

CSM : 18

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) What are the skills required by a manager as he moves up the hierarchy? What methods do you suggest to equip the managers with those skills? (5+5=10)
(b) What do you mean by social responsibility of business? Do you subscribe to the view that business has responsibility other than making profit? (5+5=10)
2. What are the causes of work stress? How would you counter this at your workplace? (10+10=20)
3. What are the steps in the decision-making process? Elaborate each steps with the help of suitable examples. (20)
4. Compare a male and female entrepreneur, specifically with regards to the State of Mizoram. What are the challenges for each and how can we overcome those challenges? (7+7+6=20)

PART - B

5. What do you understand by training? What are different types of training? How training is different from development? (6+7+7=20)
6. (a) How are segmentation and targeting interrelated with each other? Explain with suitable examples. (10)
(b) How are decisions taken by the marketing managers regarding the selection of communication and physical distribution channels? (10)
7. The basic assumptions of accounting are akin to the foundation pillars on which the structure of accounting is based. Elucidate on this statement. (20)
8. Explain any two approaches for designing and determining a Firm's Capital Structure, with suitable examples for each approach. (10+10=20)

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