity of an advertisement by a local pizza restaurant, which says it delivers to the dormitories faster than a local branch of a national chain. Both the local pizza restaurant and the national chain are located across the street from your college campus. You define the variable of interest as the delivery time, in minutes, from the time the pizza is ordered to when it is delivered. You collect the data by ordering 10 pizzas from the local pizza restaurant and 10 pizzas from the national chain at different times. You organize and store the data in Table shows delivery times.

Local		Chain	
17	18	22	20
12	14	15	17
16	22	19	19
17	14	16	17
17	21	21	24

At the 0.05 level of significance, is there evidence that the mean delivery time for the local pizza restaurant is less than the mean delivery time for the national pizza chain ? (Assuming variances of populations to be same.) 20

7. Suppose that you want to invest $10,000 in the stock market by buying shares in one of two companies : A and B. Shares in Company A, though risky, could, yield a 50% return on investment during the next year. If the stock market conditions are not favourable (i.e., "bear" market), the stock may lose 20% of its value. Company B provides safe investments with 15% return in a "bull" market and only 5% in a "bear" market. All the publications you have consulted (and there is always a flood of them at the end of the year!) are predicting a 60% chance for a "bull" market and 40% for a "bear" market. Where should you invest your money ? 20

8.   The city of Ranchi is faced with a severe budget shortage. Seeking a long-term solution, the city council votes to improve the tax base by condemning an inner-city housing area and replacing it with a modern development.

The project involves two phases : (1) demolishing substandard houses to provide land for the new development, and (2) building the new development.

The following is a summary of the situation :

1.   As many as 300 substandard houses can be demolished. Each house occupies a 25-acre lot. The cost of demolishing a condemned house is $2000.

2.   Lot sizes for new single-, double-, triple-, and quadruple-family homes (units) are .18, .28, A, and .5 acre, respectively. Streets, open space, and utility easements account for 15% of available acreage.

3.   In the new development the triple and quadruple units account for at least 25% of the total. Single units must be at least 20% of all units and double units at least 10%.

4.   The tax levied per unit for single, double, triple, and quadruple units is $1,000, $1,900, $2,700, and $3,400, respectively.

5.   The construction cost per unit for single-, double-, and quadruple- family homes is $50,000, $70,000, $130,000, and $160,000 respectively. Financing through a local bank can amount to a maximum of $15 million.

How many units of each type should be constructed to maximize tax collection ?   20