

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

Term-End Examination

00270

December, 2017

MFW-042 : MANAGEMENT – I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the various skills to be possessed by a successful manager. 10
2. With the help of examples, differentiate between authority and responsibility. 10
3. (a) Define Managerial Economics. Discuss the scope of Managerial Economics.
- (b) State and explain the law of demand. Discuss various exceptions to the law of demand. 5+5
4. What is Leadership ? Describe the different types of leadership styles. 10

5. Differentiate between training and development.
Discuss the need for training in an organization. 10
6. What do you mean by intercultural communication ? How can you improve intercultural communication skills ? 10
7. Define Marketing. Describe the different elements of marketing. 10
8. Write short notes on any *two* of the following : 5+5
- (a) Barriers in Communication
 - (b) Interview Tips
 - (c) Organizational Behaviour
 - (d) Controlling
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