

HAS (Mains) - 2021

This question paper contains 3 printed pages]

Roll Number

**ASME-21-MGMT-(II)**

**MANAGEMENT (PAPER-II)**

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 and four Sections.
2. Candidate has to attempt total **FIVE** questions selecting at least *one* question from each section.
3. *All* questions carry equal marks. The number of marks carried by a question/ part are indicated against it.
4. Write answers in legible handwriting. Each part of the question must be answered in sequence and in the same continuation.
5. Assume suitable data, if considered necessary, and indicate the same clearly.
6. 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.
7. Re-evaluation/Re-checking of answer-book of the candidate is not allowed.

## **Section I**

1. “Overstretched and disillusioned, many Companies switch gears and reconstitute their rural ventures as break-even social investments that are destined to remain small.” Do you agree or disagree ? Why is it so difficult to make profits in a rural market venture and what are some ways in which rural ventures can be turned profitable ? 20
  
2. Compare and contrast traditional consumer behaviour models with contemporary consumer behaviour models. How would you know which applies to your business ? 20

## **Section II**

3. “Material management systems embrace all of the activities related to materials and are a basic business function that adds value to a finished product.” Discuss the statement while highlighting various functions served by materials management ? Highlight the role of information technology in this activity. 20
  
4. “Value and cost are different things. However, Value analysis and value engineering are two sides of the same coin.” Discuss the statement in light of difference or similarities in the processes of the two approaches. 20

## **Section III**

5. “Advances in cost accounting; the use of activity-based costing; the use of many performance-improvement tools such as identifying and removing constraints, optimizing logistics, and inventory management all lead down two interrelated pathways : value improvement and cost reduction.” Discuss. 20

6. Working capital management is the art—and increasingly the science—of organizing a company’s short-term resources to sustain ongoing activities, mobilize funds, and optimize liquidity. Elucidate the statement in the light of tools of financial analysis which are making it a science. 20

#### Section IV

7. “From shock to integration, the reactions of employees who are confronted with changes are different and depend on the time of change, resulting in a fluctuating level of an employee’s self-esteem, as it goes up and down when moving along the reaction process.” Assuming you are the team leader, what motivational theories would you dig into to develop strategies to reduce negative and optimize positive reactions to change ? 20
8. To be a strategic business contributor, HR management must enhance organizational performance, expand human capital, and be cost-effective. Discuss how HR professionals must balance the competing demands made on them. 20

