

00285

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

Term-End Examination

June, 2012

MFW-045 : MANAGEMENT - II

Time : 3 Hours

Maximum Marks : 70

*Note : There are **three** sections in this question paper. Every section is **compulsory**.*

SECTION - A

(OB/HR)

Attempt *any two* questions from Section - A.

1. Define perception. Also write the factors responsible for its formation. **10**
2. Explain Intra Psychic Theory with suitable examples. **10**
3. Write short notes on *any two* : **10**
 - (a) Attitude
 - (b) Personality
 - (c) Self concept
4. Discuss the importance of Organisational Behaviour (OB) as a subject in current times. **10**

SECTION - B

International Trade

Attempt *any two* questions from *Section - B*

5. Define letters of credits (L/c) and its various types. 10
6. Explain Incoterms and its importance. 10
7. Explain in detail Cargo Insurance. 10
8. Write short notes on *ANY TWO* : 10
 - (a) GSP certificate of origin
 - (b) EMBARGO
 - (c) Jettison

SECTION - C

Marketing Management

Attempt *any three* questions from *Section - C*

9. Explain the Ansoff-product-market matrix with the help of an example. 10
 10. Explain convenience goods, shopping goods and speciality goods with examples. 10
 11. Differentiate between Advertisement and publicity. 10
 12. What do you mean by segmentation ? Explain the basis on which we divide the market. 10
-