



[This question paper contains 02 printed pages]

Roll Number: _____

HPAS Etc. Combined Competitive (Main) Examination, 2019

Management-II

Time Allowed: 3 Hours

Maximum Marks: 100

Note:

1. This question paper contains total eight questions.
 2. *Attempt total five questions selecting at least one question from each Section.*
 3. Each question carries equal marks. Marks are divided and indicated against each part of the question. Write answer in legible handwriting. Each part of the question must be answered in sequence and in the same continuation.
 4. Attempts of questions shall be counted in sequential order. Unless struck off, attempt of 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.
 5. *Re-evaluation / Re-checking of answer book is not allowed.*
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Section-I

1. Companies retain their customers and are ready to offer various promotions as well as benefits for their old customers. Is it feasible for the companies to offer benefits to these customers, or should they offer new products in new markets? Discuss. (20)
2. It is argued that India has achieved much higher rate of economic growth after its increasing globalization and integration with the world economy. Assess how and to what extent India has benefitted from the process of globalization? (20)

Section-II

3. What have been the social and economic implications of e-business? Substantiate your answer with facts and figures. (20)
4. Evaluate the usefulness of technology as a management tool. Select any five technology tools (such as e-mails, blogs. etc.) and discuss their positive and negative impact on managing an organization. (20)

Section-III

5. "Operating and Financial Leverage are symmetric in behavior". Critically examine the statement from risk analysis point of view. (20)

6. Describe 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? (20)

Section-IV

7. Discuss the process of developing the key tasks and key result areas (KRA) for managers and officers in a large organization and provide appropriate weightages on each such KRAs for assessment giving reasons thereof. (20)
8. Explain the components of the technology enabled HRIS (Human Resource Information System) and feedback mechanism in an organization. Do they lead to increased motivation and morale? Substantiate. (20)
