

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

Term-End Examination

June, 2013

MFW-045 : MANAGEMENT - II

Time : 3 Hours

Maximum Marks : 70

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

SECTION - A

(OB and HRM)

Attempt *any three* questions from Section - A :

1. " A happy employee is a productive employee ". 10
Discuss the statement.
2. What are the various sources of attitude 10
formation ? Which source is stronger in your own
case ?
3. Discuss components of good HR practices and also 10
explain impact of good HR practices.
4. Explain the procedure of recruitment and 10
selection.
5. Describe various theories of personality. 10

SECTION - B

(International Business)

Attempt *any two* questions from Section - B :

6. Explain methods of international payments. 10

7. What do you understand by the term cargo insurance ? Discuss its scope and risk coverage. 10

8. (a) Define WTO. Discuss its objectives and functions. 5
(b) Define FEMA and major exchange control regulations. 5

9. Write short notes on *any two* : 5+5
 - (a) Notional treatment rule
 - (b) Excise Bond
 - (c) Deferred Bond
 - (d) MFN clause.

SECTION - C

(Marketing Management)

Attempt *any two* questions from Section - C :

10. Define the term environment ? Also explain the major elements of marketing environment. 10
 11. Why Segmentation is important ? Explain the various basis on which a market can be segmented. 10
 12. Explain how BCG matrix helps a marketer in developing marketing strategies. 10
 13. Differentiate between Sales Promotion and Direct Selling. 10
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