H.P.A.S. (Main)—2011

MANAGEMENT

Paper II

Time : 3 Hours

Maximum Marks : 150

Note :— Attempt Five questions in all. Solve any two questions from Section I. Solve at least one question each from Sections II, III and IV. All questions carry equal marks.

Section I

1. (a) Discuss meaning, significance, approaches of marketing management. 20

(b) Explain the following (any two) : 10

(i) Rural and urban marketing;

(ii) Major task of marketing;

(iii) Domestic and export marketing.
2. (a) What is green marketing? Explain its relevance to the changing world of business. 15

(b) Write short notes on (any two): 15

(i) Marketing concepts;

(ii) Public distribution system;

(iii) 7 P's of marketing (services).

3. (a) What is marketing research? Explain its significance and process of conducting marketing research. 15

(b) Write notes on the following (any two): 15

(i) Marketing control;

(ii) Consumer behaviour;

(iii) Market segmentation.
4. (a) Explain the role of Government in export promotion and import substitution.  

(b) Explain the following (any two):  

(i) Behavioural models;  

(ii) Marketing strategies;  

(iii) Marketing information system.  

Section II  

5. (a) What is production and material management?  

Explain its significance and functions.  

(b) Explain any two of the following:  

(i) Plant size and scale of operations;  

(ii) Location of plant and lay-out;  

(iii) Types of manufacturing system.  

P.T.O.
6. (a) What is aggregate planning? What are the techniques available to prepare aggregate planning?  

(b) Write notes on the following (any two): 15

(i) Standardization and spare parts inventory;

(ii) ABC, EOQ technique;

(iii) Loading and Scheduling.

Section III

7. (a) What do you mean by Financial Management? Explain tools of financial analysis with suitable examples. 20

(b) Write notes on the following (any two): 10

(i) Risk analysis in investment decision;
(ii) Cost of capital and its application in private sector.

(iii) Institutional mechanism for funds.

8. (a) What is management of cash? Explain the role of manager in optimizing the resources through financial management.

(b) Explain any two of the following:

(i) Determining the size of the working capital;

(ii) Management of capital expenditure;

(iii) Principles of financial accounting system.

Section IV

9. (a) What do you mean by change management? Explain its need in the changing world of work with suitable examples.
(b) Describe any two of the following:

(i) HRD;

(ii) Training and development;

(iii) Employee morals and motivation.

10. (a) What is collective bargaining? Explain the role of trade unions in maintaining good relations with management.

(b) Explain any two of the following:

(i) Discipline and grievances;

(ii) Worker profile and management style;

(iii) Conflict management.