

[This question paper contains 3 printed pages]

Roll No.	
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ASME-24BC-MGMT-II
MANAGEMENT (PAPER-II)

Time Allowed : 3 Hours

[Maximum Marks : 100]

QUESTION PAPER SPECIFIC INSTRUCTIONS

Please read each of the following instructions carefully before attempting questions.

1. This question paper contains eight questions divided in four **Sections**. Candidates has to attempt total **FIVE** questions selecting at least one question from each section.
 2. Each question carries equal marks. Maximum marks carried by a question/ part are indicated against it.
 3. Write answers in legible handwriting. Each part of the question must be answered in sequence and in the same continuation.
 4. Assume suitable data, if considered necessary, and indicate the same clearly.
 5. Attempts of the questions shall be counted in sequential 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 answer book must be clearly struck off.
 6. Re-evaluation/ re-checking of answer book of the candidate is not allowed.
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SECTION-I

- 1.** Analyze how the marketing concept can be applied to stimulate economic development in a developing country like India. Discuss specific strategies that can address the unique economic challenges faced by such countries. **20**
- 2.** Discuss the role of the government, trade associations, and individual organizations in promoting export marketing. How can these entities collaborate to overcome the problems and prospects of export marketing? **20**

SECTION-II

- 3.** Discuss the factors influencing the choice between repetitive and intermittent manufacturing systems for a new product. How do these factors impact production planning and plant design? **20**
- 4.** Discuss the principles of value analysis and its application in materials management. How can value analysis be used to evaluate make-or-buy decisions and optimize procurement strategies? **20**

SECTION-III

- 5.** Compare and contrast the funds flow analysis and cash flow analysis methods. How do these analyses provide different insights into a company's financial performance? **20**

6. Examine the impact of leverage on a company's earnings per share (EPS) and return on equity (ROE). How can leverage be managed to enhance financial performance without increasing risk excessively? **20**

SECTION-IV

7. Evaluate different methods of performance appraisal. How can organizations select and implement an appraisal system that accurately reflects employee performance and supports development? **20**
8. Discuss various conflict management strategies that organizations can use to address workplace disputes. How can these strategies be effectively implemented to resolve conflicts and maintain a positive work environment? **20**
