

WBCS MADE EASY

2023

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.

Answer 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) Explain the micro and macro environmental factors that are to be kept in mind in 21st Century by business organization.
(b) Explain the steps involved in the consumer buying process for purchase of any consumer durable product. Make necessary assumptions. 20+20 = 40
2. (a) Explain the different sources from where you are going to recruit marketing executives for a reputed automobile company. Make relevant assumptions.
(b) Discuss the steps involved in the selection process to find the right person for the right job.
(c) As a Human Resource Manager, suggests the different on the job and off the job training methods you will implement to train the employees of any FMCG company. Make suitable assumptions. 10+10+20 = 40
3. (a) Consider yourself to be the marketing head of any leading footwear company and describe the different bases of segmentation you will adopt to identify your target audience. You are free to make necessary assumptions.
(b) "Brand exists in our head and heart". In light of this statement, explain with examples the common positioning strategies adopted by brands in today's dynamic business world. 20+20 = 40
4. (a) Explain the various traditional and modern methods of performance appraisal that can be implemented for employees of any television manufacturing company.
(b) Explain the steps involved in the collective bargaining process. 20+20 = 40
5. (a) Explain Porter's 5 Forces framework.
(b) Explain the BCG matrix with the help of an appropriate diagram. 20+20 = 40
6. (a) Explain the concept of 'Working Capital Management'.
(b) Differentiate between 'Operating Leverage' and 'Financial Leverage'.
(c) Discuss the concept of 'Capital Budgeting'. 15+15+10 = 40

P.T.O.

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7. (a) Devise a promotional strategy by making use of the various elements of IMC for a newly launched brand of water purifier. Make necessary assumptions.

(b) Explain the different stages of the 'Product Life Cycle' with the aid of a diagram.

20+20 = 40

8. Write short notes on any four of the following :

10 x 4 = 40

- (a) PERT AND CPM
- (b) SWOT Analysis
- (c) 7Ps of Service Marketing
- (d) Quality Circles
- (e) Pricing methods
- (f) Linear Programming

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