

IAS Mains Management Papers 1990

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Candidates should attempt any Five question all questions carry equal marks.

Paper I

1. The Alexander Tea Company mixes South Indian tea, Assamese tea and Ceylon tea to make a new brand of tea. One kg. Of South Indian tea costs Rs. 8; Assamese tea costs Rs. 10 and Ceylon tea costs Rs. 11. The company must produce 10,000 kgs. Of a new brand of tea which ought to include not more than 3,000 kgs of South Indian tea and 2,000 kgs of Ceylon tea and not less than 1,500 kgs of Assamese tea. Determine the optimum product mix in order to minimise production cost.
2. Answer the following questions
 - a. Compare and contrast Lewins unfreezing-Changing freezing Model, Griener's Sequential Process Model, and Leavitt's systems model. Which one do you think explain effectiveness more comprehensively?
 - b. With the help of an example, discuss the approach of Action Research as a process and identify appropriate intervention techniques.
3. Critically examine the Behavioural theory of the Firm. Also comment on Simons satisfying theory and Cohen and Cyert Model of Behaviorisms.
4. Answer the following questions
 - a. Discuss briefly different issues which arise in the process of decision-making under conditions of uncertainty.
 - b. How far do you think that the establishment of a single European market in 1992 has thrown up a big challenge to India? Can the Indian government and industry adequately equip them to meet the new requirements of the European market?
5. Improper Management of Development is the main cause for all economic ills in our country. Explain in detail with facts and figures.
6. Critically evaluate the status of Management Information System (MIS) prevailing in a large organisation. What impact does the implementation of programmed decision-making have on the management system of an organisation?

7. What do you understand by job enrichment? How does it differ from job enlargement? How can these techniques improve employee motivation?
8. Describe the hypothesis testing procedure. Also, ex-plain and illustrate the
 - a. testing of population mean, and testing of difference between means
 - b. testing of population proportion, and testing of difference between proportions.

Candidates should attempt FIVE questions in all but not more than TWO from any one section. All question carry equal marks.

Paper II

Section I

1. Answer the following questions
 - a. Marketing highlights some specific areas of activities. What are these areas? Do you think these areas have any significance in India? Elaborate your answer with reference to:
 - i. Government companies as against non-government companies.
 - ii. Capital goods as against consumer goods.
 - iii. Urban areas as against rural areas.
 - iv. Domestic as against international marketing.
 - b. You have been asked to develop a marketing research design. What steps would you take in this regard?
2. Answer the following questions
 - a. What do you mean by brand Loyalty? Do you think such loyalty can be measured? What measures would you biggest for this purpose?
 - b. What are the criteria for market segmentation? Also explain, why markets are segmented.
3. Answer the following questions
 - a. Critically asses the performance of the public distribution system. What steps would you suggest for improving its performance?
 - b. Comment on the rapidly growing fast food market in India. What future would you suggest for such a market in India?

Section II

1. Answer the following questions

- a. What do you mean by minimum economic capacity? Discuss the policy adopted by the government in this respect.
- b. Briefly discuss the characteristic features of a good plant design.

2. Answer the following questions

- a. What is the importance of materials handling in designing a layout? How will you go about selecting the materials handling system?
- b. Is a totally automated material handling system desirable in a job shop?

3. Answer the following questions

- a. Value analysis and management requires highly sensitive approaches both for enhancing user/satisfaction and reducing production cost. Offer your arguments on the proposition.
- b. Briefly argue on the necessity of waste management in Indian conditions with reference to
 - i. a power plant
 - ii. a textile mill
 - iii. an administrative office of a factory.

4. Answer the following questions

- a. Which ratios are most significant in the following conditions of a business enterprise:
 - i. Liquidity analysis
 - ii. Forwarning sickness
 - iii. Capital structuring.
- b. Ratio analysis has become mechanical Do you agree with this view?

5. Answer the following questions

- a. Dividend has nothing to do with current years profit. Offer your views assuming.
 - i. Shareholders as owners of corporate property

ii. Company as the owner of the corporate property.

iii. Companys own interest is variance with that of shareholders.

b. Discuss the economics of sub-contracting. Discuss its use in financing decision in a manufacturing company.

6. Answer the following questions

a. Discuss the pros and cons of treating deferred revenue expenditure as an internal resource of a company.

b. Financial management in public sector involves diversity of approaches. Explain with reference to:

i. variations in forms of organization

ii. operational differences

iii. accompability requirements.

Section III

1. A management development programme, instead of being standardised should be designed to as to capitalise on the particular social ethos in order to achieve the management objective of organisational efficiency. Explain the statement.

2. Answer the following questions

a. The fear of change Kainotophobia, has assumed epidemic proportions in Indian industry. How would you deal with the situation in your company?

b. Workers Participation in Management involves a role-reversal on the part of workers.

Comment on this statement.

3. Answer the following questions

a. Management styles in India are unrelated to the operational needs. Offer your views on the statement.

b. Leadership is different from management. Elaborate this statement.

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