

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

Term-End Examination

December, 2015

10201

MFW-059 : MANAGEMENT STUDIES – II

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

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1. Explain BCG matrix with the help of a suitable example. 10
 2. Discuss the various environmental factors which affect the working of an organisation. 10
 3. Define Globalisation. What are the major factors influencing globalisation ? 10
 4. Explain the four basis on which consumer market can be segmented. 10
 5. Explain the Ansoff product market matrix, with the help of a suitable example. 10

6. Describe in detail the convenience goods, shopping goods and speciality goods with examples. 10
7. "Happy employee is a productive employee." Discuss the statement with relevant examples. 10
8. Write short notes on any *four* of the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Bound Rates
 - (b) GSP Certificate of Origin
 - (c) MFN Clause
 - (d) Direct Selling
 - (e) Porter's 5 Force Model
 - (f) PEST Analysis
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