

IAS Mains Management 1992

Paper II

Section I

1. Answer the following questions

- a. In the present stage of Indian Economy, the problems of Rural Marketing and those of urban Marketing are nearly converging Comment. Give illustrations.
- b. How is a Marketing Programme planned and controlled?

2. Answer the following questions

- a. Evaluate significance of Market Information System in sales planning.
- b. As a media for advertising, Television is being widely used for goods like washing power, soap, etc. but rarely for goods like Textile fabrics, Medicines. Why is it so? Discuss.

3. Answer the following questions

- a. Describe various incentives available to an exporter in India and discuss how far these incentives can help him. What should be his export marketing strategy in the present world economic situation?
- b. Narrate the present organisational set up of Public Distribution System in India and evaluate its wording.

Section II

1. Answer the following questions

- a. Discuss the role of Production Manager in long run vis-a-vis that in short run with a view to assess the relative importance of job in different situations.
- b. Explain concept of Economic lot size scheduling. Describe the situations, if any, when actual production scheduling may deviate from and may even ignore Economic lot size.

2. Answer the following questions

- a. Economic size of a plant is a fluid concept. Comment and explain why the size of a plant, at inception, is usually found different than the size dictated by the economies of the scale of operations.
- b. Will it be correct to say that proximity to source of raw materials or nearness to market, as plant location criteria, have lost their importance? Give reasons to support your answer.

Appropriately illustrate.

3. Answer the following questions

- a. What do you understand by Quality Control? Describe the procedure for instituting Quality Control in any manufacturing organisation.
- b. Write critical notes on the following:

- i. Aggregative production planning.
- ii. Make or buy decision-merits and limitations.

Section III

1. Answer the following questions

- a. Various ratios for financial analysis need not be reliable indicators of financial performance of any enterprise: It is more so in the context of inter-corporate comparisons. Critically explain the statement.
- b. How will you analyze cost-volume-profit relationship? In what way can this technique be utilized for profit planning?

2. Answer the following questions

- a. Describe the determinants of working capital of an enterprise. How far managements attitude toward risk will influence these determinants?
- b. Will it be correct to say the CAPITAL MARKET in India has changed perceptibly? Also explain the changes, if any, in the character and composition of this Financial institution and their role in the functioning of the capital market.

3. Answer the following questions

- a. In recent past, Indian Capital Market had witnessed a spate of new issues-Equity, Debentures-carrying different terms of offer to public. Discuss the possible causes of variations in the terms of offer.
- b. Explain the influence, if any inflation and cost of capital on dividend policy of a firm

4. Answer the following questions

- a. One of the major tasks of human Resource Management is to match people and jobs. Explain the process and programme usually adopted for the purpose.
- b. Procuring required persons is easier in a new organisation than that in an existing one. Do you agree? Why is it so?

5. Answer the following questions

- a. What is Merit Rating? Discuss its role in wage and salary administration.
- b. What are those factors which resist change? How can, you overcome them?

6. Answer the following questions

- a. Industrial Democracy, to be meaningful calls for health Trade Unionism And healthy outlook of management. What is the state of such democracy in our country?
- b. Critically assess the provisions of Payment of Bonus Act with view to suggest desirable changes.