

IAS Mains Management Papers 1999

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Paper I

Time allowed: Three hours Maximum Marks: 300

Candidates should attempt any five questions. All questions carry equal marks.

Section A

1. Organization behaviour specialists assume that empowerment is the key to successful total quality organization. Build a case for or against this observation using suitable examples.
2. Describe the most comprehensive theory of personality and discuss its role in understanding employee behaviour.
3. Analyze the content theories of motivation and discuss their relevance in the multicultural context of Indian society.
4. Explain the role of environmental scanning in the strategic decision making using suitable examples
5. Disproportionate growth of tertiary sector in Indian economy at such an early stage of development has complicated the planning for growth. Discuss this statement in details.
6. Discuss various techniques of capital budgeting using suitable projects where these techniques are most appropriate
7. Demonstrate the use of probability theory and decision trees in risk analysis in microeconomic decision making.
8. A departmental store wishes to procure the following readymade garments:

Type of Garment	Type A	Type B	Type C	Type D	Type E
Quantity	Quantity	Quantity	Quantity	Quantity	Quantity
	300	200	150	500	400

Tenders are submitted by four different manufacturers who undertake to supply not more than quantities below (all types of garments combined):

Manufacturer	Manufacturer I	Manufacturer II	Manufacturer III	Manufacturer IV
Total Quantity	Quantity 600	Quantity 500	Quantity 300	Quantity 400

The departmental store estimates that its profit per garment will vary with the manufacturer as shown in the matrix below:

How should orders be placed?

Paper II

Section I

1. Answer the following questions

- How is a market strategy evolved for launching a product in domestic market?
- What precautions are essential for such a launching for export marketing operations?

2. Answer the following questions

- Critically evaluate the different marketing research models and explain which model in your opinion is considered to be the best.
- What is a Marketing Information System and how has the advancement in Information

Technology affected the Marketing Information Systems?

3. Answer the following questions

- Evaluate the role of Indian Government in shortlisting the main problems of export marketing and also in solving these problems successfully.
- Do you find the scope of export marketing extremely bright in the next decade?

Section II

1. Answer the following questions

- Discuss the various factors that are taken into considerations while designing a product.
- Explain the advantages and disadvantages of standardization giving the role of ISO certification.

2. Answer the following questions

- a. Discuss the methodology of constructing a control chart and its usage.
- b. Explain the chief techniques of Statistical Quality Control.

3. Answer the following questions

- a. Differentiate between PERT and CPM giving their limitations.
- b. What do you mean by routing and transportation?

Section III

1. Answer the following questions

- a. The break-even analysis is a useful device in profit planning. Give your views.
- b. Give your opinion on Sales Mix. Would it be really important for the cost-volume profit inter-relations to allocate fixed cost to individual product lines?

2. Answer the following questions

- a. Give your opinion on financial management problems in Public Sector in India.
- b. What are the merits of performance budgeting?

3. Answer the following questions

- a. What are the considerations that decide the size of working capital in a concern?
- b. Give your views on management of cash, inventories and receivables.

Section IV

1. Answer the following questions

- a. Describe the developmental phases and history of Trade Unionism in India.
- b. Briefly point out the characteristics of Industrial Disputes Legislation.

2. Answer the following questions

- a. What do you understand by conciliation and adjudication? Describe these procedures fully.
- b. How can the employee morale be raised? Explain main techniques of motivation.

3. Answer the following questions

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- a. What do you mean by conflict management and management of change and development?
- b. Briefly narrate the main characteristics of Payment of Bonus Act.

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