

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

Term-End Examination

December, 2016

00495

MFW-059 : MANAGEMENT STUDIES – II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any *five* questions of Section A. Attempt *all* questions of Section B.

SECTION A

1. Explain BCG Matrix, with the help of an example. 10
2. Differentiate between advertisement and sales promotion with the help of examples. 10
3. Discuss various environmental factors which affect the working of an organisation. 10
4. Describe Intrapyschic theory of Personality. 10
5. Define Perception. Explain the factors responsible for its formation. 10
6. Write short notes on the following : 10
 - (a) Job Analysis
 - (b) Attitude
 - (c) Job Satisfaction
 - (d) Values

SECTION B

7. Write short notes on the following :

4×5=20

- (a) MFN Clause
 - (b) National Treatment Rule
 - (c) Jettison
 - (d) D/A Mode of Payment
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