

2018

MANAGEMENT- PAPER-II

Full Marks : 200

Time Allowed : 3 Hours

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.

Answers 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) Draw an outline of the evolution of the marketing concept so as to reach the concept of 'Modern Concept of Marketing'.
b) "Successful scanning of macro marketing environment is key to success in business". Explain with examples in Indian perspective. 15+25
- 2.a) What functions you are supposed to perform as Finance Manager of a corporate body? 'Equity Capital is the costliest capital'. Justify your answer with appropriate example.
b) For which reasons capital budgeting decisions are important? Elucidate them. Explain IRR and Pay Back Period with examples. 10+10+10+10
- 3.a) Suppose, you are appointed as HR Manager in a large modern organisation. What roles would you perform?
b) Compare and contrast between external and internal sources of recruitment highlighting their respective merits and demerits. 20+20
- 4.a) Make a diagrammatic presentation of life cycle of a consumer product with necessary explanation. Suggest suitable remedial strategies for each stage.
b) Discuss post purchase consumer behaviour with necessary examples. 30+10
- 5.a) How can employee involvement result in increased productivity? Justify Quality Circles as effective tool to increase employee involvement.
b) "Collective bargaining is probably the most effective method of settling industrial disputes". Explain with reasoning. 20+20
- 6.a) SWOT analysis is foundation for any strategy formulation. Explain.
b) M. Porter's Five Forces Framework teaches us how to formulate strategy to have competitive advantage over rivals. Justify your answer with analysis of Five Forces Framework. 10+30
- 7.a) Describe PERT and CPM and mention their applicability.
b) Illuminate on cultural dimension in international marketing. Compare between value pricing and perceived value pricing. 10+20+10
8. Write notes on the following :
(Answer any four)
i) 4Ps Vs. 4Cs.
ii) Break even analysis.
iii) Values and Ethics.
iv) Training and Development.
v) Grievance Redressal Mechanism in industrial organisation. 10x4