

This question paper contains 8+2 printed pages]

**HPAS (M)—2014**

**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) "Indian Economy is considered to be the 3rd largest economy in the world." The Economy offers tremendous opportunities for 'Go Global'. Do you agree ? If yes, how would you 'market' Indian Economy to the rest of world ? Illustrate with the help of live example. 15

P.T.O.

(b) Explain :

(i) Erratic buying behaviours.

(ii) Apps only and QR code system.

(iii) Moms and Pops strone.

5×3=15

2. (a) "Public Distribution System (PDS) is a life line for poor population of the country yet PDS needs to be improved." Infer. What changes would you recommend to make PDS in the country meeting expectation of the country men ?

20

(b) Explain :

(i) Marketing Mix in Multiplex and Shopping Complex.

(ii) Misgivings about Rural Marketing.  $5 \times 2 = 10$

3. (a) "In a competitive market economy, consumer motivation is perhaps one of the emerging focussed area concerning all marketers." Examine the statement. Discuss various consumer motivation programs and effectiveness applicable for retail and multibrand FMCG. 20

(b) Explain :

(i) Market Segmentation.

(ii) Control of Marketing Program.  $5 \times 2 = 10$

P.T.O.

4. "Brand is perception which may be true or not."

Explain. How is a brand created ? How is a brand strengthened ? How is a brand destroyed ? Give a live examples in the light of celebrity endorsement and brand recall in Indian context. 30

### Section II

5. (a) Examine emerging issues in technology management in India in view of make-in India initiatives of the Government. 20

(b) Explain :

(i) Batch System of Manufacturing.

(ii) Assembly Line System of Manufacturing.

5×2=10

6. (a) Examine rationale of 'outsourcing' and 'assembling' system in automobile Industry in India. How can we promote indigeneous manufacturing system for being self-reliant ? What financial incentives can be considered ?

15

(b) Explain :

- (i) Search Engine
- (ii) Internet Security
- (iii) Value Analysis.

5×3=15

P.T.O.

**Section III**

7. (a) Examine whether there will be flow of funds :

- (i) Capital raised by converting loan
- (ii) General reserve is created
- (iii) Provision for tax is made
- (iv) Sale of plant
- (v) Loss on sale of machine
- (vi) Goodwill written off
- (vii) Creditors were paid by issue of Bills

Payable

(viii) Machinery was purchased by issue of  
Shares

(ix) Capital was increased by issue of  
shares

(x) Debtors were realised.  $2 \times 10 = 20$

(b) Explain :

(i) If profit is a liability, losses are assets,  
then why do we make profit and create  
liability ?

(ii) Net worth, Equity and Capital Employed.

$5 \times 2 = 10$

P.T.O.

8. (a) What do you mean by operating and financial risk ? How can these risk be controlled by operating and financial leverage ? How would to read the changes in financial leverage and its effect on EPS ? Illustrate. 20

(b) Explain :

(i) Indifferent level of EBIT.

(ii) ABC, XYZ, VED system of inventory control. 5×2=10

#### Section IV

9. (a) What are emerging issues in workers' participation in management ? What are



deceptive technique to diffuse workers participation in management ? Examine the role of Central Govt. in workers' participation in management. 20

(b) Explain :

(i) Recent labours reforms in India.

(ii) Conflict management. 5×2=10

10. (a) Examine recent trends in Human Resource Management in India with special reference to e-recruiting and e-selection.

Why companies like Google is considered to be best so far HRM practice is considered ? 20

P.T.O.

(b) Explain :

(i) Emerging issues in wage and salary

Administration.

(ii) Management of change.

5×2=10