

# WBCS MADE EASY

CSM(O)-MNG-II/22

2022

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 five questions.*

1. (a) Define Product. What are the levels of product relation to customer value hierarchy? — Explain with example.  
(b) State Product classifications. 10+20+10=40
2. (a) Illustrate set of all products that a particular seller offers for sale to buyers (Product Mix) — Give example of such Product Mix offered by a producer to its customers.  
(b) Briefly discuss on 'Market-Channels'. What are the major channel functions? 20+(10+10)=40
3. (a) What are the steps to follow for Working Capital Management?  
(b) BCG Matrix helps to take business strategies to design Re-engineering.— Explain. 20+20=40
4. (a) What changes are made to implement Human Resource Management for Personal Management Concept?  
(b) How a HR Manager identifies training need of employees?  
(c) Recruitment need is a policy or a requirement for fulfilling need of business. 15+15+10=40
5. (a) Define 'Activity' and 'Event' in relation to network analysis. Explain with diagram.  
(b) Find the project duration time, critical path of a network, drawn from the following data:  
(Duration in days)

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

15+25=40

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For guidance of WBCS Prelims, Main Exam and Interview by WBCS Gr A Officers/ Toppers, WBCS Prelims and Main Mock Test (Classroom & Online), Optional Subjects, Study materials, Correspondence Course etc. Call WBCSMadeEasy™ at 8274048710 / 8585843673 or mail us at mailus@wbcsmadeeasy.in. Download WBCS MADE EASY app from play store. (We offer guidance and mock test for Clerkship, Miscellaneous and other WBPSC Exams. too by WBCS MADE EASY LITE)

Please Turn Over

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6. (a) In supply chain, distribution cost is prime important factor, the location of plants and warehouses and its capacities are determining distribution costs. Following are plant vs. warehouse distribution unit costs and its capacity are tabulated. Find out least Cost Schedule and minimum Total Cost.

Plant	Warehouse				Capacity
	1	2	3	4	
A	7	2	4	5	100
B	3	1	5	2	75
C	6	9	7	4	80
Capacity:	70	90	45	50	<div>255 255</div>

- (b) Briefly state how objective functions are derived with help of Linear Programme (LP) when capacity of each machine centre, unit time to produce on each centre and profit per unit of two products are given. What product mix (no. of units of each product) to be produced with objective to achieve maximum profit? (You can assume all datas) 30+10=40
7. (a) Discuss 'ADKAR' model of 'Change', in perspective of organisational change.
- (b) How a manufacturing company responds to its quality complain with the help of 'Service Quality Model'? 20+20=40
8. Write short notes on *any four*: 10×4=40
- (a) SWOT Analysis
  - (b) 7P's of Marketing
  - (c) ERP
  - (d) MRP II
  - (e) Bull Whip Effect
  - (f) Meta Market
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