

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 same language.

Answer any five questions :-

1. (a) Analyse the changing trends of business and marketing and how they are creating new behaviours, new challenges and new opportunities. 25
- (b) How can a marketer understand the reality of Consumer behaviours ? 15
2. (a) "A successful price increase can raise profits". To analyse this statement a company requires a thorough investigation into 'Reaction to price changes' and 'responding to competitors price changes'. Explain with suitable examples. 25
- (b) Explain the different functions of marketing channels. Briefly discuss the differences between consumer marketing channels and industrial marketing channels. 15
3. (a) Previously companies were giving importance on 'Personnel Management' but now-a-days every company gives stress on 'Human Resource Management' - Why ? 15
- (b) What is 'Strategic Human Resource Management' ? How will you implement this in your organisation as HR Head ? 15
- (c) What do you feel should be the ideal qualities of an HR Manager ? 10
4. (a) Develop a performance appraisal format and explain how it differs from a traditional performance appraisal approach. 20
- (b) You, as HR Head, will have to implement 360 degree appraisal system in your organisation ; how will you do it ? 20
5. (a) Differentiate between 'Cost of debt Capital' and 'Cost of preference Capital'. 20
- (b) Explain operating cycle and cash cycle. How will you washout inventory period and accounts receivable and payable period ? 20
6. (a) Define 'Activity' & 'Event'. 10
- (b) Find out Project duration time and critical path after drawing the Network from the following data :-

Activity	Duration (Days)	Interdependency
A	2	-
B	3	-
C	3	-
D	2	A
E	3	D, F
F	2	B
G	3	C
H	2	B
I	3	H
J	4	G, E
K	2	I, J

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7. (a) Discuss global marketing strategy which have been developed as an example by Indian Company Tata & South Korean Company LG, Hundai. 20
- (b) What are the unique features of service marketing ? Explain with the example of HDFC Bank. 20

8. Write short notes (any four) :-

- (a) PEST Analysis
- (b) Porter's 5 forces frame work
- (c) BCG Matrix
- (d) Capital Budgeting
- (e) Marketing Mix (4 ps Vs 4 cs) 10 x 4
- (f) Break Even Analysis.

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