

<b>CSM – 50/16</b>
<b>Management</b>
<b>Paper – I</b>

*Time : 3 hours*

*Full Marks : 300*

*The figures in the right-hand margin indicate marks.*

*Candidates should attempt Q. No. 1 from Section – A and Q. No. 5 from Section – B which are compulsory and **three** of the remaining questions, selecting at least **one** from each Section.*

**SECTION – A**

1. Compare analytically between any **three** of the following management concepts / terms (substantiate your answer with real life / hypothetical examples in each case):  $20 \times 3 = 60$ 
  - (a) The concept of 'Vision' and 'Mission'.
  - (b) Planning and control are inseparable.
  - (c) Strategies are different from policies.

- (d) The 'Principle of Navigational Change' is integrated Planning.
  - (e) The right time range for company planning is embedded in commitment principle.
2. (a) State the concept of 'Departmentation' and its differences with 'Decentralisation'.
- (b) Compare and contrast the advantages and disadvantages of 'Departmentation by Territory' and 'Departmentation by Product'.
- (c) What is the best pattern of Departmentation.
- 20+20+20 = 60
3. (a) State elaborately the 'Maslow's Need Hierarchy Theory' giving example.
- (b) Bring out the relationships and differences of Maslow's theory with those of 'Hygiene Theory' and "ERG Theory".      30+30 = 60
4. "The three principal types of numerical description of frequency distributions are Central Tendency, Variability and Correlation", focusing of this

statement brings out the following facts, substantiate them by furnishing theoretical and numerical examples.

- (a) Measures of Central Tendency with advantages and disadvantages.
- (b) Quartile Deviation and Mean Deviation, Standard Deviation and its relationship with other deviation.
- (c) Relationship of 'Measures of Central Tendency' and 'Skewness'.  $20+20+20 = 60$

### SECTION – B

5. Write short notes on any **three** of the following in about **200** words each :  $20 \times 3 = 60$
- (a) Form of Vertical Integration, i.e., Full Integration and Tampered of Hybrid Integration
  - (b) Forms of Corporate Re-structuring
  - (c) Strategic Business Unit
  - (d) PESTEL Analysis (quite known abbreviation)
  - (e) Concept of Fiduciary Strategy

6. The following financial analysis conceptually be stated along with examples :  $20 \times 3 = 60$
- (a) Capital Gearing and its impact
  - (b) Proprietary Ratios
  - (c) Asset Management Ratios
7. (a) State the concept of 'Corporate Social Responsibility' along with its advantages and disadvantages.
- (b) What are the mandatory regulations in India in referenece to "Corporate Social Responsibility" ?
  - (c) What is the concept of 'Cause Related Marketing' and the various strategies that are applied ?  $20 \times 3 = 60$
8. Discuss elaborately the concept of 'Knowledge Management Program' along with implementation of each such program. Give example for each program content.  $60$

