CSM : 24

MANAGEMENT PAPER - II

Time Allowed : 3 hours   Maximum Marks : 100

QUESTION PAPER SPECIFIC INSTRUCTIONS

(Please read each of the following instruction carefully before attempting questions)

There are eight (8) questions - four (4) questions each in Part A & B. Each question carries 20 marks.

Marks for each question is indicated against it.

Compulsory questions :

   (a) Question No. 1 from Part-A and

   (b) Question No. 5 from Part-B

   [Compulsory questions No. 1 & 5 have 4 (four) Sub-questions carrying 5 marks each.]

Total No. of questions to be attempted :

   5 (five) questions.

   [A candidate shall attempt 2 (two) compulsory questions from Part A and B. Out of the remaining 6 (six) questions, 3 (three) are to be attempted taking at least 1 (one) but not more than 2 (two) questions from each Part]

Word Limit:

   (a) Compulsory questions carrying 5 marks shall have a limit of 150 words.

   (b) There shall be no word limit for the remaining questions.

PART - A

1. Answer the following: (4×5=20)
   (a) Distinguish between descriptive and inferential statistics.
   (b) Explain the concept of Markov analysis.
   (c) What do you mean by "make or buy decisions"? What are the factors that influence make or buy decisions?
   (d) Explain the concept and principles of Total Quality Management (TMQ).

2. Calculate Karl Pearson's co-efficient of correlation between expenditure on advertising and sales from the data given below: (20)
   Advertising expenses

(Rs.'000)	:	38	65	62	90	82	75	25	98	36	78
Sales (Rs. in lakh)	:	47	53	58	86	62	68	60	91	51	84

3. Describe the key applications of operation research in industry and business with suitable examples. Write a short note on limitations of operation research. (15+5=20)

4. What is hypothesis? What characteristics it must possess in order to called a good research hypothesis? What are the parametric tools used to test a hypothesis? How such test differs from non-parametric tests? (2+7+7+4=20)

PART - B

5. Answer the following: (4×5=20)
   (a) What is SWOT Analysis?
   (b) What are the main functions of DSS?
   (c) Briefly explain the role of cloud computing in revolutionizing the field of MIS.
   (d) Explain the concept of E-governance.

6. Describe the salient features of Consumer's Protection Act, 2019. (20)

7. Why do mergers and acquisition take place? Discuss the reasons for failure of mergers and acquisitions. (5+15=20)

8. Critically examine the evolution of India's trade policy from protectionism to liberalisation and discuss its effects on international trade relations. (20)

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