INSTRUCTIONS

There are EIGHT questions divided into two sections and printed both in KANNADA and in ENGLISH.

Candidate has to attempt FIVE questions in all.

Question Nos. 1 and 5 are compulsory and out of the remaining, THREE are to be attempted choosing at least ONE question from each Section.

The number of marks carried by a question/parts is indicated against it.

Answer must be written in the medium authorized in the Admission Certificate which must be sized clearly on the cover of this Question-cum-Answer (QCA) Booklet in the space provided. No marks will be given for answers written in a medium other than the authorized one.

Word limit in questions, whenever specified, should be adhered to.

Attempts of questions shall be counted in chronological order. Unless struck off, attempt of a question shall be counted even if attempted partly. Any page or portion of the page left blank in the Question-cum-Answer Booklet must be clearly struck off.
Section-A

1. (a) "MBO uses goals to Motivate people rather than to control them". But this system suffers from weaknesses, Evaluate.

(b) What are the essentials of effective control system?

2. What are the important reasons for resistance to change in an organisation? As a manager what strategies do you use to overcome the problems of resistance to change.

3. Explain what you understand by the underlying concept of motivation. Summarize the main needs and expectations to be taken into account in considering the motivation of people at work. Critically assess the practical value of Maslow’s hierarchy of needs model to improving the motivation of people at work.

4. (a) Bring out the factors affecting span of management.

(b) What are the measures to be taken for effective delegation?
Section-B

5. (a) What are different barriers of communication?

(b) Discuss the main situational variables that are likely to influence the most appropriate form of managerial leadership behaviour. Detail three work situations in which a different style of leadership is likely to be most effective.

6. What is a hypothesis? What characteristics it must possess in order to be a good research hypothesis? The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in brief all such steps.


8. (a) What does a measure of central tendency indicate? Explain in detail the important measures of central tendency pointing out the situation when one measure is considered relatively appropriate in comparison to other measures.
(b) Explain features of Long Run Average Cost (LAC) curve with a diagram. Describe how LAC is useful for managerial use in detail.
QCA : 14/II

MANAGEMENT : Paper-II

2014

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(Please read each of the following instructions carefully before attempting questions)
1. (a) An integration of computer technology with production machinery led to an increase in productivity. Justify.

(b) A flowchart is shown below representing the assembly line. The line yields 120 units/day. Calculate the following:

- Total time required to produce one unit
- Maximum daily output
- Minimum number of stations to produce one unit
- Efficiency of the line

The assembly line shown in the following figure yields 120 units/day, the desired output rate for an eight-hour shift. Calculate the following: total time required to produce one unit, maximum daily output, minimum number of stations to produce one unit, and the efficiency of the line.

2. Do you think “Marketing Mix” is one of the major concepts in modern marketing? Justify your answer with suitable example. Explain how market segmentation, target marketing and positioning are interrelated with proper example.
3. Describe the factors that influence choice of location and lay-out for the following industrial units.

(a) Textile
(b) Pharmaceuticals
(c) Automobile
(c) Computer Hardware & Software
(e) Beverages

4. Discuss the role of materials handling systems in improving the productivity of a company? Explain classification of materials handling equipment in detail.
Company A and Company B both under the same management makes and sells the same type of product. Their budgeted profit and loss accounts for the year ending 2014 are as follows:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Company A</th>
<th>Company B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>Rs. 3,00,000</td>
<td>Rs. 3,00,000</td>
</tr>
<tr>
<td>Less: Variable cost</td>
<td>Rs. 2,40,000</td>
<td>Rs. 2,00,000</td>
</tr>
<tr>
<td>Fixed cost</td>
<td>Rs. 30,000</td>
<td>Rs. 70,000</td>
</tr>
<tr>
<td>Profit</td>
<td>Rs. 30,000</td>
<td>Rs. 30,000</td>
</tr>
</tbody>
</table>

You are required to:

(a) Calculate the break-even points for each company.

(b) Calculate the sales volume at which each of the two companies will make a profit of Rs. 10,000.
(c) State which company is likely to earn greater profits in conditions of

(i) Heavy demand for the product
(ii) Low demand for the product

Give your reasons.

-section-B

3. (a) describe the process of human resources planning and explain the implications of personnel policies on the human resource planning process.

(b) explain the process of new product development and highlight the causes and remedies for new product failures.

6. "random walk hypothesis"? what are the basic assumptions underlying technical analysis differ from the weak form of efficient market hypothesis. according to you, what hypothesis indian stock market follows? justify?
7. Discuss about various adjudicatory machinery provided under the industrial dispute act, 1947. Who are the ‘protected workman’ under industrial dispute act, 1947? What type of protection has been afforded to them and what are the formalities?

8. Discuss the objectivities of Financial analysis and explain the dimensions, through which the financial well being of a firm is measured by ratio analysis, funds flow analysis, cost-volume profit analysis, cash budgets and operating leverages. Indicate the type of decisions that can be made with help of each of these techniques.