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Paper I

Candidates should attempt Questions 1 and 5 which are compulsory, and any THREE of the remaining questions selecting at least ONE question from each Section. All questions carry equal marks.

Section A

1. Write short notes on any three of the following in not more than 200 words each. Please use real life illustrations in your answers.

   a. The Satisfaction. Productivity controversy

   b. The Classical and Contemporary view on the span of control

   c. Net Present Value v/s Internal Rate of Return

   d. Economic Value chain for the third millennium

2. Change is now widely recognised as the only constant factor in the life of any organisation. Under this situation, what strategy would you recommend for a global organization engaged in software development? Give the rationale of your recommendation.

3. There are two broad categories of leaders, namely creative and dominant. Elucidating these kings comment on the well researched observation that: When most of the organizations come to be led by dominant leaders, the decay of the society is certain.

4. What is cost-plus pricing method? Critically examine its utility in the case of public sector enterprises.

Section B

1. Answer any three of the following in about 200 words each

   a. What are the assumptions behind Binomial Poisson? Exponential and Normal probability distributions? Give at least one situation for each of the distributions.

   b. Describe a situation which you would consider as decision making under risk. Justify your answer.

   c. Describe two situations which involve optimization under constraints. What is the difference in the natures of solution procedure of problems without constraints and with constraints?

   d. How will the share of different sectors, namely, agriculture, industry, service etc.In Indian

   GDP change in the millennium just beginning? Give your rationale for the answer.

2. An optimal policy has the property that whatever the initial state and initial decision are, the remaining decisions must constitute an optimal policy with regard to the state resulting from the first decision (R. E. Bellman) . Illustrate an applications of the above principle.

3. Comment and illustrate how modeling enables quick and economical experimentation for finding an optimum solution for a given problem.

4. Explain with the help of examples as to how one should see

   a. scatter diagrams to visualize the relationship between two variables

   b. regression analysis to estimate the relationship between two variables

   c. regression equation to predict future values of the dependent variable. Also briefly highlight the limitations of regression and correlation analysis. What are the assumptions behind regression analysis?

Paper I

Section A

1. Write notes on any three of the following (each note not to exceed 200 words) :

   a. Marke1ig goes beyond selling

   b. Advertising reduces consumers concern for price

   c. Transfers for job enrichment

   d. Exploratory marketing research for formulation of hypothesis

2. Identify preconditions for Industrial Democracy and Workers Participation in Management. How are these likely to better industrial relations? Cite some Indian experiences in support for your answer.

3. Explain the functions of Marketing Information System. What steps should be taken by an enterprise engaged in business of fast moving consumer goods (FMCG) to have continuous two-way flow of marketing information?

4. Planning and strategies for meeting, the challenges from competitors in the context of domestic marketing and export marketing have to be: To a great extent, similar because of increasing globalization. Evaluate the statement with the help of some examples.

Section B

1. Write short notes on any three of the following (each note not to exceed 200 words) :

   a. Complementary relationship of financial and operating leverages.

   b. Cost of equity is a required rate of return.

   c. Role of Operating cycle in determining the size of working capital

   d. Conditions under which an enterprise should buy a component instead of making it.

2. In what ways do the objectives of management of cash influence credit and collection policies of management of accounts receivable? How does a change in average collection period (ACP) affect the flows of cash?

3. Answer the following questions

   a. ABC Analysis classifies the items of inventory on the basis of number of units consumed over the year, and on the basis of value per unit. Therefore, ABC Classification for the current year may not serve its purpose in the future years. Do you agree? Give reasons and example (s) in support of your answer.

   b. Critically examine the assumptions of Economic Order Quantity (EOQ) model and explain the methods of protecting against variations in usage rate and supply lead time.

4. Why should risk he considered while appraising the projects for investment decisions?

Explain the methods used for adjustment, and incorporation of risk in capital expenditure (capital budgeting) .