

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

Term-End Examination

00106

June, 2015

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

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

1. Explain the various stages of product life cycle. Also explain the strategies followed by the company at each stage. 10
2. Differentiate between Advertisement and Sales promotion, with the help of suitable examples. 10
3. Define Marketing. Also explain the different elements of marketing. 10
4. What is marketing channel ? Describe the various types of channels for consumer goods. 10
5. What do you understand by Marketing Environment ? How does economical and political environment affect the working of an organisation ? 10

6. Why is segmentation important for a marketer ?
Explain the basis on which a marketer can
segment the market. 10
7. Describe all methods of International Payments. 10
8. Write short notes on any *four* of the following :
 $4 \times 2 \frac{1}{2} = 10$
- (a) EMBARGO
 - (b) ECGC
 - (c) EPCG
 - (d) JETTISON
 - (e) ARE-1
 - (f) IPLC
-