

# IAS Mains Management 1999

## Paper II

### Section I

1. Answer the following questions

- a. How is a market strategy evolved for launching a product in domestic market?
- b. What precautions are essential for such a launching for export marketing operations?

2. Answer the following questions

- a. Critically evaluate the different marketing research models and explain which model in your opinion is considered to be the best.
- b. What is a Marketing Information System and how has the advancement in Information

Technology affected the Marketing Information Systems?

3. Answer the following questions

- a. Evaluate the role of Indian Government in shortlisting the main problems of export marketing and also in solving these problems successfully.
- b. Do you find the scope of export marketing extremely bright in the next decade?

### Section II

1. Answer the following questions

- a. Discuss the various factors that are taken into considerations while designing a product.
- b. Explain the advantages and disadvantages of standardization giving the role of ISO certification.

2. Answer the following questions

- a. Discuss the methodology of constructing a control chart and its usage.
- b. Explain the chief techniques of Statistical Quality Control.

3. Answer the following questions

- a. Differentiate between PERT and CPM giving their limitations.
- b. What do you mean by routing and transportation?

### Section III

1. Answer the following questions

- a. The break-even analysis is a useful device in profit planning. Give your views.
- b. Give your opinion on Sales Mix. Would it be really important for the cost-volume profit inter-relations to allocate fixed cost to individual product lines?

2. Answer the following questions

- a. Give your opinion on financial management problems in Public Sector in India.
- b. What are the merits of performance budgeting?

3. Answer the following questions

- a. What are the considerations that decide the size of working capital in a concern?
- b. Give your views on management of cash, inventories and receivables.

## **Section IV**

1. Answer the following questions

- a. Describe the developmental phases and history of Trade Unionism in India.
- b. Briefly point out the characteristics of Industrial Disputes Legislation.

2. Answer the following questions

- a. What do you understand by conciliation and adjudication? Describe these procedures fully.
- b. How can the employee morale be raised? Explain main techniques of motivation.

3. Answer the following questions

- a. What do you mean by conflict management and management of change and development?
- b. Briefly narrate the main characteristics of Payment of Bonus Act.