

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

**Term-End Examination**

**June, 2011**

**00772**

**MFW-042 : MANAGEMENT - I**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any two questions from each section.  
All questions carry equal marks.*

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**SECTION - A**

**BUSINESS ECONOMICS**

1. What is inflation ? What are the methods to control the inflation in an economy ?
2. What is perfect competition market ? How it is different from oligopolistic competition ?
3. Explain the law of demand. Why it is sloping downward ? What are the exception's of demand ?

**SECTION - B**  
**OB and HRM**

1. What is organisational behaviour ? Discuss it's Importance and scope.
2. Define the term 'Motivation.' What is Maslow's need hierarchy theory.
3. Define the term 'Human Resource Management' ? Discuss it's function.

## **SECTION - C**

### **Marketing Management**

- 1.** Explain the steps involved in Strategic Marketing Planning.
- 2.** What is Marketing environment ? Explain the various forces in Marketing environment.
- 3.** Describe the stages of product life cycle with examples. Also explain the strategies followed by the Marketer in each stage.

## **SECTION - D**

### **PD and Communication**

1. How many types of communication are there ?  
What are they ?
2. What is "Intonation" ? Why it needs to be practiced during public speech ?
3. What steps will you take to improve your content ?

## SECTION - E

### Accounts and Finance

1. Pass Journal entries for the following transactions.
  - (a) Provide depreciation on furniture Rs. 500 and on machinery Rs. 2000.
  - (b) Received cash Rs. 1000 for Bad debts written off last year.
  - (c) Rs. 2000 for wages are outstanding.
  - (d) Goods worth Rs. 5000 given as charity.
  - (e) Ram paid life Insurance premium Rs. 10000.
  - (f) Mohan returned goods worth Rs. 2000.
  - (g) Sold goods to Paras for Rs. 7000.
  
2. Rectify the following :
  - (a) Wages paid to the worker Rs. 250 for repairing the building have been debited wages A/C.
  - (b) Rs. 5400 received from M. Mehta were posted to the debit side of his A/C.
  - (c) Purchase of typewriter for Rs. 600 has been passed through the purchase book.
  - (d) The sales day book was under cast by Rs. 1000.
  - (e) Received one bill from Arun Rs. 500 passed through bills payable A/C.
  - (f) Rs. 2000 being purchase return were posted to the purchase A/C.
  - (g) Discount of Rs. 1000 received was posted to the debit of discount A/C.

3. From the following data find out :-

- (a) Current Assets
- (b) Current Liabilities
- (c) Liquid Assets
- (d) Stock

When :- Current Ratio \_\_\_\_\_ 2.5 : 1

Liquid Ratio \_\_\_\_\_ 1.5 : 1

Working capital \_\_\_\_\_ Rs. 90000.

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