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HPAS (Main)—2016

MANAGEMENT

Paper II

Time : 3 Hours

Maximum Marks : 100

Note :— Attempt Five questions in all. All questions carry equal marks.

1. "Marketing is an essential activity aiming at bridging gap between products and need of consumers by way of effective communication". Do you agree with this ? What flaws do you notice in marketing management of Government of India that its programs fail to deliver the due ? How would you improve this ? Suggest.
2. "Rural market is no different from urban market except in terms of communication". Do you think that the above statement is biased ? What are emerging challenges in rural market in India ? How would you incorporate those challenges in action packed policy ?

P.T.O.

3. "All on-line stores created 'Market' on the basis of 'Discount' and 'Free' but momentum has not picked up. Almost all on-line stores and platforms are in red however valuation is sky rocketed". Draw your inferences while analysing consumer buying behaviour.
4. Critically examine role of the Government in promotion of export through incentive and duty drawback. Why is it so that our export volume is dismal despite huge incentives and promotional measures ? Examine.
5. "Plant location offers two valid issues that the plant be located near Raw Material source or near market place". What do you have to say in this regard while deciding about an automobile plant with factors affecting plant location.
6. "Inventory is managed by ABC analysis, XYZ, JIT etc. What will be the most suitable inventory management technique for India market operation". Explain.

7. (a) Equity share capital (20 lacs share at par value) 2
- Reserves and Surplus 1
- Preference share capital (1 lac share at par value) 1
- Non-convertible debentures (4 lacs debentures at par value) 4
- Term loan 4
- The rate of dividend on the preference share is 12%. The debentures carry a coupon rate of 9%. The rate of interest on the term loan is 11%. The tax rate applicable is 35%. It is expected that by the end of the current financial years the company will achieve sales of Rs. 30 crores. The total cost for the current financial year is expected to be Rs. 22 crores which includes variable cost of Rs. 18 crore and fixed cost of Rs. 4 crores.
- Calculate degree of financial leverage. 14
- (b) Identify transactions which cause 'flow of fund' in fund flow analysis. 6

8. (a) "India has remarkably reformed labour laws in recent time. However labour productivity did not improve". What do you infer from the statement ? What would you suggest to improve the same ? 10
- (b) What are new dimensions in performance appraisal system in India ? Explain with example. 10