

IAS Mains Management 2004

Paper II

Section A

1. Write notes on any three of the following (each note not to exceed 200 words): ($20 \times 3 = 60$)
 - a. Capital Asset Pricing Model
 - b. Brand Equity
 - c. IMF and World Bank
 - d. Discriminatory Pricing
2. Discuss briefly the specific objectives of Qualitative and Quantitative Market Analysis. Select advertisements on TV of two different Small Savings Schemes, and identify the specific differences in effecting investors choice (60).
3. An optimal combination of the decisions relating to investment, financing and dividends will be to maximize the value of the firm, to its shareholders. Discuss with examples (60).
4. WTO is the Third Pillar of Global Business. Examine the statement with suitable examples (60).

Section B

5. Write notes on any three of the following (each note not to exceed 200 words): ($20 \times 3 = 60$)
 - a. Supply Chain Management
 - b. Information System and DSS
 - c. Re-deployment
 - d. Organizational Philosophy and Ethics
6. Materials handling does not add anything to the value of the product. It only increases the cost of the product. Critically analyse the statement (60).
7. How could business, leverage its investments in information technology to build a strategic IT Platform, that serves as a barrier to new entrants into its markets (60)?
8. What are the constituents of a total manpower planning exercise? Discuss in detail how the requirements of manpower in a large industrial enterprise may be determined (60).