MANAGEMENT

PAPER-I

Management: The candidates should make a study of the development of the field of management as a systematic body of knowledge and acquaint himself adequately with the contributions of leading authorities on the subject. He should study the role, function and behaviour of a manager and relevance of various concepts and theories to the Indian context. Apart from these general concepts, the candidate should study the environment of business and also attempt to understand the tools and techniques of decision making.

The candidate would be given choice to answer any five questions.


Quantitative Methods: Classical optimization : Maxima and minima of single and several variables : optimization under constraints- Applications. Linear. Programming ; Problem formulation- Graphical Solution- Simplex method waiting Lines- Mm-1 systems zero sum. Game theory of 2X2 or 3X3 dimensions. Formulation of Transporation and assignment Models of linear programming and methods of solutions.

PAPER-II

The candidate would be required to attempt five questions but not more than two questions from any one section.

Section-I


Planning and Strategy in the content of domestic and export marketing- concept of marketing mix-market Segmentation and product differentiation strategies- consumer Motivation and behaviour consumer Behavioural Models-Product Brand distribution, public distribution system, price and promotion.

Decisions :- Planning and control of marketing programmes - marketing reserch and models- sales Organisational dynamics- marketing information systems. Marketing audit and control.

Export incentives and promotional strategies - Role of Government, trade association and individual organisation- problems and prospects of export marketing.

Section-II

Production and Material Management :


Functions of production planning and Control Routing. Loading and Scheduling, for different types of production systems. Assembly Line, Balancing, Meachine Line Balancing.


Section-III


Investment Decision :- Steps in capital expenditure management, criteria for investment appraisal, cost of capital and its application in public and private sectors. Risk analysis in investment decisions, organisational evaluation of capital expenditure management with special reference to India.

Financing Decisions :- Estimating the firms of financial requirements, financial structure determinations, capital markets, institutional mechanism for funds, with special reference to India, security analysis, leasing and sub-contracting.

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**Working Capital Managements** :- Determining the size of the working capital, managing the managerial attitude towards risk in working capital, management of cash, inventory and accounts receivables, effects of inflation on working capital management.

**Income Determination and Distribution** :

Internal financing determination of dividend policy, implication of inflationary tendencies in determining the dividend policy valuation and dividend policy.

Financial Managements in public sector with special reference to India.

Performance budgeting and principles of financial accounting. Systems of management control.

**Section-IV**


**Industrial relations.** Economy and Society in India, Worker profile and Management style in India, Trades Unionism in India. Labour Legislation with special reference to Industrial Disputes Act, payment of Bonus Act. Trade Unions Act Industrial Democracy and Workers Participation in Management, collective bargaining Conciliation and adjudication, discipline and grievances handling in Industry.