

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

00477

June, 2014

BFW-065 : MANAGEMENT – IV

Time : 3 hours

Maximum Marks : 70

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

1. Explain the main elements of TQM. Why is customer focus so important in TQM ? 10
2. What are the fundamental differences between the use of acceptance sampling plans and process control charts ? 10
3. What do you understand by motivation ? Explain the role of motivation in building entrepreneurship. 10
4. Explain merchandising in fashion industry with examples. 10
5. Discuss your understanding about export markets with the help of a suitable example. 10
6. Explain fashion life cycle with the help of suitable examples. 10

7. What do you understand by Intellectual Property Rights (IPRs)? 10
8. Define any **four** of the following : $4 \times 2 \frac{1}{2} = 10$
- (a) E-Commerce
 - (b) Proforma Invoice
 - (c) Letter of Credit
 - (d) Subsidies
 - (e) Value Added Tax (VAT)
 - (f) Salvage Value
9. Distinguish between any **two** of the following : $2 \times 5 = 10$
- (a) International Marketing and Domestic Marketing
 - (b) Air Shipment and Water Shipment
 - (c) FOB and CIF
 - (d) Quality Circle and Quality Assurance
10. What do you understand by Cross-Cultural business policies? 10