

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

Term-End Examination

December, 2015

MFW-045 : MANAGEMENT - II

Time : 3 hours

Maximum Marks : 70

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

1. "Happy employee is a productive employee."
Justify the statement with the help of suitable examples. 10
2. Explain the methods of international payment. 10
3. Describe BCG matrix with the help of suitable examples. 10
4. Discuss the various environmental factors which affect the working of the organisation. 10
5. Explain the four major ways in which consumer market can be segmented. 10

6. "Human Resources Management is one of the strategic functions of a business organization." Justify the statement. 10
7. Explain the procedure of recruitment and selection. 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) MFN Clause
 - (b) Bound Rates
 - (c) Motivation
 - (d) Jettison
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