

COMBINED COMPETITIVE EXAMINATION (MAIN)

MANAGEMENT

Paper—II

Time : 3 hours

Full Marks : 200

Note : (1) The figures in the right-hand margin indicate full marks for the questions.

(2) Attempt **five** questions in all.

(3) Question No. 1 is compulsory.

1. Answer any ten of the following :

4×10=40

- (a) What is rural marketing?
- (b) Explain the concept of ABC analysis.
- (c) What is cash budget?
- (d) Explain the significance of workers' participation in management of an organization.
- (e) What are the different techniques of selection of manpower?
- (f) Distinguish between assembly line balancing and machine line balancing.
- (g) What do you mean by management control?
- (h) What is financial structure of an organization?
- (i) "Marketing audit is a part of marketing control." Comment.
- (j) What is branding?
- (k) What is LIFO?
- (l) What is conflict management?

