

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

Term-End Examination

December, 2014

00275

MFW-059 : MANAGEMENT STUDIES - II

Time : 3 hours

Maximum Marks : 70

Note : *There are **three** sections in this paper. Attempt maximum **three** questions from each section. In total attempt **seven** questions. All questions carry equal marks.*

SECTION A

(Marketing Management)

1. Define price skimming, special event pricing and even-odd price with suitable examples. 10
2. Differentiate between advertising and sales promotion. 10
3. Differentiate between concept testing and test marketing stages of new product development. 10
4. Explain the product market growth with example. 10

SECTION B
(OB & HRM)

5. What do you understand by the term “Organisational Behaviour” ? How is its study important in contemporary times ? 10
6. Discuss the concept and determinants of personality in OB. 10
7. “Beauty lies in the eyes of the beholder.” Discuss the statement along with the Perception Process. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) ID
 - (b) Leadership
 - (c) Extrovert
 - (d) TQM
9. Explain MBTI and various personalities based on it. 10

SECTION C
(International Business)

- 10.** Define L/C. Explain its types in detail. *10*
- 11.** Explain Cargo Insurance and its scope in international trade. *10*
- 12.** Explain the process of Pre-shipment inspection in Exports. *10*
- 13.** Explain the advantages and disadvantages of globalisation. *10*
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