

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

Term-End Examination

December, 2011

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : *There are three sections in this paper. All sections are compulsory.*

SECTION - A

[Attempt *any three* questions]

1. Define Marketing. Also explain the different elements of marketing. 10
2. Explain the four major bases on which consumer market can be segmented. 10
3. What is marketing channel ? Describe various types of channels for consumer goods. 10
4. Write short note on *any two* : 10
 - (a) Porter's 5 force model
 - (b) Direct selling
 - (c) Ansoff's product market matrix
 - (d) PEST analysis.

SECTION - B

[Attempt *any two* questions]

5. Explain the procedure of recruitment. 10
6. Define Personality. What are the major factors responsible for its determination ? 10
7. What is Job Satisfaction ? What are its major causes and consequences of dissatisfaction ? 10
8. What is Social Perception ? How it affects our daily lives ? 10

SECTION - C

[Attempt *any two* questions]

9. Explain political risks involve in international trade. 10
 10. Define L/C. Also explain its various types. 10
 11. Define Globalisation. What are the major factors influencing globalisation ? 10
-