



[This question paper contains 02 printed pages]

Himachal Pradesh Administrative Service Combined Competitive (Main /  
Written) Examination, 2020

MANAGEMENT (PAPER-II)

Time allowed: Three Hours

Maximum Marks: 100

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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 is 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.
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SECTION-I

1. Explain different type of market or competitive structures. Under which type of market structure, a firm has greater control over its pricing decisions? How does a firm gain control over its pricing decisions? (20)
2. What is the role of marketing in the internet era? Which segment of consumers and what kind of products dominate online marketing? Explain the strategies adopted by companies to enhance the customer lifetime value (CLV)? (20)

SECTION-II

3. Why are information systems so essential for running and managing business today? Explain how Management Information System (MIS) differs from Transaction Processing System (TPS) and Decision Support System (DSS). (20)

4. Digital marketing plays an important role in marketing of products today. So, explain the ways through which you will build e-commerce in an organization with the help of the available technology tools and discuss its positive and negative impacts. (20)

### SECTION-III

5. Contrast the IRR (Internal rate of Return) and NPV (Net Present Value) methods. Under what circumstances may they lead to
- (i) comparable recommendations, and
  - (ii) give conflicting recommendations?
- In the latter situation, which method should be used to select project and why? Elucidate with appropriate examples. (20)
6. “Leverage serves as a tool which cuts both ways. On one hand it increases the risk and on the other hand it provides an opportunity to increase return on investment”. Critically examine this statement? (20)

### SECTION-IV

7. “Motivation is need based”. In the light of this observation point out how Maslow’s need hierarchy and Mc Clelland’s need theory help management, in initiating the motivational process? (20)
8. New generation Human Resource (HR) managers are well versed with numbers and technology. Human Resource Information System (HRIS) is one example of it. Briefly discuss HRIS. What attributes will you consider while framing an HR dashboard metrics, which can give a realistic picture of Human Resources in an organization? (20)

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