

This question paper contains 8+2 printed pages]

HPAS (Main)—2013

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 from each Section II, III and IV. All questions carry equal marks.

Section I

1. (a) Examine emerging concepts of marketing in respect of shift in focus from product to consumers. Do you think that such focus shall help in building enviable marketing organisations ? Illustrate. 15
- (b) Examine the marketing strategies of political parties in recently concluded Lok Sabha election. What inferences can you draw ? Explain with illustration. 15

P.T.O.

2. (a) It is said that "Rural market is an extension of an urban market". Do you agree with it ? If yes, then what is the need of creating special cell for rural market by select FMCG ? Explain with suitable examples in Indian context. 15
- (b) Explain any *three* of the following : 3×5=15
- (i) Pseudo-marketing
 - (ii) Moms' and Pops' store
 - (iii) Cross-marketing
 - (iv) Market segmentation.
3. (a) Imagine you are manager for new market with an FMCG. You want to introduce one slow moving product and one fast moving product from abroad. What types of market segmentation and product differentiation strategies would you adopt for ensuring success in new market ? Explain with examples. 15

(b) There is boom in e-retailing in Indian market if Flipkart, Snap deal, Amazon etc. are any indication. What do you think, are reasons for increasing popularity of such web-stores ? Analyse their marketing strategies in terms of price, place and delivery. 15

4. (a) "Marketing information system, if implemented logically, provides an edge over competitors." Examine the statement with the help of suitable illustration. Also examine the increasing role of business analytics in this regard. 15

(b) Examine consumer behaviour model in case of service marketing with suitable examples. Do you think that brand does influence consumer behaviour ? If yes, then suggest strategies for branding of new entrant in telecom. 15

Section II

5. (a) Examine 'GMP' (Good manufacturing practices) in Indian context. What are bottlenecks in implementing GMP with reference to Pharma products ? 10
- (b) "Location of plant plays a major role in the success of the company. One school says that the plant should be located near the sources of raw materials to reduce cost of production, the other sources say it should close to market to take advantages and opportunity." How do you react ? Explain with the help of real life example. 20
6. (a) Write short notes on any two of the following : 2×10=20
- (i) Emerging trends in production planning
 - (ii) Plant size and scale of operations

- (iii) Organization for continuous assembly line production system
- (iv) CAD and CAM.
- (b) "Technology management in India has assumed a significant place in successful organisation." Infer. What are emerging issues in terms of technology management with respect to patent, copyrights and consideration ? Explain. 10

Section III

7. (a) Explain the following ratios : 5×2=10
- (i) DSCR
 - (ii) DE Ratio
 - (iii) P/BV Ratio
 - (iv) P/E Ratio
 - (v) ITR Ratio.

(b) Complete the incomplete B/S on the basis of the

given ratios : 20

(i) Total debt to net worth 5 : 1

(ii) Turnover of total assets 2

(based on year-end sales)

(iii) Gross profit ratio 30%

(iv) Average collection period 40 days

(v) Inventory turnover

(based on CGS and year

end inventory) 3 times

(vi) Acid test ratio 75 : 1

Balance Sheet

Liabilities		Assets	
Correct liabilities	?	Cash	?
Equity shares	2,00,000	Accounts	?
Retained earnings	3,00,000	Receivable	?
		Inventory	?
		Plant & Machinery	?
Total	?	Total	?

8. (a) Calculate BEP and turnover required to earn a profit of Rs. 36,000 from the following information :

Fixed overhead = Rs. 1.80 lacs

Selling price = Rs. 20 per unit

Variable cost = Rs. 2 per unit

If the company is earning a profit of Rs. 36,000, express the margin of safety available. 10

P.T.O.

(b) Explain whether there will be effect on 'funds of flow' : 5×2=10

(i) Issued capital for purchase of building

(ii) Transfer to general reserve

(iii) Loss on sale of plant

(iv) B/Rs received from debtors

(v) Outstanding expenses were paid.

(c) "Operating leverage measures operating risk and financial leverage measures financial risk."
Examine the statement. 10

Section IV

9. (a) Examine with examples the major emerging issues in HRM in view of : 15

(i) Slow down in the economy

(ii) Increase in outsourcing

(iii) Contractual employment

(iv) Intense competition.

(b) "It is alleged that in the era of PPP, private participation, FDI and MNCs the basic soul of labour legislation has taken back seat. The recent amendments in labour laws are said to be anti-labour and pro-management." What do you infer from the statement. Critically examine. 15

10. (a) Examine any *three* of the following : 3×5=15

(i) Salient provisions of Payment of Bonus Act,

(ii) Collective Bargaining

(iii) Changing Management Style in India

(iv) Grievance Handling in Industry.

(b) Examine and analyse any *three* of the following :

3×5=15

- (i) 360° performance analysis
- (ii) Pink slip, golden hand-shake URS
- (iii) Mechanism of moral boosting
- (iv) Job-evaluation-method and technique.