

CSM – 50/18
Management
Paper – I

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. Answer any **three** of the following : $20 \times 3 = 60$
 - (a) Elaborately state the Management Roles Approach as envisaged by Henry Mintzberg and also how it is different from 'Operational Approach' in reference to 'Management' as a discipline of social science.

- (b) State the significance of 'Hawthorne Experiments' in reference to all the four phases and the implications that the theory has brought out in terms of three essential elements of human relations.
 - (c) Elaborate on the process of 'Managing by Objectives' and the relationship that it has with 'Planning Premise along with the concept of Recycling Objectives'.
 - (d) Differentiate between 'Strategies' and 'Policies' and state their sources along with steps in strategy implementation.
2. What are the levels in 'Organizational Behavioral Analysis'? Discuss the foundations of individual behaviour along with factors influencing perception and the role of learning process.

20+20+20 = 60

3. What are the theories that represent the 'State of the art' in explaining employee motivation? How are these theories different from 'Traditional

Theories' of Motivation ? Explain the relationship between 'Reinforcement theory' and 'Equity Theory'. How does a practicing manager implement 'Equity Theory' effectively to motivate the employees ? $10+10+20+20 = 60$

4. What is the mechanism of data generation ? How is data quality maintained ? How response bias occurs in data ? What are various methods of variability used in analyzing data ? State the relationship among measures of Central Tendency and Skewness. What is the concept of 'Normal Distribution' ? $10+10+10+20+10 = 60$

SECTION – B

5. Write short notes on any **three** of the following in about **200** words each : $20 \times 3 = 60$
- (a) Real Time Information and Control
 - (b) Types of 'Critical Point Standards'
 - (c) NITI Aayog and its functions
 - (d) Theory Z

6. (a) Elaborately state the concept of 'Transfer Pricing'.
- (b) What are the types of 'Transfer Pricing' ?
- (c) Briefly state the legal framework of 'Transfer Pricing' as introduced by Finance Act, 2001 in India. $20+20+20 = 60$

7. Elaborate on 'Standards and Safety' measures for International Market. Discuss the measures of 'Trade Without Discrimination'. What are the emergency protections from imports ? $20+20+20 = 60$

8. (a) What is the concept of Value Chain ?
- (b) Elaborate on the components of value chain.
- (c) What is the concept of 'Modified Break Even' ?
- (d) Discuss cost and state how allocation of 'Overheads' could be properly done ?
- (e) Discuss the concept and usage of 'Activity Based Costing'. $5+20+10+15+10 = 60$

