

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. What is a Product Lifecycle? Suggest (i) Pricing and (ii) Distribution Strategies for a Luxury Durable Product in different stages of its lifecycle. 10+15+15=40
2. (a) Why is an opinion leader a more credible source of product information than an advertisement for the same product?
(b) Elaborate on circumstances in which information from advertisements is likely to be more influential than word-of-mouth. Illustrate with examples.
(c) How is this specially relevant for a service in comparison to a product? 15+15+10=40
3. (a) In the context of PERT analysis what is meant by Optimistic, Pessimistic, Most Likely Time?
(b) With reference to Critical Path Method analysis what is meant by Total Float, Free Float and Independent Float?
(c) Differentiate between Slack and Float and its utility in decision making. 15+15+10=40
4. A baker specialises in two particular types of cake, plain and sponge. One plain cake requires 200g of flour and 25g of fat, and another kind, sponge cake requires 100g of flour and 50g of fat. Find the maximum number of cakes that can be made from 5kg of flour and 1kg of fat assuming that there is no shortage of the other ingredients, used in making the cakes. Find the maximum number of cakes that can be baked. Formulate the appropriate LPP and solve it graphically. 15+10+15=40
5. Calculate Operating Leverage and Financial Leverage under situation 1 and 2 in Financial Plans A & B from the following information relating to the Operation and Capital Structure of a company.
Installed Capacity – 2,000 units
Actual Production and Sales – 50% of the capacity
Selling Price – Rs. 20 per unit, Variable Cost Rs. 10 per unit
Fixed Cost – Under Situation I Rs. 4,000, Under Situation II Rs. 5,000

BMW(O)-MNG-II/21

(2)

Situation I and II can be financed by Financial Plan A and B.

Capital Structure:

Financial Plans:

	A (Rs.)	B (Rs.)
Equity	5,000	15,000
Debt (Rate of Interest 10%)	15,000	5,000
Total	20,000	20,000

20+10+10=40

6. Write short notes on (any four):

10×4=40

- (a) BCG matrix
- (b) SWOT analysis
- (c) Quality circle
- (d) 7 Ps of Services Marketing
- (e) Employee Grievance Cell

7. (a) What are the different sources of recruitment?

(b) Differentiate between recruitment and selection.

(c) Discuss the importance and process of human resource planning in a large organisation.

10+10+20=40

8. (a) What is the difference between Equity and Debt Capital? Illustrate with example the appropriate situation when a company may use debt or equity capital.

(b) Discuss Budget as a tool of financial control.

(10+15)+15=40

For Classroom / Online guidance / coaching of WBCS Prelims , Main Exam by experts and officers and Interview by IAS (Retd.) / WBCS Gr A Officers/ Toppers, WBCS Prelims and Main Mock Test (Classroom & Online), Optional Subjects, Studymaterials, Correspondence Course etc. Call WBCSMadeEasy™ at Toll Free no 1800 572 9282 or 8274048710 Or 9674493673 or mail us at mailus@wbcsmadeeasy.in (Our centers as of now - College Street 8585843673, Garia/ HO 8274048710, Siliguri - 9051265991. Medinipur 8274972589)