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

**Term-End Examination**

**June, 2013**

**MFW-059 : MANAGEMENT STUDIES - II**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : There are 3 sections in this paper. Attempt all sections.  
Specific instructions as regard to number of questions  
are given.*

**SECTION - A**

**(OB AND HRM)**

Attempt *any* 3 questions (Maximum words Limit  
300 words).

1. Define "Personality". Also explain Intra psychic theory of personality. 10
2. "Human Resource Planning today has taken the front wheel role in organisation strategic planning". Discuss with the help of suitable examples. 10
3. Express the degree of self confidence, self esteem and fear factor. Also explain strength of Achievers, and Analyticals. 10

4. What is learning? What are the major dimensions of social learning theory? **10**
5. Write short notes on *any 2* (two). **2x5=10**
- (a) SELECTION Process
  - (b) Difference between Job designing and job analysis
  - (c) PERCEPTUAL SET
  - (d) Motivation

## SECTION - B

### "MARKETING MANAGEMENT"

(Attempt *any two* Questions.)

6. What do you understand by Marketing Environment? How economical and political environment affects the working of an organisation ? 10
7. Explain the significance and stages of Product Life Cycle with suitable examples. 10
8. Why segmentation is important for a marketer ? Explain the basis of on which a marketer can segment the market. 10

**SECTION - C**  
**"INTERNATIONAL BUSINESS"**

(Attempt **any two** questions.)

9. Describe all methods of International Payments. 10
10. Explain "IPLC". 10

**OR**

Rules of multilateral trading system.

11. Discuss INCOTERMS 2010. 10
12. Write short notes on **any four** of the following : 2.5x4=10
- (a) EMBARGO
  - (b) ECGC
  - (c) EPCG
  - (d) JETTISON
  - (e) ARE - 1
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