

CSM : 24

MANAGEMENT PAPER - I

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) 'Management is an art or science'. Briefly explain.
 - (b) Distinguish between 'Narrow span' and 'Wide span' of control.
 - (c) What is virtual organisation? What are the various types of virtual organisations?
 - (d) Briefly explain the systems theory of management.
2. Describe Fayol's contribution to management theory. Explain how today's manager use general administrative theories of management. (10+10=20)
3. Define motivation and discuss Maslow's needs of hierarchy. Describe how it can be used to motivate employee of cross cultural groups. (2+8+10=20)
4. What factors contribute to the rise of entrepreneurship in a specific economy and how do the factors vary between developing and developed countries? Write a short note on the concept of Schumpeter's theory of entrepreneurship . (8+7+5=20)

PART - B

5. Answer the following : (4×5=20)
 - (a) Briefly explain the limitations of market segmentation.
 - (b) What role does job analysis play in human resource management?
 - (c) Difference between marginal costing and absorption costing.
 - (d) Evaluate the difference between operating leverage and financial leverage.
6. How is compensation defined in the context of organisation and what are the primary elements that constitute it? Discuss the external and internal factors that play a role in shaping the effective compensation management strategies. (10+10=20)
7. What is your understanding of financial statements? Examine the characteristics of financial statements and explain the various methods employed in the analysis and interpretation of financial data. (5+5+10=20)
8. Describe the various instruments of capital market and money market available in India. (20)

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