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CSM—45/23

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 concept of working capital. How does effective working capital management contribute to a company's financial health?

2. Describe the key components of a financial statement and their significance in assessing a company's performance and financial health.

3. Explain the concept of market segmentation and its importance in developing effective marketing strategies. Provide examples of how companies use market segmentation to target specific customer groups.

4. Explain the concept of Integrated Marketing Communication (IMC). How does IMC help to ensure consistency in messaging across various marketing channels and why is it essential for building a strong brand image?

5. Describe different modes of entry that companies can use to expand into international markets. Compare and contrast strategies such as exporting, licensing, joint ventures and wholly-owned subsidiaries.

6. Explain the roles of international economic institutions such as the World Trade Organization (WTO), International Monetary Fund (IMF) and World Bank. How do these institutions influence global trade and economic stability?

7. Describe the dividend policy of a company. What factors influence the decision to pay dividends and how does it impact the value of the firm?

8. Describe the significance of market research in the marketing decision-making process. How do companies conduct effective market research to gather insights about consumer preferences, market trends and competitive landscape?

9. Discuss the considerations and challenges in developing global marketing strategies. How do companies adapt their marketing approaches to diverse cultural, economic and regulatory environments?

10. Explore the risks associated with international trade, such as currency fluctuations, political instability and transportation issues. How can businesses mitigate these risks in their export-import operations?

11. Describe the role and functions of the Securities and Exchange Board of India (SEBI) in regulating the capital markets. How does SEBI contribute to ensure transparency, protecting investor interests and maintaining the integrity of the Indian capital market?

12. Describe the strategic approaches used in social marketing campaigns. How do organizations identify target audiences, design effective messages and leverage various channels to address social issues and promote positive behaviour change?

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GROUP—B

Candidates to attempt **05** ***(five)*** *questions within word limit of* **300**. *Each question carries* **20** *marks.*

13. Explore the role of quality management in operations. How do companies ensure the quality of products or services throughout the production process and what impact does it have on customer satisfaction?

14. Describe the importance of inventory control in operations management. How can companies optimize their inventory levels to balance costs and ensure timely product availability?

15. Explain the strategic role of Management Information Systems in organizations. How does MIS contribute in achieving organizational goals and competitive advantage?

16. Discuss the challenges that organizations may face while implementing a Management Information System. How can these challenges be addressed to ensure successful integration?

17. Describe the importance of employee training and development programs. How do organizations design and implement effective training initiatives to enhance employee skills and competencies?

18. Explore the components and significance of performance management systems in HRD. How do these systems contribute to employee performance, motivation and career development?

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SPACE FOR ROUGH WORK

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