

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

**Term-End Examination**

**December, 2013**

**MFW-059 : MANAGEMENT STUDIES - II**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : There are 3 sections in this paper. Attempt all sections.  
Specific instructions as regard to number of questions  
are given.*

**SECTION - A**

**"INTERNATIONAL BUSINESS"**

**(Attempt any two questions)**

1. Explain L/L and its types ? 10
2. Define "INCOTERMS 2010". Describe the importance of these terms ? 10
3. Write short notes on any four of the following :  
(a) National treatment Rule 2.5x4=10  
(b) Product liability insurance  
(c) Duty Drawback  
(d) Embargo  
(e) Jettisan
4. Explain International Product life cycle theory with diagram. 10

**SECTION - B**  
**"MARKETING MANAGEMENT"**  
(Attempt **any two** questions)

5. Explain Role of Promotion in an foreign organisation. Distinguish between advertisement and publicity. **10**
6. What are the elements of effective marketing mix ? Explain. **10**
7. Explain the significance and stages of product life cycle with appropriate examples. **10**

**SECTION - C**  
**"OB and HRM"**  
(Attempt **any three** questions)

8. Explain process of perception. Describe the factors responsible for formation of perception. **10**
9. Differentiate between self theory and Intrapsychic theory of personality. **10**
10. What do you understand by "HRP" ? Explain its major components. **10**
11. Write short notes on **any four** of the following :  
(a) Job Satisfaction **2.5x4=10**  
(b) Job analysis  
(c) Attitude  
(d) Terminal values  
(e) Good HR Practices.