

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

00245

**Term-End Examination
December, 2014**

MFW-042 : MANAGEMENT - I

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions. All questions carry equal marks.*

1. Define the term management. Explain the various levels of management. 10
2. What is leadership ? Explain the different types of leadership styles. 10
3. Explain the theory X and theory Y of motivation. 10
4. Differentiate between training and development. Explain the various types of training. 10
5. Why is business communication important ? Explain the different types of communication. 10
6. What do you mean by intercultural communication ? How can you improve intercultural communication skills ? 10

7. (a) What are the determinants of market demand for a commodity ?
- (b) Explain fixed cost, variable cost, marginal cost, average cost and total cost with the help of an example. 10
8. (a) Define managerial economics and discuss its importance.
- (b) Explain price, income, advertising and cross-elasticity of demand. 10
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