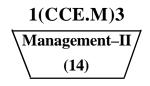**SECTION–IV**

10. What is effective recruitment ? Where do organizations go wrong while selecting people ? Suggest most used methods of selection of employee in Indian retail sector.

11. What are different objectives of training ? Discuss the procedure followed by Organizations in providing training from initiation to evaluation stages.

12. Where are workers drawn from ? Enumerate the socio-economic background of Indian workers in the light of different studies conducted so far by industry and academia.

1(CCE.M)3

Management–II

(14)

Time : Three Hours]   [Maximum Marks : 300

INSTRUCTIONS

(i) Answers must be written in English.

(ii) All questions carry equal marks.

(iii) The answer to each question or part thereof should begin on a fresh page.

(iv) Your answer should be precise and coherent.

(v) The part/parts of the same question must be answered together and should not be interposed between answers to other questions.

(vi) Candidates should attempt **five** questions but not more than **two** questions from any one Section.

(vii) If you encounter any typographical error, please read it as it appears in the text-book.

(viii) Candidates are in their own interest advised to go through the General Instructions on the back side of the title page of the Answer Script for strict adherence.

(ix) No continuation sheets shall be provided to any candidate under any circumstances.

(x) Candidates shall put a cross (x) on blank pages of Answer Script.

(xi) No blank page be left in between answer to various questions.

(xii) No programmable Calculator is allowed.

(xiii) No stencil (with different markings) is allowed.

SECTION–I

1. "Marketing goes beyond the task of creating, promoting and delivering goods and services to consumers and businesses." In the light of this statement describe the scope of marketing with specific reference to emerging economies.

2. With the help of suitable examples, highlight India's strengths in marketing of services in the international markets.

3. Giving examples from Indian context, discuss the influence of social and cultural factors on consumer buying behaviour.

SECTION–II

4. Briefly describe the functions of Finance Manager of a mid-sized firm. How does knowledge of regulatory environment help him in managing his job ? Explain.

5. A firm has two options to raise money from the market to finance its investment requirements of rupees one million. First one is to raise entire amount as equity and second one is to raise 30% amount by way of debt carrying 9% interest and the balance amount by using equity. The firm expects 20% return on assets and is in the tax bracket of 40%. Which financing options would you recommend to the company in the present situation ? In case the firm's expectations of ROA are revised to 10% prior to final decision of raising money, would you change debt equity ratio ? Explain using calculations.

6. Discuss the pros and cons of investing in mutual funds and describe the characteristics of broad categories of mutual funds in India. Suggest measures to improve investor confidence vis-à-vis mutual funds in the light of past scams.

SECTION–III

7. Explain any five building blocks of TQM. Also differentiate between TQM and non-TQM organizations with respect to mission, objectives, management, role of management, customer requirements, problems, problem solving approach, improvement, jobs and focus.

8. With the help of suitable examples from the Indian context, discuss the various process structures involved in designing an effective process.

9. The Madox Company produces plastic bottles to customer order. The quality inspector randomly selects a sample of four bottles from bottle machine and measures the outside diameter of the bottle neck, a critical quality dimension that determines whether the bottle cap will fit properly. The dimensions (inches) from the last six samples are given in Table. Determine the control limits for x and R charts, plot the observations on these charts, and comment whether the process is in control or not. Values for the constants are as follows :

Factor for UCL and LCL are x-chart = 0.729, Factor for UCL for R-chart = 2.282. Factor for LCL for R-chart = 0.00

Sample	1	2	3	4
1	0.604	0.612	0.588	0.600
2	0.597	0.601	0.607	0.603
3	0.581	0.570	0.585	0.592
4	0.620	0.605	0.595	0.588
5	0.590	0.614	0.608	0.604
6	0.585	0.583	0.617	0.579