

2021

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.

*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) What are the set of Marketing tools that a company uses for fulfilling marketing objectives? 20
(b) What are the major factors that influencing Buying Behavior? 20
2. (a) What are the recent growth of marketing channels to the inception of new wholeselling and retailing institutions? 20
(b) Find out pricing method, given customer's demand, cost function and competitor's price. 20
3. (a) Define average cost of Capital and cost of Debt Capital and Preference Capital. $8+8+8=24$
(b) What are the sources of Working Capital? Briefly enumerate 'Operating Cycle Analysis' to understand various components of Working Capital. $8+8=16$
4. (a) Concept of Strategic Human Resource Management (SHRM) is to develop environment of creativity within organisation. How will you analyse this concept? 20
(b) Methods of Orthodox Performance appraisal is not suitable in the present business scenario. — Explain. 20
5. (a) Compare the grievance redressal process which may be effectively implemented in Govt. organisation and Private organisation. 20
(b) How will you decide optimal manpower deployment in a specific work-place? Relate your exercise with job specification-design. 20
6. A Ltd. has 3 Departments X, Y, Z. From the following data-set, compute 40
(i) Value of stock as on 31.03.2017.

(ii) Departments results

	X (Rs.)	Y (Rs.)	Z (Rs.)
Stock (01.04.2016)	12,000	18,000	6,000
Purchase	73,000	62,000	24,000
Actual Sales	86,250	79,700	37,300
Gross Profit at normal selling price	20%	25%	33½%

During the year certain items are sold at discount reflected in values of sales as:

	X (Rs.)	Y (Rs.)	Z (Rs.)
Sales at Normal Price:	5,000	1,500	500
Sales at Actual Price:	3,750	1,200	300

7. (a) Business Strategic Planning Process requires analysis of Product-Market Expansion Grid. — Analyse. 20
- (b) 'Hyatt Hotels excels extraordinary short responses time in answering complaints' — Analyse with help of Service-Quality model. 20
8. (a) A Co. has two plants X, Y. Each plant produces three products A, B, C.

Product	Plant	
	X	Y
A	1,500	1,500
B	3,000	1,000
C	2,000	5,000

The demand in a particular month: A—20,000 Nos.; B—40,000 Nos.; C—44,000 Nos.

Operating cost/day in plant X = ₹ 600 and Y = ₹ 400.

How many days each plant has to run in that month so as to minimise production cost, still meeting market demand? (Use graphical method) 20

- (b) From the table find out Project Duration and Critical Path, after drawing Net work. 20

Activity	Duration	Inter dependent			
A	2	—	J	3	E, H, I
B	3	—			
C	2	—			
D	3	B			
E	4	C			
F	2	A			
G	3	F			
H	2	D			
I	2	G			