

IAS Mains Management 1991

Paper II

Section I

1. Answer the following questions

- a. The task of marketing management in a market-oriented economy is highly complex in nature. Hence a creative approach to 4 Ps is required for the survival of the organisation. Discuss.
- b. Discuss the prospects and problems of rural marketing in India in the light of the recent developments in the economic and political scenario of the country.

2. Answer the following questions

- a. Identify the role of every family member, in making a purchase decision for the family. Explain how this knowledge can help a marketer in marketing his products.
- b. What is meant by sales promotion? How is it different from advertising and publicity?

Comment on a sales promotion campaign you had liked the most. Give reasons.

3. Answer the following questions

- a. For a large organisation in a competitive environment, market research should proceed and succeed by marketing functions. Do you agree? Explain.
- b. In the light of the fast changing international marketing scenario explain the role of trade associations in export promotion.

Section II

1. Answer the following questions

- a. In production planning in a highly competitive economy one should aim at optimization of production rather than maximization of quantity produced. Do you agree? Explain.
- b. Draw a flow chart indicating the documents that are required to facilitate production planning and control in a large organisation where batch production of several parts is extensively used.

2. Answer the following questions

- a. Under what conditions Line of Balance technique generally operates? Explain the technique with examples.
- b. What is meant by standardisation? What are its advantages and disadvantages? Do technological developments help or hinder standardisation? Comment.

3. Answer the following questions

- a. Explain how good materials management in an organisation can contribute towards
 - i. better profit margin
 - ii. in creased-working capital efficiency.

- b. What is meant by reorder point? What are the advantages of fixed reorder cycle system over the fixed reorder level system? What precautions are to be taken if the recorder cycle system is practiced?

Section III

1. Answer the following questions

- a. Debt-equity norms prescribed by financial institutions in India go against the theories of financial leverages. Discuss.
- b. What is the difference between funds flow and cash flow? What are their uses? Why is it considered desirable to have funds flow statements included in the published statements of accounts of companies? Explain.

2. Answer the following questions

- a. Pay back period is only an index of capital recovery and not a measure of profitability. Discuss. What are the limitations of return of investment as a measure of profitability?
- b. What are the various forms of receivables? Describe the steps necessary for controlling them.

3. Answer the following questions

- a. Financial management in Public Sector in India is nothing more than funds utilization management.
- b. Elaborate the need and feasibility of installing a costing system in small-scale industries in

India.

Section IV

1. Answer the following questions

- a. Trace the development of HRD in India and project HRD functions of the future.
- b. Differentiate between recruitment and selection and develop a selection process for a company which is a market leader and is interested in diversifying its business ventures.

2. Answer the following questions

- a. There is inherent conflict in industry between management and labour. Management of conflict with the ultimate object of focusing on the mutuality of interest is the function of personnel management. Do you agree? Give reasons.
- b. Describe job evaluation and job enrichment. How are they done? Give examples.

3. Answer the following questions

- a. Name the authorities that come under the Industrial Disputes Act, 1947 for preventions and settlements of industrial disputes and discuss briefly about the functioning of these authorities.
- b. The process of collective bargaining is an exacting exercise. Successful collective bargaining is a delicate task. Discuss the factors that affect the success of collective bargaining.

They are

- i. the right attitude
- ii. skill
- iii. a certain amount of built-in traditions. Do you agree? Explain.