

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

**Term-End Examination**

**00500**

**December, 2017**

**MFW-045 : MANAGEMENT - II**

*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 are the various resources of attitude formation ? Elaborate. 10
2. What are the steps which a consumer should follow while purchasing a product ? 10
3. Describe the BCG matrix with the help of a suitable example. 10
4. Differentiate between advertisement and sales promotion with the help of a suitable example. 10
5. Discuss the various environmental factors which affect the working of an organisation. 10

6. Explain the significance of segmentation. What segmentation basis should a marketer follow, if he is in the banking sector or personal care industry? 10
7. What is Globalisation ? Discuss its advantages and disadvantages. 10
8. What is a Marketing Channel ? Describe the various types of channels for consumer goods. 10
9. Write short notes on any *five* of the following : 5×2=10
- (a) Motivation
  - (b) Personality
  - (c) National Treatment Rule
  - (d) Jettison
  - (e) International Payments
  - (f) Productive Employee
  - (g) Elements of Marketing
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