

**CMA DECEMBER, 2020 EXAMINATION
PROFESSIONAL LEVEL-I
SUBJECT: 103. MANAGEMENT AND MARKETING MANAGEMENT**

Time: Three hours

Full Marks: 100

- ❖ Answer **THREE** questions from each part.
- ❖ Answer must be brief, relevant, neat and clean.
- ❖ Use fresh sheet for answering each question.

PART – A: MANAGEMENT (TOTAL MARKS-50)

Q. No. 1

- (a) What is Management by Objective? What are the benefits of Management by Objectives?
- (b) You are the head of Human Resource Division of a technology based service company. You need to appoint a CFO for the organization. What are the professional skills and competencies as well as personal characteristics that you would take into consideration in order to design the requirements for the position of CFO?
- (c) What are the salient reasons that people resist change in the organization?

[Marks: (6+6+4) = 16]

Q. No. 2

- (a) Contrast efficiency and effectiveness. Give an example of a time when an organization was effective but not efficient, efficient but not effective, both efficient and effective, and neither efficient nor effective.
- (b) Briefly describe the different types of roles that are played by a manager in an organization.
- (c) Discuss the internal and external elements of management environment.

[Marks: (8+4+4) = 16]

Q. No. 3

- (a) "The functions of management do not usually occur in a tidy, step-by-step fashion."- Explain.
- (b) What are the roles played by managers for an organization? Do these roles differ in accordance with the levels of management?
- (c) Differentiate between Scientific and Administrative Management Perspective.

[Marks: (5+6+5) = 16]

Q. No. 4

- (a) What types of plans and decisions mostly require board of directors involvement and why? What types of plans and decisions mostly are not appropriate for board involvement and why?
- (b) Which strategy should a firm develop first- its business-level or its corporate-level strategy? What are the characteristics of business in each of the four cells of BCG Matrix?
- (c) How classical model of decision making is different from administrative model of decision making?

[Marks: (6+6+4) = 16]

Q. No. 5

- (a) What are the benefits and limitations of Job Specialization? What are the alternatives to job specialization?
- (b) What are the two types of organizations developed by Rensis Likert? Explain the major point of differences between them.
- (c) What do you mean by Organization Design? What are the basic forms of organization design?

[Marks: (5+5+6) = 16]

Two marks are reserved for neatness and relevance

PART-B: MARKETING MANAGEMENT (TOTAL MARKS-50)

Q. No. 6

- (a) "Marketing is a social and managerial process which individuals and groups obtain what they need and want through creating and exchanging products and value with others." Explain the ideas involved in this statement.
- (b) What are the marketing challenges in the new millennium?
- (c) How do technological changes influence the marketing decisions?

[Marks: (6+5+5) = 16]

Q. No. 7

- (a) What targeting strategies can a company use to select and enter the most attractive market segments?
- (b) How can a company use mass customization to effectively meet the needs of the individual customers?
- (c) How can a company choose and communicate an effective positioning in the market?

[Marks: (6+5+5) = 16]

Q. No. 8

- (a) Explain contemporary customer-oriented marketing strategies.
- (b) "The actual price setting should be based on three factors of cost, demand and competition." Do you agree? Explain in favor of your answer.
- (c) Describe different aspects of economic and cultural factors influencing consumer behavior.

[Marks: (5+6+5) = 16]

Q. No. 9

- (a) Distinguish between marketing research and marketing information systems.
- (b) What factors would you consider when conducting a market research for a new product?
- (c) How would recruiting and training for a sales team differ from recruiting and training for individual selling?

[Marks: (5+6+5) = 16]

Q No. 10

Write short notes on any four:

- (a) Consumer Market and Business Market
- (b) Brand Equity
- (c) Value Based Pricing and Good Value Pricing
- (d) Customer Value, Satisfaction and Motivation
- (e) Marketing Mix
- (f) Warranties as a tool of marketing

[Marks: (4 X4) = 16]

Two marks are reserved for neatness and relevance

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