

CSM : 17

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. Explain the 'system approach' and 'contingency approach' of management. How these approaches are used as the integrating approach of managing an organisation? **(5+5+10=20)**

2. (a) 'Perceived conflict is the awareness by one or more parties of the existence of conditions that create opportunity for conflict'. Examine and define conflict and illustrate the statement. **(15)**
(b) Distinguish between Type A and Type B personality. **(5)**

3. (a) Explain organization design. Describe the important factors that influence design of an organization. **(4+6=10)**
(b) Differentiate between line and staff functions. **(10)**

4. (a) "Creativity is a pre-requisite to innovation". Comment. **(10)**
(b) Discuss the two theories of entrepreneurship. **(10)**

PART - B

5. Briefly discuss the utility of training within organisations. How do organisations identify the training needs of their employees? Describe. **(10+10=20)**

6. Define Market Research. Explain various sources of collecting primary and secondary data for Marketing Research. **(20)**

7. Write notes on the following: **(4×5=20)**
 - (a) Principle of Conservatism
 - (b) Straight Line Method vs Diminishing Balance Method
 - (c) Zero-base Budgeting
 - (d) Job and Process Costing

8. What is investment? How would you use derivative to reduce the risk in your investment portfolio? **(6+14=20)**