

## MANAGEMENT - PAPER - II

Time Allowed : 3 Hours

Full Marks : 200

If the questions attempted are in excess of the prescribed number, only the questions attempted first up to the prescribed number shall be valued and the remaining ones ignored.

Answer may be given either in English or in Bengali but all answers must be in one and the same language.

Answer any five questions

1. (a) In view of growing demand for fast food, what would be your strategy for 'STP' of your product? Depict a detailed picture with realistic examples clearly mentioning the location.
- (b) 'Promotions are becoming more effective than advertising'. Can you justify with suitable examples?
- (c) 'E-marketing has almost made its entry into rural India'. In view of this assess the present state and prospect of e-marketing in India. 20+10+10
2. (a) Give detailed description of different pricing methods highlighting their suitability for which type of products.
- (b) 'Large Retailing and Service marketing are fast changing the life style of Indian urban people'. In this context exemplify your answer with the influence of these sectors. 20+20
3. (a) What are the barriers to entry for a new business?
- (b) Make a graphical representation of BCG Matrix highlighting 'Growth-share' of each category and limitations.
- (c) Draw the evolution of Corporate Governance in India pointing out the main recommendations of different committees. 10+20+10
4. (a) Why would you prefer 'Discounted Cash Flow Techniques' to 'Non-discounted Cash Flow Techniques'? Elaborate each of the techniques.
- (b) Give an idea of Zero Base Budgeting(ZBB) emphasizing on its importance.
- (c) The cost of a project is Rs.80,000. Its stream of future income before depreciation, interest and taxes (EBDIT) during first year through five years is expected to be Rs.20,000, Rs.24,000, Rs.28,000, Rs.32,000 and Rs.40,000. Compute ARR of the project assuming 50 percent tax rate and depreciation on straight line basis. 20+10+10
5. (a) "Dividend policy of a firm is irrelevant as it does not effect the wealth of the shareholders". In the light of this statement establish that dividend is irrelevant in M-M model with all its assumptions and limitation.

22. How is Maslow's hierarchy of needs related to motivation in an organisation ?
23. What is the relevance of transformational leadership in modern business ?
24. How are teams different from groups ?

GROUP - C

Answer any four questions

Each question carries 20 marks

25. Elucidate the historical context and the preceding theories of management that lead to the development of systems approach and contingency approach to modern management thoughts.
26. Discuss in detail the TQM approach as laid down by Edwards Derring's Fourteen Points & Juran Trilogy.
27. What form of organisation structure is best suited for a large corporate of fast moving consumer goods which has global operations. Explain with a hypothetical example the need & functions of each section.
28. Distinguish between power and authority and the five sources of power and the kind of authority they give rise to.
29. Management and leadership has conflicting and overlapping areas. How does a manager balance the two ? Discuss the challenges faced by managers in this context.

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