

[This question paper contains 02 printed pages]

Roll Number: _____

HPAS (Main) Examination-2018

MANAGEMENT-II

Time: 3 Hours

Maximum Marks: 100

Note:

1. This question paper contains eight questions. Attempt total five questions, selecting at least one question from each Section.
2. Each question carries equal marks. Marks are divided and indicated against each part of the question.
3. Write legibly. Each part of the question must be answered in sequence in the same continuation.
4. If questions are attempted in excess of the prescribed number only questions attempted first up to the prescribed number shall be valued and the remaining answers will be ignored.

Section-I

1. The Synergy between telephone, computer, and other technologies have provided the customer with great choice and access; however, organisations need to balance the remoteness brought about by technology and the need for the customer to feel a valued individual. What steps would you take as a manager to bridge this gap? (20)
2. Traditional brand management in many organisations are undergoing a change. Brand managers are now accountable to a new category of managers who resolve conflicts, protect positioning, allocate budgets, and develop new brands as well as the category. Explain the advantages/disadvantages which you foresee in this situation? (20)

Section-II

3. Discuss the benefits and limitations of E-Commerce. Also explain with examples its different business models with respect to its customers and vendors. (20)
4. Why is ERP (Enterprise Resource Planning) important for a company? List three ERP implementation strategies adopted by the company and explain the same in detail with examples. (20)

Section-III

5. Explain the trade-off between retaining internally generated funds and paying cash dividends. What effect does dividend policy have on the share price in a perfect market? (20)
6. Describe how the Net Present Value (NPV) and Internal Rate of Return (IRR) approaches are related. If the IRR for a given project exceed a firm's hurdle rate, does that mean that the project necessarily has a positive NPV? Explain. (20)

Section-IV

7. "Trust is the basic foundation of preventing or reducing Conflict". Explain this statement and suggest some methods by which trust can be built at various levels among the people in an organisation. (20)
8. Consider a situation in which an employee's superior gives him instructions to carry out certain tasks that are against his values and principles. The employee is faced with the dilemma whether he should obey his superior's orders or act according to his personal values and principles. The employee therefore experiences a role conflict. What is this role conflict and what are its effect on employees as well as its organisation? (20)