

This question paper contains 4+2 printed pages]

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.

P.T.O.

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. 15
- (b) Explain the following (any two) : 15
- (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. 20
- (b) Explain any two of the following : 10
- (i) Plant size and scale of operations;
- (ii) Location of plant and lay-out;
- (iii) Types of manufacturing system.

6. (a) What is aggregate planning ? What are the techniques available to prepare aggregate planning ? 15
- (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. 15
- (b) Explain any *two* of the following : 15
- (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. 15

- (b) Describe any *two* of the following : 15
- (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. 20
- (b) Explain any *two* of the following : 10
- (i) Discipline and grievances;
 - (ii) Worker profile and management style;
 - (iii) Conflict management.