

MANAGEMENT

Paper-II

Time Allowed : Three Hours

Full Marks : 300

*Candidates should attempt Question No. 1 from Section-A and Question No. 5 from Section-B which are compulsory, and any **three** of the remaining questions, selecting at least **one** from each Section.*

All questions carry equal marks.

SECTION—A

1. Write notes on any **THREE** of the following. Each note not to exceed **200** words :— 3×20=60
 - (a) International Trade Policies.
 - (b) Operating and Financial leverage.
 - (c) Ethics in marketing.
 - (d) Public Distribution System.
2. "Providing liquidity is the vital function of the financial administration of any business organisation whether manufacturing, service or financial." Critically evaluate the statement with reference to liquidity parameters. 60

3. "Consumers often exhibit distinctive behavioural pattern in the purchase of services." Discuss this statement with suitable examples. 60
4. Elaborate on the changing composition and emerging areas of trade in goods and services in the international context of business. 60

SECTION—B

5. Describe briefly any **THREE** of the following (Each description not beyond **200** words) :— $3 \times 20 = 60$
 - (a) Aggregate Production Planning.
 - (b) Business Process Reengineering.
 - (c) System Development Life-cycle.
 - (d) Performance Measurement.
6. Explain the various factors to be considered in the determination of the optimal capacity of a production system. 60
7. What are some important system principles and why is security and privacy important in distributed systems ? 60
8. Describe the various steps of man-power planning. What are the various methods of training employees in a business organisation ? 60