

This question paper contains 7 printed pages]

HPAS (M)—2015

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. Question No. 1 is compulsory. All questions carry equal marks.

Compulsory Question

1. "The Hon'ble PM is striving his best to improve branding and marketing of India in foreign countries. He is all time big crowd puller. He has been very successful in showcasing India. But back home results are not impressive."

P.T.O.

What do you infer from the statement ? What type of marketing strategies did he adopt ? What would you suggest the changes in marketing strategies to make India a hot destination ?

30

Section I

2. (a) "Rural marketing is no different from urban marketing in terms product, people, price, promotion and place. Yet it has been undermined for long despite big potential."
- Infer from the statement.

15

- (b) Explain :

Impact of social-cultural factors on marketing of FMCG in rural market during festive reason.

15

3. Examine product differentiation strategies with price differential strategies being adopted by successful four wheeler manufacturers like Suzuki in India.

What lessons can be learnt from Maruti-Suzuki ? 30

4. Examine Consumer Behavioural Models and their applicability in case of :

(i) Semi-urban market

(ii) Essential drugs

(iii) Luxury goods. 30

5. "An effective marketing research would lead to successful sales dynamics." Explain the statement with the help of successful product, process and procurement launch of any organisation in recent time. 30

P.T.O.

Section II

6. Write short notes on any *three* of the following :

(1) CAD & CAM

(2) Location of Plant

(3) Scale of Operation

(4) ERP

(5) Elements of C++ language and functions

(6) System analysis and design. 3×10=30

7. (a) What do you mean by value analysis ? How quality control would enhance value analysis in an industrial organisation ? Illustrate. 20

(b) Explain :

(i) EDI

(ii) Internet security.

10

Section III

8. (a) Examine applicability of operating and financial leverage in case of :

(i) Hi-levered firm

(ii) Low-levered firm

(iii) Mid-levered firm.

20

(b) Will there be 'flow of fund' ?

(i) Sale of fixed assets

(ii) Debtors are realised

(iii) Paid to creditors

(iv) Transfer to general reserve

(v) Loss on sale of FA. 5×2=10

Section IV

9. Critically examine change in labour legislation during the tenure of present Government. Do you think that such changes are conducive for healthy labour-management relationship ? Illustrate. 30
10. (a) Examine recent trends in HRM in India. What inference can we draw ? What would you suggest to make India as preferred HRM domain nation ? 20

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

(i) Recent changes in performance appraisal method

(ii) Worker profile and management style in India

(iii) Wages and Salary Admn. — the unfinished agenda. 2×5=10