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| CSM – 51/19 |
| 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 any **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 distress
 - (b) E-business
 - (c) Export pricing
 - (d) Social marketing

2. "..... financed has changed from a field that was concerned primarily with the procurement of funds to one, that includes the management assets, the allocation and valuation of the firm." Elucidate. Also discuss the risk-return trade-off in financial decisions. Comment on the emerging role of the finance manager in India in global context. 60

3. "Regional economic integration helps in removing or reducing tariff barriers within a certain geographical area." In the light of this statement discuss its significance and different levels of regional economic integration. Also discuss the various challenges of regional economic integration with reference to India. 60

4. Critically examine the changing concept of consumer behaviour and explain key dimensions of consumer behaviour. Also describe the influence of culture on consumer behaviour and

evaluate the core value of Indians. What is the cross-cultural impact on consumer behaviour, discuss in an international perspective. 60

SECTION – B

5. Describe briefly any **three** of the following. Each description not beyond **200** words : $20 \times 3 = 60$
- (a) Human resource accounting
 - (b) Supply chain management
 - (c) Organisational climate
 - (d) RDBMS
6. Discuss the role and importance of Materials management. Explain the objective and stages in which value analysis is carried out with respect to material management. Also evaluate the importance of economic order quantity in bringing down the costs of material management. 60
7. Describe the management information system in functional areas of business with suitable

examples. Also discuss in detail the various phases of System Development Life Cycle. Which phase in the SDLC is most important ? 60

8. What do you understand by Performance Appraisal Management System ? How does it differ from appraisal ? Discuss various methods of performance appraisal. 60

