

IAS Mains Management 1994

Paper II

Section I

1. Answer the following questions
 - a. Marketing is the science of actualizing the buying potentials of a market for a specific product. Does this definition reflect a product, selling or marketing concept?
 - b. What type of promotional strategies you would suggest if you are required to develop export markets for Ratnagiri Alphonso mangoes?
2. The success of marketing executive depends on his ability to differentiate the product with eyes of different market segments. Comment and discuss on what basis the market for cosmetics can be segmented in India.
3. Answer the following questions
 - a. Describe the various export incentives available in the country at present. Do you support the present export policy?
 - b. How does a marketing information system differ from a marketing intelligence system?

Section II

1. Answer the following questions
 - a. Explain the difference between Economic Order Quantity and Reorder Point.
 - b. What difficulties would you envisage in an organisation where inventory control is not, answerable to production planning and control but to the finance division?
2. Four activities of shop floor control are loading, sequencing, detailed scheduling and input/output control. What are the distinctions among these four activities?
3. Answer the following questions
 - a. Give examples of organisations that have predominantly product process and fixed position layouts.
 - b. Some would contend that employees should not have a major voice in layout design. Others argue that the design process should be participatory with major employees involvement.

Discuss this issue.

Section III

1. Answer the following questions
 - a. Is it possible for a firm to have a high current ratio and still find difficulties in paying its current debts? Explain with Illustrations.
 - b. Illustrate the impact of changes in fixed costs and selling price on cost-volume-profit relationship.

- a. How do you determine cost of equity capital in a growth company?
- b. Explain the salient features of the present value method of project evaluation and examine its rationality.

3. Answer the following questions

- a. Explain with suitable examples the various issues involved in working capital management and examine the effects of inflation on it.
- b. Discuss the major considerations that determine the dividend policy of a company.

Section IV

1. Answer the following questions

- a. How will you assess the training needs and the effectiveness of training programmes?
- b. What are the problems associated with promotions? How can these problems be overcome?

2. Answer the following questions

- a. What human reactions and difficulties are often encountered with the introduction of a new evaluation system? How can some of them be alleviated?
- b. What are the effects of organizational conflict on group attitude and behaviour? What factors determine whether these effects will be functional or dysfunctional?

3. Answer the following questions

- a. What are the objectives of workers participation in management? Has it yielded desired results in India? Discuss.
- b. Discuss the provisions of the Industrial Disputes Act relating to prohibition of strikes and lockouts, in public utility service. Have these provisions proved effective of late?