

IAS Mains Management Papers 1988

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Paper I

Time Allowed: Three Hours Maximum Marks: 300

Candidates should attempt any five questions.

All questions carry equal marks.

1. Examine the significance of social and psychological factors for understanding organizational behaviour.
2. What is leadership style? Which leadership style do you think is most suitable to Indian industries and why?
3. Delegation, in the ultimate analysis, is like many other managerial concepts an attitude. Discuss.
4. To develop flexible managers for the future we should teach them to write poetry, read military history and study weather maps (W J Reddin). Substantiate.
5. Define monetary and fiscal policies. How are they related to, and different from, each other? In the present context, which of the two policies do you think would be more critical in our country? Why?
6. What is price discrimination and what are its objectives? Under what conditions would price discrimination be successful?
7. In an Income Tax Office, three assistants process incoming Income Tax Returns. The first assistant, B1 processes 40% of the returns. The second assistant, B2 processes 35% and the third assistant, B3 processes 25% of the returns. The first assistant has an error rate of 0.04, the second assistant an error rate of 0.06 and the third assistant an error rate of 0.03. A return selected at random from a days output is found to have an error. Find out the probabilities that it was processed by the first assistant, the second assistant or third assistant respectively.
8. Decision-making presupposes certain degree of certainty in the environment, in particular. Greater the uncertainty, therefore, lower is the validity of the decision taken. Discuss.

Paper II

Candidates should attempt five questions in all but not more than two from any one Section.

Section I

1. Answer the following questions

- a. Marketing concept changes in line with the stage of development of an industry or economy but the concept at a given stage of development is the same in any industry or economy Comment.
- b. Discuss the problems and prospects of rural marketing in India. Identify the strategy followed by a few large firms in reaching the rural population in respect of any two of the following items:
 - i. Kerosene
 - ii. Radio set
 - iii. Branded footwear
 - iv. Cosmetics

2. Answer the following questions

- a. Discuss the relevance of market segmentation to marketing decisions. Explain the essentials of an ideal market segmentation strategy.
- b. Discuss the various socio-cultural factors that affect consumer behaviour. Give suitable examples in support of your answer.

3. Answer the following questions

- a. What is meant by the terms Marketing Research and Marketing Information System? Discuss the benefits it; of marketing research with special reference to Indias economy.
- b. What kind of information must be collected and what decisions should he taken before one starts exporting his product?

Section II

1. Answer the following questions

- a. The patterns of plant layout are largely determined by the system of production adopted. In view of the differing systems of production, indicate the applicability of product and process layout in each case.
- b. How will you proceed to balance an assembly line? Give an example.

2. Answer the following questions

- a. Production planning is one of the essential requirements of factory organisation. Discuss this statement and describe the point that you would take into account in planning the production of cotton textile industry.
- b. Define maintenance management. What are its aims and objectives? Compare and contrast between preventive and corrective maintenance.

3. Answer the following questions

- a. Discuss carefully the significance of materials management in a developing economy with particular reference to our country.
- b. What is value analysis? Discuss its significance.

Section III

1. Answer the following questions

- a. Define leverage. Explain its types. Discuss its significance.
- b. Distinguish between fund-flow and cash-flow statement. What are the advantages of preparing cash-flow statements? Also explain the procedure of preparing a cash-flow statement.

2. Answer the following questions

- a. Discuss the importance of working capital for a concern. Explain the various determinants of working capital in a concern. Also give a brief account of the various sources of working capital available to a firm.
- b. In managing cash, financial manager faces the problem of compromising between conflicting goals of liquidity and profitability. Comment. What strategies should the financial manager develop to solve this problem?

3. Answer the following questions

- a. Explain the considerations that determine the dividend policy and state the different factors influencing dividend policy.
- b. What are the problems of public sector undertakings in respect of budgeting? What are the existing deficiencies in their present system of budgeting?

Section IV

1. Answer the following questions

- a. In what sense can the human factor be considered the most important factor in industry? Why has the management of human resources become a challenging job?

- b. How can you identify the training needs for different levels of employees in an organisation?

Describe how you would formulate the aims and objectives of the Training Programme.

2. Answer the following questions

- a. What are the objectives of Job Evaluation? Examine the relationship of wages with job evaluation.
- b. Why should an organisation have a Transfer Policy? What are the elements that a transfer policy should have?

3. Answer the following questions

- a. Healthy industrial relations in an organisation constitutes the lungs and oxygen of Industrial peace. Amplify the statement and bring out the parameters for judging the health of Industrial Relations.
- b. Discuss the factors facilitating and hindering collective bargaining in the Indian context.

What steps will you suggest for the promotion of collective bargaining?

Sail through IAS Mains and Prelims (both English & Hindi): Fully-explained Prelims (Both GS & Aptitude) problems with detailed solutions. Notes & detailed answers for Mains GS, Essay, Complulsory (Hindi and English) papers and optionals.