

CSM – 51/20
Management
Paper – II

Time : 3 hours

Full Marks : 300

The figures in the right-hand margin indicate marks.

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

SECTION – A

1. Write notes on any **three** of the following. Each note not to exceed **200** words : 20×3 = 60
 - (a) Portfolio theory
 - (b) STP in Marketing
 - (c) Aggregate Production Planning
 - (d) RDBMS

2. "Restructuring the firm's capital structure would enable the company to emerge as a stronger company." Elucidate. Also discuss the role of finance manager in managing the cash and receivables. Comment on the evolving financial innovations in India and global context. 60
3. "Digital marketing communication scores over traditional ways of marketing as it focuses on not only winning new customers but also maintaining long term healthy relationship." — In the view of this statement, discuss the importance of digital marketing communication options available in Indian context and comment on the key challenges for the marketers. 60
4. Discuss, in detail, the changing composition of trade in goods and services in India and the global context. Also comment on the impact of trade imbalance between the USA and China. 60

SECTION – B

5. Briefly write on any **three** of the following. Each note not to exceed **200** words : $20 \times 3 = 60$
- (a) Man-power planning
 - (b) Two bin system
 - (c) Make or buy decision
 - (d) Trends in Information Technology
6. Discuss the role and importance of plant design and capacity planning. Also explain the importance of EOQ in the process of optimization of capacity and cost. 60
7. What is SDLC in management information system ? Explain the interaction of MIS with other functional areas of management. 60
8. Explain the importance of training and development of an organization. Also discuss the various training methods. 60

