

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

Term-End Examination

June, 2012

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

*Note : There are 3 sections in this paper. Attempt all sections.
Overall attempt 7 Questions*

SECTION-A

Attempt *any three* questions from Section-A :

1. Explain the various stages of product life cycle. **10**
Also explain the strategies followed by the company at each stage.
2. Explain BCG Matrix, with the help of an example. **10**
3. Differentiate between Advertisement and sales promotion ? **10**
4. Explain various environmental factors which affect the working of organisation. **10**

SECTION-B

Attempt *any two* questions :

5. Define perception also explain factors responsible for its formation. **10**
6. "Happy employee is a productive employee". Discuss the statement with the help of suitable example. **10**
7. Explain Intrapyschic theory of personality. **10**
8. Write short notes on *any two* of the following :
 - (a) Job analysis **2x5=10**
 - (b) Attitude
 - (c) Job satisfaction
 - (d) values

SECTION-C

Attempt *any two* questions from section-C :

9. Define Letter of Credit (L/C) and its various types. 10
10. Explain cargo insurance. 10
11. Write short notes on *any two* of the following : 2x5=10
- (a) MFN Clause
 - (b) National treatment Rule
 - (c) Jettison
 - (d) D/A mode of payment
12. Explain INCOTERMS. 10
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