

**CSM – 51/16**

**Management**

**Paper – II**

*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. Write notes on any **three** of the following. Each note not to exceed **200** words :  $20 \times 3 = 60$
- (a) Corporate Dividend Policies – Importance
  - (b) Social Marketing
  - (c) Consumer Protection
  - (d) Regional Economic Cooperation

2. (a) What do you mean by Funds Flow Statement ?  
What is the difference between Funds Flow and Cash Flow Statements ? Explain the steps involved in preparation of Funds Flow Statement.
- (b) What is Leasing ? What are its advantages and disadvantages ?  $30 \times 2 = 60$
3. What are four P's of Marketing ? Explain them. Also explain different pricing methods adopted by the organizations as strategic pricing decisions.  $60$
4. Explain the following :  $20 \times 3 = 60$
- (a) What are Trade Policies ? What are the instruments of Trade Policy ?
- (b) Explain about Trips and Trims.
- (c) Role of IMF in International Business.

### SECTION – B

5. Describe briefly any **three** of the following. Each description not beyond **200** words :  $20 \times 3 = 60$
- (a) Aggregate Production Plan
- (b) Business Process Re-Engineering

- (c) Information Resource Management
  - (d) Human Resources Accounting
6. (a) What is Capacity Planning ? Explain different types of plant capacities and factors to be considered in planning the plant capacity.
- (b) What is the importance of Inventory Management ? Explain different techniques used in Inventory Management.  $30 \times 2 = 60$
7. (a) What do you mean by System Development ? Explain about System Development Management Life Cycle.
- (b) What is the need for control of project ? Explain the steps involved in implementation and control of project with suitable example.
- $30 \times 2 = 60$
8. (a) What is Manpower Planning ? Explain the factors to be considered in planning the Manpower needs of the organizations.

(b) What is Organizational Climate ? What are the parameters used to understand the Industrial Relations situations in an organization ? Also explain the steps required to take to manage organizational climate in the desired manner. 30×2 = 60

