

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

**Term-End Examination**

00434

**June, 2014**

**MFW-042 : MANAGEMENT - I**

*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 skills which a manager must possess ? Are these skills equally important ? 10
  
2. What is planning ? Explain the steps involved in planning process. 10
  
3. Differentiate between authority and responsibility. Can one be exercised without the other ? Explain with the help of an example. 10

4. What is recruitment ? How is it different from selection ? 10
5. (a) Define Managerial Economics. Discuss the scope of Managerial Economics. 10
- (b) State and explain the Law of Demand. Also discuss various exceptions to the law of demand.
6. (a) Explain the various determinants of demand. 10
- (b) What is elasticity of demand ? Explain the different degrees of price elasticity with suitable diagram.
7. Write short notes on the following : 10
- (a) Barriers in Communication
- (b) 7 C's of Communication
8. Explain the following with examples : 10
- (a) Interview Tips
- (b) Types of Communication
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