Signature and Name of Invigilator
1. (Signature) __________________________
   (Name) __________________________
2. (Signature) __________________________
   (Name) __________________________

Time: 2 1/2 hours

PAPER-III

MANAGEMENT

Number of Pages in this Booklet: 24
Number of Questions in this Booklet: 26

Instructions for the Candidates
1. Write your roll number in the space provided on the top of this page.
2. Answer to short answer/essay type questions are to be given in the space provided below each question or after the questions in the Test Booklet itself.

No Additional Sheets are to be used.
3. At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as below:
   (i) To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
   (ii) Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.
4. Read instructions given inside carefully.
5. One page is attached for Rough Work at the end of the booklet before the Evaluation Sheet.
6. If you write your name or put any mark on any part of the Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, you will render yourself liable to disqualification.
7. You have to return the test booklet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.
8. Use only Blue/Black Ball point pen.
9. Use of any calculator or log table etc., is prohibited.

Test Booklet No.

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P:O.T. 200

Pariksha Paddhati ke liye Nirdesh
1. Phalene Prustha ke uppar nityl sthan par Aapna roll number likhniye.
2. Shrut Prastha ke samay prastha prastha ke praman prastha ke no. Parshyak Prastha ke niye ya praman ke baad main liye huye likh sthan par hi likhniye.

Isske liye koi aur nirdesh ka rashya nahi karana hain.
4. Prastha-pustika ke liye vaada dene ke liye koi kaal par baar prastha par likhna.
5. Prastha na par prastha prastha ke praman ke baad main likhna.
6. Prastha na par prastha ke baad main likhna.
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J-1710
Note: This paper is of two hundred (200) marks containing four (4) sections. Candidates are required to attempt the questions contained in these sections according to the detailed instructions given therein.

नोट: यह प्रश्नपत्र दो सौ (200) अंकों का है एवं इसमें चार (4) खंड हैं। उम्मीदवारों को इनमें समाहित प्रश्नों के उत्तर अलग दिये गये विस्तृत निर्देशों के अनुसार देना है।
SECTION – I
खंड – I

Note: This section consists of two essay type questions of twenty (20) marks each, to be answered in about five hundred (500) words each. (2 × 20 = 40 marks)

1. Define the term 'Training and Development'. Explain the importance and methods of training and development.

OR / अथवा

What are the major functions of a distribution channel? Briefly explain each of them.

OR / अथवा

What are the different conflicting views on capital structure? Describe the Modigliani and Miller theory on relationship between capital structure and value of firm.

OR / अथवा

What are the advantages and disadvantages of free international trade? What is an infant industry argument in favour of trade protection? Explain.

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J-1710 3 P.T.O.
2. Explain the term ‘Industrial Relations’. Discuss its importance.

What are the pricing methods? Explain which pricing strategies are adopted for new products.

Describe the important elements of forward contracts, futures and options. How can they be used as risk management tools?

What do you mean by foreign exchange rate? How this exchange rate is determined?

Briefly explain the main determinants of foreign exchange rate in India.
SECTION – II
खंड – II

Note : This section contains three (3) questions from each of the electives/specializations. The candidate has to choose only one elective/specialization and answer all the three questions from it. Each question carries fifteen (15) marks and is to be answered in about three hundred (300) words. (3 × 15 = 45 marks)

Elective – I
विकल्प - I

3. Explain the term ‘Collective Bargaining’. Discuss the pre-requisite conditions for Collective Bargaining.

4. What do you mean by workers participation in Management? Discuss the conditions for its success.

5. Explain the concept of Industrial Conflict. Discuss the different causes of industrial conflicts.

OR / अथवा

Elective – II
विकल्प - II

3. What is services marketing? In what ways it is different from marketing of tangible goods?

4. What is “Psychographics”? In which marketing context such a segmentation can be useful?

5. Discuss various methods of determining advertising budget? Which method, according to you, uses the most logical approach?

OR / अथवा

Elective – III
विकल्प - III

3. How is risk-return relationship explained by Capital Asset Pricing Model (CAPM)? How does Arbitrage Pricing Theory (APT) overcome the shortcomings of CAPM?

4. Do dividends have a bearing on share valuation? Discuss the models which assume that investment and dividend decisions are related with each other.

Note: इस खंड में प्रत्येक ऐंगिक इकाई / विशेषज्ञता से तीन (3) प्रश्न हैं । अभ्यर्थी को केवल एक ऐंगिक इकाई / विशेषज्ञता को चुनकर उसी के तीनों प्रश्नों का उत्तर देना है । प्रत्येक प्रश्न पद्धत (15) अंकों का है व उसका उत्तर लगभग तीन सो (300) शब्दों में अर्पित किया जाता है । (3 × 15 = 45 अंक)
5. What are the costs associated with inventory management? Illustrate the use of Economic Order Quantity.

OR / अथवा
Elective – IV
विकल्प – IV

3. Briefly explain the major Regional Trade Agreements. Are Regional Trade Agreements trade promoting or trade diverting?

