

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

Term-End Examination

00255

December, 2014

MFW-045 : MANAGEMENT - II

Time : 3 hours

Maximum Marks : 70

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

1. How do legal and technological factors affect the working of an organisation ? 7
2. What are the steps which a consumer should follow while purchasing a product ? 7
3. Explain the product growth matrix by taking suitable examples. 7
4. Explain the significance of segmentation. What segmentation basis should a marketer follow if he is in banking sector or personal care industry ? 7
5. It is remarked that attitude shapes the personality of an individual. Discuss it. 7

6. Compare Intra Psychic theory with Self theory of personality. 7
 7. Explain the process of Human Resource Development. 7
 8. Define Motivation. Explain its importance. 7
 9. Explain in brief the trade theories of international trade. 7
 10. What is "Globalisation" ? Discuss its advantages and disadvantages. 7
 11. Explain the Multilateral Trading System. 7
 12. Describe the methods of various international payments. 7
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