

CSM – 51/21

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) Venture Capital
 - (b) Marketing Segmentation
 - (c) WTO
 - (d) Green Marketing

2. Distinguish Capital and Money Markets. Explain the institutions and instruments. 60
3. Explain the distribution channels and logistics used by FMCG companies with illustration. 60
4. Elaborate Export-Import procedures and the role of intermediaries and documentation. 60

SECTION – B

5. Briefly write on any **three** of the following. Each note not to exceed **200** words : $20 \times 3 = 60$
 - (a) Supply Chain Management
 - (b) System Develop Management life-cycle
 - (c) Balanced Score Card
 - (d) Human Resource Accounting and Audit
6. Explain the various inventory control techniques. What are the costs and benefits associated with holding inventory ? What are the considerations determining the maximum level and minimum level of inventory ? 60

7. Discuss Management Information System with its roles, objectives, impacts, limitations and challenges. 60
8. What is performance appraisal ? Explain the different methods of performance appraisals ? How can the barriers in the appraisal process be removed ? 60