4. Critically examine the challenges and emerging opportunities for future global business.

5. What is exchange rate regime? Differentiate between fixed exchange rate regime and fully flexible exchange rate regime.
SECTION – III
खंड – III

Note: This section contains nine (9) questions of ten (10) marks, each to be answered in about fifty (50) words.

(9 × 10 = 90 marks)

नोट: इस खंड में दस-दस (10-10) अंकों के नौ (9) प्रश्न हैं। प्रत्येक प्रश्न का उत्तर लगभग पचास (50) शब्दों में अपेक्षित है।

(9 × 10 = 90 अंक)

6. Briefly explain the concepts of factor productivity, factor intensity and returns to scale under production analysis.

उत्पादकता विश्लेषण के अंतर्गत उत्पादकता, तीव्रता और पैमाने की परिलक्षि के कारकों की संख्या में व्याख्या कीजिएः

7. What is ‘Organisational Behaviour’? Discuss its significance.

’संगठनात्मक व्यवहार’ क्या है? इसके महत्व की विशेषता कीजिएः
8. **What is Job Analysis? Discuss its methods.**

9. **Describe the strategies to be adopted to expedite the recovery of receivables.**
10. Distinguish between Marketing Information System and Marketing Research.

विपणन सूचना प्रणाली और विपणन अनुसंधान के बीच के अन्तर को स्पष्ट कीजिए।

11. What are the objectives of Production Management? Discuss the 5 P’s of Production Management.

उत्पादन प्रबन्धन के उद्देश्य क्या हैं? उत्पादन प्रबन्धन के पाँच पी की विवेचना कीजिए।
12. The weekly wages of 2000 workers in a factory is normally distributed with a mean of Rs. 200 and a standard deviation of Rs. 20. Estimate the lowest weekly wages of the 200 highest paid workers and the highest weekly wages of 200 lowest paid workers. [Given \( \Phi(1.28) = 0.90 \)]

13. Discuss the steps involved in the selection of best strategy.
14. Examine the concept of corporate governance. Give the examples of corporate misgovernance.

SECTION – IV
खंड – IV

This section contains five (5) questions of five (5) marks each based on the following passage. Each question should be answered in about thirty (30) words. (5 × 5 = 25 marks)

There were a series of studies conducted near Chicago at Western Electric’s Hawthorne Plant between 1927 and 1932. The research originally sponsored by General Electric was conducted by Elton Mayo and his associates. Mayo was a faculty member and a consultant at Harvard. The first study involved manipulating illumination for one group of workers and comparing their subsequent productivity with the productivity of another group whose illumination was not changed. Surprisingly, when illumination was increased for the experimental group, productivity went up in both groups. Productivity continued to increase even when the lighting for the experimental group was decreased. Not until the lighting was reduced to the level of moonlight did productivity begin to decline (and General Electric withdrew its sponsorship).

Another experiment was established a piece work incentive pay plan for a group of nine men assembling terminal banks for telephone exchanges. Scientific management would have predicted that each man would try to maximize his pay by producing as many units as possible. Mayo and his associates, however, found that the group itself informally established an acceptable level of output for its members. Workers who overproduced were branded “rate busters” and underproducers were labelled “chislers”. To be accepted by the group...
workers produced at the accepted level. As they approached this acceptable level of output, workers slacked off to avoid overproducing.

Other studies, including an interview program involving several thousand workers led Mayo and his associates to conclude that human behaviour was much more important in the workplace than had been previously believed. In the lighting experiment, the results were attributed to the fact that both groups received special attention and sympathetic supervision for perhaps the first time. The incentive pay plans did not work because wage incentives were less important to the individual workers than was social acceptance in determining output. In short, individual and social processes played a major role in shaping worker attitudes and behaviour.

Researchers monitored how productivity changed as a result of changes in working conditions. The Hawthorne studies and subsequent experiments lead scientists to the conclusion that the human element is very important in the workplace.

Researchers monitored how productivity changed as a result of changes in working conditions. The Hawthorne studies and subsequent experiments lead scientists to the conclusion that the human element is very important in the workplace.

15. Explain the contributions of Elton Mayo in the area of Management.
16. How can productivity be increased according to Mayo’s experiment?
मायो के प्रयोग के अनुसार उत्पादकता कैसे बढ़ायी जा सकती है?

17. Where and under what conditions did Elton Mayo conduct his experiments?
एल्टन मायो ने अपने प्रयोग कहाँ और किन परिस्थितियों के अन्तर्गत किये?

18. What is the experiment regarding Work Incentive Pay Plan?
‘कार्य-प्रेरणा प्लान’ से सम्बन्धित प्रयोग क्या है?

19. Who are called ‘rate busters’ and ‘Chislers’?
‘श्रेणी मांगकर्ता’ और ‘चोखबराज’ किनें कहा जाता था?
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Total Marks Obtained (in words) ..................................................

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Signature & Name of the Coordinator ...........................................

(Evaluation) Date ..........................