

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

Term-End Examination

December, 2017

00140

MFW-059 : MANAGEMENT STUDIES – II

Time : 3 hours

Maximum Marks : 70

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

1. Define price skimming, special event pricing and even-odd pricing with suitable examples. 10
2. Differentiate between concept testing and test marketing stages of a new product development. 10
3. What do you understand by the term “Organisational Behaviour” ? How is its study important in contemporary times ? 10
4. Explain Cargo Insurance and its scope in international trade. 10
5. Discuss the advantages and disadvantages of globalisation. 10

6. Explain the various stages of product life cycle. Discuss the strategies that are followed by a company at each stage. 10
7. Describe the objectives and functions of WTO. 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) MFN Clause
 - (b) National Treatment Rule
 - (c) Jettison
 - (d) D/A Mode of Payment
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