

IAS Mains Management Papers 1989

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Paper I

Section A

1. Consider the all integer program given below: $\text{Max } 5 \times x_1 + 8 \times x_2$ s. t, $6 \times x_1 + 5 \times x_2 = 0$, $9 \times x_1 + 4 \times x_2 = 36$, $1 \times x_1 + 2 \times x_2 = 10$, x_1, x_2 and integer
 - a. Graph the constrains for this problem. Indicate with heavy dots all the feasible integer solutions.
 - b. Find the optimal solution to the L. P. Relaxation. Round down to find a feasible integer solution.
 - c. Find the optional integer solution. Is it the same as the solution found in part
 - d. by rounding down?
2. Discuss different degrees of Price Discrimination with the help of suitable diagrams
3. Critically analyse the long term fiscal policy of the Government of India. To what extent will it be instrumental to realising the desired objective of optimising production in business enterprises?
4. Discuss the neo-classical and open system theories of organization. In what way the systems theory is an improvement over the neo classical theory of organization?
5. Answer the following questions
 - a. What are formal and informal groups? What are the characteristics of informal groups? What should a manager do to utilize informal groups to the advantage of his organization?
 - b. What strategies are available to a manager to resolve intergroup conflict?
6. Discuss the contributions of Fred, Feidler, and Mc Clelland to the theory and practice of Organizational behavior.
7. Answer the following questions
 - a. A company is planning to install a fully computerised Management Information System. How should it go around and what should it do?

- b. Discuss the limitation of computers in management decisions.
8. The following problem has four alternatives and five environmental states. Find the most desirable alternative under each of the following methods:
- a. Maximin.
 - b. maximax
 - c. Laplace
 - d. Minimax Regret.

Paper II

Section I

1. Answer the following questions
 - a. Do you think that cooperative societies in India can play a significant role in agricultural marketing? Critically examine their role during the past decade.
 - b. What are the problems of standardization relating to agricultural production in our country?
2. Answer the following questions
 - a. For each of the situations given below describe whether the market research should be exploratory, descriptive or causal:
 - i. Establishing the functional relationship between advertising and sales.
 - ii. Investigating consumer reactions to the idea of a new laundry detergent that prevents hot water shrinkage.
 - iii. Identifying target-market demographics for a shopping centre.
 - iv. Estimating sales potential for concrete vibrators in Delhi.
 - b. Distinguish between objective world and subjective world of the consumers. Which is more important to the marketing, manager and why?
3. Answer the following questions
 - a. Critically examine recent developments in international trade scenario. Which of them are favorable to India's export trade and which are not?
 - b. What will be your advice to a manufacturer of leather fancy items who is thinking of breaking into international market.

Section II

1. Answer the following questions
 - a. The production management function in a small-scale industry is no different from that in a large industry Discuss.
 - b. Explain why and in what way the following constitute examples of production operations
 - i. Drilling for oil
 - ii. Running of railway trains
 - iii. Launching a satellite
 - iv. Running a hospital
 - v. Loading and unloading operations in a port.
2. Answer the following questions
 - a. Distinguish between a product and process layout.
 - b. What are the major types of materials handling equipments? Describe with examples their major characteristics.
3. You are required to design the material planning system for a light engineering industry. The operations involve machining heat treatment and assembling. Describe the system you would design and the factors that would affect the effectiveness of the system.

Section III

1. Explain with example the relationship existing among Investments, Financing and Dividend decision of a company whose corporate financial objective is to maximize the net present worth of the company.
2. Critically examine
 - i. Integer programming approach to capital budgeting.
 - ii. Usefulness of operating cycle concept in working capital management.
 - iii. Scope for simulation techniques in financial management and decision making.
3. What do you mean by optimal short term financing? Explain and illustrate the use of linear programming in such financing decisions.

Section IV

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1. Explain the concept of living wage; fair wage and minimum wage; critically examine the criteria for determination of wages according to the Committee on fair wages. Do you think that the criteria are relevant today?
2. Discuss briefly:
 - i. Performance Appraisal.
 - ii. Grievance Handling in Industry.
3. Answer the following questions
 - a. How would you determine the training needs in an organization?
 - b. Why is executive development programme important? Describe some important methods used for this purpose.

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