

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

Term-End Examination

June, 2011

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : There are three Sections in this paper. Each Section is compulsory.

SECTION - A

[Attempt *any two* Questions]

1. Explain the steps involved in strategic marketing planning . 10
2. What is marketing environment ? Explain various forces with respect to marketing environment. 10
3. Write short notes on *any two* of the following : 10
 - (a) BCG Matrix.
 - (b) 4 P's of Marketing.
 - (c) SWOT Analysis.
 - (d) Personal Selling.

SECTION - B

[Attempt *any three* Questions]

4. What do you understand by the term OB ? How do you justify its significance in contemporary times ? 10
5. What is perception ? What are the factors responsible for its formation ? 10
6. Why are social skills so beneficial to different kind of careers ? Explain with the help of suitable examples. 10
7. What do you understand by HRM ? Explain briefly the process of HRP. 10
8. Write short notes on *any two* : 10
 - (a) Recruitment.
 - (b) Job satisfaction.
 - (c) Motivation.
 - (d) Self Esteem.

SECTION - C

[Attempt *any two* Questions]

9. Define INCO TERMS - 2000. 10
10. Explain various types of International methods of payment. 10
11. Define objectives and functions of WTO. 10
12. Write short notes on *any two* : 10
- (a) Licensing
 - (b) Franchising
 - (c) Deemed Exports
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