

**M.Sc. IN CREATIVE DESIGN CAD/CAM  
(MSCCRD)**

**Term-End Examination**

**December, 2012**

**MFW-045 : MANAGEMENT - II**

*Time : 3 Hours*

*Maximum Marks : 70*

---

**Note :** *There are **three** sections in this question paper. Each section is **compulsory**.*

---

**SECTION - A**

(OB/HR)

Attempt *any two* questions from Section - A.

1. Describe the self theory of personality. 10
2. What are the various resources of attitude formation ? Elaborate. 10
3. "Happy employee is a productive employee". 10  
Discuss with suitable examples.
4. Writ short notes on *Any two* : 10
  - (a) Attitude
  - (b) Personality
  - (c) Self Concept

## SECTION - B

(International Trade)

Attempt *any 2* questions from the Section - B.

5. Define WTO, its objectives and functions ? **10**
  
6. Write Short Notes on *Any two* :- **10**
  - (a) National Treatment Rule
  - (b) MFN clause
  - (c) Bound Rates
  
7. Explain methods of international payment. **10**
  
8. Explain Incoterms and its importance. **10**

## SECTION - C

(Marketing Management)

Attempt *any 3* questions from the Section - C

9. Explain the various stages of product life cycle. Also explain the strategies followed by the marketer at each stage. 10
  10. Explain BCG matrix with the help of an example. 10
  11. Differentiate between Advertisement and sales promotion. 10
  12. Explain various environmental factors which affects the working of the organisation. 10
-