

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

Term-End Examination

June, 2011

MFW-045 : MANAGEMENT - II

00954

Time : 3 hours

Maximum Marks : 70

Note : There are four sections. Each section is compulsory.

SECTION - A

(Attempt *any 2* questions)

1. Explain the steps involved in strategic marketing planning. 7
2. Describe the stages of product life cycle with examples. 7
3. Explain Marketing environment along with various forces. 7

SECTION - B

(Attempt *any 3* questions)

4. What is OB ? Discuss its importance and scope. 7
5. Define the term motivation. What is Maslow's need hierarchy theory. 7
6. Define the term HRM. Discuss its functions. 7
7. Write short notes on *any two* :- 7
 - (a) Recruitment
 - (b) Group cohesiveness
 - (c) Personality type
 - (d) Promotion

SECTION - C

(Attempt *any* 2 questions)

8. What is completeness and clarity in 7C's of communication ? 7
9. Write a paragraph of about 200 words on *any one* of the following topics :- 7
- (a) An experience of living with nature
 - (b) Your favourite teacher
 - (c) An idea that has helped mankind.
10. Define Business Communication. How does it differ from normal communication ? 7

SECTION - D

(Attempt *any* 3 questions)

11. What are the major factors responsible for globalization of trade ? 7
 12. Define INCOTERMS - 2000. 7
 13. How cross cultural difference influence management and functioning of multinational enterprises ? 7
 14. Explain various methods of International payment categories. 7
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