

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

00050

**December, 2014**

**BFW-065 : MANAGEMENT – IV**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any **seven** questions. All questions carry equal marks.*

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1. What is the difference between quality planning, quality control and quality improvement ? 10
2. "Quality cannot be inspected, it has to be inbuilt within the system." – Elaborate with suitable examples. 10
3. Define 'Entrepreneurship'. Explain the role of entrepreneurship in the nation's economy. 10
4. Discuss packaging and labelling in retail industry. 10
5. What do you understand by fashion line ? 10
6. What are the objectives and functions of World Trade Organisation (WTO) ? 10
7. What do you understand by International Business ? Explain with the help of a suitable example. 10

8. Explain any *two* of the following : 2×5=10

- (a) Terms of Payment
- (b) Export Markets
- (c) Export Documentation
- (d) Import Documentation

9. Define any *four* of the following :  $4 \times 2 \frac{1}{2} = 10$

- (a) Bill of Lading
- (b) Bill of Materials
- (c) Retailing
- (d) Internal Customers
- (e) Marine Insurance
- (f) Buffer Stock

10. How can Human Resource Management programme be used to motivate retail salespeople to provide good customer service? 10

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