

**M.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (MSCLGAD)**

Term-End Examination

December, 2012

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

*Note : There are 3 sections in the paper. Attempt **all** sections.
Overall attempt 7 questions.*

SECTION-A

Attempt *any two* questions from Section-A :

1. Explain "INTRAPSYCHIC THEORY" of personality. 10
2. Discuss the importance of Organisational Behaviour (OB) as a subject in current times. 10
3. Write short notes on *any two* of the following : 10
(a) Attitude (b) Job Analysis
(c) Self concept (d) HRP
4. Discuss components of "Good HR Practices". 10

SECTION - B

Attempt *any three* questions from Section-B :

5. Explain the Ansoff product market matrix with the help of an example. 10

6. Describe in detail the convenience goods, shopping goods and speciality goods with examples. 10

7. Differentiate between Advertisement and Publicity. 10

8. What is segmentation ? Explain the basis on which we divide the market. 10

SECTION - C

Attempt *any two* questions from Section-C :

9. Define WTO, its objectives and functions. 10
10. Define INCOTERMS. 10
11. Explain various methods of payments in international trade. 10
12. Write short notes on *any two* of the following : 2x5=10
- (a) bound rates
 - (b) GSP certificate of origin
 - (c) jettison
 - (d) MFN Clause
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