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## HPAS (Main)—2012

### 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) What is market, marketing and marketing management ? Explain main functions of marketing management. 20
- (b) Explain the problems and prospects of Rural Marketing in India. 10

P.T.O.

2. (a) Define market segmentation and explain the basis of market segmentation. 15
- (b) Explain any *two* of the following : 15
- (i) Marketing mix
  - (ii) Consumer Behavioural models
  - (iii) Product differentiation strategies.
3. (a) What do you mean by marketing research ? Explain its importance and steps involved in marketing research. 20
- (b) Explain any *two* of the following : 10
- (i) Societal marketing
  - (ii) Domestic Vs. Export marketing
  - (iii) Marketing information system.

4. (a) Describe the problems and prospects of Export marketing in India. 15
- (b) Explain any *three* of the following : 15
- (i) Marketing audit and control
  - (ii) Public Distribution System
  - (iii) Rural Vs. Urban Marketing
  - (iv) Brand Management.

### Section II

5. (a) Describe with the use of organization structure the importance of production management function and its relationship with other departments in the organization. 20

P.T.O.

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

(i) Types of manufacturing systems

(ii) Production planning and process planning

(iii) Plant size and scale of operations.

6. (a) Define scheduling and loading. Explain backward scheduling and forward scheduling with suitable examples. 20

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

(i) Location of Plant

(ii) Equipment replacement and maintenance

(iii) Machine line balancing and Assembly line balancing.

## Section III

7. (a) What is financial management ? Explain the importance of the following ratios in the manufacturing industry : 20

(i) Creditors turnover ratio

(ii) Inventory ratio

(iii) Debtors turnover ratio

(iv) Price earning ratio.

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

(i) Cost of Capital and its application

(ii) Risk analysis in investment decisions

(iii) Organizational evaluation of capital expenditure management.

P.T.O.

8. (a) Define working capital management. Explain the sources of working capital and factors determining the size of working capital. 20
- (b) Explain any *two* of the following : 10
6. (i) Capital markets
- (ii) Management of cash
- (iii) System of financial control.

#### Section IV

9. (a) What is conflict management ? Explain its significance in the changing and challenging environment of business environment. 20

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

(i) Recruitment and selection technique

(ii) Wage and Salary Administration

(iii) Management of change and development.

10. (a) What do you mean by industrial relations ? Explain

its importance and worker Profile and Management

Style in India. 15

(b) Explain any *three* of the following : 15

(i) Collective Bargaining

P.T.O.

(ii) Employee morals and motivation

(iii) Discipline and Grievances handling in  
Industry

(iv) Workers Participation in Management.