

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

**Term-End Examination**

**December, 2013**

**MFW-045 : MANAGEMENT - II**

*Time : 3 Hours*

*Maximum Marks : 70*

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*Note : All questions carry equal marks. Follow the directions given in each section.*

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**SECTION - A  
(OB and HRM)**

Attempt any three questions from the Section - A :

1. What are the factors that shape individual's personality ? What are the primary factors that influence the evolution of personality ? 10
2. Define perception. Discuss the process involved in perception. 10
3. Explain the various steps involved in recruitment and selection. 10
4. " Organisation is a social structure " , - give your views with examples. 10
5. Mention the major milestones in the history of organisational behaviour. 10

## SECTION - B

### (International Business)

Attempt **any two** questions from the Section - B :

6. Explain INCOTERMS 2010 and analyse the importance of incoterms with suitable examples. 10
7. Explain IPLC and tell how it affects international trade. 10
8. Discuss absolute cost advantage and comparative advantage theory of international trade. 10
9. What are the various types of risks and losses involved in international business ? 10

## SECTION -C

### (Marketing Management)

Attempt **any two** questions from the Section - C :

10. Explain the affect of economic and social factors in business organisations. 10
11. Describe the various targeting approaches which a marketer can follow. 10
12. Discuss the various stages of product life cycle. Also explain the various strategies followed by marketer in each stage. 10
13. Discuss the importance of advertising used as an effective tool of business communication. 10