

<b>CSM – 51/18</b>
<b>Management</b>
<b>Paper – II</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. Write notes on any **three** of the following. Each note not to exceed **200** words :       $20 \times 3 = 60$
- (a) Distinguish between leasing and hire purchase.
  - (b) What is Brand ? Write its importance and explain the different types of brands.
  - (c) Explain briefly about export-import procedures.

- (d) What is Working Capital ? Explain briefly the different components of working capital.
2. "Designing of Capital Structure is a challenging task of Finance Manager." Discuss this statement with suitable numerical example. Also, discuss briefly the theories of Capital Structure. 60
3. "Marketing Research not only assist Marketing Functions, but also helps in Social Marketing." In the light of this statement, discuss the various functions of Marketing. 60
4. What do you understand by International Business Environment ? Explain the changing composition of trade in goods and services. Also, explain how international trade policies are evaluated. 60

### SECTION – B

5. Describe briefly any **three** of the following. Each description not beyond **200** words :  $20 \times 3 = 60$
- (a) What is Supply Chain Management ? Explain its importance.

- (b) Distinguish between Business Process Re-Engineering and Business Process Outsourcing.
- (c) Explain briefly about DSS and RDBMS.
- (d) What is Human Resources Accounting? Write its importance.
6. "Inventory control is a crucial aspect is Operations and Materials Management." Elaborate the statement and explain various types and methods of Inventory Control Systems. 60
7. Explain, in detail, various steps involved in System Development Management Life-Cycle. What are the emerging trends in Information Technology? 60
8. What is Performance Measurement? Discuss various methods used in Performance Measurement. Also, explain how job evaluation and job enrichment are relevant to Performance Measurement. 60



