CSM—45/24

PART—II/PAPER—VII

MANAGEMENT

PAPER—II

Time : 3 Hours

Full Marks : 250

The question paper contains **18 (Eighteen)** *questions in* **GROUP—A, (12)** *and* **GROUP—B, (06)** *together.*

GROUP—A

Candidates to attempt **10** ***(ten)*** *questions within word limit of* **250**.

Each question carries **15** *marks.*

1. Explain the significance of ratio analysis and funds flow analysis in financial management. How do these tools help in evaluating a company's financial position?

2. Explain the concept and strategy of Marketing Management. How does the analysis of the marketing environment impact the planning process?

3. Discuss the concept of risk and return in financial management. Explain Portfolio Theory, Capital Asset Pricing Model (CAPM) and Arbitrage Pricing Model (APM) with suitable examples.

4. Discuss the process of selecting target markets. Explain the role of marketing research, consumer behaviour, segmentation, targeting and positioning in market selection.

5. Analyze the theories and practices involved in designing an optimal capital structure. How do financial and operating leverages impact capital structure decisions?

6. Describe the importance of distribution channels and logistics in marketing. How does the Public Distribution System function and what are its advantages and challenges?

7. What is brand management? Explain the role of marketing communication, personal selling and salesforce management in building a strong brand.

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8. Analyze the significance of global financial institutions such as the IMF, World Bank and UNCTAD in international business.

9. Discuss the importance of shareholder value creation. How do dividend policy, corporate financial policy and strategy impact shareholder wealth?

10. Define competitive strategy in marketing. Explain the process of designing, implementing and controlling marketing strategies in a competitive environment.

11. Describe the key aspects of Export Marketing Management, including overseas market research, export pricing and finance.

12. What is social marketing? How do businesses create a global competitive advantage? Discuss the formulation, implementation and control of global marketing strategies.

GROUP—B

Candidates to attempt **05** ***(five)*** *questions within word limit of* **300**.

Each question carries **20** *marks.*

13. Discuss the fundamentals of Operations Management and explain how these factors contribute to efficient production and facility management.

14. Explain the concept and importance of Human Resource Development (HRD) in an organization. How do manpower planning and recruitment strategies impact organizational growth?

15. Discuss the various phases of the System Development Life Cycle (SDLC). How does system design and implementation impact the success of an MIS project?

16. Evaluate the role of supply chain management in modern businesses and identify the steps for vendor evaluation on successful supplier relationships.

17. Explain the latest trends in Information Technology (IT) and their impact on Management Information Systems (MIS). How do emerging technologies such as Artificial Intelligence (AI) and Cloud Computing enhance organizational decision-making and efficiency?

18. Analyze the role of Compensation Management in employee morale and productivity.

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SPACE FOR ROUGH WORK

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