

CSM : 16

MANAGEMENT PAPER - I

Time Allowed : 3 hours

Full Marks : 100

Marks for each question is indicated against it.

Attempt any 5 (five) questions taking not more than 3 (three) questions from each Part.

PART - A

1. (a) "Society is one of the critical stakeholders of any business". How does business impact local community positively as well as negatively? (10)
(b) Briefly discuss different decision making models and explain the significance of the concept of "Bounded rationality" in real life decision making. (10)
2. What are the important leadership styles? Briefly discuss the advantages and disadvantages of each style. (6+14=20)
3. What is organisational culture? With the help of appropriate examples, discuss the role of organisational culture towards the achievement of desirable growth and performance for organizations. (6+14=20)
4. (a) Discuss the important role that entrepreneurs play in an emerging economy. (10)
(b) Comment on the present status of women entrepreneurs in India. (10)

PART - B

5. What is job evaluation? Elaborate modern methods of job evaluation. (6+14=20)
6. (a) Distinguish between production, selling and marketing concepts. (5)
(b) What is Industrial Buying Behaviour? Explain with illustration the difference between consumer buying and industrial buying. (5+10=15)
7. Briefly discuss the following accounting terms: (4×5=20)
(a) Periodicity concept (b) Timeliness
(c) Substance over legal form (d) Going concern concept
8. (a) Why is Wealth maximisation a better goal than profit maximisation? (5)
(b) Why does money have time value? (5)
(c) What is weighted average cost of capital? How is it computed? Illustrate with an example. (5+5=10)

* * * * *